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(54) Title: METHOD OF IMPLEMENTING QUANTIFICATION OF QUALITATIVE AND QUANTITATIVE ASPECTS OF USER IN SOCIAL COMPUTING BASED ENVIRONMENT

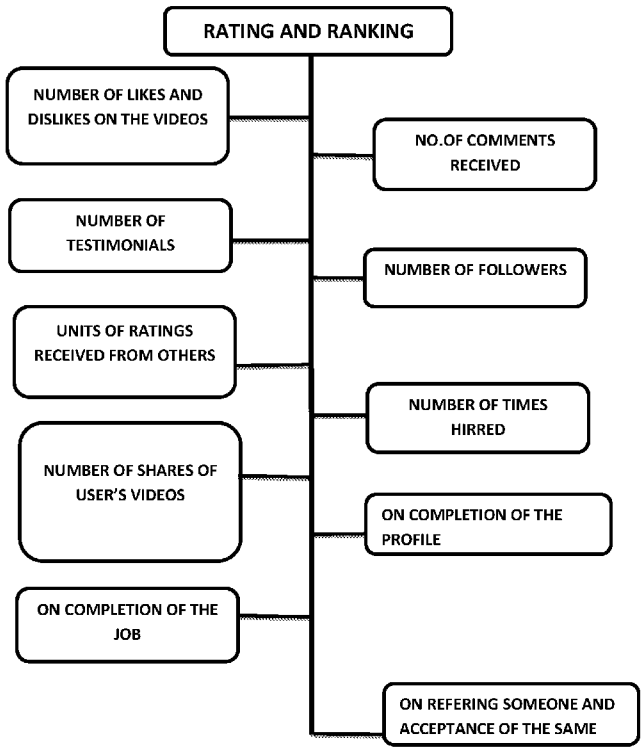


FIG 5

(57) Abstract: The present invention is a method of implementing a quantification of the qualitative and quantitative aspects of a user, in a social computing based environment that considers the opinions of other users that are associated with said user, taking into consideration, both the qualitative and quantitative aspects of the activities of said user and said other users, equally. In the method, said social computing based environment is a social networking website and/or service and/or application used for acquiring and providing employment to one or more users by creating a user account, on a network, via which users can upload videos, using electronic devices, to show their activity as a potential employee and/or a potential employer. The method maintains a rating count of said user associated with his/her user account, by computing with the processors of a central server that increments, decrements, and evaluates the qualitative and quantitative aspects of said user.

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METHOD OF IMPLEMENTING QUANTIFICATION OF QUALITATIVE AND QUANTITATIVE ASPECTS OF A USER IN SOCIAL COMPUTING BASED ENVIRONMENT

FIELD OF INVENTION

The present invention relates to the field of social computing and more particularly to a method of implementing a quantification of the qualitative and quantitative aspects of a user in a social computing based environment.

BACKGROUND

Social networking sites that provide services that focus on one or more particular aspects of human life and build their entire site and associated features, user interface, etc. based on the focused aspect. The most popular aspects of providing a social networking service revolve around sites that are focused on general human interaction, dating, professional and job specific, matrimony, games, music, movies, books, environment, technology and so on. Today, a person's profile in a social networking site is referred by others to extract various types of information. For example, a potential employer tries apprising himself/herself about a potential employee or a person trying to apprise himself/herself more about an acquaintance or a colleague. A lot of social networking services have adopted the feature of "ratings" wherein an aggregation of evaluations of others users about a particular user is presented as an information visible on said user's profile for others to have a fair idea about said user's qualitative attributes. A major problem with this kind of rating is that it is solely user based, i.e., the ratings of a user being shown in a user's profile are merely based on the ratings conferred to him by other users. This leaves out a lot of aspects from the rating process with respect to the activities of a user and activities associated with said user. This is not desirable especially in a social networking site focused on jobs and professional networks. For example, a user is rated by his employer, past employers, colleagues, clients, etc. who happen to be other users. However, facts related to other attributes like who are talking about said user, jobs that said user had successfully carried out in the past, recommendations made by other users with respect to said user and said user being referred for a job by other users, etc. are not taken into consideration for the rating process. As , a result, these ratings give a notion of a very personal opinion of other users about said user and

does not serve as a complete reputation building tool. Hence, what is required is a method of implementing a quantification of the qualitative and quantitative aspects of a user in a social computing based environment that not only considers the opinions of other users associated with said user, but also helps build and maintain said user's reputation by taking into consideration other qualitative and quantitative aspects that are based on the activities of said user and activities of other users associated with said user.

SUMMARY

The present invention is a method of implementing a quantification of the qualitative and quantitative aspects of a user in a social computing based environment that considers the opinions of other users associated with said user and helps build and maintain said user's reputation, by taking into consideration the qualitative and quantitative aspects that are based on the activities of said user and activities of other users associated with said user.

This method can be used to rate a particular individual and build his reputation in a social network site /service/ application taking into consideration various elements associated with a typical social networking account like profile, comments, likes, shares, number of followers, testimonials as well as attributes associated to the focus of a particular social networking site/service/application.

In the method, a social computing based environment is implemented that enables its users to connect with other users for the aforementioned purpose. Said social computing based environment can be accessed and used from a user's electronic device using an internet connection.

The method implements a Graphical User Interface operable with the means for control and navigation of the user's electronic device that enables the user to use the various means provided through said social computing based environment to perform actions related to upload at least one video, act as a potential employee or a potential employer by sharing said at least one video, promoting recommending other users by making counter offers and related actions. Other actions performed by the user or the other users are to like the post of said user, share the posts of said user, comment on the post of said user, flag the account of the other users, following the post of

the other users, etc. and the related actions to maintain the rating of the said user associated with his/her user account.

The present invention is a method of implementing a quantification of the qualitative and quantitative aspects of a user in a social computing based environment, wherein said social computing based environment is a social networking website and/or service and/or application for acquiring and providing employment using videos in electronic devices, by providing following means, through said social computing based environment for: creation of a user account by a user and said user uses said user account to act as a potential employee and/or a potential employer, creation of at least one video by said user for hiring others or getting hired by others or promoting/recommending others for a job, and in addition, making counter offers to a potential employee, uploading and sharing said at least one video by said user over said social computing based environment, conducting surveys and participating in surveys conducted by others, receiving flags from other users who flag said user's account and flagging accounts of other users, volunteering for Non-Government organizations associated services, linking at least one of said user's accounts in other social networking sites and/or services and/or applications to said user account, receiving ratings and testimonials from other users in said social computing based environment about their experience in working with said user, said user paying an employee after completion of job wherein said user was the employer, said user getting paid after completion of a job wherein said user was the employer, said user following other users and other users following said user, the method comprising: computing with the processor of a central server, a plurality of instructions in the memory of said central server for: maintaining a rating count associated with said user's account; incrementing the value of said count based on the number of likes received by said at least one video posted by said user; decrementing the value of said count based on the number of dislikes received by said at least one video posted by said user; incrementing the value of said count based on the number of comments received by said at least one video posted by said user; incrementing the value of said count based on the number of other users who follow said user or posts associated with said user; incrementing the value of said count based on the number of testimonials from other users received by said user; incrementing the value of said count based on positive ratings conferred to said user by other users wherein said positive rating is measured on a scale from 0 units to 10 units; decrementing the value of said count based on negative ratings conferred to said user by other users wherein

said negative rating is measured on a scale from 0 units to 10 units; incrementing the value of said count based on the number of shares of said at least one video posted by said user or at least one video associated with said user, wherein said shares are done by other users; incrementing the value of said count upon completion of creation said user's account; incrementing the value of said count based on the number of times said user is hired by others for some work; incrementing the value of said count based on the number of times said user hires others for some work; incrementing the value of said count if another potential employee referred by said user for a job is hired for said job; incrementing the value of said count after completion of jobs wherein said user was either the employee or the employer; evaluating said user's rating count and based on the value of said user's rating count, classifying said user into a level of expertise of a ranking hierarchy comprising a first level, a second level, a third level and a fourth level.

