

A STUDY ON VARIOUS ASPECTS OF “TWEETADS”

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Abstract: As mobile devices outnumber television sets in this era, the chances of a potential customer seeing ads on mobile devices are greater than that of most other forms of advertising today. TWEETADS is one of the applications which can be used by everyone according to the changing market and future enhancement by providing each and every functionality conveniently to the user, ensuring the availability of the most recent version of this application. By use of this application there would not be any necessity to visit an editor's place when one wants to publish any advertisement, article, blog in the newspaper. This application is also especially useful for writers, bloggers to publish their articles in newspaper. Thus, this application will solve the hard real time issues of organization as well as users and gives them a new direction for rapid development, growth and success and in turn will save users time.

Keywords: Online advertising, Android app advertisement, Advertising agencies, Contextual Advertising, App Monetization

1. INTRODUCTION

The Tweetads is an application which provides various functionalities to publish advertisement or article in newspaper. It enables users to read the newspaper or the recently updated news directly from it. If any writer, blogger or other user wants to publish their article, blog, or advertisements then they can give it from this application only, there would not be any necessity for them to visit the editor's place. The details of various editors will also be present so that one can choose any editor and the newspaper they wish to publish their advertisement, article or blog. There would be different packages with its details such as package name, size, price, page on which user wish to publish their article or ads, & display format provided by the editors and payment via net banking or paytm (as per the editors norms) can be done accordingly. Once their article or advertisement is being published the user will get notified so that they can give feedback and ratings. By doing this service will save people's time and can manipulate using the application

This application covers majority of system functionality relieving on number of external interfaces for persistence and practical task. This is online system that provides different subscribers and content providers with simple mechanism for users to share and acquire knowledge.

2. LITERATURE SURVEY

Due to the widespread application of the internet, advertising has entered into an interactive communications mode. An internet advertising system and method enables user to manage the creation, publication, and display of advertisements on internet media venues which may include design or style standards for "look and feel," editorial standards. The system allows users to present their contents in a choice of one or a variety of supported media outlets: in print, such as newspapers, magazines, periodicals, guidebooks, catalogs, brochures, fliers, and directories; in electronic form, such as online directories, websites, bulletin boards, news groups, CD-ROMs, and in other media, or any other form of customer outreach or information distribution. It improves the service by creating a controlled universal ID at time of requesting content to publish or venue to be used for verification and further related process. This ID can be used or maintained within the network for future use as a permanent ID [1].

Mobile terminals like cellular phones are a promising target platform for advertising able to present interactive multimedia. Advertising on mobile devices has large potential due to the very personal and intimate nature of the devices and high targeting possibilities. The proposed system provides a low cost and effective way to implement digital advertisement publishing mechanisms. Its a location based advertising system where vendors provide not only the ability to edit advertisements, but also the means to publish advertisements to consumers. For realizing vendor opinions of mobile advertisement publishing interface, visiting vendors and interviewing with them are necessary. After interviewing with vendors, most vendors have positive responses and would like to consider the adaption of mobile advertisements if the cost is not higher than that of their current advertising methods. Hence it work on the basis of location. [8]

Mobile advertising has been one of the most promising potential business areas for mobile services offering revenue generating opportunities. Advertising agencies supported by mobile devices allow companies to directly communicate with the customers data push scheduling based on user preference. The result of data push shows scheduling scheme for ad contents, which is resulted from user's preference, and prototype of mobile widget application facilitating proposed advertising service scenario. Widget application supports advertisement choice function with respect to the pre-set configuration and services advertising information matched to user's intention. [9]

Advertising holds strong promises to become the most highly targeted advertising medium offering new ways to target message to users and certain technologies are also used as such in these context a Bluetooth technology is used. Bluetooth m-advertising system based on user-driven concept using pull-based approach. User-driven concept gives flexibility to end users to select the preferred advertisements from the server while pull-based m-advertising provides advertisement to users based on their willingness and request.[10]

3. Comparative study/analysis

Wireless and mobile networking have presented an entirely new way for companies to better serve their customers. Keeping all those surveys and their limitations in mind it concludes the ideas and modules of Tweetads app in more diversified manner such as instead of publishing articles in electronic form it should be only get published in newspaper of related editors and an emailid will be used instead of using universalid [1] which is also different than location based system [8]. The advertisements will not be displayed even on the mobile screen hence just a package selection and its corresponding payment is required by the user [9] and one more functionality different from all is that user can read recently updated news from the application itself.

