CHAPTER 1
INTRODUCTION

1.1 Introduction

As a fairly recent phenomenon, characterized by “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content” (Kaplan & Haenlein, 2010, p. 61), social media has swept up consumers of popular culture across the globe, having grown to now entertain 1.5 billion users in just a few years (Chiu et al., 2012). Scholars Boyd & Ellison (2007, p. 7) consider the phenomenon as “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system”. However, as the industry develops, the degree of social connectedness delivered through digital media, sets products apart in the ever-growing market place of new online product. Given the rapid evolution of user demands and preferences, as well as the diversity of consumers of social media, creators of such products must constantly iterate their medium to appease such lofty needs.

The advent of real-time social media services date back to 1997, when Sixdegrees.com, a service that enabled users to create profiles and list friends, as well as blogs and online messaging services were made available to anyone with internet access (Digital Trends, 2012). In 2002, the market exploded with social network services such as Friendster, LinkedIn and MySpace, however it was not until 2004 with the launch of Facebook, that social media became a widely accepted concept. Social media now serves as the primary activity online and users are becoming increasingly diverse; supporting evidence includes the surprising fact that one in four American internet users over 65 now own a social media profile (Norman, 2010).

Having “changed the nature of online user participation into more democratizing forums where people can communicate and add their user-generated content [...] more active use indicates more varied use and forms of participation” (Brandtzæg, 2011, p. 29). Social media further distinguishes itself from traditional media, as it is inexpensive and easily accessible while enabling individuals to both publish and consume information. Consequently, social media has been classified as one of the
most powerful sources for news, trends and marketing, especially as favored platforms such as Facebook and Twitter increase in popularity, both for individuals and companies alike. Through its interactive nature, this media channel has been a revolution not only for the communications of organizations, communities, and individuals, but has also grown an entirely new commercial marketplace.

With the success of Facebook in particular, reporting 1 billion active users in October 2012, who average seven hours of use per month (Facebook, 2012), the market has seen a dramatic rise in new social media products. Low entry barriers for both adopters and producers has encouraged growth in contenders, many of whom aspire to be ‘the next Facebook’. Businesses including large enterprises are also quickly incorporating technologies, that mimic the real time dialogue enabled by online social networks to improve collaboration and productivity (Chiu et al., 2012). However, with the influx of new players and rapid industry growth, high failure rates in the market of social media products has ensued as developers struggle to move forward from the initial hype into mainstream, and long-term successful markets (Helft, 2012).

Following its success, social media has gained significant attention from practitioners, resulting in an influx of ‘how-to’ literature (Sterne, 2010; Safko& Brake, 2009; Agresta & Bough, 2011), however there is a lack of empirical research on the topic. Furthermore, current research appears to be highly focused on the demographics of users, the superficial of their behavior and even more so, how organizations can exploit the media from a marketing standpoint. Despite the huge interest in social media, academic research is lacking and does not provide a fully detailed understanding of the phenomena (Kaplan & Haenlein, 2010). Current literature is often rigid, becoming quickly outdated and does not appreciate the innovative and composite nature of the social media market and its contributors - commonly from failure to incorporate adequate empirical foundations. The lack of sufficient inquiry to postulate a logical and thorough understanding of the users who drive a medium through their activity and commitment, has resulted in both creators of social media and academics to resign to the nobody-knows principle (Caves, 2000). This screams for further research, to better understand and positively impact the users of a medium, both for the organizations using the platforms and the companies who create them.

In terms of social development, Information Society reproduces the historical continuity from nomadic to agrarian societies, to the industrial society and then to the Information Society. The extensive progress in electronic technology in last few years, has seen the world to shrink and the
statement, ‘it’s a small world’ is ever more accurate. The emerging trends in each historical phase of social development sets a new foundation for future changes in society. Technology has the potential to transform society and the fact that, post modern society rests on nodes and networks of connection cannot be undermined. Network society is a form of society which is based on microelectronics based structure. Even though this structure of society is local, but most of the human experience is global. Majority of developed and developing countries have seen the emergence of Network society after the advent of Globalization. It has given rise to Social Media which enables netizens to communicate openly from all over the globe with no constraints of time and space. This prompts social units (individuals or organizations) to instantly connect and interact anytime and anywhere, which relies on a support base offered by the Information Technology. The rapid rise of Social networking sites is the most prominent feature of the Network Society.