In the method, incrementing the value of said count based on the number of shares of posts of said at least one video made by said user or posts of at least one video associated with said user further comprises incrementing the value of said count by a magnitude of 5 units for every share of a video posted by said user or a video associated with said user. Incrementing the value of said count based on the number of times said user is hired by others for some work further comprises incrementing the value of said count by a magnitude of 25 units for every instance said user is hired by said other users, and further incrementing the value of said count by a magnitude of 25 units if said user is hired by an employer who had previously hired said user.

In the method, incrementing the value of said count based on the number of testimonials from other users received by said user further comprises incrementing the value of said count by a magnitude of 20 units per testimonial. Incrementing the value of said count based on the number of likes received by said at least one video posted by said user further comprises incrementing the value of said count by a magnitude of 5 units for every like received.

In the method, incrementing the value of said count based on the number of comments received by said at least one video posted by said user further comprises incrementing the value of said count by a magnitude of 5 units for every comment. Incrementing the value of said count based on the positive ratings conferred to said user by other users further comprises incrementing the value of said count by a magnitude of 10 units for each unit conferred by said other users.

In the method, incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 100 units after completion of each job.

Incrementing the value of said count based on the number of other users who follow said user further comprises incrementing the value of said count by a magnitude of 5 units for every following.

In the method, incrementing the value of said count if another potential employee recommended by said user for a job is hired for said job further comprises incrementing the value of said count by a magnitude of 25 units. Incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 10 units if said user receives a bonus pay in addition to a regular pay after completion of each job.

In the method, evaluating said user's rating count and classifying said user into a level of expertise based on the value of said user's rating count further comprises classifying said user into said first level when the value of said count ranges from 0 to 100, classifying said user into said second level when the value of said count ranges from 101 to 500, classifying said user into said third level when the value of said count ranges from 501-10000 and classifying said user into said fourth level when the value of said count is 10001 and above.

In the method, the value of said count is incremented by a magnitude of 25 units every time said user is offered a counter offer. In the method, classifying said user into a level of expertise further comprises ranking said user by assigning a numerical value to said user that corresponds to the rank of said user in said level of expertise.

In the method, incrementing the value of said count upon completion of creation said user's account further comprises incrementing the value of count by a magnitude of 50 units upon addition one pitch video and one profile video by said user. Also, the value of said count is incremented by a magnitude of 20 units upon addition of six profile videos by said user.

In the method, the value of said count is incremented by a magnitude of 15 points upon linking of at least one of said user's accounts associated with other social networking sites to said user's account by said user.

In the method, the value of said count is incremented by a magnitude of 5 points if said user participates in a survey conducted by another user and the value of said count is incremented by a magnitude of 25 units if said user volunteers for an NGO service.

In the method, decrementing the value of said count based on the number of dislikes received by videos posted by said user further comprises decrementing the value of said count by a magnitude of 5 units for every dislike received.

In the method, decrementing the value of said count based on the negative ratings conferred to said user by other users further comprises decrementing the value of said count by a magnitude of 10 units for each unit conferred by said other users.

In the method, the value of said count is decremented by a magnitude of 25 points for every flag received by said user's account.

In the method, the value of said count is incremented by a magnitude of 15 units if said user recommends another user for a particular job.

In the method, incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 5% of the value of said count after completion of the first job, followed by incrementing the value of said count by a magnitude of 10% of the value of said count after completion of first ten jobs, incrementing the value of said count by a magnitude of 15% of the value of said count after completion of first 50 jobs, followed by incrementing the value of said count by a magnitude of 20% of the value of said count after completion of first 100 jobs, followed by incrementing the value of said count by a magnitude of 25% of the value of said count after completion of first 200 jobs, followed by incrementing the value of said count by a magnitude of 30% of the value of said count after completion of first 500 jobs and incrementing the value of said count by a magnitude of 35% of the value of said count after completion of first 1000 jobs.

In the method, the aforementioned incrementing, decrementing and evaluating said user's rating count for quantifying and classifying said user's reputation is achieved by one or more software modules running the aforesaid instructions of said incrementing, said decrementing and said evaluating the user's count, in the memory of one or more processors of the central server, over a network, built for said social computing based environment.

BRIEF DESCRIPTION OF DRAWINGS

Preferred embodiments of the present invention are hereinafter explained with the help of example with the help of the accompanying drawings.

FIG 1 illustrates GUI which facilitates liking a video, disliking a video, flagging a video, providing testimonials, receiving testimonials, rating other users and elements associated with them, and receiving ratings from other users for the same, sharing/re-posting a video and commenting on a video.

FIG 2 illustrates the profile of the user and its associated ratings, total likes, shares, and testimonials.

FIG 3 illustrates the ranking hierarchy.

FIG 4 shows an illustrative example of the elements involved in method for providing a quantification of the qualitative and quantitative aspects of a user.

FIG 5 illustrates list of rising potential employees provided to a potential employer on demand.

FIG 6 shows an illustrative example of the elements leading to rating and ranking.

DETAILED DESCRIPTION

The following detailed description contains specific details that are set forth to provide a comprehensive understanding of the present invention. Although the following detailed description contains many specifics for the purposes of illustration, anyone of ordinary skill in the art will appreciate that many variations and alterations to the following details are within the scope of the invention.

The present invention can be implemented on any electronic device (100) that has hardware components that support video recording and playing and sharing such as (but not limited to)-

computers (desktop, laptop, tablets) with web-camera, mobile phones with cameras, personal multimedia devices with camera, etc.

The various electronic devices having hardware platforms on which the applications that implement the present invention run may use one or more processors with different instruction-sets, architectures, clock-speeds, etc. and memory that may include high speed random access memory and may include non-volatile memory such as one or more magnetic disk storage devices, flash memory devices and other kinds of solid state memory devices.

