

Survive of Social Networking System

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ABSTRACT

Social Networking website is a very bright future with further scope for advancements. With the help of social networking they can advertise or communicate in a more efficient way. Similarly people don't have to rely on newspapers or TV to get their daily dose of news it can all be obtained from a social networking site.

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INTRODUCTION

Social Networking has become very popular during the past few years but it can still be very difficult do understand for someone new to social networking. Social networking is the grouping of individuals into specific groups, like small rural, communities or a neighborhood subdivision, if you will. Although social networking is possible in person, especially in the workplace universities and the high schools, it is most popular online. [1]

This is because unlike most high schools, colleges, or workplaces, the internet is filled with millions of individual who are looking to meet other people to gather and share first hand information and experiences about cooking, golfing, gardening, developing friendships professional alliances , finding employment, business-to-business marketing about baking cookies to the thrive movement.

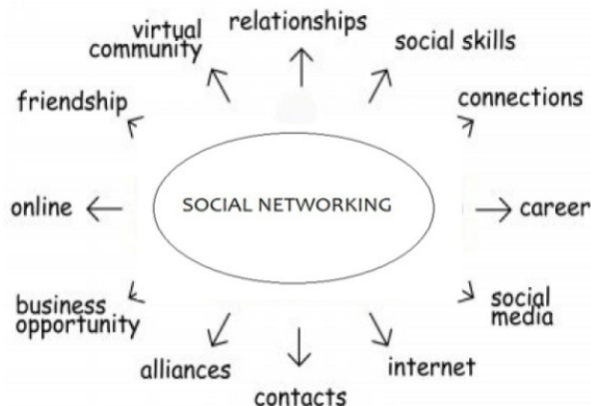


Figure 1: Social Networking

The popularity of social networking sites on the internet not only provides opportunities for friends to meet again online or contact their former classmates and officemates

but a new opportunity in the search field engine optimization strategy.

Pros & Cons of Social network

Because of the way the internet has changed the way we communicate and interact with one another on so many levels; it's become necessary to explore the pros and cons of social media and its effect of our society.

The Pros

1. Increased Criminal prosecution because of social media

The NYC police department began using Twitter back in 2011 to track criminals foolish enough to brag about their crimes online. When the Vancouver caulks lost the Stanley cup in 2011 their Vancouver fans took to the streets and rioted, but local authorities used social media to track and tag people involved, and they caught people who were stealing during the riot.

2. Social networking created new social connections

Statics shows that 70% of adults have used social media sites to connect with relatives in other states and 57% of teens have reported making new friendships on social media sites.

3. Students are doing better in school

This is an interesting statistic about the pros and cons of social media and its effect on students doing well in school. Students with internet access at a rate of 50% have reported using social networking sites to discuss school work, and another 59% talk about instructive topics.

4. Better quality of life

If you want to talk about the pros and cons of social media, take a close look at all the support groups on Face book. Members of these groups discuss their health conditions, share important information, and resources relevant to their conditions while creating strong support networks.

5. Social media as a source of employment

Job sourcing has gone modern thanks to social media. Sites such as LinkedIn are a major resource that 89% of job recruiters take advantage of when looking to hire potential employees [2].

Now let's take a look at the Cons of social media

1. Social media and the news

Much of the news information that people read about comes from social media websites, and that figure estimate is around 27.8 %. This figure ranks just under print newspapers at 28.8%, greater than radio's figure of 18.8% and far outpaces the figure for other print publications at just 6%.

2. Too much misinformation

With the advent of the web, people started to create their own websites and blogs. While many of those blogs were just basic diaries, a few of them were about topics like health and politics while others were how to blogs.

Many blogs have turned into rumor mills, spreading misinformation that people tend to believe just because it's on the web. Rumors about hurricane Sandy and gunfights in other countries like Mexico have been picked up by reliable news services, and this misinformation has been shared without the proper vetting of the sources providing the information.

3. Pupils spending too much time on social media sites have lower academic grades

Here is another argument about the pros and cons of social media as it pertains to students. Statistics show that pupils using social media too often tend to have GPA's of 3.06 compared to GPA's of 3.82 for pupils who don't use social media. An even scarier fact is that students who use social media tend to score 20 % lower on their test scores than their counterparts.

4. Social media sites to blame for lost productivity

Social media platforms like Face book and Twitter are a direct cause for lost productivity at the workplace. In a survey 36 % of people said that social networking was the biggest waste of time in comparison to activities like fantasy football, shopping, and watching television.

5. Social media is the cause for less face to face communication

One last discussion about the pros and cons of social media is a lack of one on one communication. In a 2012 study families who reported spending less time with one another rose from a level of 8% in 2000 to 32% in 2011. The study also reported that 32 % of the people in the survey either were texting or were on social media sites instead of communicating with each other during family gatherings.

Some most Popular Sites

The most popular social networking sites sure have changed over the years and you can expect them to continue to change as times goes on. Old social media trends will die, and new ones will appear. Before Face book and Twitter dominates the web, we were a lot more familiar with site like MySpace and live journal. Here is a short roundup of a few of the trendiest social networks people are using both on the web & on mobile right now.

1. Face book

Most of us already know that face book is the top social network on the web. It's a thriving beast of a social networking site on the web over a billions users. Face book is a popular destination for user to setup their own personal web pages, connect with friends, share pictures, share movies, talk about what you're doing, etc.

2. Twitter

Another fantastic service that allows user to post 140 character long posts from their phones and on the internet. A fantastic way to get the pulse of what's going on around the world.

3. Google +

The latest social networking service from Google. Google + became the fastest growing social network the web has ever seen.

4. You tube

A great network of users posting video blogs or logs and other fun and interesting videos. You tube is the second largest search engine.

