

**THE STATE COMMITTEE OF COMMUNICATION, INFORMATIZATION
AND TELECOMMUNICATION TECHNOLOGIES
OF THE REPUBLIC OF UZBEKISTAN
TASHKENT UNIVERSITY OF INFORMATION TECHNOLOGIES**

Allow the defense
Head of the department

_____ 2014 y.

FINAL QUALIFYING WORK

On theme: Creating and practical implementation of social media portal

Graduate _____ Tangirov B.B.
sign Fullname

Scientific adviser _____
sign Fullname

Life safe consultant _____
sign Fullname

Reviewer _____
sign Fullname

Tashkent – 2014

**STATE COMMITTEE OF COMMUNICATION, INFORMATION
AND TELECOMMUNICATION TECHNOLOGIES OF THE REPUBLIC
OF UZBEKISTAN**

TASHKENT UNIVERSITY OF INFORMATION TECHNOLOGIES

Faculty Computer engineering department Information Technology

Direction (specialty): 5523600-«Electronic commerce»

APPROVED

Head of the department _____

« ____ » _____ 2014 year.

ASSIGNMENT

of TangirovBakhriddinBakhodirovich final qualifying work
(Full name)

1. Theme: Creating and practical implementation of social media portal.
2. Theme approved by order of the University of «19» April 2014y. № 254-15
3. Work completion date: 31.05.2014
4. Resources: Statement of the problem, technical data, CCSTD materials, training manuals, internet resources, guides
5. Contents settlement and explanatory notes (list subject to development issues):
Analysis of the subject area, requirements analysis for the subsystem development, design database structure, design subsystem architecture, subsystem realization in a programming language.
6. List of graphic material: Tables, figures, diagrams, user interfaces, presentation.
7. Date of issue assignment: _____

Scientific adviser _____

(signature)

Assignment received _____

(signature)

8. Consultants for the individual sections of the graduation work

Section	Full name of supervisor	Signature, date	
		Task issued	Task received
Main part	Umarov A.B.		
Life safety			

9. Progresschart

№	Name of the section	Deadline	Completion mark
1	Introduction	26.01.2014	
2	Analysis of the subject area	30.01.2014	
3	The formation of the task	15.02.2014	
4	Implementingthedatabase	30.02.2014	
5	Implementation of a web portal	30.04.2014	
6	Description of the object model web portal	20.05.2014	
7	Preparationofpresentations	25.05.2014	
8	Writing the report	30.06.2014	

Graduate _____ «_____» _____ 2014 year.
(signature)

Scientific advisor _____ «_____» _____ 2014 year.

This final qualification work is devoted to develop the system “Bamboo” which helps to keep abreast of developments in society. In this qualification work the necessary entities of the system “Bamboo” and the relations between them are described, methods of storage processing of data are developed, problems are defined and realization requirements are discussed, the formulation of the problem and practice realization of the system are shown. Zend, PHP programming language, and also DBMS MySQL were used in developing the platform.

Данная выпускная квалификационная работа посвящена разработке веб-портала, который помогает быть в курсе всех событий в обществе. В данной работе рассмотрены теоретические сведения о необходимых сущностях системы «Bamboo» и связях между ними, разработаны методы сохранения данных и для их последующей обработки, определены проблемы и выработаны требования для реализации, приведена постановка задачи и практическая реализация системы. При разработке были использованы платформа Zend, язык программирования PHP, а также СУБД MySQL.

Ушбу битирув малакавий иши «Bamboo» илмий тадқиқотлар ўтказиш бўйича маълумотларни саралаш ва жамиятда бўлаётган янгиликлардан хабардор бўлиш тизимини яратишга бағишланган. Битирув малакавий ишида «Bamboo» тизимининг объектлари ва улар орасидаги боғлиқликлар кўриб чиқилди, маълумотларни сақлаш ва қайта ишлашнинг самарали усуллари ишлаб чиқилди, муаммолар аниқланди ва амалга ошириш талаблари ишлаб чиқилди, масаланинг қўйилиши ва тизимнинг яратилиши келтирилди. Тизимни яратишда Zend, PHP дастурлаш тили ва МОБТ MySQLдан фойдаланилди.

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Introduction

"A form of communication is a message" - the famous aphorism.

Canadian communications theorist Marshall McLuhan reflects the idea that the media are the epitome of the dominant social organization. The notion of "social media" is the principle *participatio* when the communication process is carried out with the equal participation of users and the Institute for Media. Responsible for placing the information material lies with the user and the service performs the nominal functions: as a platform for on-line access to information and materials prohibited by the legislation limits. Words Heather Hopkins, vice president of analyst firm Hitwise, support the idea of strengthening the influence of social media in the information market. "Social media are included in the top ten most visited sites Hitwise, basic premise changes the media was a revolution means storing and transmitting information, which has not only turned the world into a global village, but also provided an opportunity for virtually every man to become creators of their own media. Thus, we can speak of a new decentralized form of media, or "social media." The society is developing in two parallel process information.

On the one hand - the existence of the traditional scheme and directional flow of information from a source to a relatively passive recipient (traditional media), and the other - the emergence of new social groups interested in forming their own active information space (social media). The space in which the individual carries its own information-searching behavior, determined, first, it needs knowledge and, secondly, the most convenient way of obtaining this knowledge. In this paper we consider the final qualifying Bamboo as an example of the type of social media, whose birth was a logical continuation of the evolution of media in the development of the global information society. Bamboo offers a unique model of social communication with the user. Involvement and the opportunity to participate in the creation of the Internet media space - the newest feature, the active use of which speaks to the growing thirst for users to "write" as well as "read", "create", as well as the "use" of

media resources. Multimedia format service highly developed technological base and strategic marketing policy faithful service for four years of existence in the market brought the service to third place in the ranking of five hundred popular sites worldwide Network ID issued by AlexaRatings. The subject of this work is the social side of the new resources, as an example of social media portal Bamboo.

In the course of studying this field of knowledge, were mainly used reputable foreign sources, mainly American and British researchers. Theorists of social media actively develop scientific activities on the Internet: Brian Solis, Chris Andersen, Henry Jenkins blogs lead a discussion with the audience about what is included in the concept of social media, what are their characteristics and their practical application - this method fits well into the model of the 'open Forum ', as a result of discussions born and explained the true meaning of value innovation.

President of the Republic Islam Karimov, is constantly developing this area by developing a variety of programs and identifying areas for further work prospects. To do this, our President adopted a decree "On measures for further implementation and development of modern information - communication technologies". This document was approved program for the further implementation and development of information - communication technologies in the country for 2012-2014 and a list of IP government and economic management, public authorities in the field, the National IP integrable in the period 2012-2014.

President of the Republic of Uzbekistan in the recent report on the cabinet meeting on January 18, 2014, dedicated to the socio-economic development in 2013 and the most important priorities of economic program for 2013, it was noted that it is necessary to accelerate the adoption of ICT. "All the more important to accelerate the implementation of actions and projects in the field of information, communication and telecommunication technologies. We must realize that without a radical, I would say the explosive progress towards

implementing widely in all areas of the economy, in our everyday lives of modern information and communication systems, it is difficult to see the future. We need as soon as possible not only to eliminate the lag occurring in many kinds of information services, but also to enter into the category of advanced countries with a high level of information and communication technologies,"the President said. It was also noted that the newly created State Committee for communication, information and telecommunication technologies as the main coordinating body in this area must be brought under strict control of the implementation of last year's program for the further implementation and development of information and communication technologies.

Particular attention was paid to training in the field of communication, information and telecommunication technologies. It was decided to further accelerate the implementation of projects in all areas. What makes the topic of my thesis to date. As developed through IP students will be able exchanges of experience and knowledge among themselves to gain access to various training programs will be able to apply online and the applicant be interviewed in practical training.

Just the President of the Republic of Uzbekistan were introduced international criteria for assessing ICT May 3, 2014 at the "round table" dedicated implementation in Uzbekistan international ICT evaluation criteria. During the "round table" were discussed implementation of international evaluation criteria in ICT development in Uzbekistan, in particular, through the effective use of information and communication technologies in public bodies, a further expansion of electronic signature and electronic document management.

CHAPTER I. ANALYSIS OF THE CURRENT STATE OF PROVISION OF SOCIAL MEDIA SERVICES

1.1 Analysis of the main types of provision of social media services

One of characteristics of our time is unprecedented development of means of communication. Information becomes today an influential social resource, and the whole world all zrimy gets outlines of that professor Maklyuen called "the global village". Before our eyes there is a globalization of mass media and communication, all structure of communicative experience of the person — from the oral word to the latest types the media submitting to the person is transformed. In conditions of "information society" influence of traditional mass media on audience considerably decreased. It was predicted still by Manuel Kastels in work "Growth of network society" (The Rise of the Network Society). Modern conditions dictate a certain way of life where the question of access to the Network becomes the most important, "because gives the chance of communications and interactive communication with anyone and when necessary"./5 /

Definition of "mass media" is treated as group of the media which activity is directed on masses (society, the people, the region, and so on) irrespective of scales, also doesn't assume direct contact with it. These types of mass media are focused on needs of mass audience in information and urged to shine a wide range of economic, social, spiritual interests of weight. Mass character of classical types of mass media is reflected also in character of a statement of information, expressed in aspiration to create a uniform position of weight on topical issues. Thus, unfortunately, it isn't necessary to speak about information individualization, and the type of communication remains mainly unilateral (participation of the person in activity of mass media in the form of letters, cooperation, works on a voluntary basis and s.o. are presented minimum). Signal of loss by classical mass media of former power became decrease in

advertising budgets, advertisers made the decision on which response on the basis of statistical data of consumption of media among audience.

These ten largest circulation newspapers in Uzbekistan (2013-2014)

Table 1.1.1

No	Name	Annual circulation in March, 2005	Annual circulation in September, 2005	Difference after 30 months	Difference after 30 months
1	Darakchi	2 270 800	2 293 137	22 337	1,0%
2	Tasvir	2 070 500	2 011 882	-58 618	-2,9%
3	Turkiston	1 136 800	1 037 828	-98 972	-9,5%
4	Prestij	900 500	779 682	-120 818	-15,5%
5	Oiladavrasida	735 700	681 415	-54 285	-8,0%
6	Marifat	678 100	667 119	-10 981	-1,6%
7	Uzbekistan ovozi	752 100	635 087	-117 013	-18,4%
8	Xalksuzi	584 300	559 404	-24 896	-4,5%
9	Sharqxaqiqati	532 600	507 437	-25 163	-5,0%
10	Tashkent xaftaligi	471 900	365 234	-106 666	-29,2%
	TOP 10 Total	10133300	9538225	-595075	-6,2%

Expenditure on advertising in the world for each type of media from 2005 to 2009. (three. million. soums)

Table 1.1.2

№	Type of media	2005	2006	2007	2008	2009
1	Newspapers	120 367	125 043	127 916	131 369	135 011
2	Journals	52 722	54616,0	56 397	58 618	61 152
3	TV	151 191	161 389	168 988	180 318	188 759
4	Radio	34 225	35 225	36 283	37 461	39 064
5	Video (movie)	1 717	1 794	1 908	2 096	2 320
6	Internet	19 419	26 031	33 465	41 197	47 436
	Total	379 641	404 098	424 957	453 067	473 742

Distribution of advertising budgets for each type of media from 2006 to 2010. (%)

Table 1.1.3

№	Type of media	2006	2007	2008	2009	2010
1	Newspapers	30	29,2	28,4	27,4	26,8
2	Journals	13,1	12,8	12,5	12,2	12,1
3	TV	37,6	37,7	37,5	37,7	37,5
4	Radio	8,5	8,2	8,1	7,8	7,8
5	Video (movie)	0,4	0,4	0,4	0,4	0,5
6	Internet	4,8	6,1	7,4	8,6	9,4

The global market for classic media suffers losses across the board. Television and radio are looking most well compared with other types of traditional media, their growth rate is reduced slightly. Nevertheless, it is now experiencing television and goes heavy competition for audience attention. With the development of podcasting and video services on the Internet, alternative form of audio and video communication channels. But it is too early to talk about capturing video market by the multimedia Internet services.

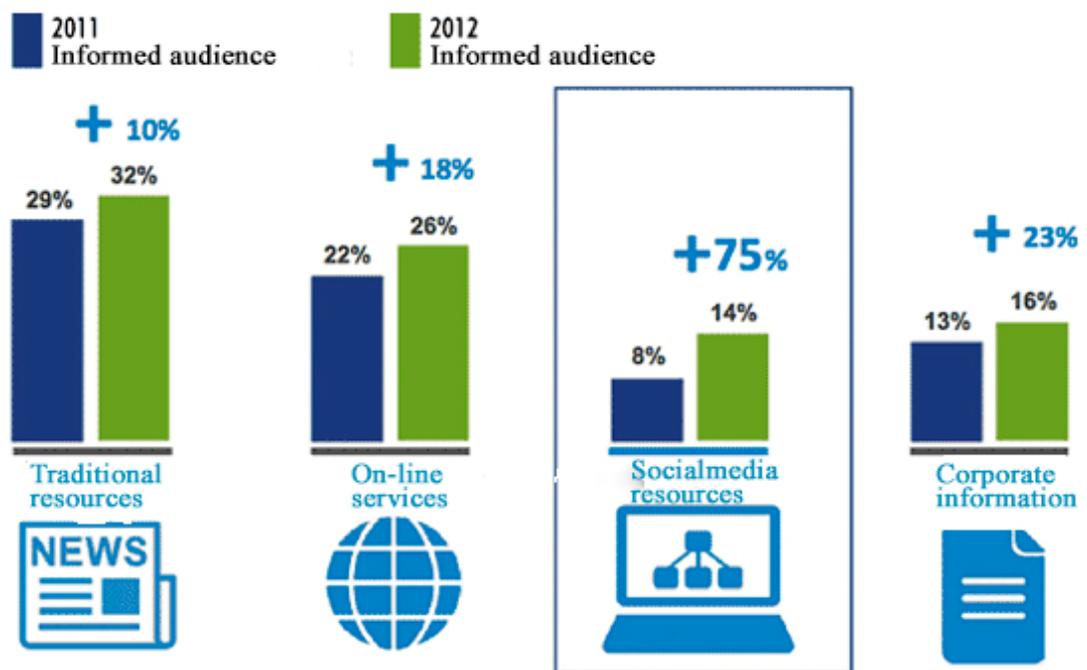


Figure1.1.1 Growth of the informed audience

TV broadcast on the Internet faces a serious challenge arising from low-bandwidth channels - the image quality is poor. However, representatives of the "old" media retain their positions in the temporary absence of an alternative and stable audience, mainly the older generation. Experts predict that the situation could get worse if not taken steps to modernize the industry. Article authoritative edition of Wall Street Journal «How to survive the old media in the new market conditions," examines in detail the possibility of extending the life of the old media, which is the main condition for access to the online space. Traditions and consumption habits are changing with the advent of new, young and more active audience that values efficiency and individual approach, which

deprived the traditional media. Also changed the overall picture of the traditional media perception. Criticized for their large number of errors, insufficient degree of reliability of the information, bias in the supply of materials and lack of professionalism. /1,7 /

For what traditional mass media criticize?

Table 1.1.4

Whether you agree with criticism of mass media for ...	Yes, I agree to (%)	No, I agree to (%)
Insufficiently deep a described subject studying	86	64
Weakness and poor quality of the daily press	50	26
Restraint and inactivity in pressing social problems	56	31
Negligence in the statement of facts	52	36

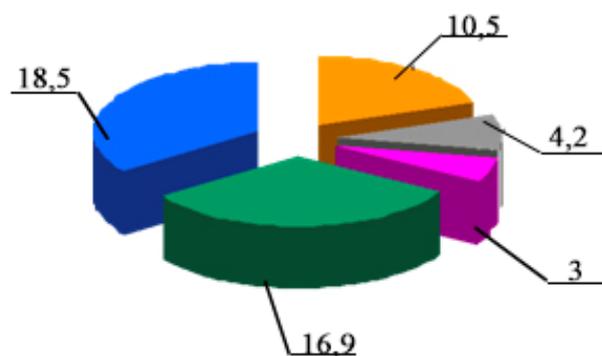


Figure 1.1.2. Statistics of consumption of media in a week (an average number of hours)

In June 2007, IBM introduced the results of a study aimed at clarifying the main trends and changing preferences for the use of media. The study showed that the more time a user spends on the web, the less he uses traditional sources

for news. For example, users who spend weekly media more than 20 hours, the Internet is the main source of information (74% of respondents). And for those who access the Internet for an hour, the preferred source of news is television (37%), radio (21%) and newspapers (11%). Also interesting is the fact that more than a third of those surveyed Internet users never buy newspapers. Interest in local content, as well as the growing popularity of media specialization signaled the fact that the traditional media industry requires significant restructuring in favor of narrow, individual segmentation of content demanded by the audience. Numerous studies demonstrate the global trend of shifting the focus of the creation, distribution and consumption of information, outline section between new and traditional media. In a traditional environment is still dominated by the content that is created by professionals and distributed through proprietary platforms. And in the new environment created by the users content often, and is accessed via an open platform. /2,3,8 / These polar trends define the conflict between incumbents and new entrants media market. Traditional media bearings in the new environment, gradually learn to do business online, launching online versions of print, radio and TV channels broadcasting in the web. The main reason for this process was "leaving" the online advertisers prostrastvo. Results of the study show The Carnegie Corporation radical change news consumption habits. The report refers to the revolution in the information world. The Future of News is in the hands of young people who did not keep devotion traditional media, like their predecessors. User aged 18 to 34 years using the web and new media as the main source of information. New generation is not willing to rely on the opinions and authorities. User prefers to personally determine the degree of importance of events. And, of course, does not consider the news as the absolute truth. People want to take control of the media, and not be controlled. At the same time, the traditional media is gradually adapting to the new social and economic reality and have the potential to become full players in the media world, having made a number of technological changes and becoming more responsive and flexible in relation to information produced. TV channels are

evolving from mass distribution of content to its provision for individual needs of the audience. Illustrative example, the UK national public broadcaster BBC, which develops in the direction personalization channel, preserving traditional forms. In 2004, BBC Director General Mark Thompson spoke with the words: "In the future we hope that the unidirectional flow of information from the broadcaster - the viewer is transformed into a high-quality two-way dialogue, in which the audience would take an active part." In 2012, the press service of the BBC published a plan for the development channel: "People of all ages are no longer willing to settle for a variety of software channel, a wide range of topics. Users want to be directly involved, argue, create and control consumption of information, as a partner. Interactivity and user-generated content will ensure the success of development of the channel. "Despite his age and sometimes outdated tradition of using" classic media "continue to exist. Much credit for this belongs to the traditions of consumption, as well as a unique set of essential characteristics that have these types of media. After all, with all the attractiveness of media opportunities, wide dissemination is only possible with the massive development and distribution of stable digital communication channels possible with modern technical equipment. Traditional media will maintain its position as long as not resolved the technical side of the issue, namely the widespread availability of digital telecommunications.