The means of control and navigation that these devices use include (but not limited to) touch pads, touch screens, mouse, gesture control, etc. The various applications that can implement the present invention run on electronic devices that may use at least one physical user interface device that provide the means of control and navigation within the operating system and applications that run on the devices include (but not limited to) touch-pads such as those described in (but not limited to) - (1) U.S. patent application No. Application number: 10/722,948 ("Touch pad for handheld device", filed Nov 25, 2003); (2) U.S. patent application No. Application number: 10/188,182 ("Touch pad for handheld device", filed Mar 21, 2006); (3) U.S. patent application No: 08/210,610 ("Computer system with touchpad support in operating system", filed March 18, 1994); (4)U.S. patent application No.643,256("Movable touch pad with added functionality" ,filed 10/643,256), touch screens such as those described in(but not limited to) (1) U.S. patent application Ser. No. 11/381,313, "Multipoint Touch Surface Controller," filed on May 2, 2006; (2) U.S. patent application Ser. No. 10/840,862, "Multipoint Touch screen," filed on May 6, 2004 ;(3) U.S. patent application Ser. No. 10/903,964, "Gestures For Touch Sensitive Input Devices," filed on Jul. 30, 2004; (4) U.S. patent application Ser. No. 11/048,264, "Gestures For Touch Sensitive Input Devices," filed on Jan. 31, 2005 ;(5) U.S. patent application Ser. No. 11/038,590, "Mode-Based Graphical User Interfaces For Touch Sensitive Input Devices," filed on Jan. 18, 2005; (6) U.S. patent application Ser. No. 11/228,758, "Virtual Input Device Placement On A Touch Screen User Interface," filed on Sep. 16, 2005 ;(7) U.S. patent application Ser. No. 11/228,700, "Operation Of A Computer With A Touch Screen Interface," filed on Sep. 16, 2005; (8) U.S. patent application Ser. No. 11/228,737, "Activating Virtual Keys Of A Touch-Screen Virtual Keyboard," filed on Sep. 16, 2005 and (9) U.S. patent application Ser. No. 11/367,749, "Multi-Functional Hand-Held Device," filed on Mar. 3, 2006, click wheel such as those described in U.S. patent application Ser. No. 11/549,619 "Method, device, and

graphical user interface for dialing with a click wheel" filed on Oct 13, 2006 , keyboards such as those mentioned in(but not limited to) U.S. patent application number 07/711,760 ("Ergonomic keyboard input device" , filed on June 6, 1991), mouse such as those described in (but not limited to) (1)Application number: 09/167,314 ("Computer mouse with enhance control button (s)", filed on October 6, 1998); (2)Application number: 08/288,945("Roller mouse for implementing scrolling in windows applications ",filed on August 10, 1994) and gesture recognition means such as those described in(but not limited to) (1) European Patent application publication number: EP2482176 A2 ("Multi-input gesture control for a display screen", filed on Nov 4, 2011) and(2) U.S. Patent application with publication number 20120317511 A1 ("DISPLAY WITH BUILT IN 3D SENSING CAPABILITY AND GESTURE CONTROL OF TV", filed on August 21, 2012).

Display means used by these hardware platforms may use LCD (liquid crystal display) technology, LED (light Emitting Diode) technology, CRT (Cathode ray tube) technology, or LPD (light emitting polymer) technology or any other display technologies. Various realizations of graphics display circuitry that implement a Graphics Processing Unit (GPU) are used to achieve video interface between user and these electronic devices. `

Connectivity of these devices with networks such as the internet, an intranet and/or wireless network such as cellular telephone network, a wired or wireless local area network (LAN) and/or metropolitan area network (MAN) and/or WAN (wide area network) and other wireless communication is achieved by use of a plurality of communication standards, protocols and technologies like Global System for mobile communication (GSM), Enhanced Data GSM Environment (EDGE), wideband code division of multiple access (W-CDMA), DLNA, LTE (Long Term Evolution), code division of multiple access (CDMA), time division multiple access (TDMA), Bluetooth, Wireless Fidelity (Wi-Fi) and/or any other suitable communication protocol, including communication protocols not yet developed as of the filing date of this document.

Audio interface between a user and these devices is achieved by use of various realizations of audio circuitry.

The present invention maybe implemented on applications that run on a single or variety of operating system platforms including but not limited to OS X, WINDOWS, UNIX, IOS, ANDROID, SYMBIAN, LINUX, or embedded operating systems such as VxWorks.

The present invention maybe implemented various video formats including but not limited to MPEG-4, AVI, FLV, WMV, DIVX, MKV and VOB.

The present invention may also be implemented to work with various web browsers including but not limited to Internet Explorer, Mozilla Firefox, Safari and Opera that access and handle various types of web pages constructed with various mark up languages such as HTML, HTML-5, XHTML, XML, etc. and the associated CSS (cascading style sheet) files and java-script files.

The present invention is a method of implementing a quantification of the qualitative and quantitative aspects of a user in a social computing based environment that considers the opinions of other users associated with said user and helps build and maintain said user's reputation, by taking into consideration qualitative and quantitative aspects that are based on the activities of said user and activities of other users associated with said user. Qualitative aspects are aspects are abstract and they either do not require measurement or cannot be measured because the reality they represent can only be approximated. Knowledge of these aspects is gained through observation combined with interpretative understanding of the underlying thing or phenomenon. For example qualities like expertise, leadership, reputation, ability to satisfy the employer, etc. Quantitative aspects are those which can be measured. For example, number of jobs completed by said user, number of employers for whom said user has worked, etc. A lot of the quantitative aspects in turn help us to evaluate qualitative aspects. For example, the number of likes of a particular post of a video posted by said user tells us about the popularity of said video and in turn, builds reputation of said user with respect to his popularity.

This method can be used to rate a particular individual and build his reputation in a social network site/service/application taking into consideration various elements associated with a typical social networking account like profile, comments, likes, shares, number of followers, testimonials as well as attributes associated to the focus of a particular social networking site/service/application.

In the method, a social computing based environment is implemented that enables its users to connect with other users for the aforementioned purpose. Said social computing based environment can be accessed and used from a user's electronic device using an internet connection.

The present invention may be implemented with any social networking site/service/application where a user creates an account with a social networking site. Creation of the account requires

him to provide various kinds of information. Upon providing this information, the account creation is deemed to be complete. The user account is created by collecting various information associated with said user such as (but not limited to) personal information, professional information, financial information and information associated with other social computing services. Personal information involves details (but not limited to) a user's name, age, sex, address, phone number, fax number, email id, etc. Professional information involves details like (but not limited to) academic details, area of professional expertise, achievements and awards, currently pursuing projects, present and past place/organization/company of work, researches and publications, etc. Financial details may involve details regarding (but not limited to) a bank account, salary expectations, time-period based (hours, weeks, months, etc.) rates for service, etc. Social computing based services include (but limited to) providing information regarding said user's Facebook account, LinkedIn account, Google Plus account, Twitter account and MySpace account. All information associated with said user is presented in a "profile" in said user account. Said information obtained is presented on the user's profile to be viewed other users in the social networking site. The user can then use this account to communicate and interact with other users in social networking site.

