

# An Analysis on Social Networking

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**Abstract – Data Mining is known as Knowledge Discovery in Database (KDD), it is well-known for its powerful role in determining hidden information from wide variety of data. Data mining is used many areas and it has different mining techniques. Web content mining is a type of data mining techniques. In web content mining, social networking is a part and it is widely used. Social networking is number of people connected each other by social relationship such as friends, colleague, friends of friends for data exchange. Online social networking sites like Facebook, twitter and MySpace are among the most popular among the networking sites. In this paper the study is related to the social networks categories, and their developments in social media. Advantages and disadvantages are also explained in the study.**

**Index Terms – Social networks, Facebook, Business, People, Internet.**

## 1. INTRODUCTION

Facebook is the fastest online growing websites in the world. Facebook a social networking sites that allow users to keep in contact with other individuals globally [1, 8, 9]. People use these types of sites to reconnect, or keep in contact, with old friends [10]. Social networks are places where people with shared interests can get together and come to know one another on the Internet. Facebook is used in world-wide to share and obtain information, views, and to discourse with others. Social networking is used in social links, multimedia sharing, informational, educational, professional, hobbies and academic. LinkedIn is the professional websites. While Facebook, Twitter and LinkedIn might be the first sites that come to mind when thinking about social networking, these popular websites do not exemplify the entire compass of social webs that survive [3]. Social networks are created just about similar interests or traits that people share. As a consequence, virtually anyone can be a component of a social net. Some common types of social networks include: Websites to make or keep friends, Religious beliefs, Work related networking, networks for teens, networks to keep track of others, parenting.

## 2. MAJOR NETWORK CATEGORIES

Social Links Keeping back in contact with individuals is one of the greatest advantages of social networking.

### 2.1. Facebook

This social media websites was launched on February 4, 2004 by Mark Zuckerberg with his roommates. It is available in

multilingual more than 70 languages. Facebook is the most popularly used social networking websites in the real world. The end user must setup an account to work with the social media websites. The most prevalent social media utility, Facebook gives an approach to clients to set up connections and offer data with individuals and associations they decide to communicate with on the web. It is available in the store of ios, android, windows, and blackberry.

### 2.2. Twitter

Twitter is also a social media websites that allow us to share your views and keep in touch with others. In twitter we can follow the famous personalities and may know the updates about those peoples.

### 2.3. Multimedia Sharing

Person to person communication makes it easy to share highlights and photography content on the web. Here the most mainstream that locates for sight and sound sharing.

### 2.4. YouTube

YouTube is a video sharing websites. It was invented by three PayPal employees and currently it was owned by Google. In YouTube the users can upload, view, and share videos. Registered users can upload videos to their channels and unregistered users can view the videos. There are lakhs and lakhs of videos are available in YouTube. It is written in python and JavaScript languages. It can be used in personal digital assistant (PDA) like mobile phones, laptops, desktops, iPhones etc.

### 2.5. Professional

Professional social networks are planned to supply opportunities for career-related development. More or less of these types of networks provide a worldwide forum for professionals to connect, while others are centered on specific occupations or pastimes.

### 2.6. LinkedIn

LinkedIn is a business based social networking websites. It is a professional networking websites. It is available in 24 languages. LinkedIn had more than 135 million members, fixing it the largest online expert web. Participants accept an

opportunity to build relationships by creating links and joining relevant groups.

### 2.7. Informational

Informational communities are constructed up of people seeking answers to daily problems. For instance, when you are thinking about beginning a home improvement project or want to find out how to go green at home, you may execute a web search and find countless blogs, web sites, and forums filled with people who are looking for the same sort of data.

### 2.8. Online Shopping

It is an E-Commerce websites which users to directly buy the products or the goods over the internet using a web browser. There are many alternatives like E-Web-Store, e-shop, e-store, internet shop, online store. This type of online shopping was invented in the 1979 by an English entrepreneur. The payment possible in online shopping are Credit card, Debit Card, Cash on delivery, pay pal etc. Once the payment is made the product can delivery in following ways like shipping, Drop shipping and In- Store Pick-Up.

### 2.9. Educational

Educational networks are where many students fail in order to get together with other students on academic projects, to conduct research for school, or to interact with professors and teachers via blogs and classroom forums. Educational social networks are getting extremely popular within the educational organization today.

