



Tools for Geo-Social Networks

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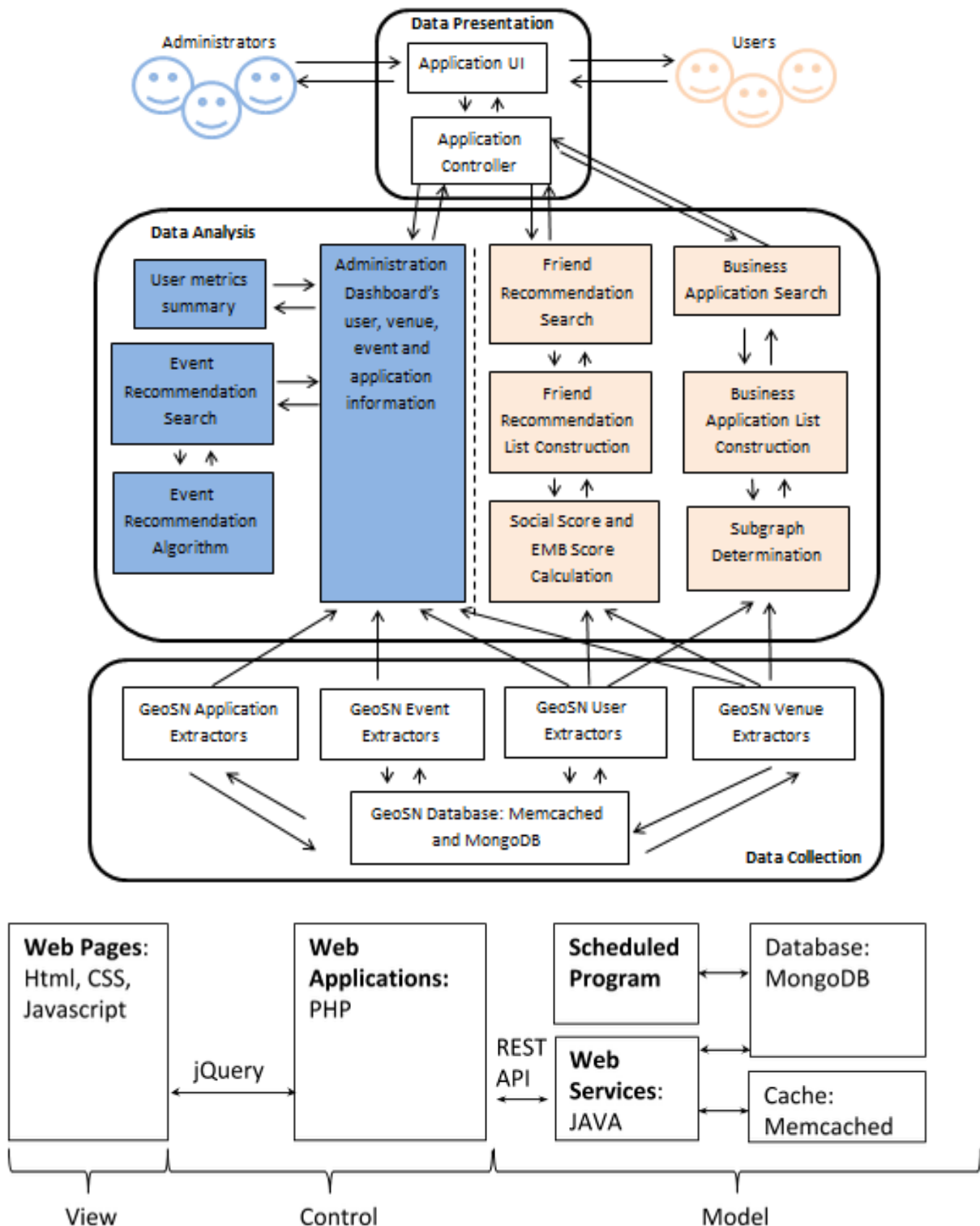
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Introduction

