Positive And Negative Sides To Mobile Social Networking

Part 1.?Mobile social Networking Service

What is mobile social network:

Social networking could only be accessed on the computer or laptop, now the world has evolved and we are able to use it on our mobile phones. Mobile social networking is one or many people connecting through their mobile phones or other devices. Website social networking sites such as Facebook and Instagram have created a mobile application which allows you to access this anywhere and anytime.

How's mobile social network improving: (Themes, 2016)

Mobile social networking is improving each year. As time goes it evolves and a better upgrade is released. Before it was quiet hard to access social network due to smart phones not being built to the best of its ability, but now they seem to tackle the negative feedbacks they receive. The growth on mobile social networking. "In fact, social media is so big in today's world, over two billion people are using various across the globe, and as device usage surges, this number is expected to grow" (O'Brien, 2018). (Chaffey, 2018) (Esquivel, 2018)

Negative side to mobile social networking

Some believe that social networking might be an addictive application, and can indirectly mess with the capacity of the brain. Social networking can also cause people to be more anti-social which develops the lack of communication skills. This can cause a bad effect on someone who has an interview, for example a face to face interaction where one may feel disconnected. Some people on social media are often targeted and get cyber bullied. "Teens on social media are at risk of cyber bullying and other aggression online inappropriate content or exposure to predators, and having their private information available publicly" (Adolescent Health 2016). (Shaffer, 2018) (York, 2017)

Positives sides to mobile Social networking

Social networking, believe it or not plays a massive role for each and one of us. Our life's revolve around social media, whether it's as little as texting a friend, to getting emails from your potential jobs. Social media allows us to realise everything in the world. One of the things why social networking is diverse, because it allows special children to interact within the same level of speed. Most importantly social media is used by businesses and brands. This allows the consumers to communicate with the company, purchase and give feedback. "It has proven a very cost effective way for promotion and advertising in a new, subtle and very personal way that businesses are doubling their social media marketing budgets during the next five years". (Gregorio, 2014) (Radice, 2018) (Brandi, 2018)

Would mobile social networking improve in the future?

Social media has evolved in the past 10 years to a great extent. It's an ever changing network that keeps evolving as the years go by. This means they would have to keep up with the new trend and the new changes. "We live in a world where Facebook alone has over 1.65 billion active monthly users" (Banner, 2018). Mobile social networking will improve in the future and there would be more common channels, for example shopping will be more common, businesses will become smarter with the way they use their socials and majority of people will use social media more to participate in activities with people they don't know but have the same things in common. (Banks, 2015)

Part 2. 5 Vs For Big Data

Big data has expanded of data consisting billions to trillions of records, of millions of people. Many companies/businesses use big data due to million and trillions of data being handled. Big data has a characteristic of 5 Vs that allows the data to expand gradually.

Velocity in other words refers to speed which means how fast the amount of data is being generated and how many information is being collected. Every second data is being generated and big data allows us to analyse information while its being generated. "The internet sends a vast amount of information across the world every second". (Gewirtz, 2018)

Volume is the amount of space data is generated each second. The amount of data being collected is so large that we can no longer analyse data using the database. With Facebook alone there are nearly 10 billion messages every day. "It's estimated that 2.5 quintillion bytes of data is created each day, and as a result, there will be 40 zettabytes of data created by 2020"- (Big data ldn, 2017)

Value is the amount of data being removed. Having extremely big data is a good thing but if it can't be turned into value then it's not worth it. " The most important part of embarking on a big data initiative is to understand the costs and benefits of collecting and analysing the data to ensure that ultimately the data that is reaped can be monetized". – (Canno, 2014)

Veracity is the quality or the trustworthiness of the data. It also refers to how correct and precise the data set may be. The data is to be stored and obtained so it can be analysed. Without veracity you wouldn't know the fact and accuracy about the data being travelled.

Variety is structured and unstructured data that can be generated by us humans or technologies. Variety is a diverse amount of data being travelled around. There are various types of data from emails, social media, health facilities and so on. "More sources of data mean's more varieties of data in different format". – (Perry, 2017) (Bys, 2017) (Big.data.black, 2016)

Big Data For Businesses

Positive side:

A lot of people use big data, especially businesses. One of the main reason is cost reduction. Big data technologies such as Hadoop and cloud based analyse to help store a large amount of data. With the speed of Hadoop, a lot of businesses are able to retrieve information

immediately. The speed is faster than before and also better decision making can be made. Also with big data fraud can be detected the minute it happens due to high security.

Nevertheless, big data is also being used in health cares to collect millions and millions of data. This information provided could be lifesaving diagnosis. Not only is it being used in health care but is in retail, government and travel. Big data has improved in customer service wise. “Big data has evolved a lot over recent years. In the past, a company’s data concerning client interactions were primarily based on observation and person- to-person communication” (Agrawal, 2017).

Big data allows the customers to share their data with the businesses. The aim is to meet the customer’s expectation in order for the customer to become a long lasting consumer. “Customer service now includes internet-based interactions that frequently don’t involve any human-to-human interaction at all” (Argawal, 2017).

Negative sides:

Hacking has risen in the recent years and a lot of data theft have been happening. Cybersecurity risks usually target companies that are storing big data. There’s also a potential problem in big data, where information is rapidly changing. Even though a lot of businesses use big data the storage space to house your data also seems to be expensive to purchase and maintain. “By now it is glaringly obvious that when people generate thousands of data points everyday- where they go, who they communicate with, what they read and write, what they buy what they eat, what they watch, how much they exercise, how much they sleep and more- they are vulnerable to exposure in ways unimaginable a generation ago” (Armerding, 2017).

With big data there’s a vast amount of data being processed so getting inaccurate conclusions from the big data analysis could cost a lot of expenses for the company. Big data helps you understand your target audience and what the customer’s needs are. It plays an important role, which is why data needs to be shown and correctly analysed. “When I get in my car to head to the city, I want to know if there’s traffic on the way and how long it will take to get to my destination. I’d be a lot less inclined to use GPS apps if the recommendations were only as accurate as the last time one of my co-workers drove that route” (Mikhail, 2017).

Privacy and Security issues surrounding big data usage

Security &Privacy:

Big data has million and billions of data traveling every day. Peoples information’s are always being logged in the hands of an institution. This can lead to big privacy problems where as people may feel vulnerable to the fact that their personal data may be entered into a clone website, rather than the authentic one.

With the rapid increase in devices, connecting to the internet will show the volume of data collected, stored and processed. This will be increasing every day. This can also bring new challenges to the privacy and security in big data. Considering big data being travelled there is a set of risk areas that need to be thought about.

Big data’s security is being used by Hadoop and cloud security. Hadoop was a distributed process which never actually had intentions to operate for security. It then became a popular platform, where security precautions have started to be developed. When developing the Hadoop system 2 skills where proposed to prevent hackers who wants to get all the data in cloud. 'A trust mechanism has been implemented between user and name node which is component of HDFS and manages data nodes” (Sinanc, 2018). Hadoop distributed file system was used to build cloud system, this is one of many reasons why it is allowed to store large data.

However, cloud security is a wider spread of cloud computing. Data storage on cloud may cause a lot of problems nowadays, but the service provider is extra cautious with the act he takes. I believe this is the best and secure way to share big data on cloud platform. (Sinanc, 2015)? (Girijala, 2017)

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