1.2. Specific features of the provision of social media services

Development of new media is inseparably linked with expansion of opportunities of transfer of figures and improvement of digital channels of communication. The statement of the scientist Russell Noyman was heard as a prediction of transformation of the nature of communications: "We are witnesses of evolution of the universal networks which have connected together audio, video, electronic and text communications. In the future this process accumulates washing out of borders between interpersonal and mass, public and

personal communications"./11 /

New media represent today a media content which includes details, the text, a sound, the image consolidated in the uniform block and kept in a digital format. For the first time the term "new media" appeared in the early nineties and contacted emergence of computer networks, the Internet, and also systems of digital storage and data transmission, convergence of various forms of media. New media organically fitted in and became part of social development on transition to an era of "global information society" which basic provisions were sounded at European Union Conference in Brussels in 1994 Martin Bangemann (Martin Bangemann). The report "Europe and global information society" "underlined defining and reformative role of information and communication technologies.



Figure. 1.2.1. Services of social platforms

New technologies change ideas of communication systems which were limited before mainly to mass media". In the report it was said that new technologies completely will change ways and habits of a human interaction, not only the relation at work, but also and in a family, school or institute". Development and introductions of the computers, providing automation of processes of human activity developed on vsemnpravleniye, but process of a

computerization achieved special success among independent "house" users. In the most developed countries — the USA, Germany, Great Britain, Japan the number of computers on one thousand inhabitants reached by the end of the 1990th years of level of 250-400 units. This level concedes an indicator of such "idols" of the XX century, as the car (on the average by 1,5 times) and the TV (twice)./14 /

In the 90th years the main way of connection to the Network there was a data transmission on the telephone line by means of the modem. Speed of the Internet of the previous generation made only 56 kbps, phone line during data transmission was occupied, than created considerable inconveniences. However as the content became more and more difficult, the number of sent information increased, there were obvious the restrictions imposed by rather low speed of data transmission on usual telephone lines. In the 90th years loading of the 10-minute video movie with "narrow-band" access turned into long and sad occupation. With arrival of more throughput communication channels the situation cardinally changed. In 2000 the system of connection of end users with ADSL technology use (Asymmetric Digital Subscriber Line — an asymmetric digital subscriber line), transforming existing telephone lines with a copper wire to high-speed canals of bilateral data transmission was introduced. The alternative decision in the form of the satellite Internet didn't gain distribution because of high cost. The main advantage of ADSL — in its availability: connection is established through the usual copper wire applied to laying of telephone lines. Development of ADSL technology began in the first half of the 90th years, and in 1998 after preliminary testing in the USA and Canada the ADSL "I went to the people" technology. The problem of efficiency of information filling and services was solved with arrival of broadband data links, the payment for access to the Network noticeably decreased, the unlimited traffic is more increasing attracted audience. In 2003 the number of users of large-format Internet access reached 63 million people, in 2008их the number made 349,98 million people. "Acceleration" of the Internet caused global changes in the nature of habitual online media and predetermined change of the status of the Internet, from information source, in interactive means on the basis of which

there were new types of media on a digital basis. Digitalization process (from the English term digitalization) made dream of scientists-futurologists reality. The translation of all types of information (text, audiovisual) in a digital form and broadcasting it considerably simplified access to information, than led to leveling of a role of traditional mass media. Digitalization of information channels radically changed the relation of people to mass media. According to Rupert Murdoch, in the future "mass media become similar to fast food: people will watch under way news, sports programs, movies". Digitalization also initiated drama changes of quality of the user content, and also in system of its distribution. Videos on 35 millimetric films or cartridges of the VHS format remained in the past, they were succeeded by the digital format which has simplified process of distribution of video records. Convergence processes (from armor. convergo — I come nearer, meet), that is association, merge in a whole both communication technologies, and mass media, are among the most important in the course of formation of new media. It is accepted to understand the electronic means of communication which have made possible delivery and distribution of information on the principle "many-many" (many-to-manyinteractivity) as new media. The type of an interaktion is key in understanding of novelty of offered means of communication and the main difference from traditional media. To group of new media carry websites, "stream" audio-and video online channels (Last.fm), communities (Livejournal.com), the environment of virtual reality, mobile and an Internet telephony. Social interaction in the environment of new media happens at several levels of interactivity: interpersonal (one-to-one), group (many-to-many) and institutional (one-to-many) depending on type of transmitted dataGroups of users interact through teams and manipulations, exchange data of various formats (photo, audio-, video files), provide information services by means of electronic communications, communicate the most part of time on the Internet, and also through interactive elements of media (comments, responses, polls of users и.т.д.) . Digital platform, broadband communication channels, increase in

speed of the Internet, expansion of audience of access and, as a result, the real boom of the latest forms of communication — available to everyone tools for self-expression. Each user having the necessary technical equipment, can make own content, using possibilities of the text, a sound, the image and video and to broadcast it on the Internet. Thus, new media and the principles of convergence promoted transformation of classical model of mass communications and considerably changed nature of interaction of structure of media and society as a whole. The indicator of growth of popularity and trust degree at audience of new media are distribution of advertizing assets. Today about 73% of marketing specialists will redirect about 20% of advertizing budgets of the companies for advertizing in new media. On the average expenses of the companies on advance of goods and services by means of new media make today about 15% of cumulative advertizing budgets. Thus only 10% of respondents declared that all their advertizing budget leaves on "traditional" media while 12% of the interrogated marketing specialists recognized that exclusively new types of media get 21-40% of advertizing budgets of their companies. One of kinds of new media — blogs — got today especially mass scales. Regularly personal blogs are started to become successful commercial projects and a constant source of the income for his founder. Owners of unique knowledge or ability without effort share the talents on means of the Network and find adherents, pupils, colleagues and admirers. Besides the interactivity, new media give opportunity to make own impression about popularity and relevance of a content, thanks to objective statistical data of visit, and also system of tags. The portal of Digg.com publishes ratings of users of what there is an impression about authoritativeness of sources (PageRank — system at the heart of search engines). New media represent a universal platform on which there will be a place for a content of a different format. /11,13 /As a result there is an opportunity to create the pages combining in a content from various sources, a hybrid of web applications and syndication of information channels (an exchange of flows of RSS data). In the person of interactive TV, blogs, a podcasting services, mobile devices the necessary

base for development of actual means of communication — social media was prepared. New media changed idea of geographical distances, initiated the active growth and volume daily online of communications, stimulated convergence processes in media. Within this work new media should be understood as one of steps of development of the Internet in the direction of its sociality and society socialization on means of computer networks. New instruments of media placement, telecommunication were an incitement to creation of the latest products, forms of communication and information storage. Thanks to new media the organization in groups (community) with the purpose to generate a necessary content, literally to mix it, to dilute became possible, using modern multimedia means and to extend among the interested audience. The innovation of new media broke traditional character and aggression of means of mass information./8 /

The western democratic tradition considers media in constituting a public space, access to which every citizen has, allocated with the rights defined by the state. Toeoriya communication JuergenHabermas the first loudly started talking about an open independent forum of opinions - the public arena or an public space. This space lies out of the engaged zones and an arena performs functions for an interaktion between social groups.Social media went further this concept and offered even more radical formula — so-called "a forum of identity" where everyone makes the small contribution to creation of an overall picture of society, and filling of the Network happens forces of "collective intelligence". Unambiguous definition of social media doesn't exist yet. In literature similar concepts meet: alternative, civil, radical, autonomous media — all of them are integrated by understanding of the main idea which is cornerstone, namely — creation of unique forms of the media directed on expansion of opportunities of society and giving chance for self-expression.

The concept of social media is defined by the whole family of terms, key from which are:

Multimedia — the term market and technological, characterizing communicative and consumer opportunities of the computer: combination of text, video and

audio-information; ways of transformation, editing and data storage of different type; possibility of various communications outside. Means also convergence of various types of data. In this value of multimedia I became the consumer term serving for orientation of users of computers in various functionality of the last.

Sociality — set of the qualities acquired by the person providing his existence in society and performance of various social functions as a part of various groups, acting thus not as the sovereign personality, and the spokesman of interests of separate group. The sociality assumes ability of the personality to play certain public roles, skillfully to change standard social masks, to submit to requirements of public opinion, morals and the principles of legality, to resolve arising contradictions in favor of don't speak rapidly (individual), and whole (society). Functioning of a sociality has not instinctive, but the conscious sense and assumes ability of the person to think, analyze, estimate, make decisions, to transfer at means of strong-willed efforts the estimates and decisions to actions and acts. From this there is the social portrait of the person representing a chain of interconnected, externally observed acts in the public environment, being accompanied observance or violation of social norms. Thus, social media should be understood as gradually developing group of media functioning on a web platform. Social media are created by certain users or the organized collectives for the purpose of exchange of information with each other, using thus special tools. Interactivity of audiences, and also mixture of various childbirth of information (the text, the image, audio, video) are their integral characteristics. In June, 2007 on the Internet "The manifesto of social media" was published. The authorship of the manifesto belongs to the researcher Brian Solís — the founder of Club of Social media, the head of the largest agency of the Silicon Valley FutureWorks specializing on consulting of the companies in the field of PRI of new technologies. /9/"Social media created the whole layer of agents of influence. It is necessary to understand that the role of people in the course of communication underwent cardinal changes, i.e. their participation any more isn't limited only to consumption and information distribution, and includes also processes of an

exchange, creation, and also collective participation". Solís says that the user content on the Internet is direct manifestation of new democracy when users are sure that their each their voice will be heard. The author calls social media ideal means of influence on masses: "Social media — game which can't be played in defense. The one who takes direct part in the game will win, all should catch up or lose the rests game entirely". Solís considers social media as the necessary instrument of interaction with the audience, adopted by modern marketing specialists.



Figure. 1.2.2. Branches of social services

Convergence of media brought noticeable number of new words, such, for example, as the blog, "Wicky's" podcast, Wikipedia and фолькномика (folksonomies)". The blog (abbr. from English weblog – the network magazine) – the web page on which records are located as time. Often under the blog mean "LiveJournal" (LJ) — the personal diary which has been laid out in open access to Networks. The author of the diary regularly fills up it with new records to maintain to it interest. Often blogs contain comments on news in the most different areas: policy, the local news some of them have private character and are inaccessible to open access. Characteristic features of the blog today are the text, images, links to other blogs, web pages, etc. Prevailing form remains text though today more often the attention is concentrated on a photo, audio and video. The podcasting — is the

next way to inform any information to people. There was this word from iPod and Broadcasting (English broadcasting). The mechanism of a podcasting is simple also any revolutionary technologies or unique opening doesn't use: the person (podcaster) writes down a MP3 file, the listener downloads the file and listens. The podcasting is considered as the instrument of distribution of multimedia files by means of the Internet, RSS-of formats. The term "podcast", on an equal basis with radio, at the same time designates a content and a way of its transfer.

"Wiki" - a web site structure and content, which users can work together to change using the tools provided by the site itself. The largest and most famous wiki - Wikipedia. Encyclopedia has more than 4,600,000 million articles in different languages. At first glance, "wiki" looks like a normal website - a collection of pages with articles, illustrations and references. At the same time, the most interesting is deeper: it is important, as all the material created and modified by ordinary users, who have all the tools to easily create and edit Web pages, establish connections between them and change tracking. Russian version of the electronic encyclopedia includes more than 285 000 entries.

Wiki services implement democratic approach to understanding the media and each user has an opportunity to try yourself in the role of editor and reader. It would seem that such "permissiveness" should lead to the complete destruction of materials and transform any "wiki" in the dump spam links. Nevertheless, this does not happen, and not only because of conscientious scruples visitors. In "wiki" saved all the changes that have taken place with all the articles from their inception. At any time, you can compare two versions of the same article, to see what changes have been made to correct this page again or just go back to the old version. Social Networks are a means of communication between users. Each user realizes the need for self-expression. In this social network suggest grouping of users and the establishment of regular communication. Became the first Social Network SixDegrees.com, which lasted from 1997 until 2001, when it was sold for \$ 120 million It was the first and quite successful attempt to build an online model of the relationship between

real people. Soon (in 1999) appeared and LiveJournal, which, despite its foundation Blogging is also a social network with the union of interests.

The emergence of LiveJournal - a huge step in the development of the community online and blog traffic, despite the fact that very few people now talking about LJ in the context of social networks. Facebook has become the first network linking graduates and school students around the world and now is the largest site of this kind. Soon began to appear and professional social networks like LinkedIn and Ryze. LinkedIn has since become a model professional social networks and led to the emergence of a huge crowd of clones in almost all domain areas of the world. In 2003 came the sensational MySpace, eventually won first place in the rank of the popularity of social networking sites for communication and other community services. The largest social network today has increased significantly the number of users over the past year - reports comScore, a leader in studies of the digital world. MySpace is the most popular brand for the year grew by 72% and made 114 million visitors over 15 years old in June 2007. Facebook showed significantly higher growth rates - 270%, reaching the size of more than 52 million visitors.

Height separate social networks for the period June 2006-June 2007

Table 1.2.1

Socail network	Number of unique visitors (thousands)		
	june-06	june-07	%growth
MySpace	66,401	114,147	72
Facebook	14,083	52,167	270
Hi5	18,098	28,174	56
Friendster	14,917	24,675	65
Orkut	13,588	24,120	78
Bebo	6,694	18,200	172
Tagged	1,506	13,167	774

Social networks were selected by the principle of at least 10 million users,

50% growth within the last year and considerable representation users from the North American region. "For the last year social networks became really global" — Bob Ivins, the executive vice-president for the international markets reported. "Literally hundreds millions people worldwide visit sites of social networks monthly, and many of them — daily. It gives the grounds to assume that social networks it not temporary whim on a wave of fashionable hobby, but it is rather a component of the modern Internet". Information libraries — one more service intended for placement, use and an exchange of a content. It can be videos, photos, bookmarks, music and any other type of content. Sites "virtual reality" - the type of social media, which serves recreational function and has no apparent practical value. Prerequisite is the communication between service users within an artificially created environment. As an example, a project virtual life SecondLife, where the user exists in the internet world, made in the image volume.

Comparative table of the traditional media, new media, social media.

Table 1.2.2

Comparative characteristic	Traditional media	New media	Social media
Type of media	Newspaper Journal Radio	Blogs Wiki Mobile communication	Social networks Blogs "Wiki"
	TV Book	E-mail News sites RSS mailing Interactive TV Mobile devices	Podcasting Blogs Microblogs Forums Information libraries Sites of virtual reality
Type of audience	Mass audience: "the average person"	Groups of audiences, partially public sphere	Audience of identity

Reliability degree	Information bias	Subjective selection of information	Subjective selection of information
Information sources	Limited number of services (Newspaper, Radio, TV), strictly under control to technical infrastructure	Unlimited number of services unlimited in opportunities of their translation	Unlimited number of services unlimited in opportunities of their translation
Information sources	Means of political mobilization, stimulator of social activity	Domination of the individual. "New media" as alternative communication medium.	Emphasis on personal characteristics of the individual, encouragement "dissimilarities on others"
Type of communication	Monologue: Prevalence of public communications over private types	Dialogue: The primacy of private communications, ie regular communication between users	Multilogue: Private communications the unique type of communication (without intermediaries)
Communication model	Mass media holds the central position and unites round itself groups of audiences with similar views, interests	Technology and convergence	The central place is taken by the user, whose requirements and interests satisfy media
Degree of identity of audience	Creation of national political and cultural identity	Emergence of fragmentary virtual identity against national and ethnic, peculiar to "traditional media"	Individual self-determination

	<p>"Classical" way of the organization of receiving, processing and obtaining information, improved with development of technologies</p>	<p>Moderntechnicalbase</p>	<p>Moderntechnicalbase</p>
--	--	----------------------------	----------------------------

The best way to decide on essence of concept social media — it to consider them in comparison with more habitual, "classical" media: newspapers, magazines, radio, TV.

Social media changed idea of interaction processes between people and the serving organizations. Presented in the form of podcasts, blogs, video services, "Wicca", social networks and social media always give a priority to the user content. Main there are an ability and desire quickly and easily to communicate, develop and go deep in knowledge in those directions which cause interest in users. Thanks to tools of social media process of obtaining information which remained remote, in view of geographical remoteness, closeness of the state institutes, an exclusivity of the right of possession became simpler. On "content, commerce and community" model change (content, commerce, community) a modern political situation in the world, development of technologies, transition to information society put forward the concept relevant to basic needs of modern society:

"context (context), communications (communications) and cooperation (collaboration)". Context in which we try to accustom and exist — a starting point for research. Traditional and developing new forms of communication gain special importance as now are responsible for communication with a great number of other people, instead of a narrow circle of information institutes — distributors of a content. New media took a way of socialization and at once won popularity among audience, having provided space to state itself, to find adherents, to join "collective intelligence" world community.

1.3. Development trend of social media services on the basis of

modern ICT.

