



# VAST (Visually Accessible Social Trends) –A Cloud Based Social Media

Mrs. V. Sivasakthi, M.E<sup>1</sup>., Mr.M.Balaji<sup>2</sup>, Mr.A. Asiq Rahman<sup>3</sup>, Mr.M.Alan<sup>4</sup>

Assistant Professor, Anjalai Ammal Mahalingam Engineering College, Koyilvenni, Tamilnadu<sup>1</sup>

B.Tech IT. Anjalai Ammal Mahalingam Engineering College, Koyilvenni,Tamilnadu<sup>2</sup>

B.Tech IT. Anjalai Ammal Mahalingam Engineering College,Koyilvenni,Tamilnadu<sup>3</sup>

B.Tech IT. Anjalai Ammal Mahalingam Engineering College, Koyilvenni, Tamilnadu<sup>4</sup>

**Abstract:** VAST is a social media website designed to connect people from around the world. It offers a platform for users to share their thoughts, experiences and interests through text posts, photos and videos. Additionally, users can follow other users, comment and like their post. The website is designed to foster a positive and inclusive community where individuals can connect with each other, regardless of their location or background. More than the social media our website will provide supportive environment for small business people and entrepreneurs to engage normal people or other like mind people. Map API gives exact location of the business persons if they need. The user-friendly interface and advanced privacy settings ensure a safe and enjoyable experience for all users. AI based DALL.E2 implementation make users more interactive and Engaged."MERN(Mongo DB, Express Js, ReactJs, NodeJs)" shall be used throughout the project.

**Keywords:** React, Dalle, style, social media

## I. INTRODUCTION

We can interact with people, share knowledge, and access a multitude of content thanks to social media, which has become an essential part of our everyday life. People and businesses alike now have a potent tool at their disposal for reaching a global audience thanks to the growth of social media sites like Facebook, Twitter, and Instagram. The way individuals consume and engage with media has changed as a result of social media's importance as a source of news and information. Social media, though, also has drawbacks, such the possibility for online harassment and the dissemination of false information. It is crucial for individuals and group to keep educated and adjust to the changing environment as social media continues to develop.

Social media is a digital technology that facilitates the sharing of text and multimedia through virtual networks and communities. More than 4.7 billion people around the world use social media. In 2022, the number of social media users worldwide grew by 137 million, or about 3%. The largest social media platforms are Facebook, YouTube, WhatsApp, Instagram, and WeChat. Social media typically features user-generated content and personalized profiles that lend themselves to engagement via likes, shares, comments, and discussion. DALL·E 2 AI art generator is an artificial intelligence language model created by OpenAI, which is capable of generating high-quality images from text descriptions. It is the successor to the original DALL·E model, which was trained to create images from text input, and it was released in September 2021.

AI generated art is a relatively new field of art that is currently stretching the boundaries of creativity and is disrupting how art is actually made. Artists can now use an advanced machine learning model to generate new visual works. The images created by this these are called AI-generated images. This process is able to generate unique artwork the likes of which the world has never seen! We are already seeing computer generated art in art galleries and even on music album covers.

Dialog flow provides a web user interface called the Dialogflow CX Console. You use this console to create, build, and test CX agents. The CX Console has a similar purpose as the [ESConsole](#), but the CX Console user interface is much more visual. It graphs each flow as a conversational state machine diagram, which makes complex agents easier to design and understand.

The Dialogflow CX Console is different from the Google Cloud Platform (GCP) Console. The Dialog flow CX Console is used to manage Dialog flow CX agents, while the GCP Console is used to manage GCP-specific Dialog flow CX settings (for example, billing ) and other GCP resources.

