TOWARD NEW SOCIAL NETWORK FOR SOLIDARITY

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Abstract

It is important to profit from the new era of web and mobile social networks for serving the fundamental physiological needs of human being. Therefore, we propose a new social network where we create a virtual community for charity by donating, borrowing, exchanging, and sharing things that are related to the physical requirements of the application users. Although the posted items can be of different types, the author has introduced original social network services which are food, scholar facilities (e.g., books, stationeries), clothes, and children games. Our system services involve that users support each other by these fundamental physical requirements in their raw form and not as cash payment. In this way, this social network provides its users opportunities to profit from items which are not useful momentarily or any longer by other users instead of purchasing them.

1. Introduction

The evolution of social web on the Internet and the fast emergence of mobile application have made the circulation of information faster and the worldwide human connections on the social networks created in these platforms as easy as the social connections in a small village. It becomes possible that individuals expand their social networks in very simple ways by communicating online with each other despite their geographical proximity.

Basically, online social network form online communities among people with common interests, activities, backgrounds, and friendships. This allows users to upload profiles (text, images, and videos) and interact with others in numerous ways and for various purposes (Schneider, 2009). Then, it permits to collect information on users' social contacts, and traverse their list of connections to those made by others to construct a large interconnected social network (Adamic & Adar (2005), Boyd & Ellison (2007)).

Nowadays, social networks usage has reached an enormous scale. While in 2010 the fraction of Internet users visiting such services at least once a month has reached 57.5% (i.e., 127 million people), it is expected to be considerably increased in 2014 where more than 66% (i.e., 164.9 million people) will be regular users of social networks (Williamson, 2010). Reviews on social networks (Heidemann, Klier & Probst (2012), Leberknight, Inaltekin, Chiang & Poor (2012), Sherchan, Nepal & Paris (2013)) show that the ones having the scope of social connections (e.g., Facebook) are the top popular social networks although we do not believe that these are the most important ones for the life of human being. There are many other social networks for people to interact and collaborate with each other online while gaining more benefits from such human connections.

While existing literature intensively deals with people motives for using online social networks (Dwyer, Hiltz & Passerini (2007), Hu & Kettinger (2008)), we realize that there is lack of studies and proposals highlighting the major interests of human being in this field. The major contribution that we present in this paper is the idea of a new social network for serving the fundamental physiological needs of human being in a faster, easier, more flexible, and more efficient way. This can be achieved by implementing a web and mobile application where a virtual community is created for charity by donating, borrowing, exchanging, and sharing things that are related to the physical requirements of the application users. Such virtual community can facilitate the large scale interaction between the different social components to realize the defined purpose.

Application users are able to post the things that would like to donate, borrow, exchange, or share so that others can take benefit from them by applying directly to the user posting the requested item. Although the posted items can be of different types, the author has introduced original social network services which are food, scholar facilities (e.g., books, stationeries), clothes, and children games. Thus, such social network is different than the other existing ones in the fact that it proposes that users support each other by the physiological needs which have not been covered in any existing social network to the best of our knowledge. Moreover, the donations, exchange, borrow, and shares are done without any cash payment but by applying directly on the physical requirements of the people who are members of this network. This allows users to avoid purchasing new items of their needs while others dispose of as waste.

The paper is organized as follows. In the next section, we present an overview on the charitable social networks as these fit with the scope of our proposal. Then, we present the idea of the new social network in Section 3. Finally, the conclusion is presented in Section 4.

2. Related works

It is important to raise the awareness of the society about the existed types of social networks for trying to orient their activities and innovation on the social networks which could improve their lives and attain more benefits. We classify the vast spectrum of social networks, based on their key scopes, into ten major categories which are (i) Social connections (e.g., Facebook, Twitter, Google+, and MySpace), (ii) Multimedia sharing (e.g., YouTube, Instagram, Flickr, and Picasa), (iii) Professional (e.g., LinkedIn, Classroom, Nurse Connect, and SQL Monster), (iv) Educational (e.g., The Student Room, The Math Forum, ePALS School Blog, and eLearners), (v) Academic (e.g., Academia), (vi) Informational (e.g., HGTV Discussion Forums, and Do-It-yourself Community), (vii) Marriage/dating (e.g., Match, Zoosk, and Meetic), (viii) Hobbies (e.g., Sport Shouting), (ix) Environmental, and (x) Charitable.

We believe that environmental and charitable social networks are among the most important ones for improving the life of human being. Therefore, efforts should be done to inform people about the existing social networks in this scope and efficient ways should be practiced for motivating them to participate in such networks. Thus, we present in the following an overview on such social networks. Then, we present in the next section our new social network which enhances the solidarity among the application users.

A wide variety of social networks connect people interested in the environment. Such networks provide the users the opportunity to connect, share and/or collaborate with others online environmental issues. There are varieties of green social networks as online communities where individuals interested in adopting green living practices can interact (e.g., Super-Green-Me). Online users can also find out about green events or local reunions on social sites such as Do-Something, Meetup, Step-It-Up, TakingITGlobal, and WorldCoolers.