Development of social media was provoked by several phenomena. First, thanks to a digitalization and availability of the global Internet the cost of distribution of a content that promoted a variety of the contents, growth of the user interest, its commercial profitability considerably decreased. Secondly, development of technologies of an exchange of information initiated development of the user content. For the first time started talking about growth of influence of channels of "partitsiparny communication" (English participation — participation; partnership), providing possibility of direct access to production and distribution of information on channels of mass communication, in particular the Internet. The audience starts being considered not as object of journalistic influence, but as the subject of civil participation in the solution of important social problems. Thirdly, sharing growth is connected with development of social media the Internet of services. Fourthly, transformation of views concerning copyright and intellectual property became result of course of these processes. Legal institutes should create new laws concerning collectively created content. Professor of law of Stanford University of Lari Lessing (Larry Lessing) developed the set of the ethical rules applicable to social media.

Social Media is a communication with users, and not alert, as it was with traditional media. The social media applies the concept of "long-tail» (The Long Tail), which came from statistics and economics. In October 2004 in the American Journal of Wired Magazine published an article by Chris Anderson (Chris Anderson) with description of a new economic model used by Internet companies Amazon and eBay. Anderson noted that niche products can bring equal or greater profit than the best-selling products. The author found that to achieve effective sales can be if the range of products is extensive, and each buyer can choose the product that best meet their needs. Obviously, the principles of "long tail" is directly applicable to social media: a large number of sites creates a significant portion of the content and meets the needs of users in

getting comprehensive information, is able to meet the most sophisticated needs of the user. Now everyone can find the right content for myself and get him the information using various blogs, wiki-resources, podcasts, video and photo services. "Instead of small sites with a narrow specialty are more effective for successful social interaction" - says

Anderson. Uzkoprofilnye social networks have an advantage over their "big" brothers, as their audience more interested in a particular content area.

Before social media monetization of the task. Despite the fact that millions of

people every day give birth to profiles on MySpace and Facebook and spread the video on YouTube, the popular all over the world are actively fighting services for a profit. The only solution to this problem today - it is an advertisement. Advertising in social media involves targeting, realizing that flagrantly violated the privacy of users. The more specific prediction of the audience, the higher the market value of the CRM (cost per thousand impressions) on MySpace price is 20-30 cents, narrowly profiled on Ning - \$ 7. The reason - getting more qualified audience. As a result, remain a social network of public interest becomes inefficient and unprofitable./1,3,7 /



Figure 1.3.1. Development social portal media

Social media promote adjustment of contacts between people. There are the professional social networks uniting experts in certain field of knowledge (Executives). Despite criticism in impossibility to replace live contact, use of social media grows. Users effectively resolve a socialization issue on the Internet. It is supposed that the more the general social signs, the probability of their further communication on means of social media is higher. The Internet continues communication process by means of social media, and also resolves an issue of a geographical distantionnost. Often high level of a social dissatisfaction, unsuccessful experience of personal contact leads to that the user uses social media more often. Social isolation and discontent of personal contact

with people becomes the most frequent reasons of use of social media. The network helps people to overcome constraint, on means of virtual



communication, and also quickly to resolve arising issues, to get the new relations which can turn subsequently into live communication. The active user in real life transfers the same model of communication to the world virtual.

Figure 1.3.2. Social media portal around the world Thanks to broadband Internet access, and also distribution the protocol Internet for wide audience (IP) there was a new generation of users. According to the research company The Pew Internet & American Life Project of 57% of the American teenagers create a content for the Internet in the form of the text, photos, music and video. Differences of founders of a content from her consumers become hardly noticeable, and then disappear at all when the second party acts with response. Instead of sounding as edification or lecture, the message gets forms of bilateral communication, dialogue where both parties interact on equal terms.

Within this work it is considered to social media any Internet service based on such interaction of his users with each other as a result of which for these users the additional value and various positive effects is created.

Services of this type set the task — presentation of to the world and communication with each other. I would call them the difficult phrase "presentation and communication". First of all, it is classical блогхостинги and their various variations (livejournal, twitter) about the second, whole personal "mini-sites" (myspace, rambler planeta) service (mamba) belongs To the same type of services Realized requirement, to tell about itself, to find new acquaintances and to support communication with them.

1.4. Problem definition and FQW purposes

FQW purposes:

- The analysis of the main types of social services in various branches of society
- Specific features of development of the provision of social services
- Modern methods of acquaintance with all branches of society on the Internet

Problems of FQW:

- Choice of used web of technology
- Design of a DB of web of a portal

Development of web of a portal creation of algorithm, mathematical apparatus, information and the software a database dynamic a web of a portal of social media of the services focused for rendering to the population of interactive services.

Conclusions

In this chapter specific features of rendering social media of services, and as a tendency of development of social media of services on the basis of modern ICT were considered statistics of the main types of social media of the services. Having considered this chapter it is possible to draw conclusions: In today's time for this purpose to be successful it is necessary to use those opportunities which are given by the Internet, namely social media of portals which is the useful direction for society to be aware and exchange information in all spheres of society. Web a portal which birth became logical continuation of evolution of media on a way of development of global information society.

Involvement and possibility of participation in creation of media space of the Internet — the latest function, which active use speaks about growing thirst of users "to write", as well as "to read", "create", as well as "to use" media resources.

CHAPTER II.BASIC PRINCIPLES AND SOFTWARE CREATION SOCIAL MEDIA PORTAL

2.1.Basic principles of social media portal

Bamboo — the system allowing users to send short text notes (to 700 symbols), using the web interface, video, photos, means of an instant exchange of messages or third-party client programs. Distinctive feature of Bamboo is public availability of the placed messages that makes related it with blogs. The most important, service is absolutely free.

In the main Bamboo allows the user to send the short message in the tape which other people can read; followers (speaking to the Bamboo language, you can watch ("follow") this or that person). As soon as the user whom you follow (or you watch), publishes the new message, it appears in the client of work with Bamboo. In Bamboo it is possible as to send and personal messages which aren't visible to other people. Users can unite group of messages on a subject or type with hashtag use — words or the phrases beginning with #. Besides, the letter d before a user name allows to send messages in a private order, privately. At last, the sign @ before a user name is used for a mention or the answer to other users. At the end of 2013 the Bamboo Lists function that allows users to watch (and also to note and answer) lists of authors, instead of certain authors was added. Bamboo is often used for transfer of news both personal, and public value. The most important line social media of a portal of Bamboo is a live communication. That is communication in real time. It is extremely pleasant when you can write about the affairs, literally every minute and it your acquaintances, friends, partners and the nobility where you now will read and that you do. It is the main distinctive feature of Bamboo. In Bamboo people from the different countries communicate, it is pleasant and fascinating if the user possesses foreign languages. It is possible to find people interesting to you without difficulty.

For communication in Bamboo special symbols are used: words or the phrases beginning with # (hash tag) users can unite in group on a subject or type of messages, and these phrases become links a letter d which settles down before a network user name, allows to send any messages to other users a sign @ is used for a reminder or the answer of your friends.

Bamboo use for transfer of news not only personal, but also public value, advance of these or those products and simply earnings on advertizing media. Also many known people have the microblogs: politicians, actors, art workers. The most interesting that using Bamboo, it is possible to communicate even with them. For this purpose it isn't necessary to add them as a friend (as on other social networks), it is possible to respond simply to their messages and to ask the questions. Many of them will respond.

The final stage which concerns a technical aspect of implementation of the project. At this stage are defined:

- Technologies which will be applied on a site;
- The software by means of which these or those tasks will be realized;
- Possible problems and ways of their elimination;
- Possibility of updating of information.

Upon completion of physical design it is necessary to return to a conceptual stage and to define existence or lack of editings, in view of already done work on the project and possible conceptual changes.

Thus, if on a site databases and access to data with the help of CGI are used, it is important not to forget what not each hosting supports such technologies. In this case, addressing again to conceptual design. We or place a resource on the paid hosting giving additional opportunities, or we decide on more budgetary option. Unfortunately, a free hosting not so multilateral, and part of opportunities we simply lose.

2.2. Software package and information social media portal

In development of IS the following technologies were applied: HTML, CSS, PHP, MYSQL, Ajax, Javascript, Ivideon, Client-server technology.

HTML

Hypertext markup language HTML (HyperText Markup Language) has been proposed by Tim Berners-Lee in 1989 as one of the technology components of a distributed hypertext system World Wide Web.

XHTML is compatible with HTML, subject to certain rules, the description of which can be found in the standard. This means that even the oldest browsers that understand HTML, and will work with XHTML.

Since XHTML is just a markup document, it is necessary to set a style to display the training site correctly in all browsers. It uses cascading style sheets CSS.

CSS

CSS (from the English «Cascading Style Sheets» Cascading Style Sheets) - a language for describing the appearance of a document written with

Before the advent of CSS design web pages completely within HTML, directly within the document content. However, with the advent of CSS was made possible fundamental separation of content and presentation of the document (the logic structure is divided logic markup). Due to this innovation became possible to easily use one style for a mass similar documents, as well as rapid change in this design. To create these sites using block layout, layout or CSS. For different scenarios of conduct site used web programming language PHP.

PHP

PHP (from the English «PHP: Hypertext Preprocessor» - «PHP: Hypertext Preprocessor") - a scripting language general-purpose programming intensively used for web application development. Currently supported by the overwhelming majority of web hosting providers and is one of the leading programming language used to create dynamic websites.

PHP's abilities are very large. Mainly with PHP focused on scripting, server-side; thus, PHP is able to perform all that performs any other program CGI. For example, process form data, generate dynamic page content, send and print cookies. But PHP can do many other tasks.

There are three main areas where using PHP.

- Creating scripts to run on the server side. PHP is most widely used in this way. All you need is a parser PHP (as CGI or server module), a webserver does. That you can view the results of the PHP-scripts in the browser, you need a working web server and installed PHP. For more details, contact [podrazdeluustanovka PHP](#).

- Creating scripts to run on the command line. You can create a PHP-script to run it without any server or browser. All you need - parser PHP. This way of using PHP is ideal for scripts regularly executed, for example, using cron (on *nix platforms or Linux) or by using the Task Scheduler (Task Scheduler) on platforms Windows. These scripts can also be used for simple text processing tasks. Additional information can be found [here](#).

- Creating Applications GUI, running on the client side. Perhaps, PHP is not the best language to create a desktop application, but if you know PHP very well and would like to use some of its features in your client applications, you can use PHP-GTK to write such programs. Similarly, you can create cross-platform applications. PHP-GTK is an extension to PHP, not available with the distribution PHP. If you are interested, please visit [PHP-GTK](#).

PHP - an interpreted language for creating Web-page active. Program in PHP, like a text on JavaScript, VBScript or ASP, is inserted into the HTML-file. Beginning and end of the program are marked with brackets `<? Php and?>`. Text outside these brackets PHP does not interpret: he passed Web-browser "as is".

The main factor is the practicality of the PHP language. PHP programmer must provide the means to quickly and effectively achieve the objectives. The practical nature of PHP due to the five important characteristics:

- Traditional;

- Simplicity;
- Efficiency;
- Security;
- Flexibility.

There is another "feature" that makes PHP particularly attractive: it is distributed for free! Moreover, the open source (Open Source).

Conventionality

PHP language will seem familiar to programmers working in different areas. Many design language borrowed from C, Perl.

PHP code is very similar to that found in typical programs in C or Pascal. This significantly reduces the initial effort at studying PHP. PHP - language, which combines advantages of Perl and C and specifically aimed at browsing the Internet, with a universal language (albeit with some reservations) and clear syntax.

Although PHP is a relatively young language, it gained such popularity among web-programmers, that at the moment is almost the most popular language for creating web-applications (browser).

Simplicity

PHP script can consist of 10,000 lines or one line - it all depends on your specific problem. You do not have to load the library, specify the special compilation options or something like that. PHP engine just starts to execute code after the first escape sequence (<?) And continues until the moment when he met a guy escape sequence (?>). If the code has the correct syntax, it is performed exactly as indicated programmer.

PHP - a language that can be embedded directly in the html-code pages, which in turn will be handled correctly PHP-interpreter. We can use PHP for CGI-scripts and get rid of the set of operators awkward text output. We may use PHP to generate HTML-documents by getting rid of the set call external scripts.

Large variety of functions PHP will save you from writing multi-user functions in C or Pascal.

Efficiency

Efficiency is a crucial factor in the programming for multi-user environments, which include and web.

Security

PHP gives developers and administrators flexible and effective security tool, which are divided into two categories: system-level tools and means of application-level.

1. Means system-level security

In PHP security mechanisms implemented under the control of administrators; when properly configured PHP it provides maximum freedom of action and security. PHP can work in so-called safe mode (safe mode), which limits the possibility of using PHP users on a number of important indicators. For example, you can limit the maximum execution time and memory usage (uncontrolled memory consumption adversely affects the performance of the server). By analogy with the cgi-bin administrator can also set limits on the directories in which the user can view and execute PHP scripts, and use PHP scripts to view confidential information on a server (for example, file passwd).

2. Tools application-level security

The standard feature set of PHP includes a number of reliable encryption mechanisms. PHP is also compatible with many applications in independent firms that can easily integrate it with secure e-commerce technology (e-commerce). Another advantage is that the source code of PHP scripts can not be viewed in the browser, since the script is compiled before it is sent to the user's request. Implementation of PHP on the server side to prevent the abduction of non-trivial scenarios users, knowledge of which at least enough to run the command View Source.

Flexibility

Because PHP is embedded (embedded) language, it is extremely flexible in relation to the needs of the developer. Although PHP is usually recommended for use in conjunction with HTML, it might as well be integrated in JavaScript, WML, XML and other languages. In addition, well-structured applications PHP can easily

be expanded as necessary (however, this applies to all major programming languages).

No problem and depending on the browser as the client before sending a fully compiled PHP scripts on the server side. In fact, PHP scripts can be transferred to any browser-based device, including cellular phones, electronic notebooks, pagers and portable computers, not to mention the traditional PC. Programmers involved in supporting utilities can run PHP in command line mode.

Since PHP does not contain a code based on a specific web-server, users are not restricted to specific servers (perhaps unknown to them). Apache, Microsoft IIS, Netscape Enterprise Server, Stronghold and Zeus - PHP runs on all of the servers. Since these servers are running on different platforms, PHP is generally platform-independent language and runs on platforms such as UNIX, Solaris, FreeBSD and Windows 95/98/NT/2000/XP/2003.

Finally, PHP funds allow the programmer to work with external components, such as Enterprise Java Beans or COM objects Win32. With these new capabilities PHP takes its rightful place among modern technologies and provides scaling up projects necessary limits.

PHP syntax is based on the language syntax of C, Java and Perl. PHP - is a C-like language that is designed to quickly create programs on the WEB-server. It is similar to Perl and ASP, but it is more convenient to order them! PHP programs are protected from hacking method "curves characters."

PHP - an interpreted programming language code which is embedded directly into HTML-page. When you request a web-server user scans a document found in it performs PHP-instructions, as a result of their execution returns to the user. The static part of the document, written in HTML, is actually a pattern and variable portion is formed in the performance of PHP-instructions. Remote user such documents do not differ from conventional static HTML-documents.

MySQL - is a popular database management system (DBMS) is often used in conjunction with PHP.

A database is a structured collection of data. These data can be anything - from a simple shopping list to a list of upcoming picture gallery or the vast amounts of information in a corporate network. To add, access and process data stored in a computer database, you need a database management system, which is software MySQL. Since computers are very good at handling large amounts of data, database management plays a central role in computing. Implemented such control may be different - either as separate tools, and a code included in the other applications.

MySQL - a system for managing relational databases. In a relational database, data is not stored all together, but in separate tables, so that a gain in speed and flexibility. The tables are linked by defined relations making it possible to combine when querying data from multiple tables. The SQL part of MySQL can be described as Structured Query Language is the most common standardized language used to access databases.

MySQL - it is open source software. Use it and modify can be anyone. Anybody can get on the Internet and use it for free. Each user can study the source code and modify it to suit your needs. Using the MySQL software is governed by the license GPL (GNU General Public License).

Why web programmers prefer DBMS MySQL? MySQL is a very fast, reliable and easy to use. If you need these qualities, try to work with this server. MySQL also a number of convenient features developed in close cooperation with our users. MySQL Server was originally developed to handle large databases in order to provide higher speed compared to existing at the time counterparts. And now for a few years, this server has been successfully used in industrial environments with high demands. Although MySQL is constantly being improved, today offers a wide range of useful functions. Because of its availability, speed and security MySQL highly suited for accessing databases on the Internet.

SQL (usually pronounced as "SIKVEL" or "ESKYUEL") symbolizes the Structured Query Language. This - a language that allows you to create and work with relational databases, which are sets of related information stored in tables.

