

# A Review Analysis of Person Related To A Field Protocol For Searching in Social Network for Ranking

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**Abstract** – In today's world, social networks have become one of the primary means of connecting people around the world. These websites are home to vast amounts of data, with the volume of data growing at a remarkable pace. Social network data can be broadly classified into three main categories: user profile data, user communication data, and group communication data.

To make sense of this massive and complex dataset, data mining techniques can be applied to discover knowledge and extract useful patterns. This process is known as social network mining.

This paper proposes a new search protocol that can be used to mine information across all social networking data, and use the extracted patterns to search for experts in a particular field. The protocol includes a mechanism to rank the searched experts based on their relevance to the search criteria.

Apart from identifying experts, this proposed protocol can also reveal a wealth of useful patterns from social networking data. This could be invaluable for research, marketing, or other applications that rely on insights derived from social network data.

**Keywords:** PRTE, Social Media Network, Data Mining, Person Data Analysis

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## I. INTRODUCTION

The Person Related to a Field Protocol for Social Media Networking (PRTS) is a strategy that aims to help professionals connect and network with individuals who are relevant to their field or industry. The protocol involves identifying key influencers and thought leaders in your industry, joining relevant groups and communities, sharing valuable content, attending virtual events, and engaging in meaningful conversations with other professionals on social media.

The PRTS protocol can be a powerful tool for professionals looking to expand their network and advance their careers. By building genuine relationships with individuals who are relevant to your field, you can gain new insights, learn from others, and stay up-to-date on the latest trends and developments in your industry. You can also establish yourself as a thought leader and attract the attention of potential employers, clients, or collaborators.

To make the most of the PRTS protocol, it's important to approach networking with a mindset of generosity and curiosity. Focus on building meaningful relationships with others by adding value, sharing insights, and offering support. Don't be afraid to ask questions, seek feedback, or share your own experiences and perspectives. Remember, networking is a two-way street, and the most successful professionals are those who are willing to give as much as they receive.

The Person Related to a Field Protocol for Social Media

Networking (PRTS) is a novel approach to social media networking that emphasizes building genuine connections with individuals who are relevant to your field or industry. The goal of PRTS is to help professionals expand their network, learn from others in their field, and ultimately, advance their careers.

Here are some steps you can take to implement the PRTS protocol:

**Identify key influencers and thought leaders in your field:** Start by identifying individuals who are respected in your industry and have a strong online presence. Follow them on social media and engage with their content by commenting, sharing, or liking their posts.

**Create a list of relevant hash tags:** Use hash tags to find and engage with other professionals in your field. For example, if you work in marketing, you might use hash tags like #digital marketing, #content marketing, or #SEO.

**Join relevant groups and communities:** Look for groups and communities on social media platforms like LinkedIn and Face book that are focused on your industry or area of expertise. Engage with other members by commenting on posts, asking questions, and sharing your own insights.

**Share valuable content:** Share your own content on social media that is relevant and valuable to your field. This could include blog posts, articles, info graphics, or videos. By sharing useful information, you can establish yourself as a thought leader and attract the attention of other professionals in your industry.

**Attend virtual events:** Look for virtual conferences, webinars, and other events related to your field. Attend these events and engage with other attendees by asking questions, sharing your own insights, and connecting with them on social media.

Engage in meaningful conversations: When engaging with other professionals on social media, focus on building genuine relationships. Ask questions, offer insights, and engage in conversations that are meaningful and relevant to your field.

By following these steps, you can establish yourself as a valuable member of your industry and build a network of like-minded professionals who can help you achieve your career goals. Remember, networking is about building relationships, not just collecting contacts, so focus on quality over quantity and always look for opportunities to add value to others.