The present invention is a method of implementing a quantification of the qualitative and quantitative aspects of a user in a social computing based environment, wherein said social computing based environment is a social networking website and/or service and/or application for acquiring and providing employment using videos in electronic devices, by providing following means, through said social computing based environment for: creation of a user account by a user and said user uses said user account to act as a potential employee and/or a potential employer, creation of at least one video by said user for hiring others or getting hired by others or promoting/recommending others for a job, and in addition, making counter offers to a potential employee, uploading and sharing said at least one video by said user over said social computing based environment, conducting surveys and participating in surveys conducted by others, receiving flags from other users who flag said user's account and flagging accounts of other users, volunteering for Non- Government organizations associated services, linking at least one of said user's accounts in other social networking sites and/or services and/or applications to said user account, receiving ratings and testimonials from other users in said social computing based environment about their experience in working with said user, said user paying an

employee after completion of job wherein said user was the employer ,said user getting paid after completion of a job wherein said user was the employer, said user following other users and other users following said user, the method comprising: computing with the processor of a central server, a plurality of instructions in the memory of said central server for:

maintaining a rating count associated with said user's account; incrementing the value of said count based on the number of likes received by said at least one video posted by said user; decrementing the value of said count based on the number of dislikes received by said at least one video posted by said use; incrementing the value of said count based on the number of comments received by said at least one video posted by said user; incrementing the value of said count based on the number of other users who follow said user or posts associated with said user; incrementing the value of said count based on the number of testimonials from other users received by said user; incrementing the value of said count based on positive ratings conferred to said user by other users wherein said positive rating is measured on a scale from 0 units to 10 units; decrementing the value of said count based on negative ratings conferred to said user by other users wherein said negative rating is measured on a scale from 0 units to 10 units; incrementing the value of said count based on the number of shares of said at least one video posted by said user or at least one video associated with said user, wherein said shares are done by other users; incrementing the value of said count upon completion of creation said user's account; incrementing the value of said count based on the number of times said user is hired by others for some work; incrementing the value of said count based on the number of times said user hires others for some work; incrementing the value of said count if another potential employee referred by said user for a job is hired for said job; incrementing the value of said count after completion of jobs wherein said user was either the employee or the employer; evaluating said user's rating count and based on the value of said user's rating count, classifying said user into a level of expertise of a ranking hierarchy comprising a first level, a second level, a third level and a fourth level.

In the method, incrementing the value of said count based on the number of shares of posts of said at least one video made by said user or posts of at least one video associated with said user further comprises incrementing the value of said count by a magnitude of 5 units for every share of a video posted by said user or a video associated with said user. Incrementing the value of said count based on the number of times said user is hired by others for some work further comprises

incrementing the value of said count by a magnitude of 25 units for every instance said user is hired by said other users, and further incrementing the value of said count by a magnitude of 25 units if said user is hired by an employer who had previously hired said user.

In the method, incrementing the value of said count based on the number of testimonials from other users received by said user further comprises incrementing the value of said count by a magnitude of 20 units per testimonial. Incrementing the value of said count based on the number of likes received by said at least one video posted by said user further comprises incrementing the value of said count by a magnitude of 5 units for every like received.

In the method, incrementing the value of said count based on the number of comments received by said at least one video posted by said user further comprises incrementing the value of said count by a magnitude of 5 units for every comment. Incrementing the value of said count based on the positive ratings conferred to said user by other users further comprises incrementing the value of said count by a magnitude of 10 units for each unit conferred by said other users.

In the method, incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 100 units after completion of each job. Incrementing the value of said count based on the number of other users who follow said user further comprises incrementing the value of said count by a magnitude of 5 units for every following.

In the method, incrementing the value of said count if another potential employee recommended by said user for a job is hired for said job further comprises incrementing the value of said count by a magnitude of 25 units. Incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 10 units if said user receives a bonus pay in addition to a regular pay after completion of each job.

In the method, evaluating said user's rating count and classifying said user into a level of expertise based on the value of said user's rating count further comprises classifying said user into said first level when the value of said count ranges from 0 to 100, classifying said user into said second level when the value of said count ranges from 101 to 500, classifying said user into said third level when the value of said count ranges from 501-10000 and classifying said user into said fourth level when the value of said count is 10001 and above.

In the method, the value of said count is incremented by a magnitude of 25 units every time said user is offered a counter offer.

In the method, classifying said user into a level of expertise further comprises ranking said user by assigning a numerical value to said user that corresponds to the rank of said user in said level of expertise.

In the method, incrementing the value of said count upon completion of creation said user's account further comprises incrementing the value of count by a magnitude of 50 units upon addition one pitch video and one profile video by said user. Also, the value of said count is incremented by a magnitude of 20 units upon addition of six profile videos by said user.

In the method, the value of said count is incremented by a magnitude of 15 points upon linking of at least one of said user's accounts associated with other social networking sites to said user's account by said user.

In the method, the value of said count is incremented by a magnitude of 5 points if said user participates in a survey conducted by another user and the value of said count is incremented by a magnitude of 25 units if said user volunteers for an NGO service.

In the method, decrementing the value of said count based on the number of dislikes received by videos posted by said user further comprises decrementing the value of said count by a magnitude of 5 units for every dislike received.

In the method, decrementing the value of said count based on the negative ratings conferred to said user by other users further comprises decrementing the value of said count by a magnitude of 10 units for each unit conferred by said other users.

In the method, the value of said count is decremented by a magnitude of 25 points for every flag received by said user's account.

In the method, the value of said count is incremented by a magnitude of 15 units if said user recommends another user for a particular job. In the method, incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 5% of the value of said count after completion of the first job, followed by incrementing the value of said count by a magnitude of 10% of the value of said count after completion of first ten jobs, incrementing the value of said count by a magnitude of 15% of the value of said count after completion of first 50 jobs, followed by incrementing the value of said count by a magnitude of 20% of the value of said count after completion of first 100 jobs, followed by incrementing the value of said count by a magnitude of 25% of the value of said count after completion of first 200 jobs, followed by incrementing the value of said count by a

magnitude of 30% of the value of said count after completion of first 500 jobs and incrementing the value of said count by a magnitude of 35% of the value of said count after completion of first 1000 jobs.

In the method, the aforementioned incrementing, decrementing and evaluating said user's rating count for quantifying and classifying said user's reputation is achieved by one or more software modules running the aforesaid instructions of said incrementing, said decrementing and said evaluating the user's count, in the memory of one or more processors of the central server, over a network, built for said social computing based environment.

In a preferred embodiment of the invention, the invention maybe implemented with a social networking site or service or application that is focused on providing a social computing platform for providing, promoting and acquiring jobs. Here, a user can as a potential employee as well as a potential employer using said account. A user can connect to, communicate and interact with other users in a social computing based environment provided by a service. Said service is a software application and/or service that comprises both online as well as offline aspects. Said user's account may also be linked and synchronized with other social computing based services.

Here, at least one video is be created by a potential employee for conveying said potential employee's information comprising academic information, professional information, social information, personal information and achievements. A user can create a single video or a plurality of videos to provide/convey the aforementioned details in his account, and these videos may be referred to as "profile videos".

The communication and interaction here may involve sharing said at least one video over a network so that they can be viewed by other users in said social computing based environment wherein said other users comprises a potential employer. A potential employer can view these videos and get a full idea of the user's academic information, professional information, social information, personal information and achievements. If the potential employer is convinced that the user satisfies his criteria and need for an employee, the potential employer can send an employment offer to said potential employee. Once the potential employee accepts the employment offer has been acquired, a confirmation of completion of a job associated with said employment offer is acquired from both said potential employee and said potential employer.

After a confirmation of job from both potential employer as well as potential employee is acquired, a rating of satisfaction is acquired from said potential employer about said potential employee's performance associated with said job.

A rating of satisfaction is also acquired from said potential employee about said potential employee's experience in working with said potential employer. Ratings can be presented using various rating scales such as those classified as- data measured at the ordinal level wherein numbers indicate the relative position of items, but not the magnitude of difference, for example- Likert scale; data are measured at the interval level wherein numbers indicate the magnitude of difference between items but there is no absolute zero point, for example, attitude scales and opinion scales; and data measured at the ratio level wherein numbers indicate magnitude of difference and there is a fixed zero point and ratios can be calculated. The potential employees who move up the ranks into the top levels may be referred to as "rising" and a list of rising potential employees may be provided to a potential employer on demand.

