

Productive 24 social Media

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ABSTRACT - Social media has become a ubiquitous tool connecting billions of users worldwide, with projections suggesting that the number of users could surpass 50 billion by 2020. Integrating social networking with e-commerce, connecting applications aim to foster social network growth and development, allowing users to showcase their talents such as art, dance, singing, and photography to a relevant audience through online platforms. The 24 Platform, constructed using React.js, Firebase database, VS Code, Node.js, and npm, facilitates content visibility based on user follows and category preferences. Companies are increasingly leveraging online communities to add value for both themselves and their customers, emphasizing the importance of aligning brand activity with the interests of specific social network audiences. This application addresses shortcomings in existing platforms by combining various functions to provide users with a space to share their work and receive appreciation.

Keywords: Social Media, Social Network, Internet, Connectivity, Android Studio, Firebase

I. INTRODUCTION

In the ever-evolving landscape of social media, where platforms constantly compete for users' attention, a new entrant has emerged to redefine the way we interact, collaborate, and engage with digital communities. Productive 24 Social Media is poised to revolutionize the social media landscape by prioritizing productivity, well-being, and meaningful connections. With a commitment to fostering creativity, collaboration, and personal growth, Productive 24 aims to empower users to make the most of their online experiences while promoting a healthy balance between digital engagement and real-life activities.

Origins and Vision:

The genesis of Productive 24 Social Media can be traced back to a shared vision among a diverse group of tech entrepreneurs, psychologists, and community builders who recognized the need for a more purposeful and fulfilling approach to social networking. Inspired by the growing concerns surrounding the addictive nature of traditional social media platforms and their impact on mental health and well-being, the founders of Productive 24 set out to create a platform that prioritizes users' holistic development and positive social interactions. Driven by a mission to empower individuals to lead balanced, fulfilling lives both online and offline, Productive 24 aims to redefine the purpose of social media by fostering meaningful connections, promoting personal growth, and facilitating productive collaboration. With a focus on mindfulness, intentionality, and community-building, Productive 24 seeks to create a safe and supportive environment where users can share ideas, pursue their passions, and inspire positive change.

Key Features and Design Philosophy:

As Productive 24 continues to gain momentum and attract users from diverse backgrounds and interests, its potential to reshape the social media landscape and inspire positive change becomes increasingly evident. By prioritizing productivity, well-being, and meaningful connections, Productive 24 has the power to redefine the purpose of social media and set a new standard for digital engagement. From students seeking to connect with like-minded peers and collaborate on creative projects to professionals looking to network, learn, and grow their careers, Productive 24 offers something for everyone. By providing a platform where users can share ideas, seek support, and pursue their passions in a supportive and empowering environment, Productive 24 has the potential to unlock new opportunities for personal and professional growth. Moreover, as concerns about the negative impact of traditional social media platforms on mental health and well-being continue to grow, Productive 24 stands as a beacon of hope, offering a more balanced and fulfilling alternative. By promoting mindfulness, intentionality, and digital detoxification, Productive 24 empowers users to take control of their online experiences and cultivate healthier relationships with technology. Productive 24 Social Media represents a new era in social networking, where productivity, creativity, and well-being take center stage. With its innovative features, user-centric design, and commitment to fostering meaningful connections, Productive 24 has the potential to redefine the purpose of social media and inspire positive change in the lives of its users. As we embark on this journey together, let us embrace the transformative power of Productive 24 to create a more balanced, fulfilling, and connected world.

User-Centric Approach:

Productive 24 Social Media takes a user-centric approach to design and development, prioritizing the needs, preferences, and well-being of its users above all else. Unlike traditional social media platforms that often prioritize advertising revenue and user engagement metrics, Productive 24 places a strong emphasis on creating a positive and empowering user experience. Through user feedback, data-driven insights, and ongoing research, Productive 24 continuously iterates and improves its platform to better serve the diverse needs of its user base. Whether it's enhancing privacy controls, optimizing content discovery algorithms, or introducing new features to promote well-being, Productive 24 is committed to listening to its users and adapting to their evolving needs.