## II. PERSON RELATED TO A FIELD PROTOCOL FOR SOCIAL MEDIA NETWORKING

The Person Related to a Field Protocol for Social Media Networking (PRTS) is a strategy designed to help professionals network and build relationships with individuals who are relevant to their field or industry. The PRTS protocol involves several key steps, including:

1. Identifying key influencers and thought leaders in your field: Start by identifying individuals who are respected in your industry and have a strong online presence. Follow them on social media and engage with their content by commenting, sharing, or liking their posts.
2. Joining relevant groups and communities: Look for groups and communities on social media platforms like LinkedIn and Face book that are focused on your industry or area of expertise. Engage with other members by commenting on posts, asking questions, and sharing your own insights.
3. Sharing valuable content: Share your own content on social media that is relevant and valuable to your field. This could include blog posts, articles, info graphics, or videos. By sharing useful information, you can establish yourself as a thought leader and attract the attention of other professionals in your industry.
4. Attending virtual events: Look for virtual conferences, webinars, and other events related to your field. Attend these events and engage with other attendees by asking questions, sharing your own insights, and connecting with them on social media.
5. Engaging in meaningful conversations: When engaging with other professionals on social media, focus on building genuine relationships. Ask questions, offer insights, and engage in conversations that are meaningful and relevant to your field.

By following the PRTS protocol, you can expand your network and connect with individuals who can help you advance your career. The key is to approach networking with a mindset of generosity and curiosity, and to focus on building meaningful relationships that are based on mutual respect and support. A person related to a field protocol for social media networking refers to a set of guidelines or best practices that individuals in a

particular industry or field should follow when using social media for professional purposes.

These protocols typically provide guidance on topics such as appropriate content to share, how to engage with others on social media, how to handle sensitive information, and how to maintain a professional image online.

Following a protocol for social media networking can help individuals in a particular field build their professional reputation, network with colleagues and potential employers, and avoid potential pitfalls such as sharing inappropriate content or engaging in unprofessional behavior online.

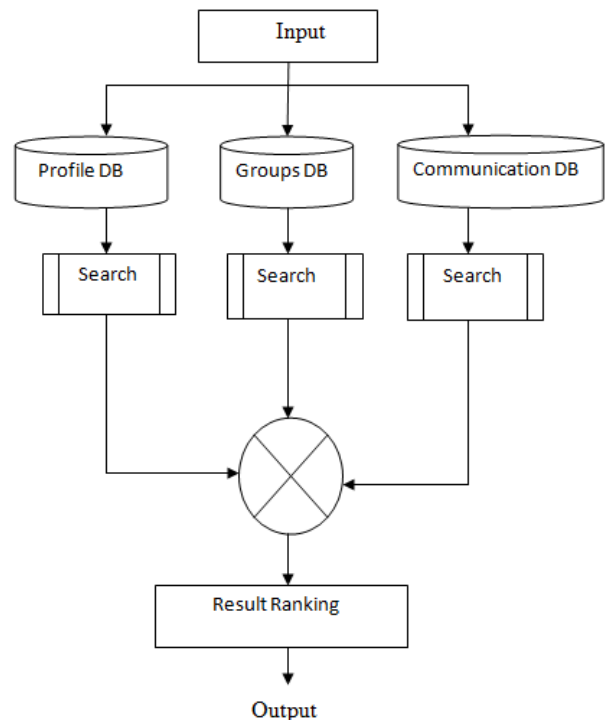


Figure 1 Person related to a field protocol for social media networking

A person participating in social networking can be a part of many different segments of the social networks, e.g. user can maintain his profile, can participate in a number of associated communication forums/threads/blogs etc. and can be a member of specific groups.

The proposed framework integrates different parts/data of the social networks to expand the search operation across all the segments of the social networking databases i.e. user profile, user communication and group databases.

It is a search protocol to generate the result as a set of people involved in a particular area or field available across social networking databases and then rank the result according to their expertise level.

Social networks are the contemporary ways to connect the people across the globe. Websites contain huge amount of data inside them. Volume of data is

tremendously huge and growing at a very fast rate. The social networking data can broadly be classified in three major categories:

- User Profile Data
- User Communication Data
- Group Communication Data same.

### III. LITERATURE REVIEW

The Michael Kilb et.al. (2023) “How eating-related social media postings influence healthy eating in senders and network members: Two field experiments with intensive longitudinal data” Young adults are frequently confronted with eating-related social media content. How such exposure influences eating in those who post and their network members is largely unknown. We conducted two intensive longitudinal field experiments combining self-reports with social media data. The posting behavior of young adults was manipulated. We examined how postings about fruit and vegetables affected intake in senders and their network members (Study 1, N = 81) and in senders with a change goal (Study 2, N = 128). Potential mechanisms of action were explored. Descriptively, posting led to a stronger increase of senders' and network members' intake, but this increase was not statistically significant. Posting led to higher perceived social support and injunctive norms of senders (Study 1). Posting supported eating behavior change; the effect size was comparable to picture-based self-monitoring of intake (Study 2). Intraindividual variations in senders' daily eating-related social media activities were associated with daily eating behavior and perceived social support (both studies), daily self-efficacy, experiential and instrumental attitudes, and goal commitment (Study 2). Our studies underline that social media environments should be considered in research and interventions targeting eating behavior of young adults [1].

