



## ONLINE SOCIAL NETWORKING

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### ABSTRACT

*Online social networks are becoming a true growth point of the Internet. As individuals constantly desire to interact with each other both in business and in personal contacts, the ability for the Internet to deliver this networking capability grows stronger and stronger. There are a number of excellent resources available to anyone interested in becoming part of the online social networking community of the Internet. I have listed and briefly annotated a number of resources and sites that will start you on your knowledge discovery for online social networking on the Internet. A social networking service (also social networking site, SNS or social media) is an online platform that is used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The variety of stand-alone and built-in social networking services available online in the 2010s introduces challenges of definition, but there are some common) social networking services are interactive Web 2.0 Internet-based applications, user-generated content (UGC) such as text posts, digital photos and videos, "tagging" and online comments are the lifeblood of SNS organisms, users create service-specific user profiles about themselves for the site or "app" that are designed and maintained by the SNS organization social networking services facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups who share similar interests or beliefs.*

**Keywords:** E-Mail,Internet, web

## **INTRODUCTION**

This was originally posted in 2008, after Michele Martin and I ran what today would be called a MOOC (massively open online course). Online social networks facilitate connections between people based on shared interests, values, membership in particular groups (i.e., friends, professional colleagues), etc. They make it easier for people to find and communicate.

Web 2.0 focuses on openness, read-write paradigms encouraging Social Networking. Globalization – a concept by Barry Wellman, the capacity of the Internet to expand users and bind them more deeply. The nature of Social Network sites due to on-line, interactive and relatively open environment introduces various privacy and security risks.

- Social sites commonly used.
- Online community of internet users
- Common interests in hobbies, religion, or politics.
- Socialize on sites by reading the profile pages of other members and possibly even contacting them.

## **HISTORY OF SOCIAL NETWORK**

According to the definition above, the first recognizable social network site launched in 1997. SixDegrees.com allowed users to create profiles, list their Friends and, beginning in 1998, surf the Friends lists. Each of these features existed in some form before Six Degrees, of course.

Profiles existed on most major dating sites and many community sites. AIM and ICQ buddy lists supported lists of Friends, although those Friends were not visible to others. Classmates.com allowed people to affiliate with their high school or college and surf the network for others who were also affiliated, but users could not create profiles or list Friends until years later.

Six Degrees was the first to combine these features. Six Degrees promoted itself as

a tool to help people connect with and send messages to others. While Six Degrees attracted millions of users, it failed to become a sustainable business and, in 2000.

### **RECENT DEVELOPMENT IN SOCIAL NETWORK**

1. User-generated content such as text posts or comments, digital photos or videos, as well as data generated through all online interactions, are the lifeblood of the social media organism.
2. Users create service-specific profiles for the website or app, that are designed and maintained by the social media organization.
3. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups.

Social media, defined by its interactive nature and user-generated content, has largely been a tool and a toy for the wealthy and bored. Blogs, photo sharing sites, and online social networking sites have allowed peers (and increasingly organizations and companies) to share thoughts, messages, information, images, and videos.

Development agencies have been utilizing social media for years, using blogs, Facebook, Twitter, and other platforms to publicize their vision, purpose, and activities; spread news; build support; attract volunteers and donors; and engage with interested segments of the population. Of humanitarian agencies, UNICEF is the most 'liked' on Facebook (1.2 million+) and the UN Refugee Agency, UNHCR, is the most 'followed' on Twitter (1.2 million+) with the American Red Cross, Doctors without Borders, and the World Food Program among others also having substantial social media followings

### **NETWORK AND NETWORK STRUCTURE..**

Social network sites also provide rich sources of naturalistic behavioral data. Profile and linkage data from SNSs can be gathered either through the use of automated Analysis researchers to explore large-scale patterns of friending, usage, and other visible indicators (Hogan, in press), and continuing an analysis trend that started

with examinations of blogs and other websites. For instance, Golder, Wilkinson, and Huberman(2007) examined an anonymized dataset consisting of 362 million messages exchanged.

Million Face book users for insight into Friending and messaging activities. Lampe, Ellison, and Stein field (2007) explored the relationship between profile element sand number of Face book friends, finding that profile fields that reduce transaction costs.

Harder to falsify are most likely to be associated with larger number of friendship links. These kinds of data also lend themselves well to analysis through network visualization (Adamic, Buyukkokten, & Adar, 2003; Heer & boyd, 2005; Paolillo & Wright, 2005).

### **Advantages of Social Networking**

- Social networking offers many benefits. It is now easier than ever to keep in contact with old friends and colleagues.
- LinkedIn is a particularly valuable business tool; over 200 million people are members, including hiring managers from many top companies.
- Social networking is particularly vital for entrepreneurs. Freelancers can find contacts via professional groups on LinkedIn and Twitter, while business owners can make use of the large user bases of Facebook and Twitter to market their products and services

### **Disadvantages of Social Networking**

- The primary disadvantage of social networking is that most people do not know how to network effectively.
- The golden rule of social networking is to avoid putting anything online that could reflect badly on you or your business.

### **CONCLUSION**

The extent to consider the technological and market factors to improve effectiveness

of networks .Constantly think of introducing new features in terms of applicability, usefulness and audience. Differentiations on both dimensions determine effectiveness and efficiency. Security and privacy issues with innovation features. To differentiate the articulated list of Friends on SNSs from the colloquial we capitalize the former. Although one out of seven teenagers received unwanted sexual solicitations online ,only 9% came from people over the age of 25 suggest that Face book affordances help reduce barriers that lower self-esteem students might experience in forming the kinds of large, heterogeneous networks that are sources of bridging social capital.

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