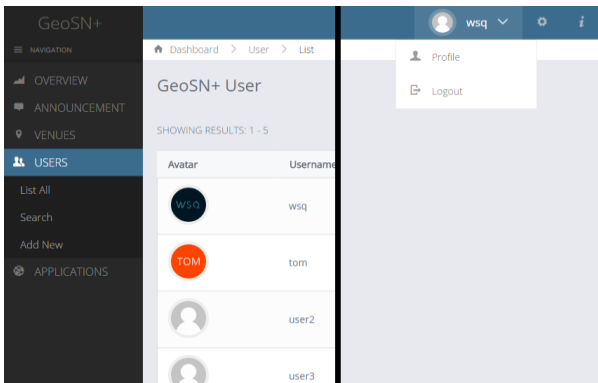
Social media is becoming an integral part of our life. Modern social networking websites such as Facebook and Twitter allow users to build up their own social relation network. It accepts user-submitted location information through geolocation techniques or web crawling. The goal of this project is to extend the existing geo-social networking prototype website framework (GeoSN+) for HKUST student built by previous project team. We mainly focus on three areas including to design and implement an Administration Dashboard user interface, develop a new business application inside the webpage, develop a friend recommendation system and develop an event recommendation system.

System Design Overview

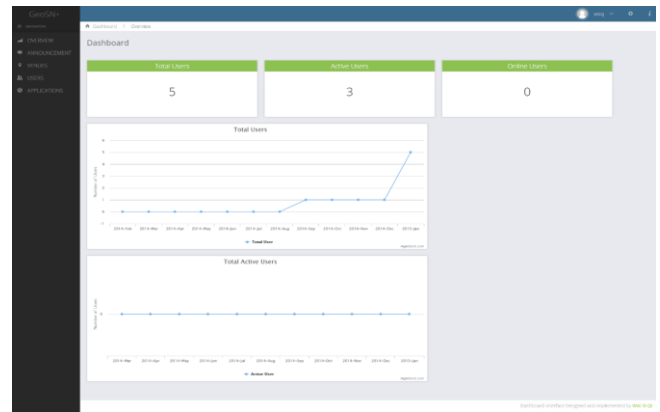


Administration Dashboard

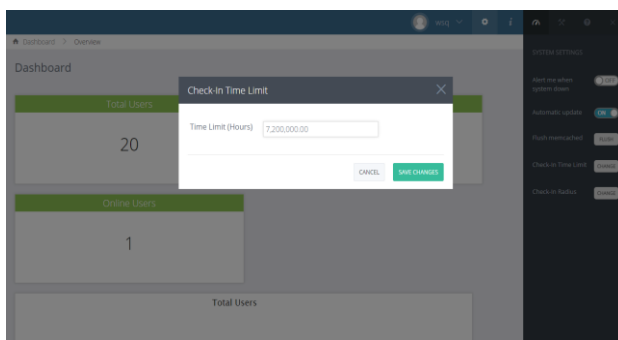
The Administration Dashboard helps administrators studying and predicting future about user location trend, allows resources allocation, provides better management and provides easy-to-use user interface.