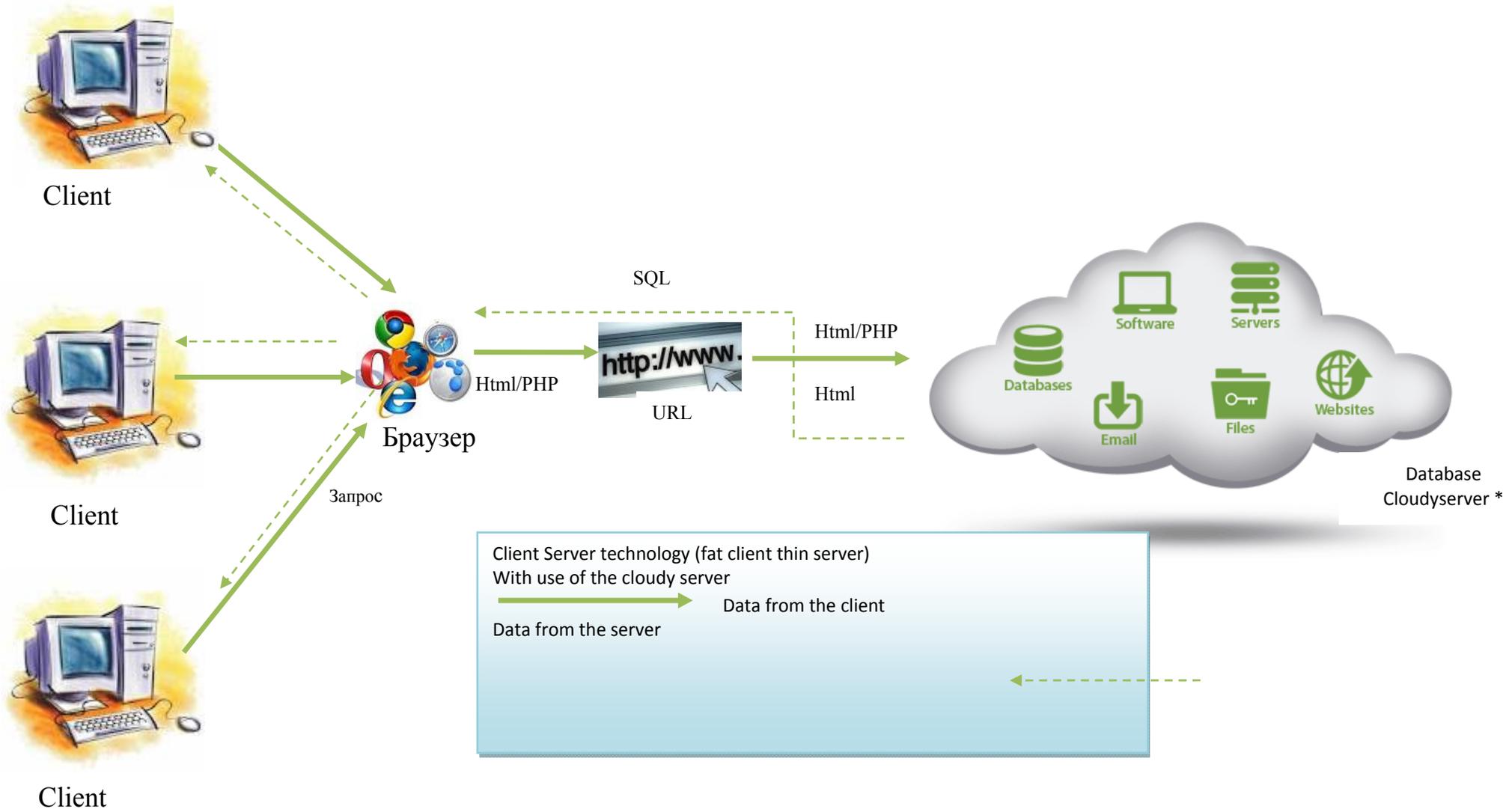
SQL standard defined ANSI (American National Standards Institute) and is now well accepted by ISO (International Organization for Standardization). However, most commercial database applications without notice expand SQL ANSI, adding a variety of features in the language, which they believe will be very useful. Sometimes they violate some standard language, although good ideas tend to develop standards and will soon become the "market" themselves by virtue of their utility qualities.

In this lesson, we will mainly follow the standard ANSI, but at the same time and sometimes will show some of the most common deviations from its standard.

Composition of the SQL language SQL language designed for manipulating data in a relational database, determine the structure of databases and to control access rights to the data in a multiuser environment. Therefore, the SQL language as components include:

- data manipulation language (Data Manipulation Language, DML)
- Data Definition Language (Data Definition Language, DDL)
- Data Control Language (Data Control Language, DCL)

Client-server technology



2.3. Algorithm and database software

The main function to connect to the MySQL server is `mysql_connect ()`, which connects the script to a MySQL database server and Executes user authorization database. Syntax in this function is:

```
mysql_connect ([string $hostname] [, string $user] [, sting $password]);
```

As you probably noticed, all the parameters of this function are optional, because the default values can be assigned in the configuration file `php.ini`. If you want to specify the name of the other MySQL-hostname, username and password, you can always do it. \$ Hostname parameter can be specified in the form `host: port`.

The function returns the identifier (type `int`) compounds `dalneyschih` all work is carried out only through this identifier. The next call to the function `mysql_connect ()` with the same parameters new connection will not open, and the function returns the identifier of an existing connection.

To close the intended function `mysql_close (int $ connection_id)`.

Generally, the compound can not close - it will automatically close when you shut down a PHP script. If you use more than one connection, when you call `mysql_close ()` must specify the connection identifier that you want to close. Do not close the connection - bad style, better to close the connection with MySQL yourself and not rely on automatism PHP, although it is your right.

If you use only one connection to the MySQL database for the time of the script, you can not maintain its identity and does not specify an ID when you call other functions.

Function `mysql_connect ()` establishes a connection to the ordinary MySQL. However, PHP supports persistent connections - for this, use the `mysql_pconnect ()`. Arguments of this function are the same as in the `mysql_connect ()`.

What is the difference between a permanent connection and an ordinary connection to MySQL? Permanent connection is not closed when the script ends, even if the script is called the function `mysql_close ()`. The compound binds to the

PID descendant Web server Apache (on behalf of which he works) and closes only when the process is removed, the owner (eg, shutdown or restart the web server Apache).

PHP works with persistent connections like this: when you call the function `mysql_pconnect ()` PHP checks whether the previously established connection. If so, it returns its identifier, and if not, then open a new connection and returns the identifier. Persistent connections can significantly reduce the load on the server, as well as increase the speed of PHP scripts that use the database.

When using persistent connections need to ensure that the maximum number of clients Apache not preyvshalo maximum number of clients MySQL, you have the option `MaxClient` (in the configuration file Apache - `httpd.conf`) must be less than or equal to parameter `max_user_connection` (parameter MySQL).

Function select database

Function `mysql_select_db (string $ db [, int $ id])` selects a database, which will run a PHP script. If not openly more than one connection, you can omit the parameter `$ id`.

```

// Attempt to connect to MySQL:

if (!mysql_connect ($ server, $ user, $ password)) {

echo "Error connecting to server MySQL";

exit;

}

// Connect, now select the database:

mysql_select_db ($ db
```

Error-Handling Functions

If there is a failure to connect to MySQL, you receive a message, and the script will terminate. It is not always convenient, especially when debugging scripts. Therefore, PHP has the following two functions:

- `mysql_errno (int $ id);`
- `mysql_error (int $ id);`

The first function returns the error number, and the second - the error message. As a result, we can use the following:

```
echo "ERROR " .mysql_errno()." " .mysql_error()."\n";
```

Now you'll know because of what error occurred - you'll see a message appropriately decorated.

Functions to query the database server

All requests to the current database are sent function `mysql_query ()`. This function need to pass one parameter - the query text. Query text must contain whitespace and newline characters (`\n`). The text should be drawn up according to the rules of syntax SQL. Sample query:

```
$q = mysql_query("SELECT * FROM mytable");
```

Given query should return the contents of the table `mytable`. Result of the query is assigned to the variable `$ q`. The result - a set of data that after the query to be treated a certain way.

Processing functions of query results

If the request is made using the `mysql_query ()` is successful, the result is the client will receive a set of records that can be processed through the following functions PHP:

- `mysql_result ()` - get a necessary element of a set of records;
- `mysql_fetch_array ()` - to place an entry in the array;
- `mysql_fetch_row ()` - to place an entry in the array;
- `mysql_fetch_assoc ()` - to place an entry in the associative array;

- `mysql_fetch_object ()` - to place an entry in the object.

You can also determine the number of records and fields contained in the query result. `mysql_num_rows ()` allows you to see how many records contain the query result:

```
$q = mysql_query("SELECT * FROM mytable");
echo "In tablemytable ".mysql_num_rows($q)." records";
```

Record consists of fields (columns). Using the `mysql_num_fields ()` can see how many fields each record contains the result:

```
$q = mysql_query("SELECT * FROM mytable");
echo "In tablemytable ".mysql_num_fields($q)." fealds ";
```

We also have the opportunity to learn the value of each field. This can be done using the following functions:

`mysql_result (int $ result, int $ row, mixed $ field);`

\$ Row function parameter specifies the number of entries, and the parameter \$ field - name or ordinal fields.

Suppose, SQL-query returns the following dataset:

Email Name Last_Name

ivanov@mail.ru Ivan Ivanov

petrov@mail.ru PetrPetrov

Bring it to the browser as follows:

```
$rows = mysql_num_rows($q);
$fields = mysql_num_fields($q);

echo "<pre>";
  for ($c=0; $c<$rows; $c++) {
    for ($cc=0; $cc<$fields; $cc++) {
      echo mysql_result($q, $c, $cc)."\t";
      echo "\n";
    }
  }
echo "</pre>";
```

It should be noted that the function `mysql_result ()` is universal: knowing the number of entries and the number of fields you can "bypass" the whole result, but at the same time, the performance of this function is quite low. Therefore, for processing large sets of records is recommended to use the `mysql_fetch_row ()`, `mysql_fetch_array ()`, etc.

Function `mysql_fetch_row (int $ res)` immediately gets an entire row corresponding to the current row of a result `$ res`. Each function call moves the request to the next position (as when working with files) and gets the next record. If no more entries, the function returns `FALSE`. Example of using this function:

```
$q = mysql_query("SELECT * FROM mytable WHERE month=\"${db_m}\" AND
day=\"${db_d}\"");
for ($c=0; $c<mysql_num_rows($q); $c++)
{
    $f = mysql_fetch_row($q);
    echo $f;
}
```

Use the `mysql_fetch_row ()` is not always convenient, since the values of all fields of records are all in one line. Easier to use function `mysql_fetch_array ()`, which returns an associative array whose keys are field names.

Function `mysql_fetch_array (int $ res [, int $ result_type])` returns an associative array is not, and the array specified by the optional parameter `$ result_type`, which can take the following values:

- `MYSQL_ASSOC` - returns an associative array;
- `MYSQL_NUM`-returns an array with numeric indices as a function `mysql_fetch_row ()`;
- `MYSQL_BOTH` - returns an array with double indices, that is, you can work with it as with an associative array and as a combo (`MYSQL_BOTH` - this is the default value for the parameter `$ result_type`).

PHP has a function that returns an associative array with a single index:

```
mysql_fetch_assoc (int $ res);
```

In fact, this function is a synonym for `mysql_fetch_array ($ res, MYSQL_ASSOC)`;

Example using the `mysql_fetch_array()`:

```
$q = mysql_query("SELECT * FROM mytable WHERE month=\" $db_m\" AND
day=\" $db_d\");
for ($c=0; $c<mysql_num_rows($q); $c++)
{
$f = mysql_fetch_array($q);
echo "$f[email] $f[name] $f[month] $f[day] <br>";
}
```

As can be seen, use the `mysql_fetch_array()` is much easier than `mysql_fetch_row()`.

AJAX - is an abbreviation that means Asynchronous Javascript and XML. In fact, AJAX is not a new technology, so as Javascript, XML, and have existed for some time, and AJAX - a synthesis of labeled technologies. AJAX often associated with the term Web 2.0 and touted as the latest Web-based application.

When using AJAX no need to refresh the entire page each time, since it is only updated a particular part. It is much more convenient because it does not have to wait long, and more economical, since not everyone has unlimited internet. The truth in this case, the developer must make sure that the user is aware of what is happening on the page. This can be accomplished using indicators loading text messages that are exchanged with the server. You should also understand that not all browsers support AJAX (older browsers and text browsers). Plus Javascript can be disabled by the user.

Generalize dignity AJAX:

- Ability to create user-friendly Web-based interface
- Active interaction with the user
- Partial reload the page instead of a full
- Ease of Use

Consequently, the application of this technology in the "IP (website) sharing experiences and knowledge for students (practical work abroad)" is a very rational,

because main users are students, and because of this technology internet traffic is consumed largely less.

AJAX uses two ways of working with the Web page: Changing the Web-page without reloading it, and dynamic appeal to the server.

Data exchange. In order to exchange data, the page should be created to XMLHttpRequest, which is a kind of mediator between the browser and the server.

JavaScript

JavaScript - Prototype-oriented scripting language programming. Is a dialect of ECMAScript.

JavaScript is commonly used as an embedded language for software applications to access objects. Is the most widely used browsers like scripting language to make interactive Web pages.

The main architectural features: dynamic typing, weak typing, automatic memory management, the prototype programming, functions as first-class objects.

On JavaScript influenced many languages, the development objective was to make a language like Java, but at the same time easy to use nonprogrammer. JavaScript language does not own any company or organization that distinguishes it from a number of programming languages.

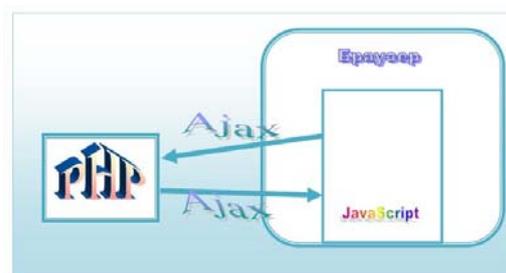


Figure. 2.3.1. Description interactions

Ivideon

Ivideon service lets you stream live video. Advantages:

- Quick Connect: do not need specific knowledge and skills to configure and remotely view video, perhaps self-install a video surveillance system. To work Ivideon not require dedicated IP-address.

- Low cost: no need to buy a unique and expensive equipment. Software Ivideon free.

- Ease of use and development: the number of objects with the established system is unlimited, it is possible to put their properties on a map, or assign the video view other users to place video on your site or blog.

This technology Bamboo plays a key role. With this technology, users can watch videos in real time, thus saving money on your phone or train.

Over the years, Dreamweaver takes the first line in the list of the most popular editors html code. Web studios, freelancers, novice web master - all who are seriously engaged in layout, appreciate the program for reasonableness, convenience and a wide range of instruments. C each new version of Army users invariably increased and reached its peak with the release of Macromedia

Dreamweaver 8. But after the company sold a Macromedia product and all rights of Adobe development has not stopped. Important today to version Adobe Dreamweaver CS3, also announced version CS4.

Recent versions (which can be downloaded for free from our website) contain Russian interface, besides released unofficial localizations, which also links to the relevant section in there.

- Transitions CSS3. Using CSS transitions, you can create Web animations on your web pages.

- Updated the preview. Before publishing a site, you can test the project using the "preview", which uses the latest version of the preview rendering system uses «WebKit» and provides full support NTML 5.

PHP-Fusion - Content Management System, created by Nick Jones using the language PHP and database MySQL. PHP-Fusion supports about a dozen languages, other than English. Have official support forums in Russia, Ukraine, Italy, Hungary, Denmark, as well as support of the club.

Thanks to this development tools have been refined in the IP functions written necessary modules and components.

Active users have been looking for ways to optimize the video-sharing

process. One such method was the use of a personal website on the internet as a container for storing all sorts of information. A similar system was the most common, but it has been linked one difficulty, namely, that not every video format supported by your computer from other users. Very often, this way of sharing computers require additional equipment software. Another way of sharing information was recording video to disk and copying it. Option disk was possible in the event that exchange participants live near each other or delivery time takes so much time that the information ceases to be relevant.

Search video has also been associated with great difficulties. For example, Google has issued a list of video files, which are relevant only lined up on the basis of their similarity with the word, as requested in the search bar. Footage is not accompanied by the description, and the injected fragment was often "pig in a poke", user expectations are often not justified. Among other things, this system does not gather people and exclude any kind of communication between users. In 2004, users were also limited in the choice of means to play video: Windows Media Player and RealPlayer, both services are not always readable program code with video and not guaranteed playing it. At the same time, there were peer to peer network that was due to the desire of users to share with each other large files. To avail their services, do not need a private server on the Internet or network address constant. This feature is available to all: and those who work on a dedicated channel, and those connected by slow telephone line. Using specialized software, the client specifies the peer to peer network (peer to peer to publish terminology) which files it provides for download and what he wants. Then transmits these lists server P2P systems. Server processes requests, selects suitable partners. Migrate data between partners either directly or through the server if a direct connection can not be. The first peer-appeared in 2001, it was Napster. The main disadvantage is that necessarily required for viewing download the file and save it on your hard disk. This process takes more time and memory capacity of the computer.

2.4. Choosing a platform for the project

Bamboo service fits into the concept of Web 2.0. First talked about this concept in 2001 after a speech by Tim O'Reilly - founder of O'Reilly Media, as well as a theorist of "open" systems in the Internet space. The main distinguishing feature of Web 2.0 from the previous generation of the Internet at the request of its creator O'Reilly is in addition to improvements in the basic technical characteristics of change of use of the global network resources software developers and end users. «Web 2.0 became a business revolution in the computer industry, combining Internet term "platform." Understanding and awareness of the rules and principles of its functioning will lead to success in any undertakings space Web 2.0. Chief among these rules is: create online resource so that maximum advantage of the web. That is your life gets better the more people use it. " Reliance on technology has resulted in the use of technology Flash Video (flv), allowing to obtain a good quality recording with a small amount of data transmitted. Ability to view video in the browser window without saving to the hard drive, has become the main competitive advantage of the service. Video - the subjective perception of reality, captured on video. The percentage of confidence in the information is much higher than if the person looked the same movie on TV. High level of trust between the viewer and the creator of the video opens up a new field of study and requires further research in the field of "new journalism." Bamboo Video Library has a collection of personal stories. Appearance Bamboo spurred the creation of a new genre - private video for public viewing.

User contributions to the development of this service is invaluable. Less than four years service has become a global online library of video materials. Service has not only practical problems (container, database), but a number of problems associated with socialization users. The service as an effective marketing tool, to find like-minded people, the expansion of knowledge in general, the total contribution to the global video library, expressed in the form of comments, rating system, creating individual playlists. Generation service users Bamboo modern

scholars call "Generation at the crossroads of the Millennium '. This generation appreciates the convenience and comfort, combined with the latest types of communications and computer technology. The basis of the popularity of social media are a number of reasons, which were initiated by technological and social change. Implementation of decentralized forms of communication in the face of the Internet, indie (alternative) media becomes daily habit and daily routine consists in obtaining information, sometimes distorted "lopsided" look and are not able to objectively reflect reality. In 2006, the magazine Time, summing up the year, did the original, but it is an informed choice. As a person, the named abstract «You» (in the lane. From English."You, you, you"). Active development of resources such as Wikipedia, MySpace and YouTube authoritative publication has not left unnoticed. This was the signal for the development of a new type of communication - and the formation of user content to the user.