Community Building and Collaboration:

Central to the ethos of Productive 24 is the belief that social media has the power to bring people together, foster collaboration, and drive positive change. With this in mind, Productive 24 prioritizes community building and collaboration, providing users with the tools and resources they need to connect, collaborate, and support each other. Through features such as groups, events, and forums, Productive 24 facilitates the formation of communities around shared interests, passions, and causes. Whether it's a group of aspiring writers sharing feedback on each other's work, a community of entrepreneurs exchanging ideas and resources, or a network of activists mobilizing for social change, Productive 24 empowers users to find their tribe and make a difference together. Furthermore, Productive 24 offers a range of collaboration tools and project management features designed to facilitate teamwork and productivity. Whether it's co-authoring documents, organizing virtual meetings, or managing tasks and deadlines, Productive 24 provides users with the tools they need to collaborate effectively and achieve their goals.

Empowering Creativity and Expression:

Creativity lies at the heart of Productive 24 Social Media, inspiring users to express themselves, share their passions, and unleash their creative potential. With a wide range of multimedia tools, editing features, and content creation templates, Productive 24 empowers users to create and share engaging and compelling content with ease. Whether it's a stunning photo collage, an inspirational video montage, or a thought-provoking blog post, Productive 24 provides users with the tools and resources they need to bring their ideas to life and share them with the world. By encouraging creativity and self-expression, Productive 24 fosters a vibrant and dynamic community of creators, innovators, and storytellers. Moreover, Productive 24 recognizes the importance of protecting and respecting intellectual property rights, providing users with robust

copyright and content moderation policies to safeguard their creative work. By creating a safe and supportive environment for creators to share their work, Productive 24 empowers individuals to pursue their passions and make a meaningful impact through their creativity.

II. LITERATURE REVIEW

On "The evolution of Social media influence" a paper published by Purva Grover, Arpan Kumar Kar, Yogesh Dwivedi in 2022. Every aspect of human activities has been influenced by social media, but how this influence is affecting individual decision making in different context had not been studied yet. This article tries to investigate social media influences at individual level with respect to different contexts such as organization, marketplace, and social environment. 132 articles had been selected for the review process. The findings have been presented using the lens of Theory, Context, Characteristics and Methodology. This article presents social media influence phenomenon within an individual. The article concludes by highlighting literature gaps and future research directions. This review makes the relevant contribution to the field of computer mediated communications.

A paper on "Application Areas Of Social Media Analytics" published by Kristen Liere-Netheler, Leon Gilhaus, Kristen G in 2019. The use of social media is part of everyday life in both private and professional environments. Social media is used for communication, data exchange and the distribution of news and advertisements. Social Media Analytics (SMA) help to collect and interpret unstructured data. The measurement of user behavior serves to form opinions and evaluate the influence of individual actors. This results in a multitude of application areas for SMA. On the basis of a literature search, our aim is to determine the main application areas and summarize the current state of research. We describe these areas, show current findings from the literature and uncover gaps in research. The main application areas of SMA investigated in research are healthcare, tourism and natural disaster control.

A paper on "Enhancing Productivity Of Youth Through Balanced Social Media Usage" published by Pallavi Chopade, Pratima Gund, Arun Pawar, Kirti Gupta, Anthony Rose. Social media offers plentiful opportunities to youth for enhancing wellbeing through opportunities for better connections with friends, following social media influencers, accessing various learning resources and apps for wellbeing. Balanced screen time on social media can ensure happy and healthy relationships among youth. This study carried out a survey among youth in the age groups 15 years to 35 years. Quantitative data was collected from 266 respondents on their usage of social media sites such as Instagram, Facebook, snapchat, twitter and LinkedIn. Further, factor analysis carried out by using SPSS 26.0, reveals that most of the youth follow most Facebook and

Instagram accounts for entertainment, emotional distraction, educational purpose - knowledge and creative learning etc. Social networking sites are highly used for promotion of products and services. Balanced social media screen time is positively correlated with physical and psychological well-being of youth.

A paper on “Social Media Analysis to Enhance Sustainable Knowledge Management” published by Ahmad M, Salvatore Pileggi, Osame Sohaib. Although knowledge management relying on data from social networks has become an integral part of common practices, there needs to be a well-defined body of knowledge that explicitly addresses the process and the value generated. Sustainable knowledge management practices, which promote responsible and ethical knowledge sharing between different stakeholders, can also be facilitated through social media. This can foster a culture of continuous learning and innovation while considering the social implications of knowledge sharing. The main goal of this study is to critically and holistically discuss the impact of social media analysis in the knowledge management process holistically and maximize its value in a given context.