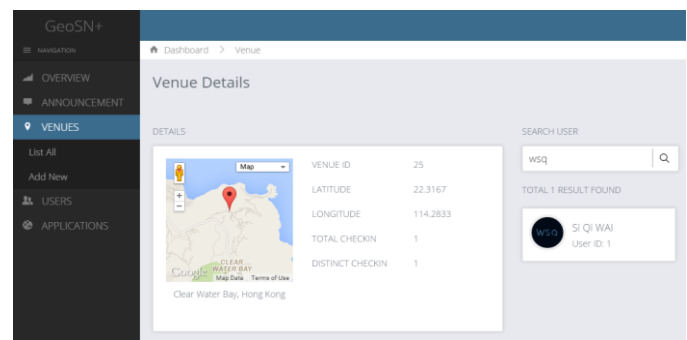
Drop-down Menus



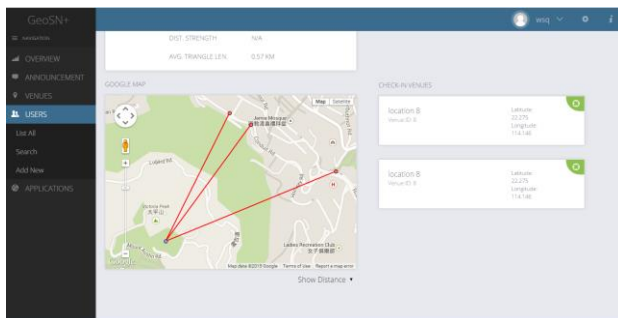
Interactive Statistics



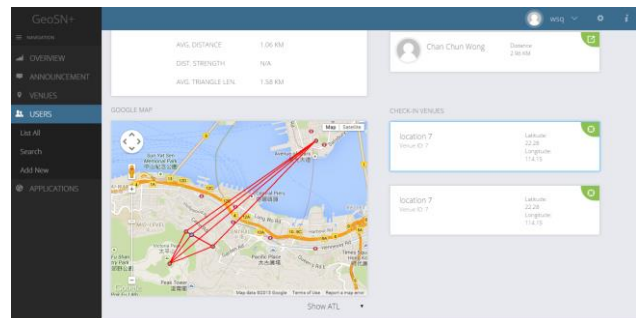
Modal Window



Check-in Details



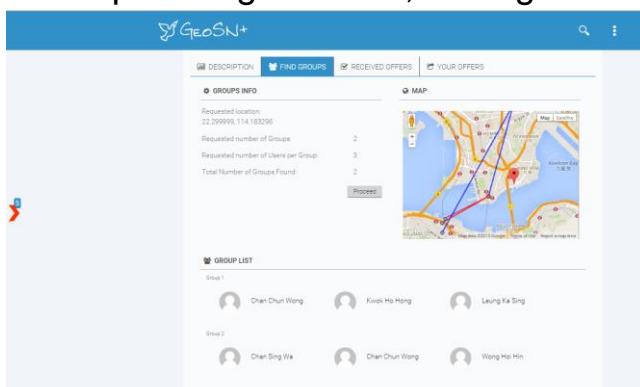
Average Distance



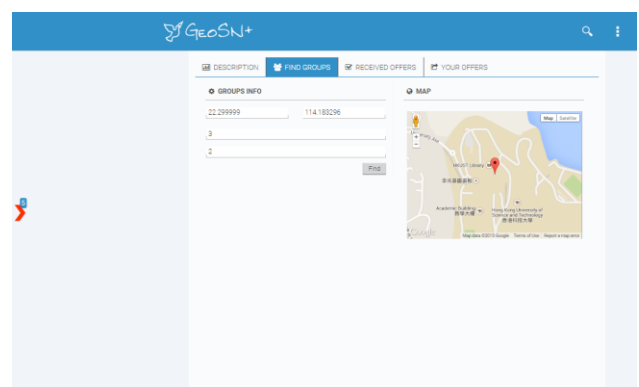
Average Triangle Length

Business Application

The Business Application provides a platform for store owners to find most related group of users from existing user base for marketing and promotions, for example user will have their coupon discount, and store owner will have electronic word-of-mouth spreading in return, having mutual benefits.