### 2.10. Google Scholar

It is a freely accessed web search engine that indexes the full text data. It is owned by Google and the Google database.

URL:<http://scholar.google.com/>

### 2.11. Hobbies

One of the most popular reasons many people use the Internet is to conduct research on their favorite article or issues of interest related to personal pursuits. When people encounter a website founded on their preferred hobby, they find a solid community of people from around the globe who share the same love for those pursuits. This is what lies at the core of what creates social networks function, and this is why social networks that are focused on hobbies are some of the most popular. Blog Reading the best hobby for the end user.

### 2.12. Academic

Academic researchers who desire to partake in their research and review results achieved by fellow workers may get academic-specific social networking to be quite valuable.

### 2.13. IEEE Websites

Institute of electrical and electronics engineers it is the world largest association of technical professionals with more than 400,000 members. If the user become the member of IEEE they can freely access the journals and transactions. It was formed in the year 1963. It is a technical and educational websites for researchers.

## 3. DEVELOPMENT IN SOCIAL NETWORKING SITES

Social media plays a vital role in modern society. In 1979 the use nets where proposed by Tom Truscott and Jim Ellis. It has no centralized server or dedicated administrator. User nets allow users to post articles or posts (News) to newsgroups. Later in 1970's BBSs (Bulletin Board Systems) it is hosted on personal computers. Only one person at a time could access to the BBS. BBSs is the first network that allow user to log on and interact with each other. After BBSs came online services like CompuServe and Prodigy. CompuServe is the first company to introduce chat program. Next in 1980's Internet Relay Chat (IRC) used for file sharing, link sharing, and communicate with each other. In mid-90's came the Instant messaging program for PC's. Late developments in social networking sites indicate that this form of web communication is continuing to develop and spread out. Online networking offers a strong means for individuals to unite and convey in an online domain, but the platform has developed into much more. Recent developments show that social media can be major economic actors in the world market, as well as provide powerful ways for people to get involved in - and even bring about - political and societal change.

## 4. ADVANCES IN SOCIAL NETWORKING

Development of social networking in early 2000s brought a huge development in social media.

### 4.1. Friendster

It was founded in the year 2000s. It's still active social network with about 90 million registered users. It allows people to be in contact with each other of their friends, friends of friends and so on. It is the safer place to meet new people.

### 4.2. HI5

It is a social networking sites founded in the year 2003. It is the 8<sup>th</sup> largest social networking sites. It focuses on gaming and allows itself to new game developer. It is mainly used in Asia, Central Africa and Latin America.

### 4.3. LinkedIn

LinkedIn is a business based social networking websites. It is a professional networking websites. It is available in 24 languages. LinkedIn had more than 135 million members, fixing it the largest online expert web. Participants accept an

opportunity to build relationships by creating links and joining relevant groups.

#### 4.4. Myspace

It is a social networking sites founded in the year 2003 by the year 2006 it become the most popular social network in the world. It is available in 14 languages. In the year 2008, Facebook overtake the MySpace in a number of unique worldwide visitors.

#### 4.5. Facebook

This social media websites was launched on February 4, 2004 by Mark Zuckerberg with his roommates. It is available in multilingual more than 70 languages. Facebook is the most popularly used social networking websites in the real world. The end user must setup an account to work with the social media websites. The most prevalent social media utility, Facebook gives an approach to clients to set up connections and offer data with individuals and associations they decide to communicate with on the web. It is available in the store of ios, android, windows, and blackberry.

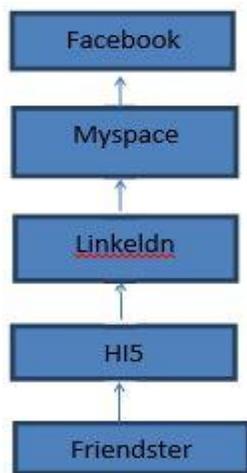


Figure 1: Advances in Social Networking

### 5. SOCIAL NETWORK USES

- They help the client to enhance the Icons of occupation.
- They help for business promotion and to get the feedback on the new products and services.
- They help to be in contact with friends, family and long lost college friends.
- Social networks allow for idea sharing and the creating dialog.
- Social networking helps people to find jobs by being in contact with each other.

According to [7] there are about one billion number of users for facebook, 175 million users for LinkedIn, 800 million users for YouTube, more than 200 million users of twitter, 135 million active users of google+.