5. LinkedIn

One of the best if not the best locations to connect with current and past co-workers and potentially future employees. Anyone who needs to make professional connections should be on LinkedIn known as the social network for your carrier.

6. Instagram

Instagram has grown to be one of the most popular social networks for photo sharing that the mobile web has ever seen. It's the ultimate social network for sharing real-time photos and short videos while on the go.

7. Pinterest

An upcoming and popular picture and sharing service that allows anyone to easily share pictures, create collections, and more.

8. Tumblr

Tumblr is an extremely popular social blogging platform heavily used by teens and younger users. Like Pinterest, it's popular for sharing visual content. You can customize your blog theme, post all different types of content formats, follow other users and be followed back.

9. Vine

Vine is mobile video-sharing app owned by Twitter. One of the most convenient things about Vine is that its videos can be directly embedded inline on Twitter when shared through a tweet -- or even embedded on a website.

10. Snap chat

Snap chat is a social network based on instant messaging, and it's totally mobile-based.[4]

History of Social Networking:

The Early Years

Social networking began in 1978 with the Bulletin Board System (or BBS.) The BBS was hosted on personal computers, requiring that users dial in through the modem of the host computer, exchanging information over phone lines with other users. This was the first system that allowed users to sign in and interact with each other, although it was quite slow since only one user could be logged in at a time.

Later in the year, the very first copies of web browsers were distributed using the bulletin board Usenet. Usenet was created by Jim Ellis and Tom Truscott, and it allowed users to post news articles or posts, which were referred to as "news". The difference between Usenet and other BBS and forums was that it didn't have a dedicated administrator or central server. There are modern forums that use the same idea as Usenet today, including Yahoo! Groups and Google Groups

The first version of instant messaging came about in 1988 with Internet Relay Chat (IRC). IRC was Unix-based, limiting access to most people. It was used for link and file sharing, and generally keeping in touch with one another [5].

The Birth of Social Networking As We Know It

Geocities was among the first social networking sites on the internet, launching its website in 1994. Its intent was to allow users to create their own websites, dividing them into "cities" based on the website's content. In 1995, TheGlobe.com was launched, offering users the ability to interact with people who held the same interests and publish their own content.

Two years later, in 1997, AOL Instant Messenger and SixDegrees.com were launched. This was the year instant messaging became popular and it was the first time internet users were able to create a profile and friend each other.

The New Millennium Brings the World Closer

Friendster was the pioneer of social networking. In its first three months, the social networking website acquired 3 million users, amounting to 1 in 126 internet users being members at the time. Friendster served as

the launching point for the widely popular MySpace, who cloned Friendster and launched after just 10 days of coding.

In the following years, other social networking websites like Classmates.com, LinkedIn and Tribe.net started to pop up, including what was to be the most popular social networking website in internet history.

Facebook.com was launched in 2004 with the intent to connect U.S. college students, starting with Harvard College. In its first month, over half of the 19,500 students signed up. After gaining popularity, Face book opened its registration to non-college students, and in 2008, Face book surpassed MySpace as the leading social networking website.

Social networking has come a long way since 1978, and we will all witness its evolution for years to come, forever changing the way people connect with one another.[6]

How Social network have changed our world:

During the ten years, social networks have evolved from simple communication hubs to veritable agents of change; galvanizing thousands of people over political discourse, creating and changing industries and all in all transforming people's lives.

Just couple of years back, many people dismissed Face book as a place for kids to share their rants/pictures. Today, more than 600 million users worldwide are active on this website. Approximately 200 million people are active on twitter, another 100 million use linked In. The impact of social network goes far and deep. Here are a few areas in which social networks have had lasting and arguably permanent effects.[7]

The 5 Impacts

News: Social media has become an important source of news. While the credibility of some sources can clearly be contested, news channels tweet or give updates on significant happenings all over the world. Their availability on social networks makes news more accessible. Additionally, news quickly gets passed around the networks in ways never experienced before.

Interaction: Social media has furthered interaction by such a massive scale that is hard not to notice it. It allows people to keep in touch in a more regularly, and sometimes, more intimately, than was ever before because of time and space constraints. People cities or continents apart can keep in touch so effortlessly, creating an opportunity to experience different cultures.

Political Landscapes: Social media has enabled greater political awareness and organization, which has in some cases rewritten entire political landscapes. It has particularly played a large part in the Iran elections, and Obama's reelection for a second term as US President, and inspired the political unrests in Egypt.

Learning: Social media has also played a large part in fostering literacy. Children who start using the platforms develop early communication skills, and generally become more literate. This is an encouraging trend, and thanks to the huge availability of information, both simplistic and complex on the internet, anyone can become as smart or intelligent as they desire.

Marketing: The whole dynamics of marketing have been changed, and rather than investing in mass channels ads, companies are becoming more consumer-centered through interactions made over social media. They are able to understand the needs of the market from the market itself, greatly altering the way marketing has been done in the past.

Conclusion:

Social Networking website is a very bright future with further scope for advancements. With the help of social networking they can advertise or communicate in a more efficient way. Similarly people don't have to rely on newspapers or TV to get their daily dose of news it can all be obtained from a social networking site. People can follow or get information from any part of the world. For example Twitter allows a user to follow anything from airline timing to the next breaking news from China. It is even used by politicians to get their message across.

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. Social networking can also be very crucial in medical help. Illness support communities can be created from which people can get information about common diseases and also first aid tips.

After all the advantages, the problem that arises is of information overload and security. Social networks, unlike the common media, do not have a pattern as to how much information has to be conveyed and where to draw the line. Too much of information may confuse users. Security might be another area of concern where people can get illegal access to a user's information. The future of social networking looks very promising but still it has to deal with the problems associated with it.

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