Daniel Lois et.al (2023) “Parental status homogeneity in social networks: The role of homophilous tie selection in Germany” Based on unique longitudinal network and fertility data from the German Family Panel (Pairfam), with the present study we aim to advance existing evidence on the emergence and persistence of fertility differentials across different social contexts. As previous studies show, an important channel of social diffusion of fertility is that interaction networks provide opportunities to learn about the implications of both childlessness and parenthood (Montgomery and Casterline 1996, Balbo and Barban 2020). Although previous research has shed some light on diffusion processes (e.g., via social learning) within networks, we think that it has not fully acknowledged the agency of actors within the life course (Mayer 2009). Not only do actors influence each other socially, but, as our results illustrate, they also engage actively in a process of continuously recreating and readjusting their social environments to meet the challenges and demands of different life course stages. It

thus appears that actors not only are guided by existing learning models and social capitals but also deliberately choose their ties with respect to demands and goals pursued throughout the life course[2].

Pedro Cuesta-Valiño et.al. (2022) “Why Do People Return to Video Platforms? Millennials and Centennials on TikTok” This existing literature in the sense that they include all the variables in the same model for the case of a social network based on videos. In addition, the differences have been analysed for the case of centennials and millennials. This study shows that the sharing behaviour variable is the variable that has the strongest relationship with stickiness. The study also examines the important impact of continuance motivation in the constant use of this platform. One of the variables included in this study was video creation. In this type of video-based social network, the perceived ability to create videos plays an important role in social network stickiness [3].

Barween Al Kurdi et.al. (2022) “The effect of social media influencers characteristics on consumer intention and attitude toward Keto products purchase intention” The stated aims and identified the role of social media influencer characteristics on both consumer buying intention and attitude with moderating effect of vloggers. The main results showed all aspects of social media influencer characteristics had a significant influence with consumer buying intention and attitude. A subsequent moderating analysis also revealed that vloggers moderated only the influence of influencers' characteristics on consumer intention. However, the relevance of vloggers had also a non-significant value of the beta coefficient on consumers' attitude. Based on research results, it is essential for the marketing managers and marketers to consider and give more attention to their consumer attitude and the factors through social media communication can influence this aspect. The companies can also hire the vloggers to largely influence their consumers' intention since they (vloggers) have super capacity to shape the people's orientation and their attitude. The expanding understanding of this topic would support the current organizational marketing policies and plans to involve nontraditional business approach and ways lead to greater business outcomes. Moreover, during the conducting of this work, the study pursues to stand with the previous findings and boost their results through similarity discussion and assumptions. The study implications for marketing practice for this research suggest perceiving the buyers' profiles on the social media channels and the ways that the consumers shape their attitudes and behavior. Today's social media influencers have different attributes, and their influencing capabilities increasingly change the others' behaviors. Through the posted short videos of the vloggers, the followers and reviewers can change their attitudes after watching these videos and establish a particular attitude resulting from the extent of the social

media influencer can impact their followers at social media webs. The recommendation for marketers and managers is associated mainly with the variety of the methods that would influence the consumer behaviors by using the new device webs like TikTok. The future research recommendations assume the potential researchers may conduct and take into consideration newly emerged marketing ways and factors in the field of digital marketing. Also, they might contrast this analysis results with their unexpected findings and identify possible variations. A future analysis would be conducted with diverse scopes and customers. The study limitations also restrict the aspect of research generalizability of the results to different context and sample, and this limit the suggested variables being analyzed in this study and the tested the interrelationships between them over the examined scope [4].