The method also involves creation and/or uploading and sharing of at least one video over said social computing based environment by said potential employee for demonstration of said potential employee's testimonials from employers who had availed said potential employee's services in the past, using said user account. These testimonials help a potential employer to evaluate a potential employee based on the experiences of the employee's past employers. These videos are made available for viewing on a user account. Said potential employee creates and/or uploads and shares at least one video over said social computing based environment to convey said potential employee's unique qualitative assets for employability, using said user account. These videos may be referred to as "pitches" and these pitches are videos made visible on a user's account for others in the social computing based environment to see.

Pitches possess the potential of getting a potential employee hired without the need for a potential employee to go through any further information about the potential employee and hence, pitches save up a lot of time in the job recruitment process.

Said potential employer creates and/or uploads and shares at least one video over said social computing based environment to convey said potential employer's requirement for potential employees required for an associated job, using said user account. These videos may be referred to as "calls" and are essentially short video clips made available on a potential employer's

account to be viewed by others in the social computing based environment to see. Calls serve the purpose of inviting interested potential employees to take up an employment offer.

Said service facilitates interaction and communication between all users integrated into said social computing based environment. It is not mandatory for said plurality of users to have accounts with said service. However, said plurality of users who do not have accounts associated with said service will have limited/restricted scope of actions and interaction in said social computing based environment. Said user uses said at least one set of contacts to interact and communicate with a plurality of other users integrated into said social computing based environment and the interaction and communication is video-based. Said interaction involves actions such as (but not limited to) liking a video, disliking a video, flagging a video, providing testimonials, receiving testimonials, rating other users and elements associated with them, and receiving ratings from other users for the same, sharing/re-posting a video and commenting on a video.

"Liking" is achieved by using the GUI (Graphical User Interface) provided by said service that enables a user to express that he likes the video. "Disliking" is achieved by using the GUI (Graphical User Interface) provided by said service that enables a user to express that he dislikes the video." Flagging" is achieved by using the GUI (Graphical User Interface) provided by said service to enable a user to mark a particular video as inappropriate in said social computing based environment. Testimonials are declarations about a user from another user that maybe provided using videos or any other media. "Rating" is achieved by using the GUI (Graphical User Interface) provided by said service that enables a user to represent his evaluation pertaining to the quality of service provided by another user and said user's experience working with said another user. "Sharing" is achieved using a GUI provided by said service and enables a user to share a particular post with other users that signifies the fact that said user wants to inform others about the content conveyed by said video.

The service allows users to follow other users and be followed by other users in said social based computing community. Other users who follow a particular user maybe termed as "followers" and the other uses that a user follows maybe termed as "followings". A follower receives notifications and information about news and updates associated with the activities of his followings. A user can "follow" others using the GUI (Graphical User Interface) provided by said service.

Said at least one video for conveying said user's information, testimonials, calls and pitches is made available for viewing to a plurality of other users integrated into said social computing based environment using said user's account.

The service categorizes employment offers as "jobs", "gigs" and "chores", etc. A potential employer is required to mention whether an employment offer is a job, gig or chore when he creates and uploads a call on his account. Similarly, a potential employee may mention in his pitches whether he is available for a job, gig or chore. Jobs, gigs and chores are categorized according to the nature and time period an employment offer requires a potential employee to work for a potential employer. Jobs are permanent or long time employment offers that require a potential employee to provide his services on a monthly or annual basis. For example, jobs like the post of a manager in a car-wash. Gigs are temporary one-time employment offers that are completed once the work associated with said employment offer is accomplished. For example, the work of training a dog and teaching it basic obedience like sit, come, go, fetch, etc. and may take a week or two to accomplish. Chores are short one-time employment offers that require a potential employee to do something very basic for a potential employer and maybe accomplished within a few hours or less. For example, mowing a lawn or walking a dog.

CLAIMS

What is claimed is:

1. A method of implementing a quantification of the qualitative and quantitative aspects of a user in a social computing based environment, wherein said social computing based environment is a social networking website and/or service and/or application for acquiring and providing employment using videos in electronic devices, by providing following means, through said social computing based environment to: create a user account by said user, wherein said user uses said user account to act as a potential employee and/or a potential employer by creating at least one video, by said user, for hiring other users or getting hired by said other users or promoting/recommending said other users for a job, and in addition, make counter offers to said potential employee, upload and share said at least one video, by said user, over said social computing based environment, conduct surveys and to participate in surveys conducted by said other users, receive flags from said other users who flag said user's account and flag accounts of said other users, volunteer for Non-Government organizations associated services, link at least one of said user's accounts in other social networking sites and/or services and/or applications to said user account, receive ratings and testimonials from said other users in said social computing based environment about their experience in working with said user, pay said potential employee after completion of job, wherein said user was the potential employer and said other users may be the potential employee, get paid after completion of a job, wherein said user was the employer, follow said other users and said user, the method comprising:

computing with the processor of a central server, a plurality of instructions in the memory of said central server for:

maintaining a rating count associated with said user's account;

incrementing the value of said count based on the number of likes received by said at least one video posted by said user;

decrementing the value of said count based on the number of dislikes received by said at least one video posted by said user;

incrementing the value of said count based on the number of comments received by said at least one video posted by said user;

incrementing the value of said count based on the number of said other users who follow said user or posts associated with said user;

incrementing the value of said count based on the number of testimonials from said other users received by said user;

incrementing the value of said count based on positive ratings conferred to said user by said other users wherein said positive rating is measured on a scale from 0 units to 10 units;

decrementing the value of said count based on negative ratings conferred to said user by said other users wherein said negative rating is measured on a scale from 0 units to 10 units;

incrementing the value of said count based on the number of shares of said at least one video posted by said user or at least one video associated with said user, wherein said shares are done by said other users;

incrementing the value of said count upon completion of creation said user's account;

incrementing the value of said count based on the number of times said user is hired by others for some work;

incrementing the value of said count based on the number of times said user hires others for some work;

incrementing the value of said count if another potential employee referred by said user for a job is hired for said job ;

incrementing the value of said count after completion of jobs wherein said user was either the employee or the employer;

evaluating said user's rating count and based on the value of said user's rating count, classifying said user into a level of expertise of a ranking hierarchy comprising a first level, a second level, a third level and a fourth level.

2. The method according to claim 1, wherein incrementing the value of said count based on the number of shares of posts of said at least one video made by said user or posts of at least one video associated with said user further comprises incrementing the value of said count by a magnitude of 5 units for every share of a video posted by said user or a video associated with said user.

3. The method according to claim 1, wherein incrementing the value of said count based on the number of times said user is hired by others for some work further comprises incrementing the value of said count by a magnitude of 25 units for every instance said user is hired by said other users, and further incrementing the value of said count by a magnitude of 25 units if said user is hired by an employer who had previously hired said user.
4. The method according to claim 1, wherein incrementing the value of said count based on the number of testimonials from said other users received by said user further comprises incrementing the value of said count by a magnitude of 20 units per testimonial.
5. The method according to claim 1, wherein incrementing the value of said count based on the number of likes received by said at least one video posted by said user further comprises incrementing the value of said count by a magnitude of 5 units for every like received.
6. The method according to claim 1, wherein incrementing the value of said count based on the number of comments received by said at least one video posted by said user further comprises incrementing the value of said count by a magnitude of 5 units for every comment.
7. The method according to claim 1, wherein incrementing the value of said count based on the positive ratings conferred to said user by said other users further comprises incrementing the value of said count by a magnitude of 10 units for each unit conferred by said other users.
8. The method according to claim 1, wherein incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 100 units after completion of each job.
9. The method according to claim 1, wherein incrementing the value of said count based on the number of said other users who follow said user further comprises incrementing the value of said count by a magnitude of 5 units for every following.
10. The method according to claim 1, wherein incrementing the value of said count if another potential employee recommended by said user for a job is hired for said job further comprises incrementing the value of said count by a magnitude of 25 units.