In most cases you should use the Dialogflow CX Console to build agents, but you can also use the Dialogflow CX API to build agents for advanced scenarios. The MERN stack is a popular open-source technology stack that is widely used for building

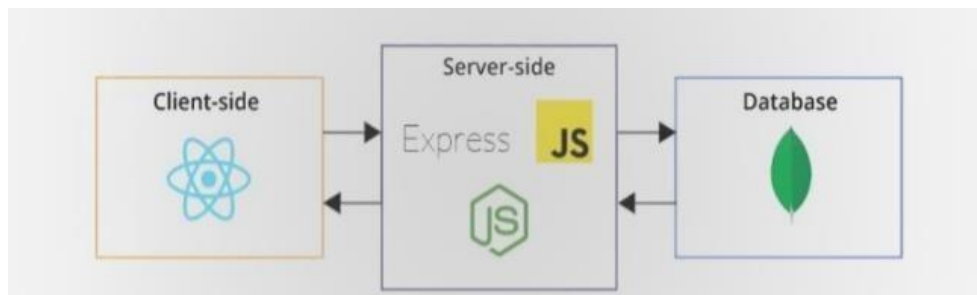


dynamic web applications. It is an acronym that stands for MongoDB, Express.js, React.js, and Node.js. MongoDB: It is a document-oriented NoSQL database that stores data in a JSON-like format. MongoDB provides a flexible and scalable data storage solution that is suitable for handling large volumes of data.

Express.js: It is a fast and light weight web application framework for Node.js. Express.js provides a robust set of features for building scalable and robust web applications, including routing, middleware support, and template engines.

React.js: It is a JavaScript library for building user interfaces. React.js provides a component-based architecture that allows developers to build reusable UI components.

Node.js: It is a server-side JavaScript run time environment that is used for building scalable and high-performance web applications. Node.js provides an on-blocking I/O model that allows developers to build fast and scalable web applications.



## II. LITERATURE SURVEY

### A. *Impact of Social Media Marketing on Business Performance.*

**Author:** Elif Kongar, Olumide Adebayo.

A well-designed social media strategy that creates and curates engaging content helps organizations maintain competitiveness into day's dynamic business landscape SMM (Social Media Marketing) which focuses on making individual connections and building long-lasting relationships.

In some industries, even a little more information as well as image management can allow companies to build some competitive advantages. These methodologies can also enable organizations to manage this performance.

### B. *Telegram-Based Chatbot Application for Foreign People in Japan to Share Disaster-Related Information in Real-Time.*

**Author:** Sayed Ehsanullah Ahmady, Osamu Uchida.

In this study, we develop a chatbot application as an add-onto the Telegram platform interface. This chatbot provides emergency information to foreign people in Japan at the time of disasters. The information provided by the proposed application is, for example, the nearby evacuation points such as the evacuation centers and train stations, and the real-time disaster information based on the user's current location. Such pictures may be useful not only for disaster-affected people but also for governmental agencies to gain a better understanding of current conditions and thus help them make informed decisions. This part can be one of the most useful parts of the proposed chatbot. Other tools and services may be challenging since Telegram's API is not as widely used as other messaging platforms.

### C. *How Beneficial Is Social Media for Business Process Management ? A Systematic literature Review.*

**Author:** JANAPRODA NOVA, AMY VANLOOY.

The necessity for a multi-disciplinary approach toward business processes was detected; therefore, topics, such as psychology, business economics or information systems, were included, emphasizing innovation strategies, including gamification, big data, or crowd sourcing. Our most important recommendation concerns the evolution of business process management through different social media tools as a means to achieve a transition toward the recommended Omni channel management approach. 'Business process design': papers specifying the relationship among events, activities and decisions in a value chain, as well as the actors involved and the related chains.



**D. *Improve the Security of Social Media Accounts.***

**Author:** Ruslan Shevchuk, Yaroslav Pastukh

The task of improving of security level of accounts in such social media as Facebook, Youtube and Instagram are considered in the paper. A mathematical model of formation of social media security level indicator is built. According to the obtained mathematical model, a chatbot is developed. The developed chatbot allows estimating the security level of a social media account. Stronger security measures, such as multi-factor authentication and complex passwords, can be inconvenient and time-consuming for users.

While improving security can help prevent some types of attacks, it cannot guarantee complete protection against all forms of cybercrime, including social engineering attacks that trick users into giving away their login credentials.

**E. *Plight of Social Media User: The Problem of Fake NEWS on SocialMedia.***

**Author:** Mohammed Hazim Alkawaz, Sayeed Ahsan Khan.

This paper discusses the social media news consumption behavior the trustworthiness of social media websites and applications, the problem of fake news on social media, and the literacy and awareness of news verification process and fact-checking process of news content shared on social media among social media users.

