

Social Indexing Trends: Market Research Report

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Abstracts

The report estimates that the need for a high level of accuracy in searches lead to the emergence of the social indexing concept. Social Indexing fulfills this need by sorting the existing gamut of information into user's likes and preferences. The use of individual preference data in the site's algorithm makes more accurate searches possible. 'Social indexing, also known as social tagging, is an emerging social technology which conceptualizes the usage of the vast information available in the social media for creating research tools with the potential to help businesses in organizing their websites in accordance with their visitors' interests and likes.' Factors fuelling growth of social indexing technologies include developments in processing algorithms, display techniques and parallel processing techniques. Network analysis tools play a vital role in social indexing. The tools assist in recognizing the implications of metadata, such as the viewpoint of friends for a particular search.

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