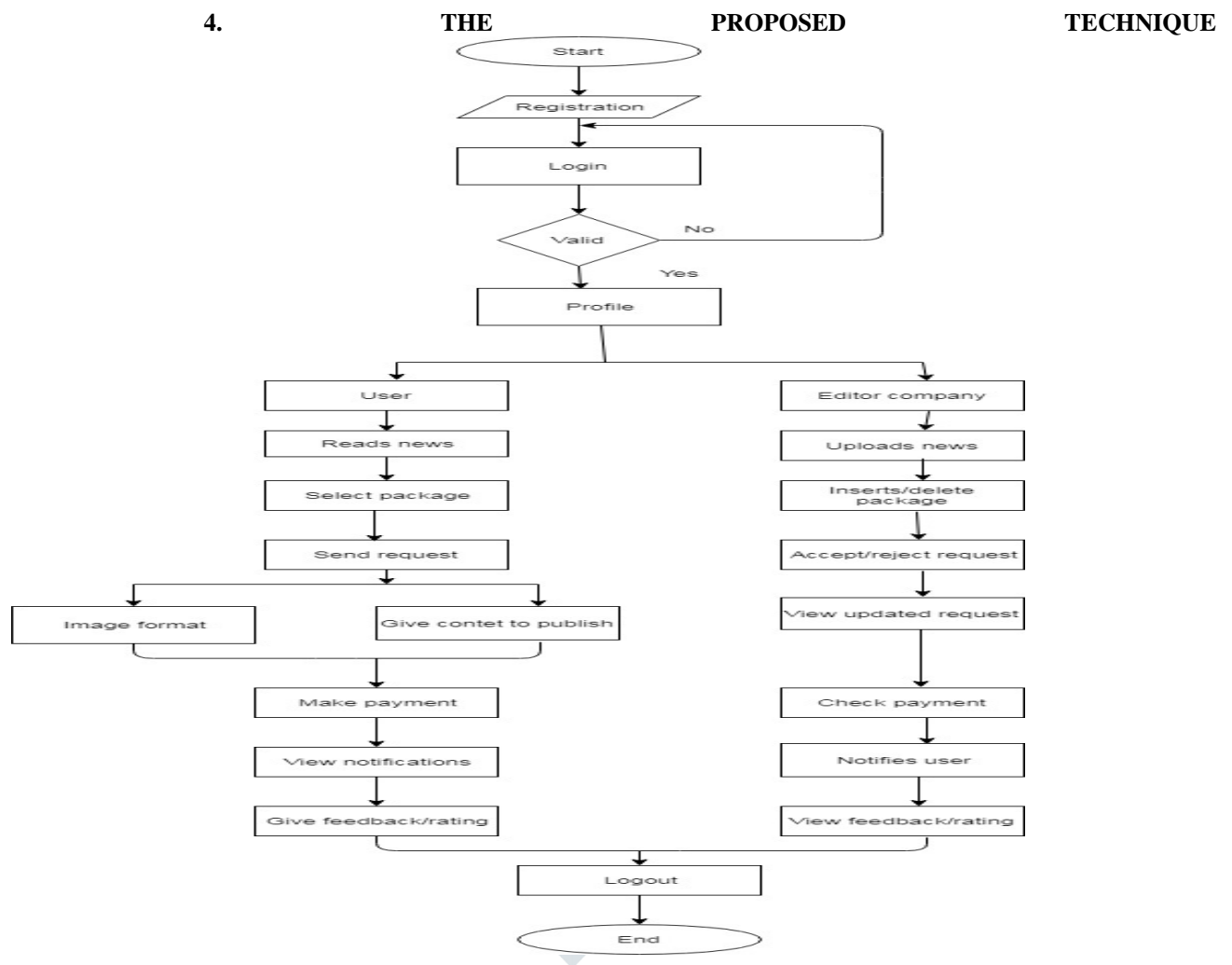


Fig1 Flowchart Diagram

Registration: First of all the users and editor needs to be registered then only after the valid id and password they can navigate to login page.

Login: An editor company/user would login into their homepage so that they can access their functionality and similarly users would also login into their homepage to use the available features.

News: To read the updated news editor would add it.

Package Selection: Different packages will be formed by company so that users can select according to their choice of advertisement being published.

Request Updating: After selecting package a request will be sent from users to company for their advertisement or article to get published and company will either accept or reject it according to their criteria.

Payment: Based on the package selected user will make a payment.

Feedback: As per the company service user can give feedback and ratings.

5. IMPLEMENTATION

System Configuration: Processor: Intel Core i3-4xx or equivalent, OS: Windows, Linux.
Tools: Xampp Server, Net beans, MySQL Server, Firebase

Technology: Android, Backend language: JAVA, Frontend: XML, Webservices: PHP

User Interface:



Fig2 Company Package Insertion

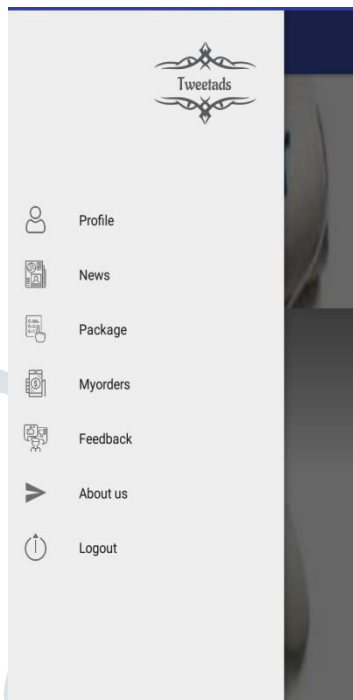


Fig3 Company modules

