

# CASES IN KNOWLEDGE MANAGEMENT & INFORMATION RETRIEVAL

Editors

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IIUM Press  
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

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# CASE 11: SOCIAL NETWORK

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Roslina Othman

## **Abstract**

This chapter explores on the case of social network as a circle of friends. Facebook for example has search features for finding friends, new and long-lost, together with the events, photos, videos, and notices posted by users. If retrieval features are made available within the circles, retrieval techniques such as data and text mining could breach into serious security and privacy concerns due to the profile visibility. Visualization could be one way of monitoring the disclosure of users profile on the social network. In addition, indexing techniques could be used to enhance sentiment analysis within Facebook.

## **11.1 Facebook**

Last month, we began testing new versions of Search with a small group of people on Facebook. Based on the success of those tests, we're rolling out a new version of Search to everyone on the site beginning today.

You now will be able to search the last 30 days of your News Feed for status updates, photos, links, videos and notes being shared by your friends and the Facebook Pages of which you're a fan. If people have chosen to make their content available to everyone, you also will be able to search for their status updates, links and notes, regardless of whether or not you are friends. Search results will continue to include people's profiles as well as relevant Facebook Pages, groups and applications.

To search for a particular term, just enter your query in the search box in the upper-right corner of any page. Once you're taken to the search results, use the filters on the left-hand side of the page to view only posts by friends or posts by everyone. If you're searching for a specific person, Page, group or application, you also can filter by those results.