Bamboo was initially focused on the audience motivated to view, exchange and dissemination of original posts. Growing number of owners of modern video devices: digital cameras and camcorders, mobile phones with mini-cameras, etc. made it necessary to create such a resource that would be solved the problem of where and to whom to broadcast video footage with no claims to genius in the movie. Bamboo So when creating a platform for active web users. Absolutely free you can put a video, set the "tags" to facilitate the search process, and set sail for the open space of the Internet, where anyone interested can click on the "view", comment and share the link with a friend. On average, the library updated Bamboo 50 videos daily, users viewed more than three million video traffic is kept at sixteen terabytes. Bamboo is actively communicating with your audience, the company's goal has long been to establish long-term friendly relations. Work with the audience - a separate area of company management, in respect of which the significant steps taken. Users whose video won special popularity among the audience Bamboo, received exclusive status partners. About a hundred people are entitled to use your profile onBamboo as a space for placement of promotional materials and receive from that income.

Conclusions

In this chapter the questions connected with technological means, used in FQW were considered and studied.

As a result of studied web of technologies and carried-out their comparative analysis for realization of VKR the following web of technology were chosen:

- Client-server technology
- HTML
- CSS
- JavaScript
- PHP
- MySql
- Ajax
- Ivideon

On the basis of chosen web the technology was developed DB structure, and as structure of web of a site.

CHAPTER III. CREATING AND PRACTICAL IMPLEMENTATION OF SOCIAL MEDIA PORTAL BASED ON ICT

3.1 Formation architecture of a web portal

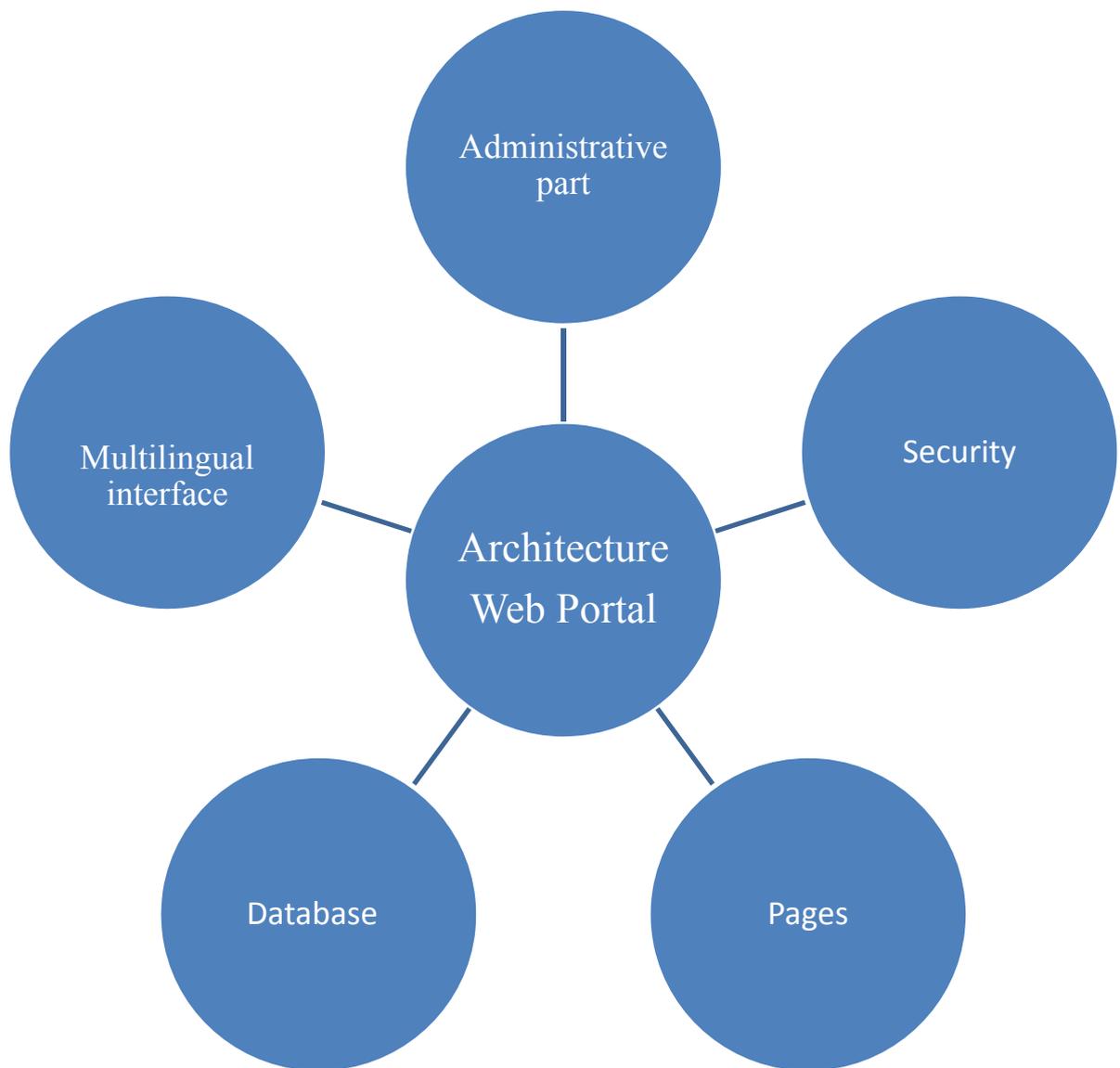


Figure 3.1.1. Architecture of web of a portal

Administrative part

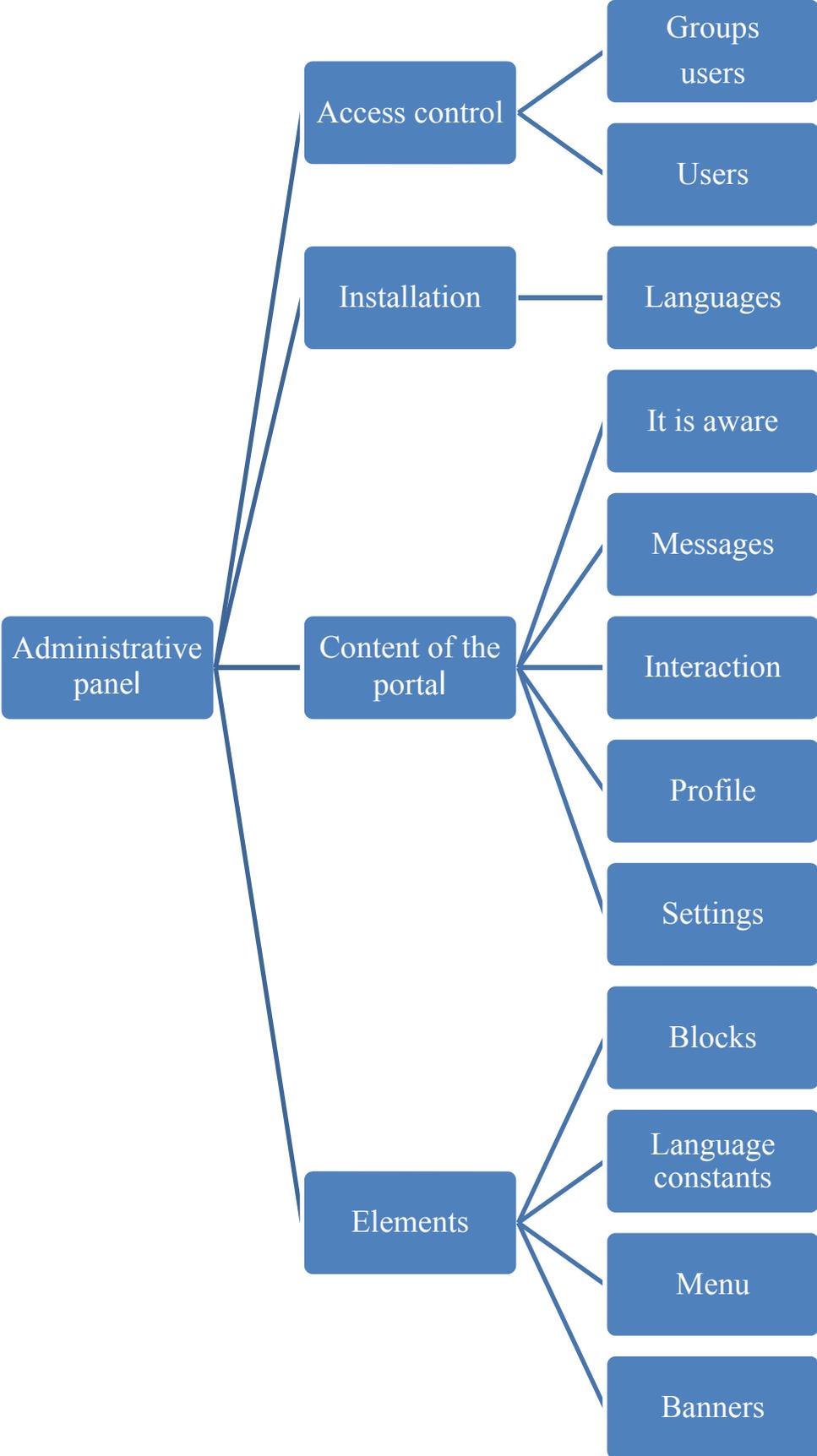


Figure 3.1.2. Administrative architecture of the web portal

Multilingual interface

FQW web portal supports 14 languages in the mode:



Figure 3.1.3. Multilingual interface

Support multilingual interface with built-in modules in Irokez 0.7 languages.
security

Safety in the FQW is provided by md5 encryption password.

Log in to the administrative part of the following occurs secure algorithm:

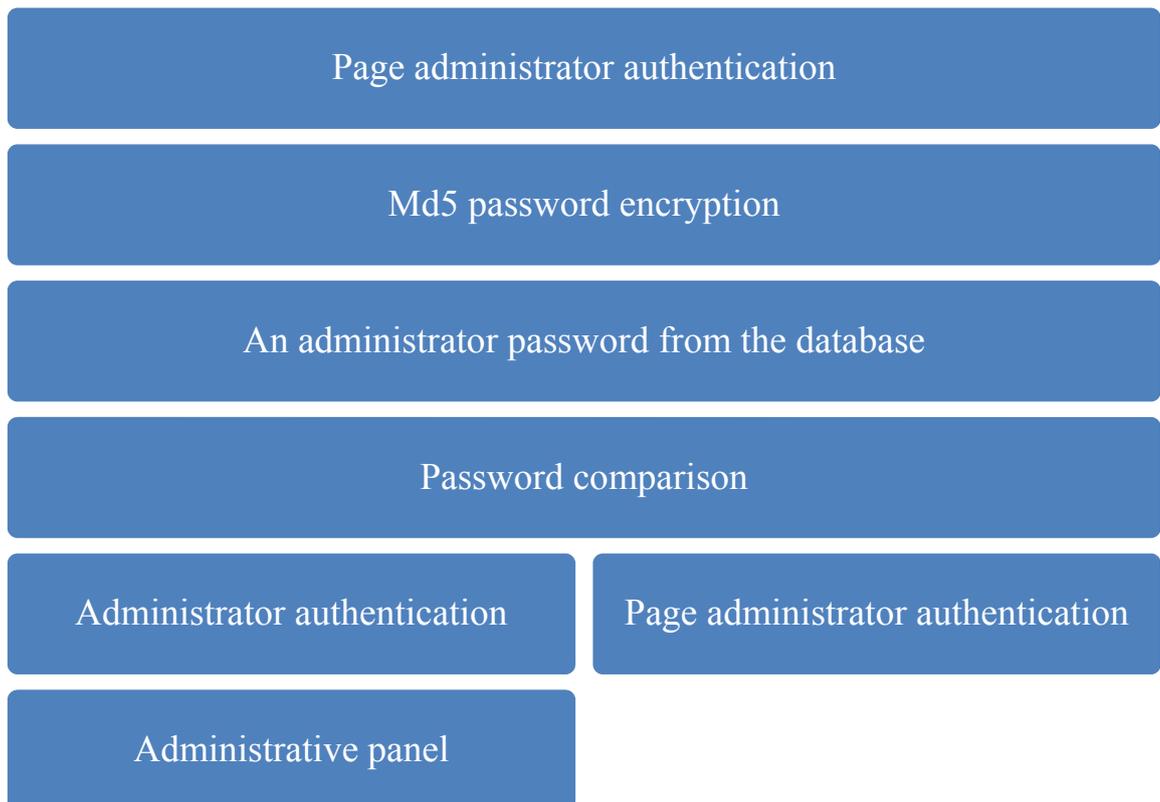


Figure 3.1.4. Administrative architecture of the web portal

Administrator password in the database is encrypted so if even be able to steal your password from the database, it will be unusable because md5 encryption

is irreversible.

PHP language provides a good means of security with the possibility of cryptography. Many Business to Customer applications developed using the programming language PHP.

Database

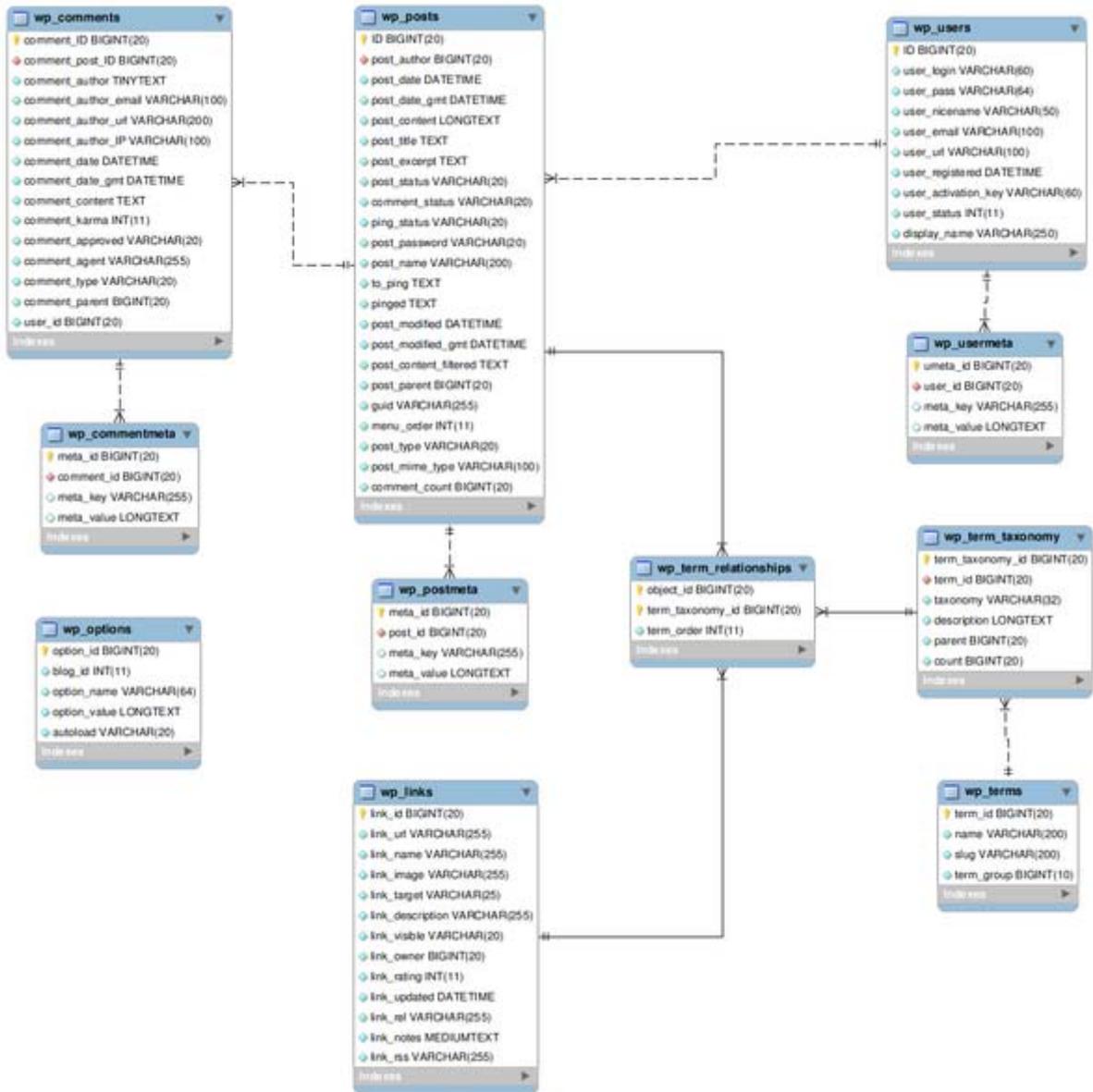


Figure 3.1.5. Architecture DB

Field of bamboo tables and communications database bamboo

Give a detailed description Bamboo.uz tables and relationships between tables Bamboo.uz