11. The method according to claim 1, wherein incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 10 units if said user receives a bonus pay in addition to a regular pay after completion of each job.

12. The method according to claim 1, wherein evaluating said user's rating count and classifying said user into a level of expertise based on the value of said user's rating count further comprises classifying said user into said first level when the value of said count ranges from 0 to 100.

13. The method according to claim 1, wherein evaluating said user's rating count and classifying said user into a level of expertise based on the value of said user's rating count further comprises classifying said user into said second level when the value of said count ranges from 101 to 500.

14. The method according to claim 1, wherein evaluating said user's rating count and classifying said user into a level of expertise based on the value of said user's rating count further comprises classifying said user into said third level when the value of said count ranges from 501-10000.

15. The method according to claim 1, wherein evaluating said user's rating count and classifying said user into a level of expertise based on the value of said user's rating count further comprises classifying said user into said fourth level when the value of said count is 10001 and above.

16. The method according to claim 1, wherein the value of said count is incremented by a magnitude of 25 units every time said user is offered a counter offer.

17. The method according to claim 1 and 12 or 13 or 14 or 15, wherein classifying said user into a level of expertise further comprises ranking said user by assigning a numerical value to said user that corresponds to the rank of said user in said level of expertise.

18. The method according to claim 1, wherein incrementing the value of said count upon completion of creation said user's account further comprises incrementing the value of count by a magnitude of 50 units upon addition of one pitch video and one profile video by said user.

19. The method according to claim 18, wherein the value of said count is incremented by a magnitude of 20 units upon addition of six profile videos by said user.

20. The method according to claim 1, wherein the value of said count is incremented by a magnitude of 15 points upon linking of at least one of said user's accounts associated with other social networking sites to said user's account by said user.
21. The method according to claim 1, wherein the value of said count is incremented by a magnitude of 5 points if said user participates in a survey conducted by another user.
22. The method according to claim 1, wherein the value of said count is incremented by a magnitude of 25 units if said user volunteers for an NGO service.
23. The method according to claim 1, wherein decrementing the value of said count based on the number of dislikes received by videos posted by said user further comprises decrementing the value of said count by a magnitude of 5 units for every dislike received.
24. The method according to claim 1, wherein decrementing the value of said count based on the negative ratings conferred to said user by said other users further comprises decrementing the value of said count by a magnitude of 10 units for each unit conferred by said other users.
25. The method according to claim 1, wherein the value of said count is decremented by a magnitude of 25 points for every flag received by said user's account.
26. The method according to claim 1, wherein the value of said count is incremented by a magnitude of 15 units if said user recommends another user for a particular job.
27. The method according to claim 1, wherein incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 5% of the value of said count after completion of the first job.
28. The method according to claim 27, wherein incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 10% of the value of said count after completion of first ten jobs.
29. The method according to claim 28, wherein incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 15% of the value of said count after completion of first 50 jobs.
30. The method according to claim 29, wherein incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 20% of the value of said count after completion of first 100 jobs.

31. The method according to claim 30, wherein incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 25% of the value of said count after completion of first 200 jobs.
32. The method according to claim 31, wherein incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 30% of the value of said count after completion of first 500 jobs.
33. The method according to claim 32, wherein incrementing the value of said count after completion of jobs further comprises incrementing the value of said count by a magnitude of 35% of the value of said count after completion of first 1000 jobs.

