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RESEARCH ARTICLE

EXPLAINING USER'S RELATION WITH SOCIAL NETWORKING APPLICATIONS

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ABSTRACT

This paper explains the relation between user's interest in social networking applications from the perspective of the structure of these social networking applications.

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INTRODUCTION

Describing structure of social networking application

There are four basic constructs that attracts users to social networking application.

) **Connected:** The user is attracted whenever he feels connected to the social networking application. Example of it is the profile section on the social networking applications.

) **Logical:** The user feels attached to the social networking application whenever he could follow the logical construct of the social networking application. In other words, the social networking application follows a logic that users can easily follow. Example of it is the sign up page of the social networking applications.

) **Distraacted:** The user likes to return to the application if he feels distracted during his visit to the social networking application. Example of it is the user's timeline on social networking application on which other people life events are shown.

) **Receptive:** Users are attracted to the social networking application in large number if the ambience of the social networking application is receptive to users. Example of it is freedom provided to the users, encouragement provided to the users and personalization of the content of the users. Examples of all these things are friend suggestions and messaging sections.