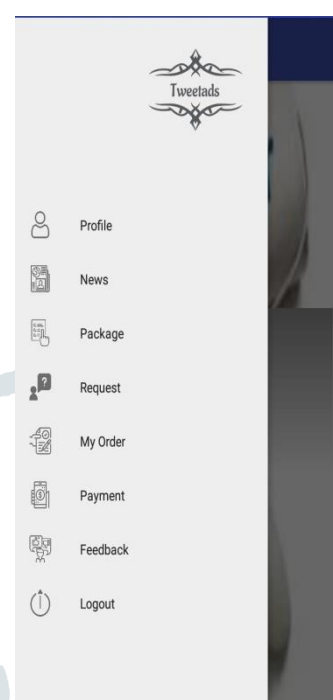


Fig4 User modules

6. CONCLUSION AND FUTURE ENHANCEMENT

This application and conclude that it would be easy for an editor, blogger, writer to publish their article in their choice of magazine or newspaper, and even for the user if they want to publish any advertisement. There would not be any necessity for user to visit an editor's place which in turn will save their time in light of the increasing complexity of the digital media ecosystem. This simplifies the workflow and allows publishers to find the highest yielding ad across channels, screens (desktop, mobile, tablet) and formats (display, native and video).

The future enhancement of this system would be that one will be able to make a request using this application even for telecasting news, call media reporters or can make a prior booking for any events, conference or else to be held (if one wants to telecast it), for banner design [4] then that service will also be made facilitated. This application will be made cross-platform/ webapp and maximum try will be to make editors of even other cities or other linguistic to get into the use or participate in this app so that if any user to wish to publish in multiple linguistic newspaper/magazine then they can do that by this application.

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