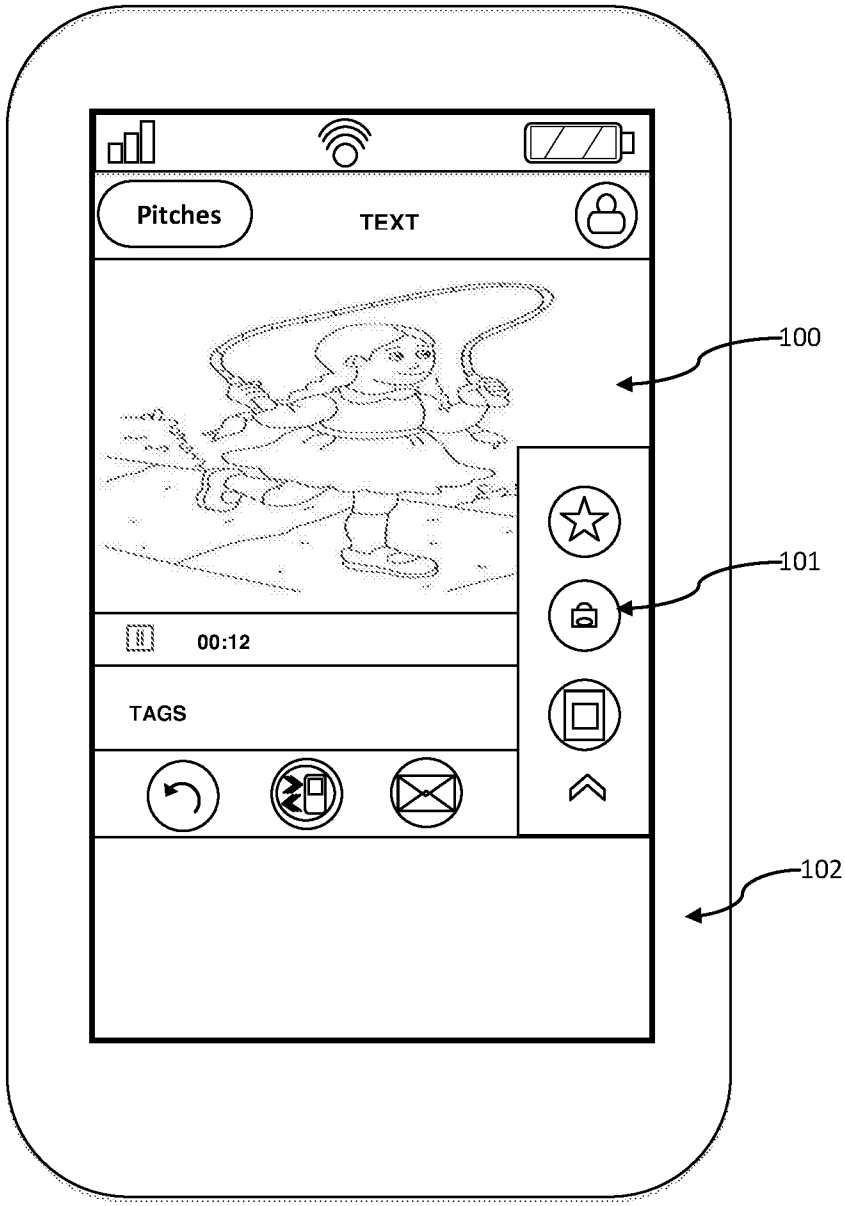


FIG 1

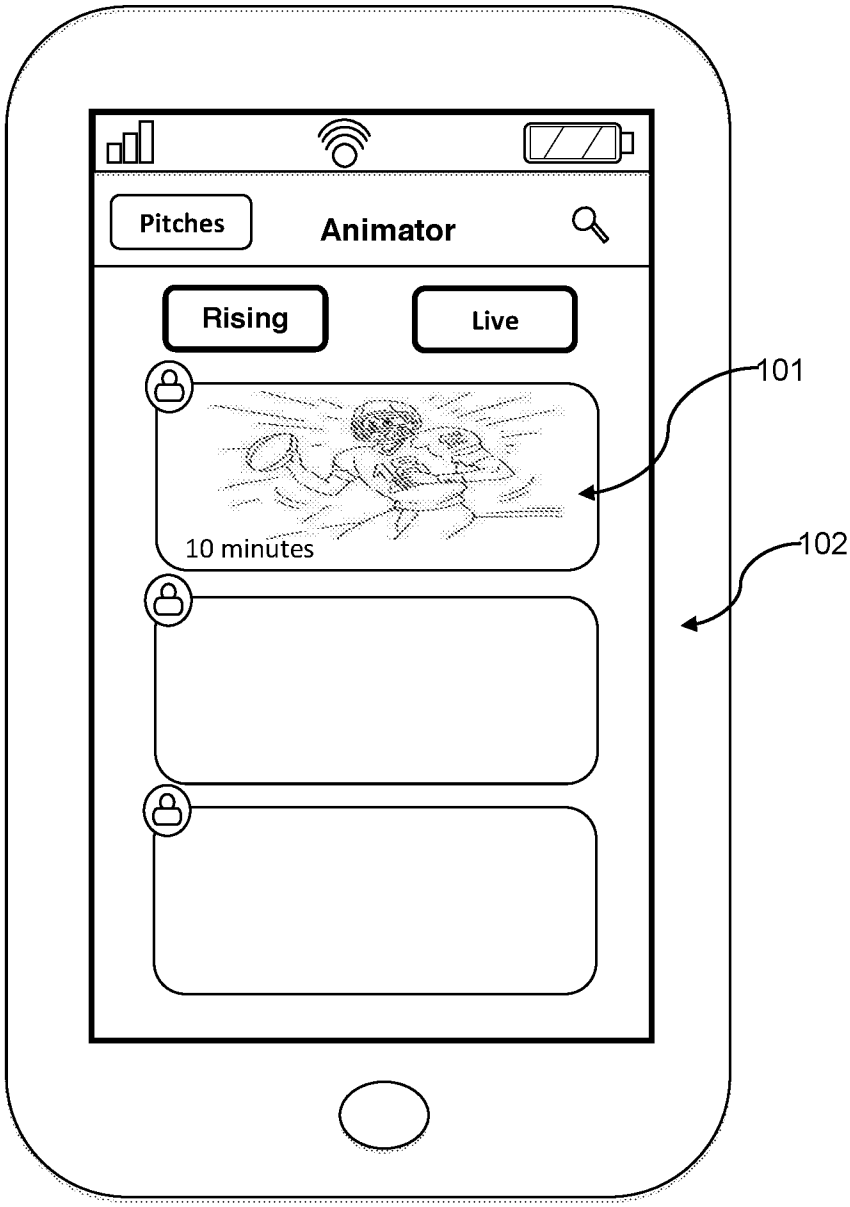


FIG 02

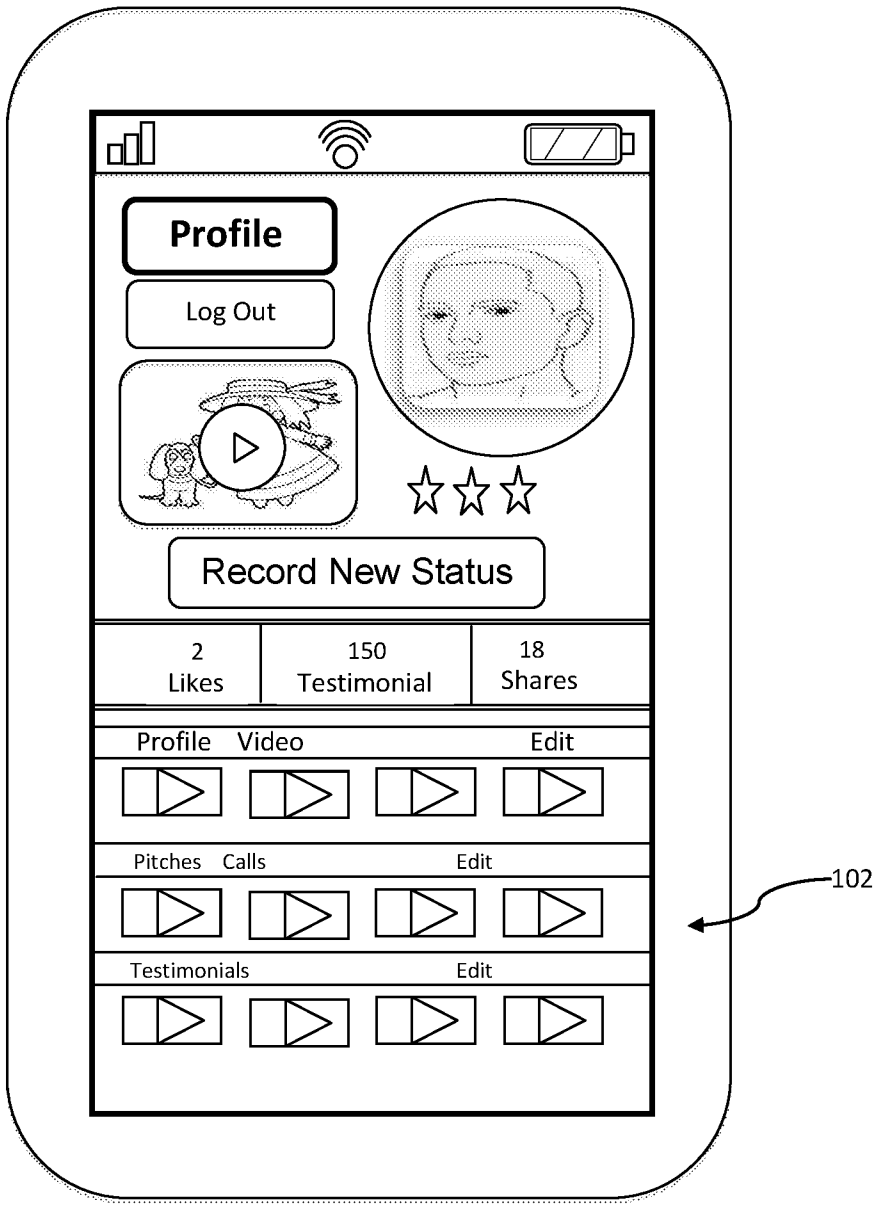

Profile
Log Out
Record New Status
2
Likes
150
Testimonial
18
Shares
Profile
Video
Edit
Pitches
Calls
Edit
Testimonials
Edit
102