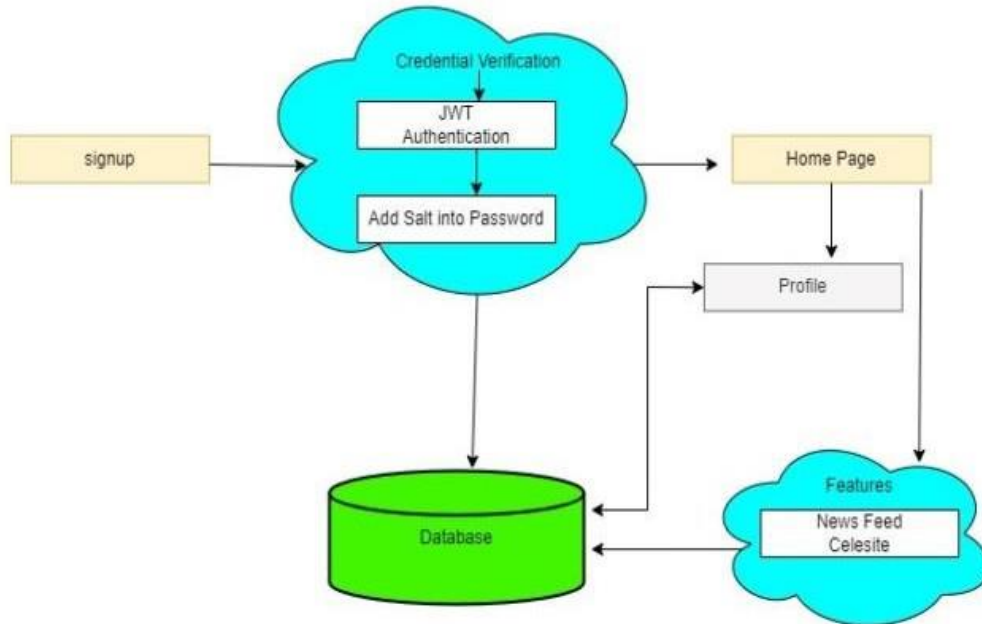
### III. PROPOSED SYSTEM

Normally the existing social media websites provide a basic framework for connecting and sharing information with others online. However, there maybe room for improvement in terms of user interface, customization options, privacy, and security.

- **User profile:** Displays a user's information, including profile picture, name, and other details.
- **User Feed:** Displays a stream of updates from friends and other users.
- **Commenting and liking system:** Enables users to interact with posts by commenting and expressing their support the likes.
- **Promotion & Discovery:** Allow users to find and follow other users, as well as connecting small business people.
- **Privacy & Security:** Ensure that user's information and data are protected, and that the site is protected from hacking and other types of attacks.
- **Data storage & Management:** Stores and manages user data, posts, and other content on the site.
- **News Feed:** Provide daily news about Technologies and business.
- **Location (Map):** Identify the location of Business People to communicate easily.
- **ChatBot:** Simulate a conversation with human users by providing guidance on the business.
- **DALL E2:** Integration AI based DALL E makes the website even more Interactive and fun to use.



IV. SYSTEMARCHITECTURE



V. MODULES

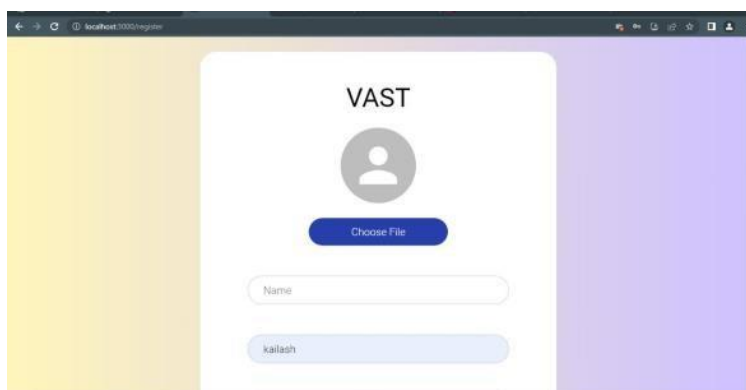
LIST OF MODULES:

- RegistrationModule
- FeaturesModule
- PostModule
- ProfileModule

A. Registration Module:

A registration module is a feature that allows users to create accounts or signup for services, systems, or applications. The module typically collects user information, such as a username, email address, and password, and stores it securely in a database. The purpose of a registration module is to enable users to access the features and benefits of a system, service, or application. By creating an account, users can store preferences, access personalized content, participate in forums, and perform other actions that require authentication.

