



SOCIAL NETWORKING SERVICES

KEYWORDS

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ABSTRACT Recently online social networking sites have exploded in popularity. Numerous sites are dedicated to finding and maintaining contacts and to locating and sharing different types of content. Online social networks represent a new kind of information network that differs significantly from existing network like the web. The properties of the web graph have been studied extensively and have lead to useful algorithms such as Page Rank .In contrast few links exists between content in online social networks and instead, the links exist between content and users, and between users themselves. However, little is known in the research community about the properties of online social network graphs at scale, the factors that shape their structure, or the ways they can be leveraged in information systems.

INDRODUCTION:

Social network sites (SNSes) like MySpace, Face book, and Bebo are ubiquitous and Today's youth are spending a great deal of time using these sites to access public life. How is public life shaped by social technology? How the properties of are mediated_Publics like social network sites different from unmediated publics? This article seeks to_Explore the social dynamics of mediated public life in order to help educators understand_Their role in socializing today's youth._Today's teenagers are being socialized into a society complicated by shifts in the publicand private. New social technologies have altered the underlying architecture of social_interaction and information distribution. They are embracing this change, albeit often with the clumsy candour of an elephant in a china shop. Meanwhile, most adults are panicking.

MEANING OF SOCIAL NETWORKING SERVICES:

- Social networking service allows users to create their own profiles.
- You meet people and get to know them by sharing information about each other.
- These social sites allow individual the opportunity to create relationships with people that may not normally have, you can be connected to other users by way of your interests.
- Pictures can be uploaded on to the profile page.
- Users are able to "chat" with other users or friends.
- Video chatting is available at some sites.
- Users can share interests, political views, hobbies, religion, etc...
- Users are allowed to play games in online.
- Users can link different websites of interest to their profile page.
- The internet and related technology have taken networking to the next level, expanding each individual's reach and exposure through online marketing.
- Each group member can interact 24/7 from any location world wide.
- Members of online networking groups or not limited by time.
- Online networking techniques are very different from in-person networking.

HISTORY:

Social networking is a way to build online communities of people who share interests on who are interested in exploring the interests and activities of others. Efforts to support social networks via computer-mediated communication were made in many early online services, including Usenet, ARPANET, LISTSERV, and bulletin board services (BBS). Many prototypical features of social networking sites were also present in online services such as America Online, Prodigy, and CompuServe. Early social networking on the World Wide Web began in the form of generalized online communities such as Theglobe.com (1995), Geocities (1994) and Tripod.com (1995). Many of these early communities focused on bringing people together to interact with each other through chat rooms, and encouraged users to share personal information and ideas via personal WebPages by providing easy-to-use publishing tools and free or inexpensive webspace. Some communities - such as Classmates.com - took a different approach by simply having people link to each other via email addresses. In the late 1990s, user profiles became a central feature of social networking sites, allowing users to compile lists of "friends" and search for other users with similar interests. New social networking methods were developed by the end of the 1990s and many sites began to develop more advanced features for users to find and manage friends. This newer generation of social networking sites began to flourish with the emergence of SixDegrees.com in 1997, followed by Makeoutclub in 2000, Friendster in 2002, and soon became part of the Internet mainstream. Friendster was followed by MySpace and LinkedIn a year later, and, finally, Bebo. Attesting to the rapid increase in social networking sites' popularity, by 2005, it was reported that MySpace was getting more page views than Google. Facebook launched in 2004, has since become the largest social networking site in the world.

SOCIAL IMPACT:

Web-based social networking services make it possible to connect people who share interests and activities across political, economic, and geographic borders. Through e-mail and instant messaging, online communities are created where a gift economy and reciprocal altruism are encouraged through cooperation.

Facebook and other social networking tools is increasingly the object of scholarly research. Scholars in many fields have begun to investigate the impact of social-networking sites, investigating how such sites may play into issues of identity, privacy, social capital, youth culture, and education.

Several websites are beginning to tap into the power of the social networking model for philanthropy. Such models provide a means for connecting otherwise fragmented industries and small organizations without the resources to reach a broader audience with interested users. Social networks are providing a different way for individuals to communicate digitally. These communities of hypertexts allow for the sharing of information and ideas, an old concept placed in a digital environment.

In 2011, HCL Technologies conducted research that showed that 50% of British employers had banned the use of social networking sites/services during office hours.

Social media websites preferred by respondents (Multiple Response)

Social media websites preferred by respondents	NO.	Percentage
Facebook	250	100
Google+	250	100
You tube	240	96
Twitter	230	92
Instagram	135	54
Blog	125	50
Pininterest	76	30.4
Orkut	66	26.4
LinkedIn	52	20.8
Tumblr	41	16.4
Meetup	32	12.8
LinkedIn Plus	27	10.8

The above table no inferred that 100 per cent of the respondents prefer facebook and google+, 96 per cent of them prefer youtube, 92 per cent of them prefer twitter, 54 per cent of them prefer instagram, 50 per cent of them prefer blog, 30.4 per cent of them prefer pininterest, 26.4 per cent of them prefer Orkut, 20.8 per cent of them prefer LinkedIn, 16.4 per cent of them prefer Tumblr, 12.8 per cent of them prefer Meetup and 10.8 per cent of them prefer LinkedIn plus.