Activism sites enable collaboration to promote change through social activism. Example sites in this field include Care2, tree-nation, Wiser-Earth and many others. Besides, Oh-My-Bloom is specialized for gardening fan. Other green social networks sites enable users to share a personal pledge that contributes for being more eco-friendly. Such sites provide the users an opportunity to motivate each other for making such pledges and persist on their commitments. Examples include sites as Make-Me-Sustainable, PledgeBank, The-Carbon-Diet, and Yahoo Green.

On the other hand, many charitable social networks have been deployed on the web, in the last decade, for cash donation (e.g., MSF, 2014). Nowadays, such services converge toward the mobile technology since it offers more flexible and easier way for donation although its security issues are more challenging. One example of Mobile donation solution is Cellum's

mobile payment technology (Cellum Mobile donation, 2014) which provides the Smartphone users an easy and safe way to transfer money for donation. Besides, the Mobile Giving Foundation (Mobile Giving Foundation, 2014) allows the usage of text messages for donating money. By using the appropriate short-code and keyword wireless subscribers can donate small amounts of money to their favorite cause. Once a text message is sent the money is transferred and the subscriber is charged on his/her mobile bill by the donated amount. There are also social networks which allow helping hunger and sick people through money donation. Other charitable social networks are dedicated for orphanages as Orphanfaces which is like FaceBook for orphanages and sponsors. It allows the users who wish to donate money an easy access to the profiles of the orphans.

Cash donation for specific cause is not the only way used for charity in the existence social networks. Mobile applications have been also implemented and deployed to search for blood donation sessions. NHSBT provides such service in England and it also allows reserving an appointment for the donor and providing route guidance through Google maps when the donation time comes. Other social networks allow the users to donate, borrow, share, rent, loan, or reuse products on sites like freecycle, gigoit, loanables, rentoid, and Neighborgoods. Lastly, Carpooling networks allow members to arrange carpools on sites like GishiGo, GoLoco, pooln, and WorldCardShare.

Moreover, Share-Closet network help people show, swap and sell clothes, shoes and accessories. This social network has not been deployed neither used for charitable reasons. The users of this network can upload fashion images and determine how much someone can see of their clothes based on which group they allow that person to join. Lending clothes will be limited to the girls who are accepted as actual friends, whereas someone can sell items to any Share Closet member. Share-Closet will help facilitate shipping by providing a label and adding a flat rate onto the total transaction. Another feature is a series of reminders the application sends as it gets closer to the time for someone to return something she is borrowed.

3. Social Network for Solidarity

Our new social network can be implemented as a web and mobile phone application for donating, borrowing, exchanging, and sharing human's physiological needs. The users of such network can be individuals, groups (e.g., companies, scouts, hotels, and restaurants), municipalities, and various human organizations (e.g., health organizations, food organizations, social organizations, charities organization, and education organizations). Every application user creates its proper profile containing relevant personal information including its geographic location which is necessary to decide

whether the proximity permits to provide specific support. The geographic position of the user is determined on the web through its registered information and through GPS in case of the mobile phone application.

Application users are able to post the things that would like to donate, borrow, exchange, or share so that others can take benefit from them by applying directly to the user posting the requested item. Users can also conduct a search on the application specifying its need and geographic location. In this social network, individuals and groups can donate, borrow, exchange, and share things directly from each other and based on their proper selection and acceptance criteria or through trusted third party (e.g., human organization, municipality).

Our system services involve that users support each other by the physical requirements which are newly introduced in a mobile or web application as food, scholar facilities (e.g., books, stationeries), clothes, and children games. Such social network is different than the other existing ones in the fact that it covers the physiological needs which have not been covered in any existing social network to the best of our knowledge. Moreover, the donations, exchange, borrow, and shares are done without any cash payment but by applying directly on the physical requirements of the people who are members of this network. This allows users to avoid purchasing new items of their needs while others dispose of as waste.

However, the other requirements that have been already deployed in the literature (e.g., donating cash, blood, gadgets, stuff, goods, and Carpooling) could be also deployed in our application, if the bylaws allow, for providing a more complete solution that is able to fully support the physiological needs of human being. As we have already stated that the support could be achieved by donating, borrowing, exchanging, or sharing the posted item depending on its type.

In the following, we assign for each type of item the possibilities of support offered by the application and could be applied by any user:

- Food. For this type of item, user can post or apply for donate, exchange or share.
- Scholar facilities (e.g., books, stationeries). For this type of item, user can post or apply for donate, borrow or exchange.
- Clothes. For this type of item, user can post or apply for donate or exchange.
- Children games. For this type of item, user can post or apply for donate or exchange.

The delivery of items could be arranged directly between the users or through trusted third party (e.g., human organization, municipality). Particularly, it is preferable that the food are collected by such third party for

being examined and disposed in appropriate health conditions before being distributed to the users applying for it.

4. Conclusion

In this paper, we have introduced the idea of our new social network which is defined for serving the fundamental physiological requirements of human being. While some of these requirements have been already served by the existing social networks, many other requirements have not been considered yet. Therefore, the web and mobile social network that we define provides an opportunity for its users to support each other with new services as food, scholar facilities (e.g., books, stationeries), clothes, and children games. Any item of these types could be donated, exchanged, borrowed, or shared in their raw form and not as cash payment. In this way, this social network provides its users opportunities to profit from items which are not useful by other users momentarily or any longer instead of purchasing them.

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