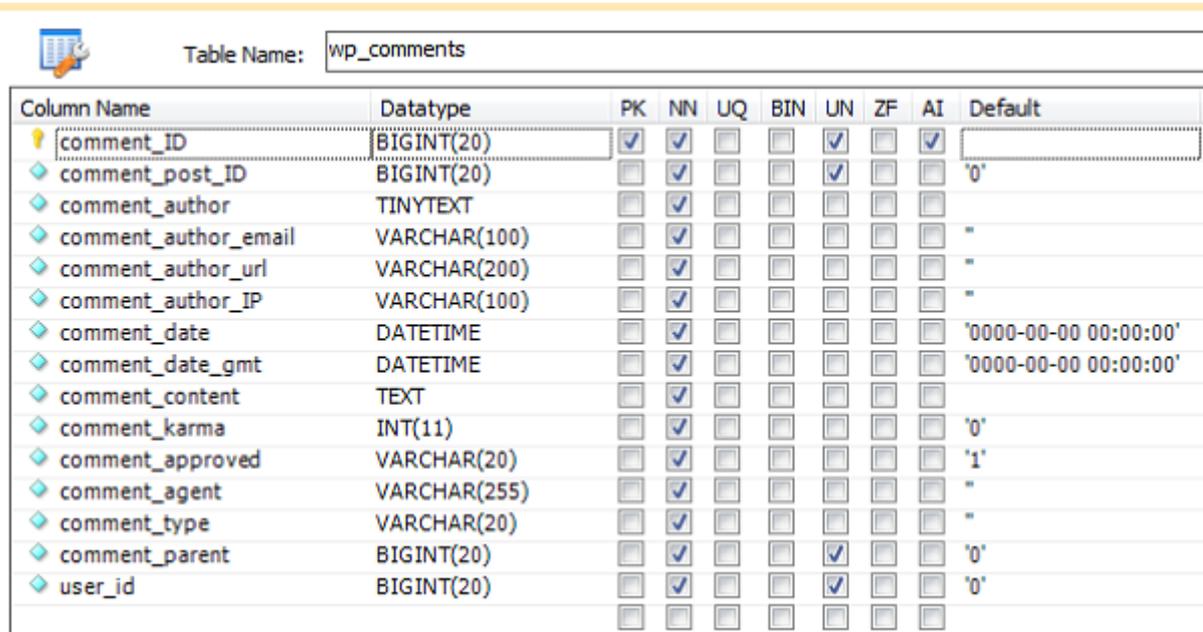


Table Name: wp_comments

Column Name	Datatype	PK	NN	UQ	BIN	UN	ZF	AI	Default
comment_ID	BIGINT(20)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
comment_post_ID	BIGINT(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'
comment_author	TINYTEXT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
comment_author_email	VARCHAR(100)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
comment_author_url	VARCHAR(200)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
comment_author_IP	VARCHAR(100)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
comment_date	DATETIME	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0000-00-00 00:00:00'
comment_date_gmt	DATETIME	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0000-00-00 00:00:00'
comment_content	TEXT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
comment_karma	INT(11)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'
comment_approved	VARCHAR(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'1'
comment_agent	VARCHAR(255)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
comment_type	VARCHAR(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
comment_parent	BIGINT(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'
user_id	BIGINT(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'

Description table wp_comments database Bamboo.uz

The name speaks for itself - in this table stores left comments to records

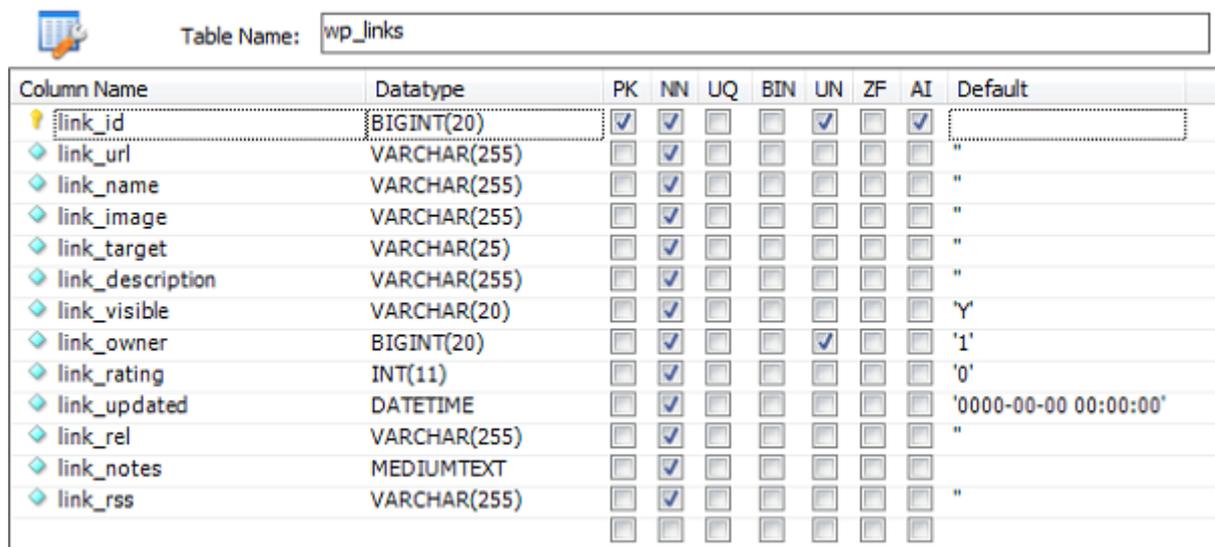


Table Name: wp_links

Column Name	Datatype	PK	NN	UQ	BIN	UN	ZF	AI	Default
link_id	BIGINT(20)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
link_url	VARCHAR(255)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
link_name	VARCHAR(255)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
link_image	VARCHAR(255)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
link_target	VARCHAR(25)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
link_description	VARCHAR(255)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
link_visible	VARCHAR(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'Y'
link_owner	BIGINT(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'1'
link_rating	INT(11)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'
link_updated	DATETIME	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0000-00-00 00:00:00'
link_rel	VARCHAR(255)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
link_notes	MEDIUMTEXT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
link_rss	VARCHAR(255)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"

Description table wp_links database Bamboo.uz

This table stores links (blogroll). It can be edited directly from the admin blog - add and remove

Column Name	Datatype	PK	NN	UQ	BIN	UN	ZF	AI	Default
option_id	BIGINT(20)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
option_name	VARCHAR(64)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	*
option_value	LONGTEXT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
autoload	VARCHAR(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'yes'

Description table wp_options database Bamboo.uz

Stores settings bamboo, including options available from the Administration Console on the Options tab of the same name. And since after installing some plugins they add their settings on this tab, then they are stored in this table.

Column Name	Datatype	PK	NN	UQ	BIN	UN	ZF	AI	Default
ID	BIGINT(20)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
post_author	BIGINT(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'
post_date	DATETIME	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0000-00-00 00:00:00'
post_date_gmt	DATETIME	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0000-00-00 00:00:00'
post_content	LONGTEXT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
post_title	TEXT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
post_excerpt	TEXT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
post_status	VARCHAR(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'publish'
comment_status	VARCHAR(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'open'
ping_status	VARCHAR(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'open'
post_password	VARCHAR(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	*
post_name	VARCHAR(200)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	*
to_ping	TEXT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
pinged	TEXT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
post_modified	DATETIME	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0000-00-00 00:00:00'
post_modified_gmt	DATETIME	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0000-00-00 00:00:00'
post_content_filtered	LONGTEXT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
post_parent	BIGINT(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'
guid	VARCHAR(255)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	*
menu_order	INT(11)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'
post_type	VARCHAR(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'post'
post_mime_type	VARCHAR(100)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	*
comment_count	BIGINT(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'

Description table wp_posts database Bamboo.uz

The table stores information about who the author (according to the list of registered users on the blog, it will be about below), the date the record was created, the text, page title, recording status (published, draft, for approval), openly

or not commenting how much is left comments and pings are many more kinds of information

Table Name:

Column Name	Datatype	PK	NN	UQ	BIN	UN	ZF	AI	Default
object_id	BIGINT(20)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'
term_taxonomy_id	BIGINT(20)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'
term_order	INT(11)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'

Description table wp_terms_relationships database Bamboo.uz

The table contains the categories, tags and links.

Table Name:

Column Name	Datatype	PK	NN	UQ	BIN	UN	ZF	AI	Default
umeta_id	BIGINT(20)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
user_id	BIGINT(20)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'
meta_key	VARCHAR(255)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NULL
meta_value	LONGTEXT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NULL

Description table wp_usermeta database Bamboo.uz

This table provides additional information about registered users, their personal preferences and filling their profile data, such as color scheme administration console, contact information, biography, and other nickname.

Table Name:

Column Name	Datatype	PK	NN	UQ	BIN	UN	ZF	AI	Default
ID	BIGINT(20)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
user_login	VARCHAR(60)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
user_pass	VARCHAR(64)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
user_nicename	VARCHAR(50)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
user_email	VARCHAR(100)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
user_url	VARCHAR(100)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
user_registered	DATETIME	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0000-00-00 00:00:00'
user_activation_key	VARCHAR(60)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"
user_status	INT(11)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	'0'
display_name	VARCHAR(250)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"

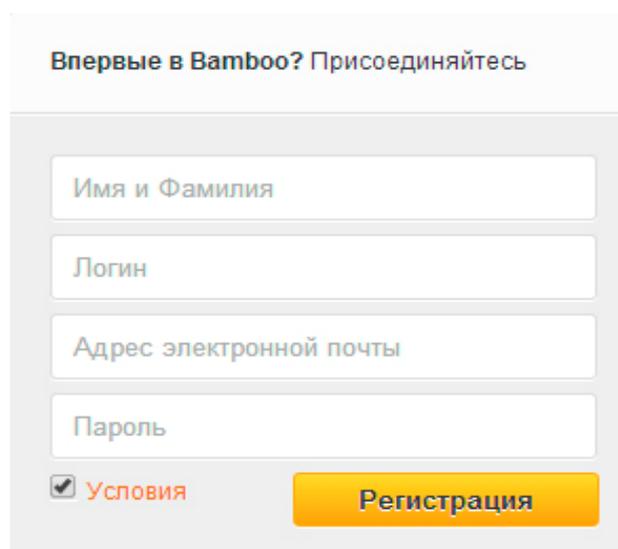
Description table wp_users database Bamboo.uz

Finally I got to the last table by default - wp_users. It contains a list of registered users and their username and password in an encrypted form, e-mail address, date of registration and a couple more.

That's how organized database structure Bamboo, all tables are interrelated, delete them or something in case you can not, and if the edit - then with extreme caution.

Well, this can be complete description of the database architecture Bamboo.uz.

3.2. Technology and registration mechanism specialized services



The image shows a registration form for Bamboo.uz. At the top, it says "Впервые в Bamboo? Присоединяйтесь" (First time on Bamboo? Join us). Below this are four input fields: "Имя и Фамилия" (Name and Surname), "Логин" (Login), "Адрес электронной почты" (Email address), and "Пароль" (Password). At the bottom left, there is a checked checkbox labeled "Условия" (Terms). At the bottom right, there is a yellow button labeled "Регистрация" (Registration).

Figure 3.2.1. Process of registration of the user

The main reason for success of service, certainly, consists in simplicity and convenience of its use. Process of registration for Bamboo practically didn't change from the moment of its creation and is extremely simple. The traditional type of the account (General Use) is intended for those who uses a resource for viewing of video and periodically loads own video creations. For musicians, directors actors or experts in what - or from areas (Musician, Director, by Guru) provided separate type of the account.

Such profiles are regarded as partner, that is Bamboo recognizes your essential contribution to production and broadcasting of information content on multimillion audience. Simplicity and convenience also characterize process of pumping of video on a portal. The user is obliged to appropriate a name, to give the short description, to choose group on subject before chooses the file from a home library and begins pumping. All this is made to optimize search of the

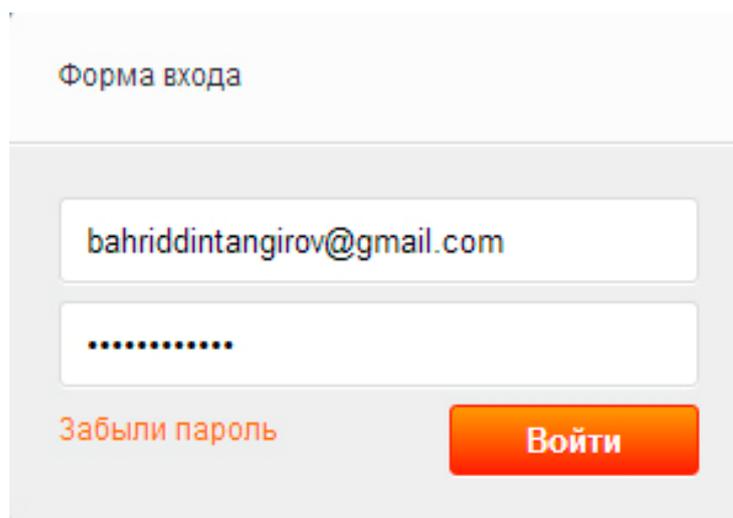


Figure 3.2.2. Process of an entrance of the user

necessary video and qualitatively to process inquiries of users during search of the necessary video. The user possesses the right to choose, use video for public or private viewing by a limited circle of people. The home page of Bamboo is issued by convenient bookmarks in the top part of the page: homepage, video, channels, communities. Today Bamboo offers a number of actual services:

- Video introduction with Bamboo on other popular web resources: My Space pages, personal blogs and other sites available to viewing everyone.
- Alternative of the public or hidden placement: users choose who will look through personal videos. The personal account can be made closed or open for public viewing. Only friends of the user get access to video sketches, video fragments, video responses and so on.
- Followers can quickly trace updatings.
- By means of the Quick Capture technology owners of a video camera or

the software of Flash can instantly write down video responses to the seen plot, or place video messages and at once spread on a portal.

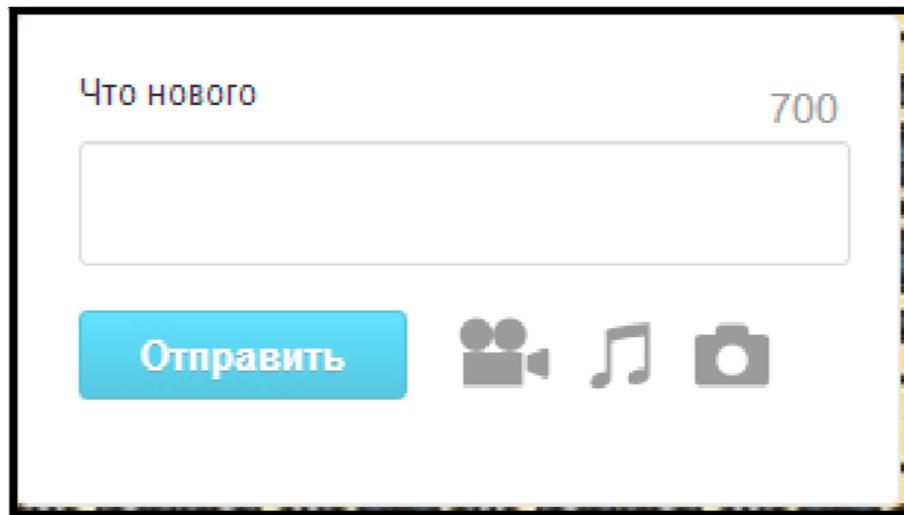


Figure 3.2.3. Process of sending messages

3.3. Practical implementation of the social media portal BAMBOO.UZ

Bamboo allows for people within country to connect in ways not imagined just a few years ago. People can now build entire community networks around their personal or professional interests using Bamboo. This can be of particular importance if a person cannot find a community they relate to in their own city or town.

By using tools such as search, people can enter a word or term that reflects their interests and find people talking about this topic. By finding people having a conversation you are interested in and entering the conversation by using a public "@username" reply, you can have a direct conversation with this new connection. The public reply involves issuing a tweet and adding the person you wish to connect or direct your tweet to with the "@theirusername" handle. Adding this handle sends your tweet directly into their mention tab and they can respond directly to you by doing the same.

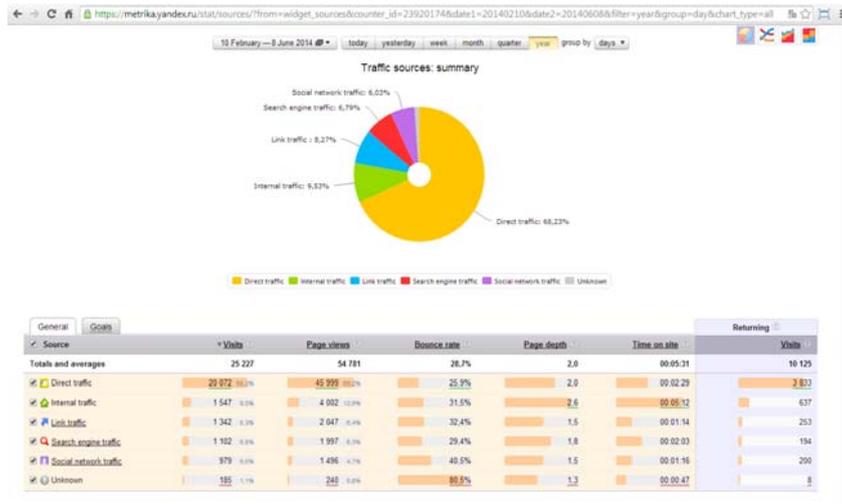


Figure 3.3.1. Statistics of attendance of the web portal of Bamboo.uz

Promoting your work or business is also a powerful element of Bamboo. Using the platform as a means of promotion should be approached with care, as many people view random tweets directed at them from strangers regarding products as spam and will flag the user accordingly. Engaging in real conversations with people within your field or from the target demographic you wish to reach is the most effective use of Bamboo as a marketing tool. Providing people with positive interaction, information and problem solving places you and your company in a positive and informative light.

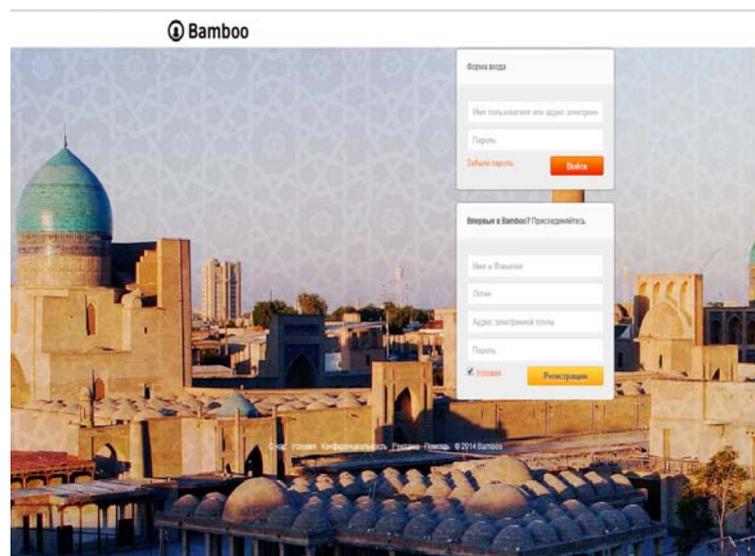


Figure 3.3.2. Main page of Bamboo.uz

Bamboo also provides a way of gathering and engaging with the news in real-time. When breaking news occurs, journalists often tweet their findings to their followers before the story hits the newspapers or the television. People also post news they find interesting and relevant for their own followers. A post, considered "re-publishing", involves passing along an existing tweet to your own followers by pressing the repost button on a tweet you find interesting or important.