FACEBOOK:

Facebook is a social networking service and website launched in February 2004, operated and privately owned by Facebook, Inc. Facebook was founded by Mark Zuckerberg with his college roommates and fellow students Eduardo Saverin, Dustin Moskovitz and Chris Hughes. As of January 2012, Facebook has more than 800 million active users. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People from Work" or "Close Friends". A January 2009 Compete.com study ranked Facebook as the most used social network-

ing service by worldwide monthly active users. You can do video chat with your friends. Facebook has privacy settings where you can give security settings to photos, posts, and others.

TWITTER:

Twitter is an online social networking service and microblogging service that enables its users to send and read text-based posts of up to 140 characters, known as "tweets". It was created in March 2006 by Jack Dorsey and launched that July. The service rapidly gained worldwide popularity, with over 300 million users as of 2011, generating over 300 million tweets and handling over 1.6 billion search queries per day. It has been described as "the SMS of the Internet." Twitter Inc. is based in San Francisco, with additional servers and offices in New York City.

The company experienced rapid growth. It had 400,000 tweets posted per quarter in 2007. This grew to 100 million tweets posted per quarter in 2008. In February 2010, Twitter users were sending 50 million tweets per day. By March 2010, the company recorded over 70,000 registered applications. As of June 2010, about 65 million tweets were posted each day, equaling about 750 tweets sent each second, according to Twitter. As of March 2011, that was about 140 million tweets posted daily. As noted on Compete.com, Twitter moved up to the third-highest-ranking social networking site in January 2009 from its previous rank of twenty-second.

GOOGLE:

The service was launched on June 28, 2011, in an invitation-only "field testing" phase. The following day, existing users were allowed to invite friends who were over 18 years of age to the service to create their own accounts. This was suspended the next day due to an "insane demand" for accounts. On July 14, 2011, Google announced that Google+ had reached 10 million users just two weeks after the launch of a "limited" trial phase. After four weeks in operation, it had reached 25 million unique visitors. On August 6, each Google+ member had 150 invitations to give out, but on September 20, 2011, Google+ was opened to everyone 18 years of age or older without the need for an invitation. After Google+ went public, users registered to Google+. The Google+ iPhone app became the most popular free application in the Apple app store.

The features of Google+ are circles, hangouts, messenger, instant upload, sparks, stream, what's hot, Google+ pages, search in Google+, Google + creative kit, Google+ badges, etc... "Circles" enables users to organize contacts into groups for sharing across various Google products and services. Although other users can view a list of people in a user's collection of circles, they cannot view the names of those circles. The privacy settings allow users to hide the users in their circles as well as who have them in their circle. The Different "Circle" options are Friends, Family, Acquaintances, and Following. Hangouts are places used to facilitate group video chat (with a maximum of 10 people participating in a single Hangout at any point in time). Messenger (formerly: Huddle) is a feature available to Android, iPhone, and SMS devices for communicating through instant messaging within circles. Sparks is a front-end to Google Search, enabling users to identify topics they might be interested in sharing with others. Google+ has a "+1 button" to allow people to recommend sites and parts of sites, similar in use to Facebook's Like button. Search in Google+ allows users to search for content

within Google+. Users type what they're looking for into the Google+ search box, and Google will return relevant people and posts, as well as popular content from around the web.

CONCLUSION:

Social networking website is a revolutionary idea with a very bright future with further scope for advancements. The opportunities provided from this medium are immense and many organizations are making use of this medium to better their practices. Organizations are no longer at the mercy of the media to advertise or convey their message. With the help of social networking they can advertise or communicate in a more efficient way.

Online communities and Blogs are becoming very popular and moreover since the advancement of embedded systems people can use them "on the go" with the help of handheld devices like cell phones or palmtops. They can get information which is more interactive in nature with the help of embed photo and video. Iphone is an example of a handheld device through which people can share infor-

mation. People can also take part in the social network by using many tools available to them. Users can tag particular pages of interest in an interactive manner or can just bookmark them for further interaction. The kind of interaction a user wants from these social networks depends on the type of information the user is interested in. Wikis can be used for academic purpose; it can greatly enhance the way people learn. People can watch videos to understand a topic better or look at photos which might help them to visualize a concept, after all "a picture speaks a thousand words".

The world is getting closer everyday and everyone wants to be connected. Static Blogs and websites are losing popularity. World is moving more towards "information streams". The information comes to users rather than users have to make effort to get the information. The social networks can be extended to other media, for example Television now integrates Twitter feeds. In terms of personal relationships too the social networking is connecting people.