III. WORKING MODEL OF PROPOSED SYSTEMS

The login page is developed using React.js and HTML 5, ensuring efficient functionality. The `LoginHeader.js` component contributes to the webpage's structure, organizing content into blocks while prominently displaying the Beta Logo of our 24 Social Media Platform. Firebase serves as the backend, simplifying initial setup and user management tasks. It seamlessly integrates with various authentication domains, facilitating user registration and providing options for custom domain deployment. Leveraging JavaScript, Firebase's built-in functionalities streamline authentication processes. The `App.js` file initializes the project on `localhost:3000/`, leveraging React's features and packages to seamlessly run the application on port 3000.

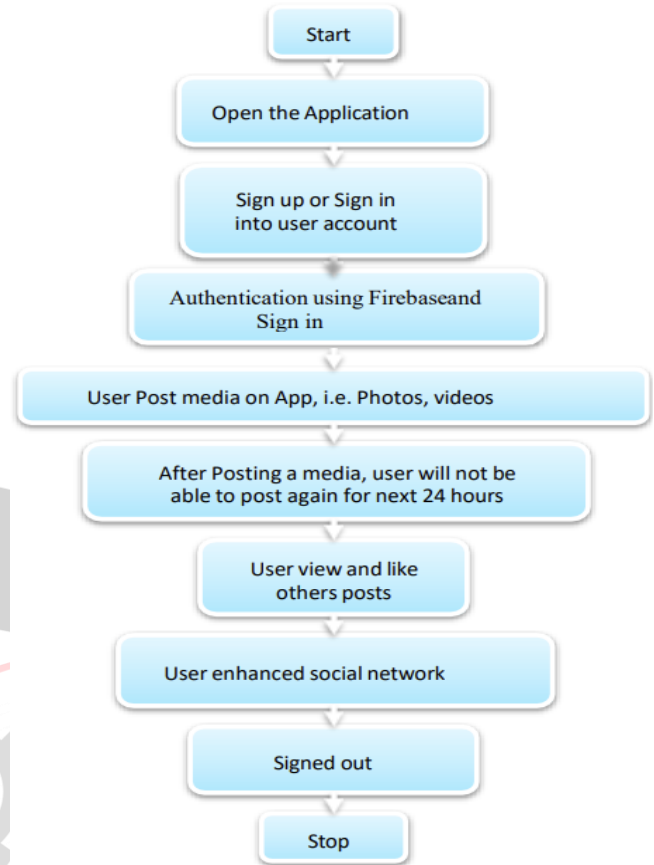
IV. INNOVATIVE PLATFORM SOLUTION

The proposed system workflow.

According to the workflow, users begin by accessing the login page of the application. Upon entering their credentials, this data is securely stored on Firebase, a service provided by Google Cloud. Subsequently, the credentials undergo authentication via Firebase Authenticator. If the provided credentials match those in the database, users successfully log into the application, granting them access to the home page of Productive 24 Social Media.

Once logged in, users can upload media content such as photos and videos. Notably, a unique feature limits users to one post per day, ensuring a balanced and moderated posting frequency. Additionally, the application offers

interactive features including commenting on posts, liking content, and establishing social network connections for further engagement and enhancement of user experience. Lastly, users have the option to log out of the application, concluding the workflow of the Productive 24 Social Media app.



V. METHODOLOGY

At the core of software development lies the concept of the Software Development Life Cycle (SDLC) models, which serve as structured frameworks guiding the progression of a project from its inception to its completion. The SDLC is a dynamic and continuous process that begins with the decision to initiate a project and concludes when the software is retired or replaced. It encompasses a series of phases, each with its own set of activities, deliverables, and objectives. While there is no single SDLC model that fits all projects, they can be broadly categorized into different groups, each with its own unique features and limitations. These models have evolved over time, expanding from the traditional waterfall model, which follows a linear sequential approach, to incorporate more iterative and flexible methodologies.

The diversity in SDLC models is driven by the wide range of product types and industries they cater to. From web application development to complex medical software systems, each project has its own set of requirements,

constraints, and stakeholders to consider. Therefore, selecting the most appropriate SDLC model is crucial, as it determines the overall success and efficiency of the development process. Regardless of the chosen SDLC model, it must be tailored to suit the specific needs and characteristics of the product, project, and organization. This customization ensures that the development process is aligned with the goals and objectives of the stakeholders, maximizes efficiency, and minimizes risks.

