



# Survey on Usage of Multimedia in Social Networks

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**ABSTRACT:** *Recent years have witnessed the rapid growth of multimedia data available over social networks on the Internet. The age of huge amount of multimedia collection provides users facilities to share and access data, while it also demands the revolution of data management techniques, since the exponential growth of multimedia data in social networks requires more scalable, effective and robust technologies to manage and index them. In this article, we provide a comprehensive survey on rapid growth of multimedia data available over social networks on the Internet. We introduce each paradigm and summarize related research efforts. In addition, we also suggest the emerging trends in this research area.*

**Keywords:** *multimedia, social networks, images, animation, video.*

## 1- Introduction

Social networking is the use of internet-based social media programs to make connections with friends, family, classmates, customers and clients. Social networking can occur for social purposes, business purposes or both through sites such as Facebook, Twitter, LinkedIn, Classmates.com and Yelp. Social networking is also a significant target area for marketers seeking to engage users. Social network sites (SNSs) are increasingly attracting the attention of academic and industry researchers intrigued by their affordances and reach [1]. Social networking sites vary in the types of tools and functionality they provide (Boyd and Ellison5 define social network sites as having three common elements: a member profile (in their definition this is always a web page); the ability to add other members to a contact list; and supported interaction between members of contact lists (interaction varies greatly, and there will typically be some degree of interaction facilitated between people who are not on each other's contacts list [6]. There are many social network types, here after are the most of these Social Networking Sites (i.e. Facebook), Micro-blogging (i.e. Twitter), Video Sharing (i.e. YouTube), Photo Sharing (i.e. Flickr), Blogs, Podcasts and Vodcasts, Wikis, Social

Bookmarking Sites, Widgets, Virtual Worlds, Social Media Releases and Rich Site Summary (RSS) Feeds.

Facebook, a well-known social networking site launched in February 2004 in the U.S., became popular around the world in the recent years (Facebook 2012). According to the official statistics, there were 845 million Facebook users who were active per month (Facebook 2012). The availability of more than 70 languages on Facebook indicates its popularity. People can stay connect with friends, to share and express what matters to them and to discover what is going on in the world on Facebook. Therefore, it becomes a locus of social interaction that involves various dynamics inside social networks and communities

Multimedia is any combination of text, art, sound, animation, and video delivered to you by computer or other electronic or digitally manipulated means. It is richly presented sensation. When you weave together the sensual elements of multimedia—dazzling pictures and animations, engaging sounds, compelling video clips, and raw textual information— you can electrify the thought and action centers of people’s minds.

The rest of this paper is organized as follows: chapter two gives brief details on the usage of the text in social networks. Chapter three represents the images in the social networks. In chapter four the authors discuss the usage of the audio in social networks. The existence of the videos in social networks is shown in chapter five. Chapter six gives brief details on the usage of animation in social networks. Finally, the paper concludes in chapter seven.

## **2- Text in Social Networks**

Using text and symbols for communication is a very recent human development that began about 6,000 years ago in the Mediterranean Fertile Crescent—Mesopotamia, Egypt, Sumeria, and Babylonia—when the first meaningful marks were scraped onto mud tablets and left to harden in the sun. Only members of the ruling classes and the priesthood were allowed to read and write the pictographic signs and cuneiforms. The earliest messages delivered in written words typically contained information vital to the management of people, politics, and taxes.

## **3- Images on Social Network**

The ability to upload and share photo albums on Facebook was launched in October 2005, when the site had about 5 million users. By then, photo hosting was already exploding on the Internet and other sites which offered photo hosting services were already quite popular, like Myspace and Flickr. Nonetheless, the simple interface and mass adoption allowed Facebook to become the number one online photo service by late 2009, with more than 30 billion photos uploaded on the site [11].

Recently, research on image retrieval and classification has focused on large image databases collected from the Web. Many of these datasets are built from online photo sharing communities such as Flickr [12,13,14,15] and even collections built from image search engines [16] consist largely of Flickr images. Via Facebook, people have the opportunity to think about what they prefer to show others. For example, people can put up posts emphasizing aspects of their personalities or share photos that conveying the best images of them in order to maintain a good impression from the others. The idea was supported by [18]) who stated that individuals were aware of their presentation online for a pleasing impression. Also, in [17]) proposed that individuals were careful about the types of impression they gave

to the others so as to shape their self-presentation accordingly on Facebook. The above findings suggested that people would engage in different types of self-presentation that help them maintain a positive image on Facebook.

#### **4- Audio in social networks**

The dramatic increase in popularity of online social networking has led hundreds of millions of individuals to publish personal information on the Web. Music artists are no exception. Myspace<sup>1</sup> has become the de-facto standard for web-based music artist promotion. Although exact figures are not made public, recent blogosphere chatter suggests there are well over 7 million artist pages<sup>2</sup> on Myspace. Myspace artist pages typically include some streaming audio and a list of “friends” specifying social connections. This combination of media and a user-specified social network provides a unique data set that is unprecedented in both scope and scale [19]. It should be noted that networks of music listeners and bipartite networks of listeners and artists have also been studied [20,21]. While such studies are highly interesting in the context of music recommendation, and while the Myspace network could potentially provide interesting data on networks of listeners, we restrict our current investigation to the Myspace artist network.

#### **5- Video in social network**

Video content is becoming a predominant part of user’s daily lives on the Web [0]. Video pervades the Internet and supports new types of interaction among users, including video forums, video chats, video mail, and video blogs. Additionally, based ones, such as video reviews for products number of services in the current Web2.0 are offering video based functions as alternative to text. YouTube has become the most successful Internet website providing a new generation of short video sharing service since its establishment in early 2005. The Internet has witnessed an explosion of networked video sharing as a new killer application in the recent two years [2]. The current speed of YouTube is “Slow” (average load time is 3.6 seconds) and is slower than 69% of the surveyed sites. Therefore, understanding the features of YouTube and similar video sharing sites is essential to network traffic engineering and to their sustainable enhancement. YouTube video playback technology is based on Adobe Flash Player and uses the Sorenson Spark H.263 video codec with pixel dimensions of 320 by 240. This technology allows YouTube to display videos with quality comparable to more established video playback technologies (i.e., Windows Media Player, QuickTime and RealPlayer). YouTube officially accepts uploaded videos in .WMV, .AVI, .MOV and .MPG formats, which are converted into .FLV (Adobe Flash Video) format after uploading [3]. There are over 100 million worldwide views per day on YouTube. There are more Facebook users (350 million) than there are U.S. residents (309 million). Twitter will process about 10 billion “tweets” this year. Images are now useful for user’s connectivity. Sharing of images takes place within group of known people or social circle and increasingly outside the group, for discovery of new people. Some images might be content sensitive. Sharing images on content sharing sites may lead to unwanted disclosure and privacy violations [19]



Fig.Video exploration for “Obama inauguration”

#### 6- Animation in social networks:

Animation has been used in the field of development communication since the 1960s, in part due to its ability to engage audiences convey complex ideas, and address sensitive issues [22]. UNICEF first began using animation for advocacy purposes in the 1960s, however it wasn't until the 198s that development agencies recognized the power of animation in delivering information to literate and non---literate populations in developing countries [23].

#### 7- Conclusion

We have presented a comprehensive survey on the usage of multimedia in social networks. In this survey, we highlight the current progress on this topic, discuss a number of representative works. We hold that the research topic will attract more attention in the future, while the event is utilized as the center role in social networks.

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