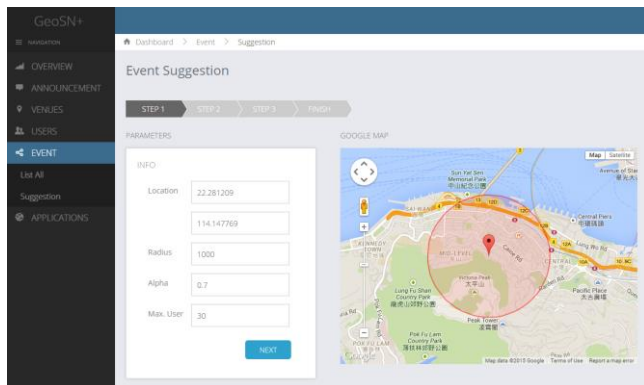
Find Groups



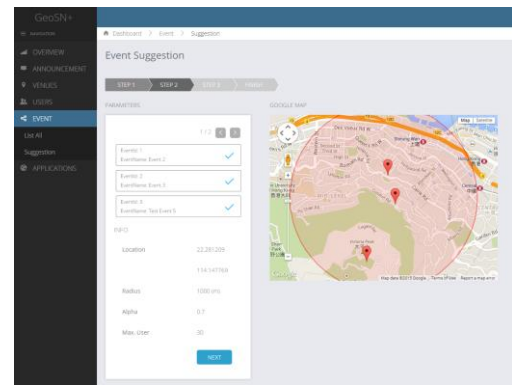
Parameter Inputs

Event Recommendation System

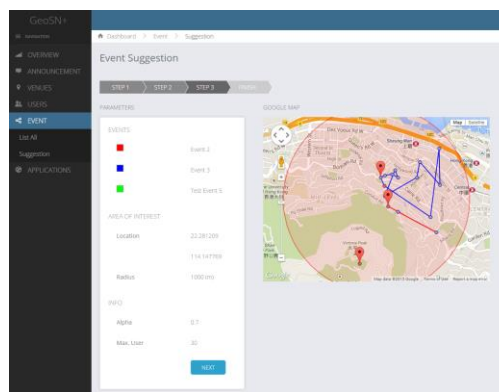
The Event Recommendation provides chances for users to join different kinds of events to enlarge their social group size.



List Upcoming Events in Range



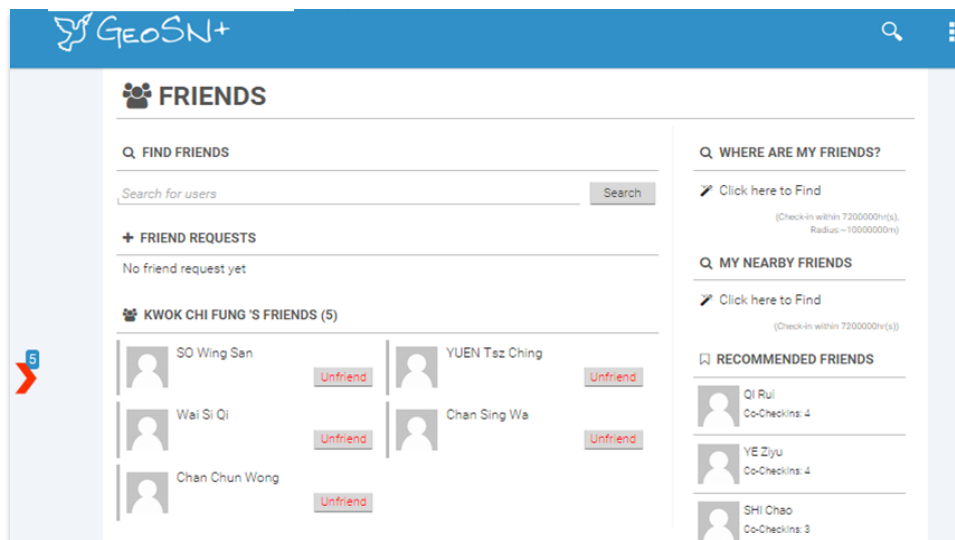
Event Selection



List Suitable Users

Friend Recommendation System

The Friend Recommendation provides a platform for users to enlarge their social network.



Conclusion

GeoSN+ has already been developed three years since the initial project started. In this year, we further extend the current framework of Geo-social networking website and step forward to merge all existing functions in a single platform. We hope that GeoSN+ can continue utilize the latest advance techniques and soon be completed in the development cycle.