In summary, the SDLC models play a vital role in guiding the software development process, providing a structured approach to project management and execution. By understanding the diverse range of SDLC models available and customizing them to fit the unique requirements of each project, organizations can optimize their development efforts and deliver high-quality software solutions that meet the needs of their users.

VI. SOFTWARE INTERFACE

A. JavaScript:

JavaScript does not include a native interface type, presenting challenges due to its dynamic nature and Prototypical Inheritance. Despite this limitation, developers frequently emulate interfaces to ensure consistent interfaces across classes, although this can be challenging.

- Interfaces in JavaScript serve the purpose of describing the diverse shapes that objects can adopt, encompassing properties and function types. To define function types within interfaces, call signatures are utilized, allowing for a comprehensive description of function behavior within JavaScript's flexible structure.

B. Android Studio:

- Interfaces represent a set of constants, methods (including abstract, static, and default), and nested types. Any methods defined within an interface must be implemented in the class. Conceptually, an interface resembles a blueprint for a class. The interface keyword is employed to declare an interface within JavaScript.

- In constructing the user interface (UI) for an Android application, a hierarchical structure of layouts and widgets is employed. Layouts, functioning as View Group objects, serve as containers dictating the positioning of their child views within the screen layout. Meanwhile, widgets, categorized as View objects, encompass various UI components like buttons and text boxes.

C. VS Codes:

- The widely-used Integrated Development Environment (IDE), Microsoft Visual Studio, is a product of Microsoft Corporation. Renowned for its versatility, this dynamic tool has undergone multiple iterations and editions, showcasing a plethora of beneficial functionalities.

- This versatile tool facilitates the creation of computer programs across a range of platforms, including mobile applications, web applications, web services, and websites.

- For the development of our web application, we utilized Visual Studio Professional 2015 edition, incorporating various programming and markup languages such as HTML, CSS, JavaScript, C++, and ASP.net.

- Also it configures all the database from SQL server to cloud like Microsoft Azure

7. Benefits and Drawbacks

Benefits:

- The system provides a distinct, resilient, and adaptable software platform aimed at streamlining and improving social networking experiences.

- Conserve storage capacity.

- Low cost

Drawbacks:

- Reduced data production.

- Security issues while dealing with cloud

8. Prototype of the system



Figure: 24 Social Media Application

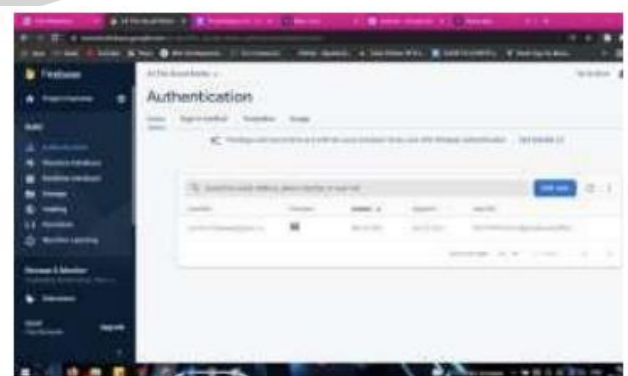


Figure: Page at the backend



Figure: Wrong Credentials

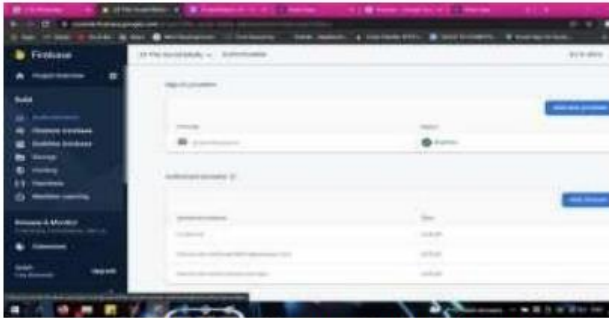


Figure: Domains provided by Firebase

VII. CONCLUSION

In this research, we investigated a mathematical framework modeling social media popularity, incorporating a standard incidence rate. Our proposed model delineates three distinct equilibria: the absence of social media users, highly popular social media presence, and moderately popular social media presence. We identified four key parameters governing the behavior of the model: the efficacy of social media promotion, attrition rate of social media usage, propensity for users to reconsider social media engagement, and the inherent mortality rate of content creation. Furthermore, we observed that the success of content dissemination hinges on its ability to attract engagement and foster wider reach. Additionally, the developed application enables users to connect with their social circle effortlessly, facilitating friend search functionality and enabling seamless status updates visible to their connections.

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