Database Systems The Social networks: Graphs

Announcement

- Bonus 5 posted
- T-shirt design voting today!

Join

http://sqlzoo.net/wiki/The_JOIN_operation

1

```
SELECT matchid, player FROM goal
WHERE teamid = 'GER'
```

#2

```
SELECT id,stadium,team1,team2
  FROM game where
  game.id = 1012
```

#3

```
SELECT player,teamid, stadium, mdate
 FROM game JOIN goal ON (id=matchid)
where teamid='GER'
```

#4

```
SELECT team1, team2, player
FROM game JOIN goal ON (id=matchid)
where player LIKE 'Mario%'
```

#5

SELECT player, teamid, coach, gtime
  FROM goal JOIN eteam on (teamid=id)
  WHERE gtime<=10

#6

```
SELECT mdate, teamname
 FROM game JOIN eteam on (team1=eteam.id)
 WHERE  coach like '%Fernando Santos%'
```

#7

SELECT player
FROM game JOIN goal on (id=matchid)
where stadium like '%National Stadium, Warsaw%'

More Join

http://sqlzoo.net/wiki/More_JOIN_operations

```
# 7
select name
from actor join casting on (id = actorid)
where movieid=11768
```

8

```
select name
from (movie join casting on (movie.id = casting.movieid)) join actor on
(casting.actorid = actor.id)
where title = 'Alien'
```

9

```sql
select title
from (movie join casting on (movie.id = casting.movieid)) join actor on
(casting.actorid = actor.id)
where name = 'Harrison Ford'
```

The Social Networks

Fun reading: http://www.factslides.com/s–Facebook

https://www.youtube.com/watch?v=lB95KLmpLR4

https://www.youtube.com/watch?v=C2VAIbEdTv8
Starting 1 m

https://www.youtube.com/watch?v=HMpWXQpogqI

Facebook vs Myspace

How facebook beat myspace?

Further readings:

http://www.digitaltrends.com/social-media/former-myspace-ceo-reveals-what-facebook-did-right-to-dominate-social-media/

http://www.forbes.com/sites/adamhartung/2011/01/14/why-facebook-beat-myspace/#10a134077023

How Facebook Beat Myspace?

- Same audience, social media revolution
- The failure of professional management (by News Corps.) v.s White Space management (letting the marketplace decide)
- What do users want? User-driven apps and functionalities

"

Facebook was able to overtake MySpace because Facebook "perfected" the social networking concept, whereas MySpace just introduced people to it.

