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## Semantic Web And Social Networks Notes Jntu Pdf 15 LINK

in online business, social media is a part of the marketing strategy for e-commerce websites. social media is a form of electronic media that allows its users to generate, publish and exchange information, ideas, and images. while the concept of social media was originally applied to online communication, in the late 1990s the term expanded to apply to broader phenomena such as new forms of publishing, citizen journalism, and social networking. social media is used in business, education, politics, journalism, entertainment, social issues, and lgbt rights. social networking sites are online services, typically consisting of one or more social networking websites, that enable users to interact with one another by uploading, sharing, and reacting to content that is commonly constructed using text, images, video, and other multimedia formats. social networking sites operate using a standard web-based browser or a dedicated plug-in, and are accessible using a computer, tablet, smart phone or other web-enabled device. in addition to web-based social networking services, social media services can also be accessed via facebook mobile applications. you can download this e book from here.this book is very useful for all the students who are preparing for jn-ttu exams.it contains solutions for all type of questions in jntu b.tech exams of all branches.this book will provide all type of information regarding jntu exams.this book consist of all type of questions,solutions,test papers and previous papers of all jn-ttu exams.this book will definitely help you in your preparation for jn-ttu exams.





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A social network is a type of distributed social organization in which individuals (or organizations) are represented by nodes and the interactions between these nodes are represented by the links that connect them. For example a social network can be classified as "general purpose social network", "technical social network" or "personal relationship network". In general purpose social network, users can interact with each other for whatever purposes they want. For example if a person knows other persons and has not any additional reason to interact with them; then this person may access a general purpose social network. In technical social network, users can interact with each other according to the technology they use, for example they may interact using the web-based mobile communication. In personal relationship network, users can interact with each other based on their relationship with each other. For example if a person knows the other person as neighbor, neighbor of neighbor, relative, colleague, friend or club member. Semantic Similarity measures the semantic closeness between two entities. The Semantic similarity measures are based on statistical process such as: distribution of attributes of the entities, "distance" distance between the entities, textual or numerical comparison of the entities. The data used in determining the semantic similarity measure may be obtained from ontology, sequence features and the context provided by other entity. The similarity measures are applicable to various types of data such as binary, numeric, and text data.

However, there is always a cost of capturing the data from the source document. This cost is provided by the time needed to gather the data and the amount of effort needed to do so. The cost can be high or low depending on the amount of information available and the number of entities. More information is generally better for a semantic similarity measure but the cost is also higher.

The cost is also based on the ontology that is used to extract the information. 5ec8ef588b

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