Somayya Madakam et.al. (2021) “Social media/networking: applications, technologies, theories” Social media communication through social media networking sites (web 3.0) has several implications for our daily life. Their applications are not only limited to our personal blogging through videos, audios, pictures, news, and reviews but also other professional applications in disciplines like business communications, tourism guidance, medical care, disaster alerts, technology learning, operations management, recruitment, new technological information, entertainment, and others, etc. Social media is being used by rural populations and old-aged people, not being restricted to the urban youth, and is available in all predominant global languages. It is necessary to use Facebook, LinkedIn, Twitter, Myspace, and other web media applications more fruitful for unified, round-the-clock communication. Being academicians, our presence in “social media” is particularly significant, as it will usher in new knowledge for users and provide more conceptual clarity. It is the technology where all ages, tribes, and categories of people using across the globe. Hence, it is the need of our scientific community groups should develop and scribble new manuscripts for the benefit of all societies. There are many theories, and academic literature had already poured into different forms. Such articles will help in developing the social media-related theories in a scientifically sound manner. These research scriptures will remain in the research domain as a beacon for the budding analysts. The future studies should focus on the empirical studies on this topic of Social Media/Networking in business applications [5].

Heru Susanto et.al. (2021) “Revealing Social Media Phenomenon in Time of COVID-19 Pandemic for Boosting Start-Up Businesses through Digital Ecosystem” There are many uses of social media in time of COVID-19 pandemic for boosting business start-ups, which have been addressed in this study. Social media connects people across the globe where they are able to

keep in contact and share their experiences. This is made possible by digital ecosystem. The various social media platforms have different features that are available for use by the subscribers. Social media has also made it easier for people to do business. This is mainly due to the fact that it opens up the global market and it is also cheaper to advertise. The government as well as the private sector has been in the forefront when it comes to the use of social media. This is evident from the three government sectors that have been addressed in the study. This enables these departments to offer the government services more conveniently where they are able to inform the public on any development or news about the department. It also provides them with factual information regarding its operations from the feedback given by the people via the social media. Maintaining a good online presence is one of the key aspects that determine the success of companies in the private sector. This is mainly due to the fact that most customers usually rely on the customers review in determining the ability of the company to meet the needs of the clients. This is the main reason why most organisations set up a customer relations department section that is mainly mandated with the responsibility of responding to the customers’ feedback on the various online platforms. It is thus important that a company is able to understand some of the underlying technologies that facilitate the use and operations of social media. The social media company makes use of the information system to operate. This enables it to keep and represent people data and also keep a record of the activities that the members engage in. the digital ecosystem plays a vital role in assisting a business or organization to manage its employees, stock, records and customers with ease. It makes use of hardware and software to collect and store data and then process these data which assists in the decision-making process [6].

Michael Weiler et.al. (2021) “Social Capital Accumulation Through Social Media Networks: Evidence from a Randomized Field Experiment and Individual-Level Panel Data” Work-related social media networks (SMNs) like LinkedIn introduce novel networking opportunities and features that promise to help individuals establish, extend, and maintain social capital (SC). Typically, work-related SMNs offer access to advanced networking features only to premium users in order to encourage basic users to become paying members. Yet, little is known about whether access to these advanced networking features has a causal impact on the accumulation of SC. To close this research gap, we conducted a randomized field experiment and recruited 215 freelancers on a freemium, work-related SMN. Out of these recruited participants, more than 70 received a randomly assigned, free, 12-month premium membership voucher. We observe that individuals do not necessarily accumulate more SC from the ability to access advanced networking features, as the treated freelancers did not automatically change their digitized networking engagement. Those features will only unfold

their full utility if the individuals are motivated to proactively engage in networking: Freelancers who have access to advanced networking features increase their SC by 4.609% for each unit increase on the strategic networking behavior scale. We confirm this finding in another study utilizing a second, individual-level panel data covering 52,392 freelancers; in tandem, we investigate the dynamics that active vs. passive features play in SC accumulation. Based on the findings, we introduce the “theory of purposeful feature utilization”: essentially, individuals must not only possess an efficacious “networking weapon”—they also need the intent to “shoot” it [7].