FIG 03

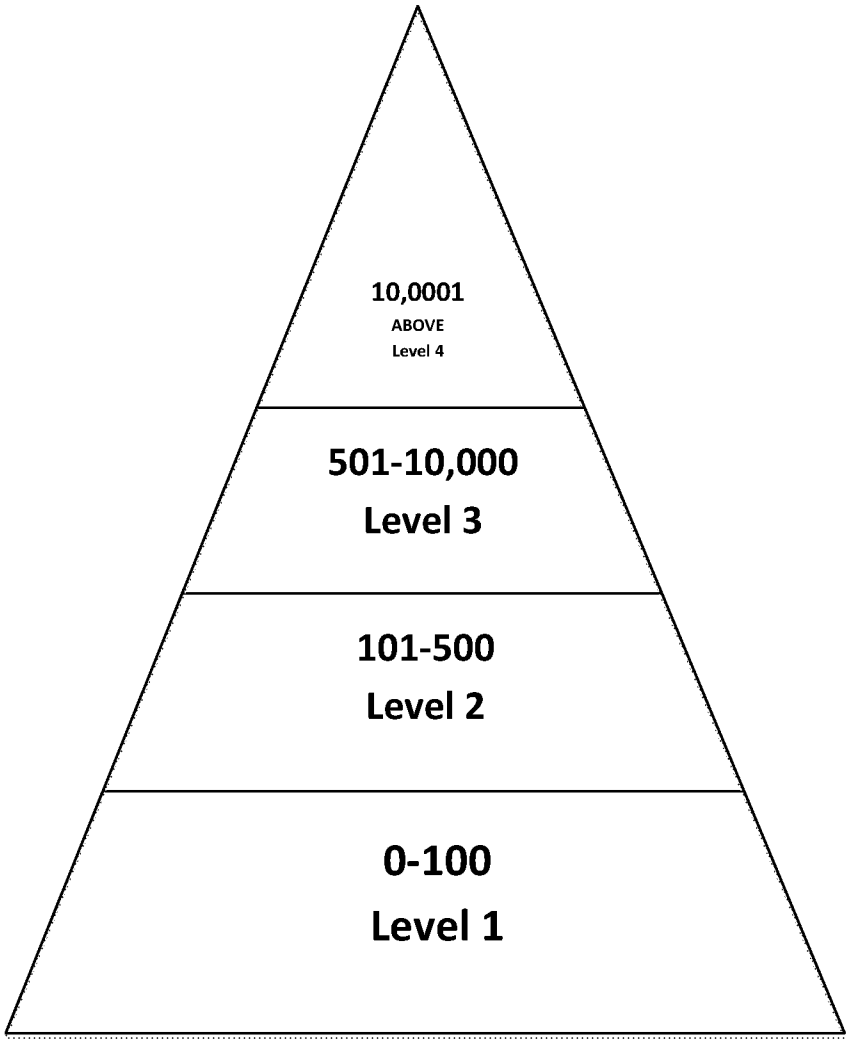

10,0001
ABOVE
Level 4
501-10,000
Level 3
101-500
Level 2
0-100
Level 1

FIG 04

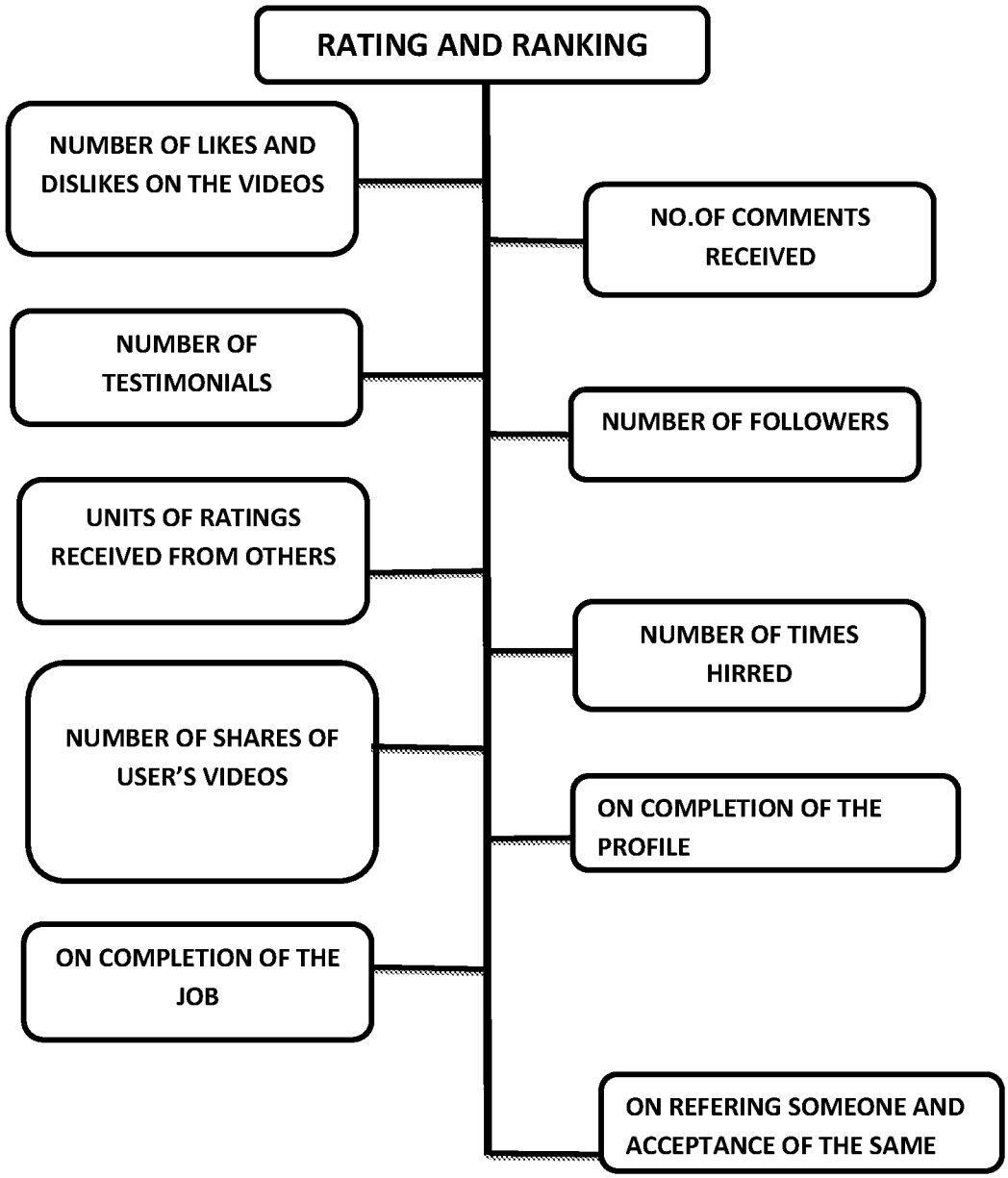

RATING AND RANKING
NUMBER OF LIKES AND DISLIKES ON THE VIDEOS
NO.OF COMMENTS RECEIVED
NUMBER OF TESTIMONIALS
NUMBER OF FOLLOWERS
UNITS OF RATINGS RECEIVED FROM OTHERS
NUMBER OF TIMES HIRRED
NUMBER OF SHARES OF USER'S VIDEOS
ON COMPLETION OF THE PROFILE
ON COMPLETION OF THE JOB
ON REFERING SOMEONE AND ACCEPTANCE OF THE SAME

FIG 5