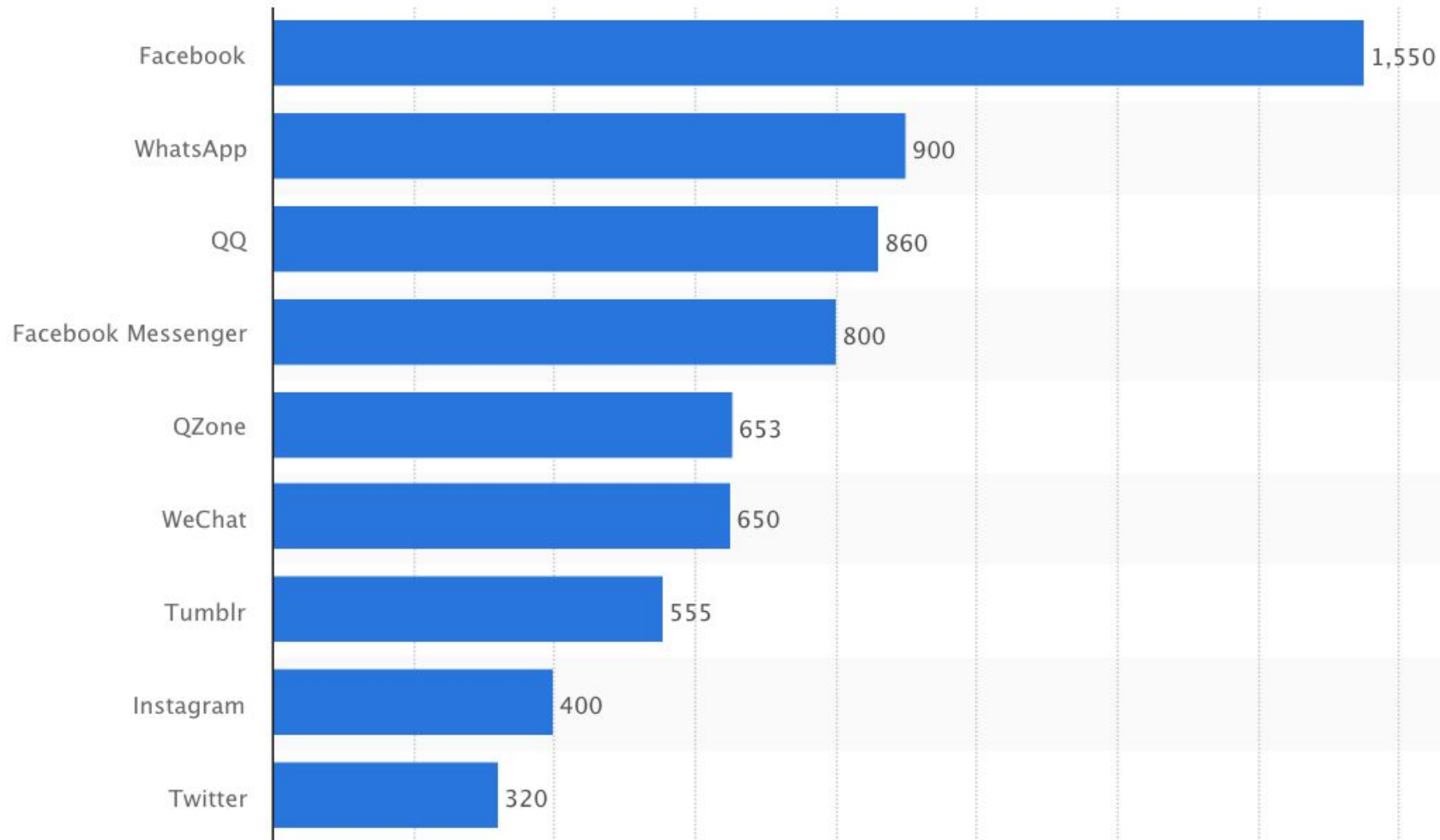– Mike Jones, formerly the head of MySpace.

How Facebook Beat Myspace?

- MySpace put up barriers to user enjoyment by forcing members to use anonymous pseudonyms in place of their real identities.
- As of March 2015, Facebook has 1.44 billion users a month, Myspace has 50 million
- Which ones are the leading social networks worldwide?

Platform	Users (Millions)
Facebook	1,550
WhatsApp	900
QQ	860
Facebook Messenger	800
QZone	653
WeChat	650
Tumblr	555
Instagram	400
Twitter	320

In Millions. http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/

Has google+ really died?

- The number of truly active users on Google+ is significantly less than 1% of the total 2.2 billion Google users, according to a study published on April 14, 2015
- On April 24, 2014, Alexia Tsotsis and Matthew Panzarino wrote in TechCrunch that "Google+ Is Walking Dead."
- Google has consistently failed to get to heart of social. People prefer Facebook to Google+, fundamentally because Google's approach to social isn't fun.
- A head-on challenge to Facebook was inevitably unsuccessful.
- Failure to offer something genuinely new
- Further reading: http://www.forbes.com/sites/stevedenning/2015/04/23/has-google-really-died/#34f09f5b16e9 http://www.forbes.com/sites/stevedenning/2015/04/17/five-reasons-why-google-died/#6542a4dd33c0

Has google+ really died?

- Nov, 2015. Major redesign of Google+
- Communities and Collections functionality: narrow the service's scope into interest-based networking

Future of Facebook?

☐ Virtual reality: Gear VR; Oculus Rift.

☐ AI

☐ Further reading: http://www.businessinsider.com/mark-zuckerberg-interview-with-axel-springer-ceo-mathias-doepfner-2016-2

https://www.youtube.com/watch?v=-gnvQS2xhRg

https://www.youtube.com/watch?v=8vQggbWtjOo

THANKS!

Any questions?

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http://www.sci.utah.edu/~beiwang/teaching/cs1060.html

CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Photographs by Unsplash