Figure 3.3.3. Page of users Bamboo.uz

This places the person posting in a position of news curating and his followers are trusting his judgment when reading his posts. Another usage model that has been much hyped lately is the spread of breaking news updates: When a major event happens, often a Bamboo will be there posting about it on the spot. These 700-character news reports get passed around faster than the cops can cordone off a crime scene. It's fascinating to observe.



Figure 3.3.4. Main page of users Bamboo.uz

Applications that have developed within and around these platforms, websites, and tools are endless in number and functionality, but all make online sharing and searching easier in some fashion, regardless of their niche. As nearly every type of business has an association in the non-digital world, so too does the internet offer an endless number of niche social communities where members can gather around a common topic. Topics both general and specific now have living homes on the internet; anything from colon and digestive health to security and compliance can and do have active social media communities.

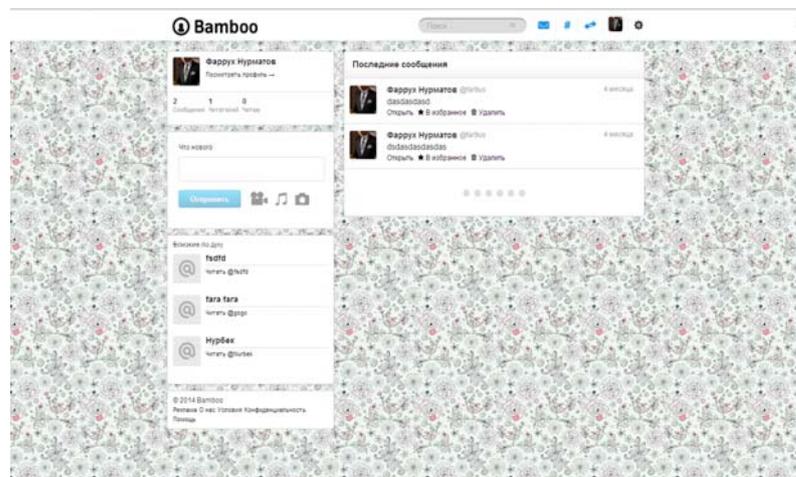


Figure 3.3.5. Page of last posts Bamboo.uz

Social trends can be witnessed on Bamboo when people talk repeatedly about certain topics. By using the "#hashtag" option, people are tagging their tweets and allowing them to be categorized and searched by others having a similar discussion. For example, when the protests began in Egypt in the winter of 2011, people used the hashtag, #uzb25 or #tashkent, to tag their posts. This allowed people in the country to coordinate their protests and gatherings and also allowed those following the topic around the world to follow the events and dialogue surrounding the revolution. The same trends happen when a major movie star makes the news or a television show has a dramatic episode. The #hashtag and the search function allow people to enter a keyword and watch how people are conversing about the topic.

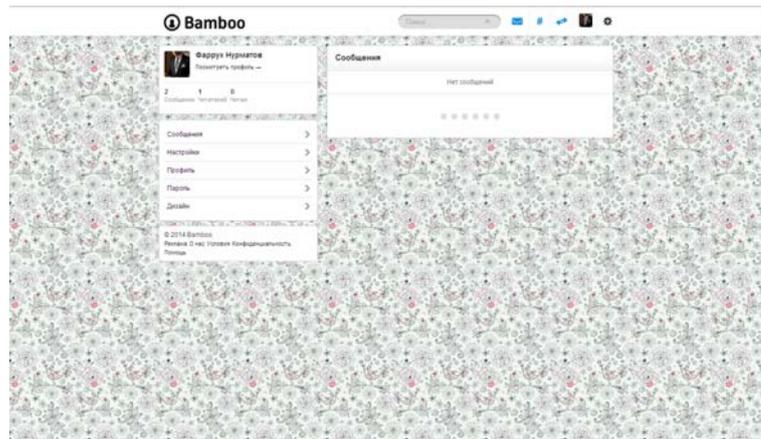


Figure 3.3.6. Page of messages Bamboo.uz

You can protect your tweets so that only your followers can see them. This will lead to less spam. However it makes it less likely you will pick up new followers, as people can't see what you're saying.



Figure 3.3.2. Page of block Bamboo.uz

If your account is protected, you cannot be retweeted by use of the "repost" button. People still can repost you though by copying and pasting your tweet with the letters "RP" at the start of the post.

If your account is protected and you reply to someone who is not following you, they cannot see your tweet. Even experienced Bamboo users frequently don't realise this.

If someone Google searches your username your posts will not appear if you have protected them. Only if you have allowed them to follow you, will the Google search throw up your timeline.

Conclusions

In this chapter the basic principles creation and program and information support social portal media were considered,

At a choice existing technical for development of web of a portal of the company it is necessary to pay attention on:

- universality of system, since it an indicator of applicability of system for the solution of various tasks.
- flexibility of architecture since it gives the chance to change structure of web of a portal and data.
- system administration since it allows to differentiate access rights to the portal sections web and as access differentiation on various profiles of users.
- usability, т.к it defines level of technical skills which the end user has to possess competently to use web a portal.
- resistance to loadings since at big attendance of a portal there can be problems with availability of web of a portal therefore the portal has to have web, possibility of a caching of information.
- safety, level of security of system, quality and regularity of let-out updatings.

CHAPTER IV LIFE SAFETY

4.1 The basic ways and forms of organization of health mental and physical labor in order to increase efficiency.

Alignment of human and technology as elements of a single system connected with the need to address issues of distribution of functions between man and machine in the process of conducting research. In addressing these issues is set, which features more appropriate to leave the man, and what should be done on the computer. Consequently, labor and human activities on its form and content, and policy automation for various types of technical systems will greatly depend on the distribution functions. The distribution of functions between man and computer is usually carried out on the principle of pre-emption capabilities.

The main advantages of technology can be considered as follows:

- Stability perform repetitive actions;
- Fast computing activities, ease of numerous options to best on the specified criteria;
- Large memory and quick retrieval of the required data;
- transmitting information to use forms of energy, which have receptor-specific human sensitivity (e.g., electromagnetic waves in the wave band);
- Operations are strictly according to preset programs and algorithms;
- The relative ease of creating a protective (from the environment) devices;

The main advantages of a person can be considered:

- The ability to recognize and detect conditions in the environment of high noise levels in the presence of special measures taksirovki etc.;
- Ability to make decisions on the basis of data and knowledge;
- Ability to develop individual style of activity as an effective adaptation measure;
- The ability to find new solutions, new ways of technological operations;
- Ability to gather information and to use that experience to improve ways of

working;

- Ability to use to interact with various technical devices indicators and controls;
- Ability to work to strengthen the interest due to the presence in the labor process of creative, exploratory component;
- The ability to maintain readiness to act in unexpected situations.

Of course, a person can maintain a relatively high and stable level of performance within a limited time. In operation, a person can be distracted, he is tired and therefore the speed and accuracy of his actions can be significantly reduced. With regard to long-term stability monotonous work computer unquestionably superior man, while it is able to perform a greater number of computational operations. However, a person has a distinct advantage when working in difficult conditions, it has an enormous potential compensation can in a short time to restore performance, but also perform at a higher level.

Obviously, in any control system functions between man and computer must be distributed in such a way as to allow manifestation of all those qualities which are accumulated in modern man as a result of work of previous generations. In this regard, computer, from simple to complex, intended primarily to provide a high-performance and reliable operation of systems, while free man to the functions to which it is the least adapted and maximally present in the workflow functions, the corresponding qualities as a person, as subject of activity.

When conducting research operator experiencing physiological stress. Proceeding from this it is necessary to estimate the load in the physiological study.

The use of physiological assessments in engineering psychology due to the following circumstances:

- Physiological characteristics are essential for the control of the operator.
- Any psychological manifestation of a physiological basis.
- In clinical practice, and the physiology of labor accumulated some experience in processing and analysis of physiological characteristics. There is also a vast arsenal of equipment for physiological measurements.

Consider the most important of the physiological characteristics:

- The electroencephalogram (EEG) characterizes the brain bioelectrical activity. The spectrum contains various components of EEG delta rhythm (oscillation frequency of 0.5-4.0 Hz), theta rhythm (5.0-7.0 Hz), alpha-rhythm (8.0-12.0), beta rhythm (15-35Hz), gamma rhythm (35-100 Hz).

- electromyogram (EMG) is a registered biopotential of human muscle and is very sensitive to the inclusion of an objective indicator of the dynamic and static performance of individual muscle groups. Such analysis is needed in the study of working postures and movements of the operator control. With EMG can detect fatigue man which reduces the total electrical activity of the muscles and the average amplitude of the oscillations

- galvanic skin response characterizes the change in the electrical resistance of the skin (or voltage) and is one of the most effective ways of registering emotional intensity operator.

- Electrocardiogram - this registration electrical phenomena that occur in the heart muscle. Its normal electrical characteristics: amplitude - 300-500 mV, frequency - 0.15-300 Hz. ECG consists of rows of teeth and spacing world. Teeth characterize the flow of various processes in the heart muscle.

- Electrooculogram characterizes the electrical activity of the eye muscles. Separate registration is commonly used vertical and horizontal eye movements. The sign of the potential Electrooculogram indicates the direction of moving your eyes, and its magnitude - angle displacement. electrooculogram used for the analysis of the human visual system with the means of displaying information as well as to analyze distribution and switching of attention of the operator during operation.

- Voice response is studied by spectral and temporal characteristics of the speech of the operator. Change tone of voice, which is accompanied by a change in the spectral composition of the sound vibrations can be judged on the occurrence of emotional states operator fatigue and tension in his work. For example, during the development of fatigue increases the length of words and pauses between them, as well as their dipresii.

- The study only one physiological indicator, usually can not give a definite answer about the state of the operator. Therefore, in practice, a so-called polieffektorny method, which consists in simultaneous recording and analysis of a set of indicators.

A particular aspect of the quantitative analysis of human activity as a link management system comprise reliability study. Reliability characterizes the integral quality of any system that expresses the ability to perform its functions in accordance with the request within a specified time interval. Change in the system, entailing the total or partial loss of system performance, defined as failures.

Understandably, the high reliability of the equipment is a prerequisite for its successful operation and a whole technical process. However, as we noted earlier, the work of the automated control systems depends not only on technical devices, but also on the person. Consequently, the ultimate reliability of the "man-machine" will be determined by the reliability of both components.

Complication of manufacturing processes and equipment have changed human functions in modern production: increased responsibility of tasks; increased amount of information perceived working and performance of the equipment. Man's work has become more complex, increased load on the nervous system and decreased physical load. In some cases, people become less reliable link in the "man-machine". The problem arose to ensure the reliability and safety of the person in the workplace. This problem is solved ergonomics and engineering psychology.

4.2. Microclimate

Microclimate - a complex of physical factors indoor environment that affects the heat exchange of the body and health. To microclimatic parameters include temperature, humidity and air velocity, temperature surfaces enclosing structures, objects, equipment, and some of their derivatives (gradient temperature vertical and horizontal space, the intensity of thermal radiation from the interior surfaces).

Impact of complex microclimatic factors reflected on teplooschuschenii rights and causes features of the physiological reactions of the body.

Microclimate of industrial premises - weather conditions indoor environments, which are defined by acting on the human body combinations of temperature, humidity, air velocity and thermal radiation.

On a number of industries, the list of which is set industry documents agreed with the state sanitary supervision, provides optimum working environment. In the cabins, on consoles and control stations Process, in the halls of computer technology, as well as in other areas in which work is performed, carrier type, should be provided with the optimum values of microclimate: air temperature 22-24 °, humidity - 40-60% speed air movement - not more than 0.1 m / s regardless of the period of the year. Optimal rates are achieved mainly through the use of air conditioning systems. However, technological requirements of certain industries (spinning and weaving workshops textile mills, some food industry), as well as technical and economic reasons capacity of some industries (foundries, forge shops steel industry, heavy engineering industry, the glass industry) do not allow for the optimal rate of production microclimate. In these cases, permanent and non-permanent jobs, according to GOST set permissible limits microclimate.

Microclimate in the workplace can change throughout the working day, to be different in some parts of the same plant.

Parameters characterizing the climate are:

- air temperature;
- surface temperature (surface temperature is taken into account enclosures (walls, ceiling, floor), devices (screens, etc.), as well as process equipment or protecting its devices);
- relative humidity;
- air velocity;
- the intensity of thermal radiation.

The optimal microclimate norms which should provide in health care and child care centers, residential, office buildings and industrial sites where the optimum conditions required by technological requirements.

Sanitary standards for optimum microclimate differentiated cold and warm

periods of the year (Table 4.1).

Sanitary standards for optimum microclimate differentiated cold and warm periods of the year

Table 4.1

Data	Period of year	
	warm	coldandtransitional
Temperature	23—25°	20—22°
Relativehumidity, %	60—30	45—30
Speed of movement of air, m/s	Notmorethan 0.25	Not more than 0,1—0,15

When on a number of technical and other reasons optimum norms of a microclimate can't be provided, are guided by admissible norms (Tab. 4.2).

Admissible norms of temperature, relative humidity and speeds of movement of air in inhabited, public, administrative and household rooms

Table 4.2.

Data	Period of year	
	warm	coldandtransitional
Temperature	Not more than 28°	18—22°
for areas with the settlement air temperature of 25 °	Not more than 33°	—
Relativehumidity, %	65	65
in areas with settlement relative humidity of air more than 75%	until 75	—
Speed of movement of air, m/s	Not more than 0,5	Not more than 0,2

At non-compliance with measures of prevention at the persons, working a long time in a heating microclimate, dystrophic changes of a myocardium, arterial

hypertension, hypotension, an asthenic syndrome can be observed, immunological reactivity of an organism that promotes increase of incidence of workers by sharp respiratory diseases, quinsy, bronchitis, miozity, neuralgia decreases. When overheating an organism adverse effect of chemicals, a dust amplifies, noise, there comes fatigue quicker.

Optimum sizes of temperature and movement speed
air in a working zone of production of other rooms depending on category of
works and the periods of year

Table 4.3.

Category of works	Energy consumption	Period of year			
	<i>Bm</i>	cold	warm	cold	warm
		Temperature (°C)	Speed of movement, (m/s)		
light, Ia	until 139	22-24	23-25	0,1	0,1
light, Ib	140-174	21-23	22-24	0,1	0,2
moderate, IIa	175-232	18-20	21-23	0,2	0,3
moderate, IIb	233-290	17-19	20-22	0,2	0,3
heavy, III	more than 290	16-18	18-20	0,3	0,4

The cooling microclimate in production rooms can be mainly convection (low air temperature, for example, in separate preparatory shops of the food industry), mainly radiation (low temperature of protections in refrigerators) and mixed. Cooling promotes emergence of respiratory diseases, an exacerbation of diseases of cardiovascular system. When cooling coordination of movements and ability to carry out exact operations that conducts as to decrease in working capacity, and increase in probability of production injuries worsens.

Admissible microclimatic conditions are such combinations of parameters of a microclimate which at long and systematic impact on the person can cause tension

of reactions of thermal control and which don't go beyond physiological adaptive opportunities. Thus there are no violations in a state of health, the discomfortable heat feelings worsening health and fall of working capacity aren't observed. Optimum parameters of a microclimate in production rooms are provided with air central airs, and admissible parameters - usual systems of ventilation and heating.

Prevention of overheating working in a heating microclimate is carried out due to reduction of external thermal loading by automation of technological processes, remote control, use of collective and individual means of protection (heat-absorbing and heatreflecting screens, air souls, water veils, systems of radiation cooling), regulations of time of continuous stay on a workplace and in a recreation area with optimum microclimatic conditions, the organizations of a drinking mode.

During the work in cooling a microclimate preventive actions provide use first of all overalls, footwear, headdresses and the mittens which heat-shielding properties have to correspond to weather conditions, weight of performed work. Are regulated time of continuous stay on cold and breaks on rest in sanitary and household rooms which enter working hours. These rooms are in addition equipped with devices for heating of hands and feet, and also adaptations for drying of overalls, footwear, mittens.

Conclusions

The computerization bears with itself new opportunities before human

society, so today almost the computer which is urged to increase efficiency of human activity is involved in all areas of human activity, but you shouldn't forget that the computer at non-compliance with equipment of operation can entail causing damage to human health.

Conclusion

The Bamboo service takes a unique place in modern structure of media,

representing the actual direction — social media. Developing in parallel at the initial stage, new and social media in a consequence began to develop diversely. On the example of Bamboo we managed to consider model social media and its main characteristics. Bamboo represents today media space where the commercial, amateur, state, educational content is integrated. Due to a similar variety of an offered material, the site functions by the principle of an open forum of opinions where the place will be to everyone regardless of degree of radicalism of views. Like other types of social media, Bamboo involves in production and distribution of a content and forms round itself the separate communities existing on equal terms. Even more often speak about social media, in particular about Bamboo as about the effective marketing tool by means of which access to audience is provided. The confidence that information will find the interested user in space of a social web, than through TV-air and cable channels rather grows. Bamboo on an equal basis with other social media forms the global databases which use promotes development of the separate direction in journalism — civil. At that time when almost everyone owns a portable communication medium, such services as Bamboo do possible its creation and distribution among the public and by that to cause a public response. Thanks to social media, general publicity is realized.