1.2 The Network Society

Manuel Castells (1996) used the concept of ‘Network society’ first of all in sociology in the late 20th century. In his view, a new social structure which is based on microelectronics and is ensured by information and communication technology is called as Network Society. While Industrial Society was dependent on modes of transport and communication, the Network Society is dependent on modes of digital communication. Castells argues that network society has grown at a much progressive rate than the previous societies of the industrial age. Castells mentions that it is not the force of technology that brings changes in society, but rather the emerging changes in social needs that interact and lead to the development of technology. According to him, network society is characterized by the following:
Nodes can interact anytime and anywhere because of the technical support;
Material resources are managed by information power grid;
Communication is not dependent upon time or space because nodes are mobile and move around the Network. This is known as “space of flows.” (Glass, 2005; Castells, 2004);
Power is embedded in networks that spread out horizontally;
Information is the key factor of the Network Society; and
There is a just a position between Individualism and Communalism – individuals exist in the Network which increases the sociability as individuals.

The power of Network Society is embedded in technology which results in Informationalism, which subsumes industrialism and forms the material basis of society. In this way society is still capitalistic but information is its foundation. The Network Society is influenced by two major phenomenon—Technology and Globalization. Internet and mobile phones are important nodes of networking in network society. They have made social networking easily accessible to one and all. Even though the internet was first discovered in 1969 but gained mass popularity only in the last decade, because of various reasons such as; Regulatory changes i.e. fast bandwidth in telecommunications, growth of personal computers and user-friendly programs which make easy to upload and access a large volume of content online. As a result, the rapid growth of social demand for the networking has forced experts to develop technology at a very fast rate. The number of Internet users grew from 40 million in 1995 to about 2.7 billion in 2013. In 2013 rates of penetration have reached 39% of the world population. The local and global domains are connected through internet. Today, global cities have connections that do influence its structure and bring changes in specific regions and aspects. In network society, it is quite visible that an attempt is made to annihilate time in our everyday life; less time and more work is the dominant principle. The means of technology accelerates multi-living and multitasking. While Castells (2009) talks about ‘Timeless Time’, Scott lash and John Urry (1994) talk about ‘Glacial Time’. According to Castells “Timeless time and glacial time embody the fundamental struggle taking place in the network society between the taming of the technological forces unleashed by human ingenuity and our collective submission to the automation that escaped the control of its creators”. Social structures are seen in space and time dimensions. Communication networks eliminate space and time in society. Cairn cross (2011) calls this as “death of distance” Glacial time has lost its relevance with the emergence of Timeless time. Castells talks about some important consequences of the emergence of the Network Society:
• The decisive role of science and technology to bring changes in various aspects of society.
• With the development of the network economy, the labor market has changed as well. The new network economy requires a highly flexible independent, and efficient workforce.
• The Internal Organizational structure of the companies has changed radically due to introduction of network structure.

As a result, a new type of horizontal and vertical communication network has developed with Internet Diary (the Blog), Video diary (the Vlog), and own radio broadcast (the Podcast) as its essential components. These contents are easily accessible to anyone at anytime. Not only this the growth of the Network Society affects all aspect of society including media. Previous dependence on static electronic devices result in technology being divided between computers, telecommunications, and the broadcast media. In the system, known as ‘Old Media’ the flow of information went from a minority of creators to a majority of passive consumers. But now due to low cost, technology is widely available, easy to use and allows for mobility. This results in technology being diffused throughout all realms of human activity and media being produced at anytime, anywhere, and by anyone. Another key change is the ability of individual nodes to easily spread throughout the network. Along with Castells, Jan Van Dijk (2006) talks about ‘Network Society’ or ‘Modern Society’ which has some important features:

• Science, rationality and reflexivity forms the base for network society.
• Information Production characterizes the economy.
• Knowledge and Higher education (i.e. Knowledge society) forms the base of dynamic labour market.
• Media and Information products dominate the culture in network society (J.V. Dijk).

Networking system is as old as the evolution of life. Following are the various types of networks which exist in society:

### 1.2.1 Types of Networks

<table>
<thead>
<tr>
<th>Physical Networks</th>
<th>Natural system of higher complexity: Ecosystems, river networks</th>
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<tbody>
<tr>
<td>Organic Networks</td>
<td>Organism: nervous system, blood circulation, strings of DNA in cells</td>
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Neuronal Networks | Mental systems: Neuronal connections, mental maps
Social Networks | Social systems with concrete ties in abstract relationships
Technical Networks | Technical systems: roads, distribution, networks, telecommunication and computer networks etc.
Media Networks | Media systems connecting senders and receivers and filled with symbols and information.

