Personalized Service Model for SNS

WEI LI, PU LI and CHENGCHENG LI

ABSTRACT

All manuscripts First of all, this paper analyzes the current situation of social networks development in China, puts forward the development direction of personalized service, and then describes the general personalized services and methods. Through the analysis of RenRen as an example and comparing with the social platform Qzone and Sina micro-blog, this paper gives the advantages and disadvantages of personalized service of RenRen, and puts forward some suggestions for the future development of social network in China.

KEYWORDS
SNS, personalization, service.

INTRODUCTION

With the progress of science and technology, the computer and the Internet have gone into thousands of homes, and a variety of computer Internet applications have also emerged. China's social network has also gradually emerged, the largest number of users should be used Qzone, followed by RenRen, and then is the Sina micro-blog rising in recent years [1] [2].

There are four stages in the development of social networks in China: (1) BBS era of early social network prototype. From the profound evolution of social networks, social networks should evolve from BBS in the Web1.0 era. (2) Entertainment social networks era. The advent of social networking products has driven a deeper development of social networks. RenRen was founded in 2005, happy network was founded in 2008, Sohu white society was founded in 2009, and these social networking products opened the prelude to the Chinese social networks. [3] (3) Micro - information social networks era. Sina launched micro-blog products in August 2009, which uses a shorter text than the blog, and divides the customer groups according to the user's interest and value orientation and other dimensions. And Users can see their private friends circle by the way of recommendation and self-search. This model has accumulated a large number of user groups, and also attracted a lot of peers follow and imitate. The emergence of Sina micro-blog has opened the curtain for the era of

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information and social networking in China. [4] (4) Vertical social networking application era. Vertical social networking applications do not appear at the end of the three-social networking era, but coexist with the above three. Now, vertical social networks are primarily a combination of games, classified information, e-commerce, and so on, and it's a good way to explore business information on social networks. [5] Vertical social network will become the main direction of social network development in the future. With the continuous development of social networks, all kinds of social network products are looking for differentiated, personalized development path.

PERSONALIZED SERVICE MODEL FOR SNS

The so-called personalized service refers to the targeted service. This service is implemented according to the user's settings. Collect user information through various channels, and sort and analyze user’s information, find the user's preferences, provide users with content that matches user interests in order to meet the needs of users, attract and retain users.[6] [7] On the whole, personalized service breaks the passive service model of the traditional service, can make full use of the advantages of various resources, takes the user's demand as the leading, actively carry out all-round services to meet the needs of users [8].

Personalized service has the following characteristics: 1. Customer satisfaction as the center; 2. The service object is a user with a deep personality requirement; 3. The service content is information that conforms to the individual needs of the user; 4. The service form has two-way communication and zero distance; 5. Active service is the basic mode of personalized information service; 6. The core content of personalized information service is to build characteristic resource library [9] [10].

The difference between personalized service and traditional information service is shown in Table 1.

<table>
<thead>
<tr>
<th>Personalized service</th>
<th>Traditional service</th>
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<tbody>
<tr>
<td>Record the user's daily behavior</td>
<td>Do not record user daily behavior</td>
</tr>
<tr>
<td>Provide different information for different users</td>
<td>Provide same information for different users</td>
</tr>
<tr>
<td>Easy to give new users a deep impression</td>
<td>Hard to give new users a deep impression</td>
</tr>
<tr>
<td>Can maintain long-term attraction to old customers</td>
<td>Hard to maintain long-term attraction to old customers</td>
</tr>
<tr>
<td>Need to analyze and process the user’s behavior records</td>
<td>Don’t need to analyze and process the user’s behavior records specially</td>
</tr>
<tr>
<td>High hardware requirements</td>
<td>Low hardware requirements</td>
</tr>
<tr>
<td>Long-term benefits are achieved at relatively high costs</td>
<td>Low cost and low efficiency</td>
</tr>
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</table>
PERSONALIZED SERVICE IN RENREN

RenRen is renamed by the famous Xiaonei of China InterActive Corp. RenRen is a social networking site with real name system. Users must fill in the real information when they register. At the beginning, the users of RenRen are most college students, through the specific IP address or email to complete registration. However, this model is not conducive to the later development, then became the present form [11].

Personalized services of RenRen are as follows [12] [13]:

1. Dress up the RenRen. Although users can dress up their own space to give people a different feeling according to their own needs preferences in the RenRen, this type of dress and change is very small. And when they enter the RenRen, they cannot see the changes in their own home page.