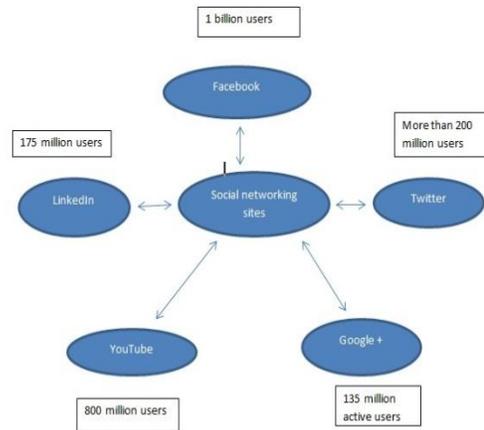


Figure 2 : Usage of Social Networking Sites.

### 6. SOCIAL NETWORKS IN BUSINESS

#### 6.1. Inexpensive Marketing

One of the best grounds for employing social networks as a small business proprietor is the increased attention and marketing it provides to the clientele with little to no cost. By using social networking online, there are very few overhead or advertising costs, outside of the cost of a web site.

#### 6.2. Standard and Text Ad Advertising

Some businesses are utilizing social nets for low price banner ads because social networks are extremely efficient websites that draw millions of visitors daily, providing the occupation with excellent exposure.

#### 6.3. Client Relation Management Tool

Social networking websites and related tools allow management to speak with, ask queries, answer queries and overall interact with their customers as never before. Today, a small business online can personally relate with their clients.

#### 6.4. Global Exposure

A video advertisement or similar marketing method on an international scale would cost millions of bucks, but the same can be accomplished online for next to nix. Likewise, because these tools allow businesses to interact with people worldwide, they are extremely effective at reaching a global reaction.

#### 6.5. Online Meeting Places

Social networks work well as online meeting places for industry experts to gather and talk about diverse aspects of their job. It also allows for various industries and niches to explore

other professionals that could aid them in growing their business. For instance, a remodeling business can network with a window wholesaler.

## 7. ADVANTAGES OF SOCIAL NETWORKS

### 7.1. Worldwide Connectivity

It is the faster way to make in connection with the friends all over the world. These websites allow people to make new friends or business connections interacting with friends of friends.

### 7.2. Commonality of Interest

When it value more highly to participate during a social network community, it will be able to decide and select those people whose likes and dislikes square measure and build the network around those commonalities.

### 7.3. Real Time Data Sharing

Many social networking sites nowadays incorporate an instant messaging feature, here it is easy for exchange information in real time via a chat.

### 7.4. Free Advertising

It is easy to promote a product, service or any idea freely in the social networking websites by creating a page.

### 7.5. Increased News Cycle Speed

The latest updates and current trends are spreading fastest in all social networking sites like Twitter, YouTube, and FaceBook in order to both collect and share the information.

## 8. DISADVANTAGES OF SOCIAL NETWORKS

### 8.1. Face to Face Connections are Exposed

This huge advantage has the reverse side effect that is the big disadvantage of social networking. The individuals create their fantasy persona and pretend to be someone else.

### 8.2. Cyber and Crimes Against Children

Unless parent filter the internet content the children could expose to bad websites.

### 8.3. Risk of Fraud or Identity Theft

Whether you like are not it is compulsory for some websites to post the information on the Internet. The Clever people will access the information from the web and make use in the wrong way.

### 8.4. Time Waster

It is time waster as it sucks the half of the time of the user and allows the user to be in websites for a long time.

### 8.5. Corporate Attack of Privacy

Social networking invitations from major firms to invade the privacy and sell your personal data.

## 9. GROWING SOCIAL NETWORKS ON MOBILE

When seeing at social networking statistics, it is significant not just to look at the number of users and their demographic data, but also how these users are accessing the networks. Social networking is no longer restricted to laptops and desktop PCs. More and more people are accessing social media from their mobile devices, including smartphones and tablets [3].

## 10. RESULTS AND CONCLUSION

This paper shows the social networks basics, their categories, developments, uses and their advantages and disadvantages. Understanding the terms of use, the rules and regulations and should be clear on privacy and security. The different aspects of the social networks and how the people involved in using social networking. And also explaining how they are connecting the business.

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