(Given by J.V. Dijk in The Network Society) Diagram 2.1

The contemporary society is based on Social networks, Technical networks and Media networks. Social Media gives impetus to online interactions while technology provides the technical expertise needed for maintenance of social networking. These networks and the desire of humans to interact globally and virtually has given rise to social networking sites. It becomes important to understand the concept, origin and functioning of social networking sites to look at their impact on contemporary society.

1.3 Social Networking Sites

The idea of “Social Networking” has existed for several decades as away for people to communicate in society and build relationships with each other. The Web-based services which allow individuals to construct a semi-public or public profile in a bounded system is termed as social networking site. As quoted by Boyd and Ellison (2007)10, they are “Web based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection and view and traverse their list of connections and those made by others within the system”. Social Networking Sites are popular because they enable users to articulate and make visible their social networks. This results in connection between individuals who are far off and unknown. During the decade of 1990, when new online communication technologies were introduced to the public in forms such as email and chat rooms, many authors such as Dr. Norman Nie (2001) 11 of Stanford University, predicted that these forms of technology would adversely affect adolescents social life and reduce their sense of association. However, communication has been facilitated by social networking sites because members of these sites form groups and communities to share their opinions among themselves through opinion polls, discussion forums etc.
1.3.1 Development of Social Networking Sites

Singlegress.com was the first social networking site launched in 1997, which not only allowed users to create profiles and list their friends but also surf the friends. A new phase of social networking sites began when Ryze.com was created in 2001 to help people to leverage their business and commercial networks. Friendster came in 2002 as a social complement to Ryze. It could not work for long because it encountered technical and social difficulties which frustrated its users. From 2003 onwards many new social networking sites came up. Facebook was launched in 2005 which includes school students, professionals inside corporate networks and now eventually everyone as its users. Unlike other social networking sites, Facebook provide option to users to make their profile public or private. As present there is no reliable data on number of people using social networking sites, although research indicates that their popularity is growing worldwide. Social networking sites have given rise to Virtual Communities. These communities are quite distinct from the old. A diverse and widespread virtual society in cyberspace has created the tradition of the virtual communities. Taylor and Licklider (1968)12 saw the potential of electronic community networks. In their views virtual community has geographically distant actors grouped in micro clusters and are not based on common location but on common interest. Rheingold (1993) explains the concept of virtual community as, “Virtual communities are social aggregations that emerge from the net when enough people carry on those public discussions long enough, with sufficient human feeling, to form webs of personal relationships in cyberspace”. The important features of a virtual community are shared resources, common values, and reciprocal behavior. Moreover, technology has made virtual communities possible and has brought enormous intellectual, social, and commercial changes. In addition it provides political leverage to ordinary citizens at a relatively low cost. Virtual Communities, in present day society, are not limited by the space-time constraints. People engage with others irrespective of geographic distance and time as compared to traditional communities which did not guarantee communication at such a fast pace. The traditional community was often exclusive, inflexible, isolated, unchanging, and homogeneous while a modern community is one that is primary devoted to democratic problem solving needs. According to this conception, these communities are groups of people who achieve particular goals. Licklider and Taylor wrote in 1968 an essay that was about computing future. They say that life would be happier for the digital natives because the people with whom one interacts will be selected more by commonality of interests than by proximity. It will make communication more effective and productive as well as enjoyable. Moreover, cyberspace provides a new form of public space. People
tend to forget their actions and activities which has multiple trajectories i.e. effect in more than one sphere of life and sometimes contradictory ones. As philosopher Alfred Schutz (1967) mentions that people live in “multiple realities”. Netizens have developed two identities, one in real life and another in virtual world. Even though the internet brings people together, it also provides the means to remain anonymous in communication. Carey (1993) points that “everything that rises must diverge”. Critics lament it as a technology which has reduced face-to-face interaction as it requires undivided attention and is addictive. Nevertheless, the virtual mediums of communication that rely on technology have brought a revolution in the contemporary society. The internet is the most significant ‘Computer Mediated Technology’ (CMC). However, many aspects of life have been transformed with the advent of new type of communication. It is evident that the networking sites have brought many changes in the society both at the micro as well as macro levels. Therefore, it becomes crucial to analyze the impact of social networking sites on society.

