AVAILABILITY OF ADDITIONAL FUNCTIONS IN SNS

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ABSTRACT

Two SNS servers are operated in the cooperation project with industry, government, schools and the local community. One is Miezine+SNS and the other is Genkids+plus. Miezine+SNS started at 2006 and has about 620 members now. Genkids+plus started at 2008 and has about 300 members now. They are built up with OpenPNE software. Then, many additional functions are added to them. As a result of adding the functions, those SNS have linkages to GIS, Facebook and Twitter. This paper introduces some of the additional functions and describes an evaluation of them judging from a use situation.

Keyword: OpenPNE, Social Networking Service, Evaluation, Additional Features, Geographic Information System

INTRODUCTION

OpenPNE is a SNS software developed by Tejima-Ya Co., Ltd. Miezine+SNS and Genkids+plus are based on OpenPNE software. Miezine+SNS is a SNS which is running from October 2006 aiming to revitalize Mie prefecture. Genkids+plus is a SNS which is running from March 2008 aiming at construction of a business model using local information and communication technology. I developed many additional functions and embedded them into the each SNS servers.

Miezine+SNS

I am operating the server of Miezine+SNS from May 2007. At that time, Miezine+SNS used the version of OpenPNE 2.6.7. OpenPNE was gradually upgraded to a new version. Then, Miezine+SNS followed up the version as like 2.8.3, 2.10.5.1, 2.12.2, 2.12.8 and 2.14.5. Now Miezine+SNS uses OpenPNE version 2.14.9. The number of registered users is about 620.

Figure 1 Example of Miezine+SNS
My Page
However the number of active users is under 10% of it. Almost users live in Mie prefecture. Figure 1 shows an example of Miezine+SNS My Page.

Genkids+plus

I am operating the software of Genkids+plus from May 2009. At that time, Genkids+plus used the version of OpenPNE 2.12.8. In March 2010, it changed the hardware and URL. At that time, it used the version of OpenPNE 2.12.17. Now it uses OpenPNE version 2.14.9. The number of registered users is about 300. However the number of active users is under 10% of it. Almost users live in Tsu city. Now main aims of Genkids project are to support the parents raising children and kids growing up. Figure 2 shows an example of Genkids+plus My Page.

ADDITIONAL FUNCTIONS

Latitude Longitude Extraction Page

I developed the page to extract the latitude longitude in a map. The text like ‘<cmd src="gmaps" args="13,34,746048,136,524736,0">’ is generated by pointing on Google maps. SNS users write the text in their articles to show the position about the contents of the articles. Figure 3 shows an example of the page.

Button controlling the display of maps

The text ‘<cmd src="gmaps" ...>’ displays the button ‘+map’ or ‘–map’. After SNS users click ‘+map’ button, the Google map is displayed and ‘+map’ button is changed to ‘-map’. After they click ‘-map’ button, the map is closed and ‘-map’ button is changed to ‘+map’. The default is ‘+map’ button to speed up displaying the web page. Figure 4 shows ‘+map’ button and Figure 5 shows ‘-map’ button.
Contact to GIS

The articles containing the latitude longitude are linked from GIS. The map in GIS has the flags at the position of the latitude longitude and the titles of the articles are shown in GIS. When a user clicks the flag or the title, the article in SNS is displayed. Figure 6 shows an example of the GIS page.

Public Diary and Public Community

I developed the page of public diary and public community. The diary of the specific user becomes public diary. The community managed by the specific user becomes public community. The articles in public diary and public community are served as RSS feeds without the certification. Then, anyone can read the articles in the RSS reader page which is shown in Figure 7.

Emergency Bulletin Board

I developed the emergency bulletin board in which anyone can write the articles. It is running in SNS every day. The emergency bulletin board is a community of SNS. Figure 8 shows an example of the page. This community is accessible to anyone without the certification. If a member in SNS writes the article, then his nickname is used in the writer name field. If non-member of SNS writes the article, then a specific name is used in it.

News Page

I developed the news page gathering RSS feeds of many news sites. Only the members in SNS can read it. Figure 9 shows an example of the news page.
Simultaneous contribution to Facebook

Figure 10 shows the checkbox of Facebook in a diary input page. When the checkbox is on, the content of the diary is posted into SNS and Facebook simultaneously.

Simultaneous contribution to Twitter

Figure 10 also shows the checkbox of Twitter in a diary input page. When the checkbox is on, the title of the diary is posted into SNS and Twitter simultaneously.

EVALUATION

Availability of Map Information Function

Table 1 shows the number of the articles in Mieazine+SNS which include the latitude longitude each year. GIS page was released at February 2009. The number of the articles increased for about two years from the release. It is shown in Table 1 as the number of the articles in diary. Because SNS administrators wrote the articles in a specific community intentionally to activate this SNS, the number of the articles in community at 2007 is large. The number of the articles in diary becomes large at 2009. SNS users were interested in GIS page for two years. However, the users lost the interest afterwards. The number of articles decreased from that. Therefore, availability of GIS page was effective for only two years.

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Diary</td>
<td>1</td>
<td>109</td>
<td>100</td>
<td>169</td>
<td>186</td>
<td>42</td>
<td>15</td>
</tr>
<tr>
<td>In Community</td>
<td>40</td>
<td>126</td>
<td>84</td>
<td>50</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total number</td>
<td>42</td>
<td>235</td>
<td>184</td>
<td>219</td>
<td>189</td>
<td>43</td>
<td>16</td>
</tr>
</tbody>
</table>
Availability of Public Diary and Public Community

Users introduce the events like music concerts in the public community. However, it is rare to use them. The number of articles in Public Community is 9 slightly. The availability of Public Diary and Public Community is very small. Users do not desire public community. They are enjoying the companionship in only SNS.

Availability of Emergency Bulletin Board

The incidents which need the emergency bulletin board have not yet happened. Spam articles were written in the board a few times. The server of the emergency bulletin board is running in Mie University. Therefore, the contingency plan is very weak. When a disaster happened, this function is unable to work until the university network is running.

Availability of News Page

Users use the news page to find the topic written in their diary. Therefore, the news page is useful. The news genres of RSS feeds are local news, political news, and foreign news. Neither show business news nor sports news is contained. It has the intention that SNS users should become interested in the news which the mass media does not send. Generally the mass media send a lot of show business news and sports news in order to go up viewership. Therefore, I think that the news page in SNS should send the local news, political news and foreign news.

Availability of Simultaneous contribution to Facebook and Twitter

Many active users in SNS became members of Facebook and Twitter simultaneously. However, the function of simultaneous contribution to Facebook and Twitter is slow to response. Especially the Facebook response is very late. Therefore, users who use the checkbox of simultaneous contribution to Facebook and Twitter are a few.

CONCLUSION

1. New functions are useful for about two years. SNS users are interested in new functions at first. However, the users lost the interest afterwards.
2. SNS users rarely write articles in public community, so they do not desire public community.
3. The additional functions were unable to stop the outflow of the local SNS users. Active users in the local SNS are disappearing. The SNS users are enjoying the companionship of many persons. Therefore, the users move to the SNS which has many members.
4. Local SNS is useful to spread the local news which the mass media does not send.

REFERENCES