2. Personal space image. This mainly refers to your personal information they see, when your friends enter your home page, including your own nickname, head and other information. RenRen encourages users to upload real avatars, which gives people a sense of reality.

3. Friend recommendation. On the right side of RenRen's homepage, there are friend recommendation, which are recommended based on the school information you registered and the common friends you have. In the bottom of the homepage, there is also friend recommendation which is in line with your own circle.

4. Friend grouping. You can choose to group friends that you have added so that they can be easily managed. Some users, in order to show their individuality, also make personalized and meaningful names for different groups, and share them in RenRen.

5. Public homepage, small station, application. When you just register your RenRen, your home page is simply a penniless. But don't worry, RenRen isn't just a social networking site that can only focus on the dynamics of friends.

6. Special attention. Of course, if you have too many friends, and you have a few important friends who want to pay close attention to, you can add them to the list of special attention.

7. Album. In the album application, you can build your own album. Of course, you can also beautify your album, build your own personalized album, and give people a different feeling.

8. Radio station. There is a player button in the lower left corner of the RenRen, where you can choose the songs you like to listen to and add them to your private radio station so that you can browse your home page and listen to the songs, life becomes very comfortable.

9. LBS service. This service allows the user to publish the status with the location information. At the same time, the user can also publish the location information as an independent UGC. Through this function, users can view their friends around and make it easy for friends to meet.

10. Sharing service. When we see the video, you will find that there is a logo RenRen in the video below. You can share this video to your own home page of RenRen by clicking on the button, and also can become public home fans, receiving a dynamic information from the website.
COMPARISON OF PERSONALIZED SERVICES BETWEEN RENREN, QZONE AND SINA MICRO-BLOG

RenRen is a social network platform which is founded based on Facebook model, Qzone is a personal sharing platform which is founded based on the instant communication, and Sina micro-blog is a sharing mode which is founded based on Sina blog. Sina micro-blog is shorter, more convenient than Sina blog, the content is more diversified, and it can also write long micro-blog now. [14] In addition, most of the friends in the RenRen are classmates, the friends on the QQ are more complex, it should be said that the type of friends is more, and the friends and focus mostly related to career positions.

These three-typical social network model actually have the same place in the personalized service, such as the function of space dress, personal image function, personal friends focus, friends’ recommendation, focus recommendation, game application function. However, through comparison, the function of space dress of Qzone is the most powerful, its content is the most abundant, and the user experience is also the best, while RenRen's user experience is not satisfactory. The function of friends’ recommendation is roughly the same, but the function of applications recommendation for very different. The applications recommendation of Qzone mostly recommend the applications your friends use, or popular applications, but also a lot of shopping recommendations, which have a certain degree of personalization; The applications or focus recommendation of Sina micro-blog are the most personalized, it is basically based on the type you focus, simulate your preferences to recommend you, that is to say recommendation is completely different in the different user page; The recommendation of RenRen is basically not personalized, and the recommendation of each user is almost the same [15] [16] [17].

I think Sina micro-blog does the best in the personalized service recommendation function, which really plays a role. It simulates the users’ preferences, and users are more likely to point into and try this the application, while this possibility in the RenRen and Qzone is very little.

Compared the three applications, radio function is the unique function of RenRen. Both Qzone and Sina micro-blog have a message collection function, and I think this function is very user-friendly, which can save what you think is useful and is convenient for future search. However, the client of RenRen has this function actually, but after entering the home page of RenRen, we cannot find this function, which causes that the collection of things only can be seen in the client, and the client and RenRen's home page is not synchronized [18].

CONCLUSION

Since entering the Web2.0 era, people are no longer just access to resources from the network, but more importantly, people become a participant in the network community, people will also upload their own resources and share with others. In the era of Web2.0, sharing becomes the key, and social networking becomes the platform to realize this function. Before entering the era of mechanized production, people's daily necessities are handmade, that is, there is no two-same thing. However, after entering the mechanized production, people begin to use machines and molds for mass
production in order to pursue efficiency and reduce production costs, these products
are exactly the same, no personality at all. What's more, in the era of the Cultural
Revolution, everyone dressed and had the same hairstyle, completely carved out of a
mold. However, people are no longer eager to be like others now, and people are eager
to be themselves which causes the personalized service. In a day of personalization,
everyone wants to show a different person to others, and social networks are helping
people realize that.

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