Barween Al Kurdi et.al. (2021) “The Effects of Subjective Norm on the Intention to Use Social Media Networks: An Exploratory Study Using PLS-SEM and Machine Learning Approach” The previous research performed in social network acceptance [52–54]. The studies exhibit that students’ proficiency and self-confidence play a significant role in using social networks for educational purposes. Therefore, the administrators of these social media networks and applications also work on the factors that can be very useful to encourage learning and enhance students’ capabilities through social media applications. Certain limitations must be acknowledged with regard to this study. To begin with, a generalization of the results on other institutions of the UAE and countries other than the UAE must be handled carefully, necessarily so for two reasons: First, data collection was done exclusively from only one institute, and second, a very generalized and random sampling technique was employed to gather respondents. Further research is essential to increase the possibility of results generalization. Furthermore, this study was devoted to evaluating the actual use of the social network by students exclusively. Therefore, it is strongly recommended that future attempts assess the educators’ actual use of the social network to gain insights into the influencing factors to understand the implementation of such systems fully [8].

A. Mourad et.al. (2020) “Critical Impact of Social Networks Infodemic on Defeating Coronavirus COVID-19 Pandemic: Twitter-Based Study and Research Directions” News creation and consumption has been changing since the advent of social media. An estimated 2.95 billion people in 2019 used social media worldwide. The widespread of the Coronavirus COVID-19 resulted with a tsunami of social media. Most platforms were used to transmit relevant news, guidelines and precautions to people. According WHO, uncontrolled conspiracy theories and propaganda are spreading faster than the COVID-19 pandemic itself, creating an infodemic and thus causing psychological panic, misleading medical advises, and economic disruption. Accordingly, discussions have been initiated with the objective of moderating all COVID-19’s communications, except those initiated from trusted sources such as the WHO and authorized governmental

entities. This paper presents a large-scale study based on data mined from Twitter. Extensive analysis has been performed on approximately 1 million COVID-19 related tweets collected over a period of two months. Furthermore, the profiles of 288, 000 users were analyzed including unique users’ profiles, meta-data and tweets’ context. The study noted various interesting conclusions including the critical impact of the (1) exploitation of the COVID-19 crisis to redirect readers to irrelevant topics and (2) widespread of unauthentic medical precautions and information. Further data analysis revealed the importance of using social networks in a global pandemic crisis by relying on credible users with variety of occupations, content developers and influencers in specific fields. In this context, several insights and findings have been provided while elaborating computing and non-computing implications and research directions for potential solutions and social networks management strategies during crisis periods [9].

David Camacho et.al. (2020) “The Four Dimensions of Social Network Analysis: An Overview Of Research Methods, Applications, And Software Tools” Social network based applications have experienced exponential growth in recent years. One of the reasons for this rise is that this application domain offers a particularly fertile place to test and develop the most advanced computational techniques to extract valuable information from the Web. The main contribution of this work is three-fold: (1) we provide an up-to-date literature review of the state of the art on social network analysis (SNA); (2) we propose a set of new metrics based on four essential features (or dimensions) in SNA; (3) finally, we provide a quantitative analysis of a set of popular SNA tools and frameworks. We have also performed a scientometric study to detect the most active research areas and application domains in this area. This work proposes the definition of four different dimensions, namely Pattern & Knowledge discovery, Information Fusion & Integration, Scalability, and Visualization, which are used to define a set of new metrics (termed degrees) in order to evaluate the different software tools and frameworks of SNA (a set of 20 SNA-software tools are analyzed and ranked following previous metrics). These dimensions, together with the defined degrees, allow evaluating and measure the maturity of social network technologies, looking for both a quantitative assessment of them, as to shed light to the challenges and future trends in this active area [10].

Chiara Zucco et.al. (2020) “Sentiment analysis for mining texts and social networks data: Methods and tools” Social networks (SNs) represent an established environment in which users share daily emotions and opinions. Therefore, they have become an essential

source of big data related to sentiment/opinion sphere. Sentiment analysis (SA) aims to extract sentiments, emotions or opinions from texts, made available by different data sources like SNs. This review presents a depth study relative to the methods and the main tools for SA. The analysis was performed by defining four criteria and several variables to compare 24 tools with objective criteria. Specifically, the tools have been analyzed and tested to verify their usability, flexibility of use, and other specifications related to the type of analysis performed. The majority of tools can detect positive, negative, and neutral polarity, while few tools only detect positive and negative polarity. Moreover, seven tools were able to recognize emotions, and only one provides a visual map for geo-referenced data. Except for one, remaining 23 tools offer service through the web interface. Finally, only nine tools provide both application program interfaces and a client for common programming languages to allow potential developer end-users to integrate a specific SA tool into their application. Differently, from other recent surveys, the paper presents and discusses both methods and tools for analyzing texts and SN data sources to extract sentiment. Moreover, it contains a comprehensive comparison with other recent surveys. The comparative analysis of the tools completed according to objective criteria allows to highlight some limits on main tools that need to be faced with enhancing the end-user experience [11].