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Application

```

<?php
class _Function
{
// spaces
public static function spaces($string) {
return ( preg_replace('/(\s+)/u','', $string ) );

}

public static function checkEmail( $str ) {
return preg_match("/^[\.A-z0-9_\-\+]+[@][A-z0-9_\-]+([\.[A-z0-9_\-
\.]++)+[A-z]{2,4}$/", $str);
}

public static function send_mail( $from, $to, $subject, $body ) {
$headers = "";
$headers .= "MIME-Version: 1.0\n";
$headers .= 'Content-type: text/html; charset=utf-8' . "\r\n";
$headers .= "From: $from\n";
$headers .= "Reply-To: $from\n" .
'X-Mailer: PHP/' .phpversion());

mail( $to, $subject , $body, $headers );
}

/* Emoticons */
public static function emoticons( $text )
{
$change = array(
':D'=> '<i class="emoticons emoticons_smile" title=":D"></i>',

```

```

':d'=> '<i class="emoticons emoticons_smile" title=":D"></i>',
':)'=> '<i class="emoticons emoticons_smile_2" title=":)"></i>',
':P'=> '<i class="emoticons emoticons_tongue" title=":P"></i>',
':p'=> '<i class="emoticons emoticons_tongue" title=":P"></i>',
':('=> '<i class="emoticons emoticons_sad" title=":(("></i>',
';)'=> '<i class="emoticons emoticons_wink" title=";)"></i>',
':O'=> '<i class="emoticons emoticons_suprised"
title=":O"></i>',
':o'=> '<i class="emoticons emoticons_suprised"
title=":O"></i>',
'&lt;3'=> '<i class="emoticons emoticons_like"
title="<3"></i>',
);

```

```

$output = strtr( $text , $change );

```

```

return $output;

```

```

}

```

```

//===== linkText

```

```

public static function linkText( $text ) {

```

```

    $ret = ' ' . $text;

```

```

    $ret = preg_replace("#([\t\r\n ])([a-z0-9]+?)\{1\}://([\w\-.]+)\.([\w\-.]+)\.)*[\w]+(:[0-9]+)?(/[^\n\r\t<]*)?#i", '\1<a href="\2://\3" target="_blank">\3</a>', $ret);

```

```

    $ret = preg_replace("#([\t\r\n ])(www|ftp)\.([\w\-.]+)\.([\w\-.]+)\.)*[\w]+(:[0-9]+)?(/[^\n\r\t<]*)?#i", '\1<a href="http://\2.\3" target="_blank">\2.\3</a>', $ret);

```

```

    $ret = preg_replace("#([\n ])([a-z0-9-_.]+?)@([\w\-.]+\.[\w\-.]+\.[\w]+)#i", "\1<a href=\"mailto:\2@\3\">\2@\3</a>", $ret);

```

```

    $ret = substr( $ret, 1 );

```

```

return( $ret );

```

```

}

public static function bitLyUrl( $url ) {
    $path = "http://api.bit.ly/v3/";
    $user = BIT_URL_USER;
    $key = BIT_URL_KEY;
    $temp =
$path."shorten?login=".$user."&apiKey=".$key."&uri=".$url."&format=json";
    $data = file_get_contents( $temp );
    $output = json_decode( $data );
    return $output->data->url;
}

public static function checkText( $str ) {

    $str = trim( self::spaces( $str ) );
    if(mb_strlen( $str, 'utf8' ) < 1 ) {
        return false;
    }

    $str = nl2br( htmlspecialchars( $str ) );
    $str = str_replace( array( chr( 10 ), chr( 13 ) ), " ", $str );

    // Hashtags and @Mentions
    $str = preg_replace_callback( '~([#@])([^\s#@]+)~',
create_function( '$m', '$dir = $m[1] == "#" ? "search/?q=%23" : "/";' .
'return "<a href=\"'$dir$m[2]\">$m[0]</a>";' ),
    $str );
    /* Link text */
    $str = self::linkText( $str );

```

```

        /* Emoticons */
        $str = self::emoticons( $str );
        $str = stripslashes( $str );
        //$str = str_replace( '&lt;br /&gt;', '<br />', $str );

        //return wordwrap( $str, 60, "\r\n", TRUE );
        return $str;
    }

```

```

public static function checkTextDb( $str ) {

```

```

    $str = trim( self::spaces( $str ) );
    if(mb_strlen( $str, 'utf8' ) < 1 ) {
        return false;
    }

```

```

    $str = nl2br( $str );

```

```

    $str = str_replace(array(chr(10),chr(13)),"",$str);

```

```

    return wordwrap( $str, 60, "\n", TRUE );

```

```

}

```

```

public static function checkTextMessages( $str ) {

```

```

    $str = trim( self::spaces( $str ) );
    if(mb_strlen( $str, 'utf8' ) < 1 ) {
        return false;
    }

```

```

    $str = nl2br(htmlspecialchars ( $str ) );

```

```

    $str = str_replace( array( chr( 10 ), chr( 13 ) ), " ", $str );
    $str = stripslashes( $str );
    /* Emoticons */
    $str = self :: emoticons( $str );

    return wordwrap( $str, 60, "\n", TRUE );
}

public static function resizeImage( $image, $width, $height, $scale,
$imageNew = null ) {

    list($imagewidth,      $imageheight,      $imageType)      =
getimagesize($image);
    $imageType = image_type_to_mime_type($imageType);
    $newImageWidth = ceil($width * $scale);
    $newImageHeight = ceil($height * $scale);
    $newImage = imagecreatetruecolor($newImageWidth,$newImageHeight);
    switch($imageType) {
        case "image/gif":
            $source=imagecreatefromgif($image);
            imagefill( $newImage, 0, 0, imagecolorallocate( $newImage,
255, 255, 255 ) );
            imagealphablending( $newImage, TRUE );
            break;
        case "image/pjpeg":
            case "image/jpeg":
            case "image/jpg":
                $source=imagecreatefromjpeg($image);
                break;
        case "image/png":

```

```
    case "image/x-png":
        $source=imagecreatefrompng($image);
        imagefill( $newImage, 0, 0, imagecolorallocate( $newImage,
255, 255, 255 ) );
        imagealphablending( $newImage, TRUE );
        break;
    }
    imagecopyresampled($newImage,$source,0,0,0,0,$newImageWidth,$newImageHeight,$width,$height);
```

```
switch($imageType) {
    case "image/gif":
        imagegif( $newImage, $imageNew );
        break;
    case "image/pjpeg":
        case "image/jpeg":
        case "image/jpg":
            imagejpeg( $newImage, $imageNew ,90 );
            break;
        case "image/png":
        case "image/x-png":
            imagepng( $newImage, $imageNew );
            break;
    }
}
```

```
chmod($image, 0777);
return $image;
}
```

```
public static function resizeImageFixed( $image, $width, $height,
```

```

$imageNew = null ) {

    list($imagewidth, $imageheight, $imageType) = getimagesize($image);
    $imageType = image_type_to_mime_type($imageType);
    $newImage = imagecreatetruecolor($width,$height);

    switch($imageType) {
        case "image/gif":
            $source=imagecreatefromgif($image);
            imagefill( $newImage, 0, 0, imagecolorallocate( $newImage,
255, 255, 255 ) );
            imagealphablending( $newImage, TRUE );
            break;
        case "image/pjpeg":
            case "image/jpeg":
            case "image/jpg":
                $source=imagecreatefromjpeg($image);
                break;
        case "image/png":
            case "image/x-png":
                $source=imagecreatefrompng($image);
                imagefill( $newImage, 0, 0, imagecolorallocate( $newImage,
255, 255, 255 ) );
                imagealphablending( $newImage, TRUE );
                break;
    }

    if( $width/$imagewidth> $height/$imageheight ){
        $nw = $width;
        $nh = ($imageheight * $nw) / $imagewidth;
        $px = 0;
    }
}

```

```
    $py = ($height - $nh) / 2;
} else {
    $nh = $height;
    $nw = ($imagewidth * $nh) / $imageheight;
    $py = 0;
    $px = ($width - $nw) / 2;
}
```

```
    imagecopyresampled($newImage,$source,$px, $py, 0, 0, $nw, $nh,
$imagewidth, $imageheight);
```

```
switch($imageType) {
    case "image/gif":
        imagegif($newImage,$imageNew);
        break;
    case "image/pjpeg":
        case "image/jpeg":
        case "image/jpg":
            imagejpeg($newImage,$imageNew,90);
            break;
        case "image/png":
        case "image/x-png":
            imagepng($newImage,$imageNew);
            break;
}
```

```
    chmod($image, 0777);
    return $image;
}
```

```

public static function getHeight( $image ) {
    $size = getimagesize( $image );
    $height = $size[1];
    return $height;
}

public static function getWidth( $image ) {
    $size =getimagesize( $image);
    $width = $size[0];
    return $width;
}

//<--- stringRandom
public static function stringRandom( $long = 16, $chars =
'0123456789abcdefghijklmnopqrstuvwxyz!~^#!{}@+*' ) {
    $string = "";
    $max = mb_strlen( $chars ) - 1 ;

    for( $i = 0; $i < $long; ++$i ){

        $string .=mb_substr( $chars, mt_rand( 0, $max ), 1 );
    }
    return $string;

}

//===== ID HASH
public static function idHash( $id ) {
    return sha1('~#bae!'+*%=?;B63~23!~^'.(
        $id
    ).microtime().self::stringRandom() );
}

```

```

}

//===== cropString
public static function cropString( $content, $chars ) {

    return mb_substr( $content,0, $chars, 'UTF-8' )."...";
}

```

```

//===== cropString
public static function cropStringLimit( $content, $chars ) {

    return mb_substr( $content,0, $chars, 'UTF-8' );
}

```

```

functionfocusText( $find, $text, $repl = '<strong style="color:
#FF7000;">%s</strong>', $ord = 32 ) {
    $find = self::spaces( trim ( $find ) );
    $char = is_numeric( $ord ) ? chr( $ord ) : $ord[0]; // character?
    $fn = create_function('$test', 'static $_num = 0, $_tags;
if (is_numeric($test[1])) return $_tags[$test[1]];
        $_tags[$_num] = $test[1];
        $tag = "__!{$_num}__";
        ++$_num; return $tag;');
    $text = preg_replace_callback('/(((?:<|&lt;|\|).+(?:>|&gt;|\|)))/', $fn, $text);

    $found = array();
    $word = explode( $char, $find );

```

```

foreach ( $word as $test )
{
    $found []=preg_quote(strip_tags( $test ) );
}

$expr = join('|', $found);
$text = preg_replace("/($expr)/is", strstr($repl, array('%s' => '\\1')), $text);

$text = preg_replace_callback('/__!(\d+)__/', $fn, $text);
return $text;
}

```

```

public static function randomString( $length = 10, $uc = TRUE, $n =
TRUE, $sc = FALSE ) {
    $source = 'abcdefghijklmnopqrstuvwxy';
    if( $uc == 1 ) { $source .= 'ABCDEFGHIJKLMNOPQRSTUVWXYZ'; }
    if( $n == 1 ) { $source .= '1234567890'; }
    if( $sc == 1 ) { $source .= '-_'; } //|@#~$%()=^*+[]{}-_; }

    if( $length > 0 ) {
        $rstr = "";
        $source = str_split( $source, 1 );
        for( $i = 1; $i <= $length; ++$i ) {
            mt_srand( (double)microtime() * 1000000 );
            $num = mt_rand( 1, count( $source ) );
            $rstr .= $source[ $num - 1 ];
        } //<-- * FOR * -->
        } //<-- * IF * -->
    return $rstr;
}

```

```

public static function isValidYoutubeURL( $url ) {

    $parse = parse_url($url);
    $host = $parse['host'];
    if ( !in_array( $host, array( 'youtube.com', 'www.youtube.com' ) ) ) {
    return false;
    }

    $ch = curl_init();
    $oembedURL = 'www.youtube.com/oembed?url='
urlencode($url).'&format=json';
    curl_setopt( $ch, CURLOPT_URL, $oembedURL );
    curl_setopt( $ch, CURLOPT_RETURNTRANSFER, 1 );

    $output = curl_exec( $ch );
    //unset( $output );

    $info = curl_getinfo( $ch );
    curl_close( $ch );

    if ( $info['http_code'] !== 404 ) {
        return json_decode( $output );
    } else {
        return false;
    }
}
} //<----- FUNCTION END

public static function isValidVimeoURL( $url ) {

```

```

    $parse = parse_url($url);
    $host = $parse['host'];
    if ( !in_array( $host, array( 'vimeo.com', 'player.vimeo.com' ) ) ) {
    return false;
    }

    $ch = curl_init();
    $oembedURL = 'vimeo.com/api/oembed.json?url=' . urlencode( $url );
    curl_setopt( $ch, CURLOPT_URL, $oembedURL );
    curl_setopt( $ch, CURLOPT_RETURNTRANSFER, 1 );

    $output = curl_exec( $ch );
    //unset( $output );

    $info = curl_getinfo( $ch );
    curl_close( $ch );

    if ( $info['http_code'] !== 404 ) {
        returnjson_decode( $output );
    } else {
        return false;
    }
} //<----- FUNCTION END

public static function getYoutubeId( $url ) {
    $pattern =
        '%^# Match any youtube URL
        (? :https?://)?

```

```

(?:www\.)?
(?:
youtu\.be/
| youtube\.com
(?:
/embed/
| /v/
| .*v=
)
)
([\w-]{10,12})
($|&).*
$%x'
;
;
$result = preg_match( $pattern, $url, $matches );
if ( false !== $result ) {
return $matches[1];
}
return false;
} //<<<-- End

```

```

public static function isValidSoundCloudURL( $url ) {

    $parse = parse_url($url);
    $host = $parse['host'];
    if ( !in_array( $host, array( 'soundcloud.com' ) ) ) {
return false;
}
}

```

```

    $ch = curl_init();
    $oembedURL = 'soundcloud.com/oembed/?format=json&url='
urlencode( $url );
    curl_setopt( $ch, CURLOPT_URL, $oembedURL );
    curl_setopt( $ch, CURLOPT_RETURNTRANSFER, 1 );

    $output = curl_exec( $ch );
    //unset( $output );

    $info = curl_getinfo( $ch );
    curl_close( $ch );

    if ( $info['http_code'] !== 404 ) {
        returnjson_decode( $output );
    } else {
        return false;
    }
} //<----- FUNCTION END

public static function formatNumber( $number ) {
    if( $number >= 1000 && $number < 1000000 ) {

        returnnumber_format( $number/1000, 1 ). "k";
    } else if( $number >= 1000000 ) {
        returnnumber_format( $number/1000000, 1 ). "m";
    } else {
        return $number;
    }
} //<<<<--- End Function

```

```

public static function convertAscii( $entry ) {
    $changes = array(
        '!' => '%21',
        '"' => '%22',
        '#' => '%23',
        '$' => '%24',
        '&' => '%26',
        "'" => '%27',
        '(' => '%28',
        ')' => '%29',
        '*' => '%2A',
        '+' => '%2B',
        ':' => '%2D',
        '`' => '%60',
        '@' => '%40',
        '<' => '%3C',
        '=' => '3D',
        '>' => '3E',
        '?' => '3F',
        '^' => '5E'
    );

    $output = strtr( $entry , $changes );
    return $output;
} //<<<<----- * End * ----->>>>

```

```

//Languages Array
public static function arrayLang(){

```

```

$arrayLang = array(
    'Catalan - català' => 'ca',
    'Chinese - 繁體中文' => 'zh-tw',
    'Deutsch - German' => 'de',
    'Dutch - Nederlands' => 'nl',
    'English (US)' => 'en',
    'French - Français' => 'fr',
    'Italian - Italiano' => 'it',
    'Portuguese - Português' => 'pt',
    'Romanian - Română' => 'ro',
    'Russian - Русский' => 'ru',
    'Spanish - Español' => 'es',
    'Turkish - Türkçe' => 'tr',
    'Czech - Čeština' => 'cs',
    'Greek - Ελληνικά' => 'el'

);

return $arrayLang;
}

// getLang
public static function getLang() {

    /* Prefix */
    $prefix = 'lang_';

    /* Root */
    $root = 'languages';

    //<----- * LANGUAGE GET * ----->

    if(isset( $_GET['lang'] ) ) {

```

```

        //unset( $_SESSION['LANG'] );
        $_lang = $_GET['lang'];
        $lang= $root . DS . $prefix.$_lang.'.php';

        if(is_readable( $lang ) ) {

                require_once $lang;
        } else {
                require_once $root .DS . $prefix.'ru.php';;
        }

        $_SESSION['lang'] = $_lang;

} else if ( isset( $_SESSION['lang'] ) && !isset(
$_SESSION['lang_user'] ) ) {
        $_lang = $_SESSION['lang'];
        $lang= $root . DS . $prefix.$_lang.'.php';

        if(is_readable( $lang ) ) {

                require_once $lang;
        } else {
                require_once $root .DS . $prefix.'ru.php';;
        }
        //<----- * LANGUAGE USER DEFAULT * ----->
} else if ( isset( $_SESSION['lang_user'] ) ) {
        $_lang = $_SESSION['lang_user'];
        $lang = $root . DS . $prefix.$_lang.'.php';

```

```

if(is_readable( $lang ) ) {

    require_once $lang;
} else {
    require_once $root .DS . $prefix.'ru.php';
}

$_SESSION['lang'] = $_lang;

} else {

if ( $_SERVER['HTTP_ACCEPT_LANGUAGE'] != "" ) {
    $languages = explode(";",
$_SERVER['HTTP_ACCEPT_LANGUAGE'] );

    $existsLang = 1;

    foreach ( self :: arrayLang() as $key => $value ) {

        /* Languages */
        if( strpos( $languages[0], ".$value." ) !== FALSE ) {
            $existsLang = 0;
            $_lang = $value;

            $lang= $root . DS . $prefix.$_lang.'.php';
            require_once $lang;
            $_SESSION['lang'] = $_lang;
        }
    }

}

//<<<<-- If not exists

```

```
        if( $existsLang == 1 ) {
            $_lang = 'en';
            $lang= $root . DS . $prefix.$_lang.'.php';
            require_once $lang;
            $_SESSION['lang'] = $_lang;
        }

    } else {
        $_lang = 'ru';
        $lang= $root . DS . $prefix.$_lang.'.php';
        require_once $lang;
        $_SESSION['lang'] = $_lang;
    }
}

return $lang;
} //<----- End getLang()
} //<----- * END CLASS * ----->

?>
```