1.3.2 Social Networking Sites and Society

The present character of society is in transition because of the emergence of Social networking sites. These sites have brought enormous changes in interaction and social patterns. The identity information included in public profiles enables interaction between people which is not possible otherwise. Interaction is viewed as a distinct unit of analysis by Goffman (1959). It occurs when individuals are in proximity. According to Goffman, individuals need to be in ‘face to face’ situation for interaction which further depend on situational expectations. Hence, role taking is important in every situation which involves communication. There are varied roles to play and society is the stage where we enact these roles. Thus ‘social interaction is a type of performance’ according to Goffman. However, virtual world provides opportunities to the actors to interact in abstraction. Due to significant rise in their popularity it has attracted considerable scholarly attention in recent years. Youth engage in various social activities through social networking sites and it is a crucial part of the process of development of their self-identity. Social networking sites have many features such as messaging, scraping, photo and video sharing. An important distinction between social networking sites and other communication technologies is the articulated social network. Most of the major networking sites have such forums in which members can go to discuss social issues. All this reflects that computer conferencing systems have become a stage for ‘actors’ to act out and communicate in several ways. The Indian society too is slowly and steadily heading towards
Network Societal structure due to the impact of Globalisation. Therefore, it becomes imperative to critically examine the role of Social Networking Sites in Contemporary Indian Society.

1.3.3 Impact of Social Networking Sites on Indian Society

Social networking sites have integrated into the daily routine of millions of Indian users. The post-independence generation holds India’s present and future in its hands. The decisions made and the patterns set by this generation will affect the future. The challenge before Indian society is to bridge the gap between tradition and modernity. In words of Edward Shils (1981)17, ‘tradition is anything which is transmitted or handed down from the past to the present’. The Hindu culture, prescribe roles which are inherited, clear and attainable. Role performance, which depends on virtue or vice lead to the wheel of life called Nirvana. Social Mobility relates to progress on the wheel. A modern way of life involves scientific way of doing things via rational principles. It involves the rejection of inherited role and performing new ones. It is democratic, secular, and aristocratic. Modern science and technology, modern democratic government and modern culture have made their impact on Indian society. An entire social system is changing and Indian society which was a closed one; in which young people had no opportunity to meet others or to take decisions, has now changed to an open society. In this system, social interaction outside the family is both desirable and necessary. Indians are becoming more social and interactive virtually. Although not everybody has access to the Internet and computers in Indian society, the fact that, it is spreading very fast cannot be undermined.

The Telecom Regulatory Authority of India (TRAI) pegged the number of internet subscribers in India at 164.81 million as of March 31, 2013, with seven out of eight accessing the Internet from their mobile phones. The fact is that social media is more democratic than electronic or print media, because of its interactive nature. The leader in measuring the digital world has released its report, “2013 India Digital Future in Focus” in August, 2013 which states that India is third largest Internet population in the world, overtaking Japan but still behind US and China. The social networking growth in India is led by Facebook 19. A new report released by ComScore in October 2013 says that, in Asia Pacific region, India is now the second largest online population with 11.4% of the 644 million Internet users in Asia Pacific in 2013, as compared to 9.3% share of the 604 million Internet users in 2012.20

Some demographic facts in the report are:
1) 75% of the Indian population is under the age of 35, when compared with other nations. Breaking it down further, 36% are between the age group of 15-24 years, 39% are between 25-34 years, 16% are between 35-44 years, 6% are between 45-55 years and 3% are between 55-64 years.

2) Indian Internet population comprises of 34% females. Besides this, they also spend less time online than males. They spent about 10.8 hours per visit, where as men spent about 12.7 hours. In addition, females falling in the age group of 35-44 years are the heaviest internet users while amongst male, 25-34 years old are the heaviest internet users.

3) When compared to other nations, Indian internet users prefer to spend more time on Social Networking Sites. Time spent on services (Emails, Instant Messaging etc.) by Indian internet users is 23%, on social networking sites is 25% and on entertainment is 11%.

4) Among various social networking sites, Facebook continues to be number one social network with a reach of 86%. Surprisingly, 59.6 million Indian users access Facebook, which is followed by Linkedin and Twitter. (Comscore, 2013)

It is quite evident from the above facts and figures that the educated youth of Indian Society is as materialistic as their western counterparts. Owing to changes in values and beliefs a distinction is made between a ‘found identity’ and a ‘made identity’21. In the past era, people changed their names or appearance if they want to hide their found identity. But now, due to technological spurge, a new identity can be created virtually. In India people are encircled in the found identity of caste, creed, religion, gotra etc, but virtual space now provides an opportunity to frame a made identity in which they can mould their identity. This extraordinary and revolutionary drift has brought changes in values of younger generation who believe more in change and independence. Social networking sites have become popular for discussing social issues. Social awareness through social networking sites has brought more maturity, unity and thoughtfulness in Indian society. It is necessary to examine social change in Indian society due to the emergence of social media.