Registration modules are commonly used in a variety of contexts, such as social media platforms, e-commerce websites, and online banking systems. They play an essential role in creating a secure and personalized user experience.





### B. Features Module:

The Features module contains our unique special features of website. This is the place where creativity meets usability.

- **News Feed:** Provide daily news about Technologies and business. News API is a simple, easy-to-use RESTAPI that returns JSON search results for current and historic news articles published by over 80,000 worldwide sources
- **Location (Map):** Identify the location of Business People to communicate easily. Map box provides powerful routing engines, accurate, traffic- Powered travel times, and intuitive turn-by-turn directions to help you build engaging navigation experiences.

### C. PostModule

- **ChatBot:** Simulate a conversation with human users by providing guidance on the business.
- **DALL E2:** Integration AI based DALL E makes the website even more Interactive and fun to use. DALL-E 2 can create original, realistic images and art from a text description. It can combine concepts, attributes, and styles.

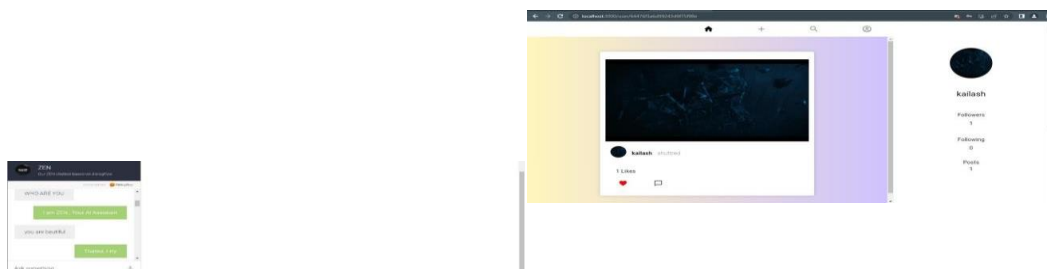
### D. Profile Module:

In Vast, a profile module is a component or set of components that provide away to define and manage user profiles. User profiles are typically used in applications to store and manage user specific data such as preferences, settings, and user-specific information.

A profile module typically includes the following components:

1. User interface components - these components provide a user interface for users to manage their profiles, including viewing, creating, and modifying profile data.
2. Data management components- these components manage the storage and retrieval of profile data in a database or other data store.
3. Integration components- these components allow the profile module to integrate with other parts of the application, such as authentication and authorization systems.

Overall, a profile module helps to ensure that users can easily manage their profile data, and that the application can provide a personalized experience to each user based on their profile information.



## REFERENCES

- [1] L. Minocha, P. Jain, A. Singh and P. Pandey, "Social Media's Impact on Business and Society: A Study," 2022 8<sup>th</sup> International Conference on Advanced Computing and Communication Systems (ICACCS), Coimbatore, India, 2022, pp.2078-2081, doi:10.1109/ICACCS54159.2022.9784959.
- [2] K. Oikonomou, E. Chatzilari, S. Nikolopoulos, I. Kompatsiaris, D. Gavilan and J. Downing, "Snap wear: A Snap chat AR filter for the virtual try on of real clothes," 2021 IEEE International Symposium on Mixed and Augmented Reality Adjunct (ISMAR-adjunct), Bari, Italy, 2021, pp.46-51, doi:10.1109/ISMAR-Adjunct54149.2021.00019.
- [3] S. Pérez-Soler, E. Guerra and J. de Lara, "Collaborative Modeling and Group Decision Making Using Chatbots in Social Networks," in IEEE Software, vol. 35, no. 6, pp.48-54, November/December 2018, doi:10.1109/MS.2018.290101511.