Amy M. Barklamb et.al. (2020) "Learning the Language of Social Media: A Comparison of Engagement Metrics and Social Media Strategies Used by Food and Nutrition-Related Social Media Accounts" Health promoters have been unable to reach and engage people on social media (SM) to the extent that food industry brands and lifestyle personalities have. The objective of this study was to identify the SM post strategies associated with higher engagement in nutrition and food-related posts using a retrospective content analysis. The six most engaging posts from both Facebook and Instagram's 10 most successful nutrition and food-related accounts were analysed across four fields. Subjective and objective post strategies were coded on 736 posts, and associations with engagement were explored using the Least Absolute Shrinkage and Selection Operator (LASSO). Lifestyle personalities recorded the highest absolute engagement, while health promoters recorded the highest engagement relative to follower count. Strategies associated with higher Facebook engagement included using hashtags and prompting engagement through announcements, while on Instagram, higher engagement was associated with higher caption counts, providing health information links, prompting engagement through strategies that require an action, and using humorous strategies. Strategies associated with lower Instagram engagement included reposted content, general encouragement to eat strategies, encouragement to exercise strategies, not

inducing any emotion/hedonic sensations, and providing a negative tone. Health promoters should adapt SM posts to the different SM platforms and utilise strategies associated with higher engagement to engage with their audience on SM [12].

#### IV. METHOD

The The PRTF (Person Relation to a Field) protocol is a powerful tool for mining people's information across social networking databases. It integrates different parts of social networks, such as user profiles, communication forums, and groups, to generate search results for people involved in a particular field or area of interest. The protocol uses a search keyword, or "field," to identify relevant individuals and proposes a ranking function for the searched results to produce a ranked list of people found.

The PRTF protocol has a wide range of applications in social network mining. For instance, it can be used to find experts in a particular technical area, by searching across all segments of the social networking databases. The search results are integrated and ranked to produce a list of top experts. Additionally, the PRTF protocol can be used to create new groups or forums based on some search fields. For example, a set of persons retrieved as the outcome of the PRTF protocol for the field "Movie" can be used to form a new group or forum called "Movie Group" or "Movie Forum," where the persons retrieved can act as participants and the person with the top rank can act as the moderator or administrator.

The PRTF protocol offers a new dimension to social network mining by expanding the search operation across all segments of social networking databases. It can be integrated with social network mining to make social mining more useful. However, the accuracy and completeness of the data contained within social networking sites must be considered when using the PRTF protocol. By addressing these concerns, the PRTF protocol can be a valuable tool for researchers, marketers, and other professionals seeking to gain insights into a particular field or topic.

#### V. CONCLUSION

This the Person Related to a Field (PRF) protocol for searching in social networks is a promising approach for identifying experts and discovering useful patterns from

social networking data. By using data mining techniques to extract knowledge and patterns from vast amounts of data, the PRF protocol provides a powerful tool for researchers, marketers, and other professionals seeking to gain insights into a particular field or topic.

The PRF protocol offers several advantages over traditional search methods, including the ability to rank search results based on their relevance to specific criteria, and the ability to extract useful patterns that might not be apparent through other search methods. Additionally, the protocol can be used for a variety of applications beyond expert identification, including trend analysis, market research, and content analysis.

Despite these advantages, there are also some limitations to the PRF protocol. For example, it relies heavily on the accuracy and completeness of the data contained within social networking sites, which may not always be reliable. Additionally, there are concerns around privacy and ethical considerations that must be addressed in any application of the PRF protocol.

Overall, the PRF protocol shows great potential for advancing our understanding of social networks and the people who use them. However, further research and development are needed to optimize its effectiveness and ensure that it is used in an ethical and responsible manner. By addressing these concerns, we can harness the power of the PRF protocol to gain valuable insights and drive innovation in a wide range of fields and industries.

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