1.3.4 Social Change through Social Networking Sites

India is in a transitional phase of development with the spread of Cyber Culture, Technology and Social Networking Sites. A new global culture i.e. a Consumer culture, with a panorama of goods and services, transnational fashions and cosmopolitan personal relationships has emerged. People
redefine culture itself as a source of both individual and social identities, as computer networks circulate ideas, information and images throughout the world. Bill Gates (1995). As more and more citizens gain access to broadband technologies in Indian society, an increasing number seeks social connectivity through the net. Social networking sites enable families and friends to converse in a way as if they are in the same place. The public has re-conceptualize the notion of a community after the introduction of social networking sites. These sites serve as platforms for political-social organization and are not simply used for personal interests. They are not simple sources of entertainment but are vital tools of communication and collaboration.

Social networking sites indeed provides a visible stage in new ways and means that street protests and rallies cannot provide speakers and protestors. For instance, the significant role of social media in Gang Rape case in Delhi, the capital of India in December 2012 cannot be undermined. Facebook reached out to millions to join the movement against culprits. It was a huge platform for the Indian citizens to vent their outrage against the heinous crime. An online petition platform change.org received more than 65,000 signatures for an appeal seeking the intervention of President Pranab Mukherjee and Chief Justice of India Altamas Kabir on the issue. A lot of web pages related to social issues like rape, murder, girls education, female foeticide, corruption etc. are created on various social networking sites. One such page is created by name ‘India against Corruption’ which has earned a widespread popularity. The chief minister of Gujarat Narendra Modi effectively used the social media to connect with netizens. Youth, who certainly are more attuned to digital culture are attracted by his political gimmicks. His proactive presence on social media helped him to win the assembly election. Anna Hazare, effectively used the social media to mobilize the youth and other segments of society, in his agitation on the Jan Lokpal Bill. His effective use of social media not only made it more global, but also garnered huge support in his campaign. Finally, in December 2013 Lokpal bill was enacted and the role of social media cannot be undermined in this historic event. It is also important to make a note of famous ‘Aarushi Murder Case’ in which role of social media cannot be underestimated. The case was discussed on blogs and various social networking sites through which justice was demanded by netizens. It indicates that social networking sites are forces of integration for all the regions of the country including various castes, groups, cultures and minority groups. In addition to common people, many bureaucrats, politicians and social activists are making their mark on social media. Social networking sites have brought changes in the thinking of Indian population who relied only on traditional media for awareness.
Even corporate organizations have integrated social media with internal communication to create a collaborative work environment. Social media-savvy organizations in India conduct campaigns on a regular basis where social media is the leading component. Companies use social media to frame strategies for new markets, address consumer grievances and communicate directly with target groups.

1.4 The Social Networks

1.4.1 Facebook

Facebook was established in 2004 by Mark Zuckerberg. Since December 2012, it tallies more than 1 billion month to month dynamic clients and a normal of 618 million day by day dynamic clients. Fundamentally, the part of Facebook is to get individuals associated and to make them open to others, to share their intrigues and to communicate about anything. (Facebook, 2013) D. Witek and T. Grettano (2012) clarify how Facebook fills in as it offers numerous correspondence conceivable outcomes. They discuss the three principle elements of Facebook which are sustains, shares and remarks. The nourishes show up on your Timeline (profile page) and in your news bolsters, characterized as an “individualized landing page”. This is the substance showing up on these two pages, invigorating progressively and showed in a converse sequential request. This substance is for the most part made of photographs, recordings, announcements and in addition joins. The sustains a client gets can change as is pointed out by the companions you need to get data from and as is pointed out by the fan pages you like. It is conceivable to choose whether to subscribe or not to companions, as is pointed out by your hobbies and on the off chance that you would prefer not to see any data from particular individuals in your system. The shares are an essential capacity on Facebook and on whatever other online networking. It empowers clients to post connections of data sources outside Facebook to their Facebook news nourishes.
There are distinctive approaches to impart a connection to your system and the creators have characterized 5 unique ones. The primary way is the “duplicate and glue system” which comprises in replicating the URL into your news sustains. The second one is the “bookmarklet technique”; this strategy is straightforward as you can share an article, a video, a photograph from any site gave a bookmarklet, made out of a computerized catch “offer on Facebook” or a robotized Facebook logo catch. The third technique is to share data clicking so as to show up on your news nourish the catch “offer”. The fourth technique is to tap the “offer” or “like” plugin showing up on top of or on the base of an article or video on different sites. The last system the two writers have characterized is the “frictionless sharing”; this technique is executed in regards to Facebook applications you utilize. Facebook will naturally share on you profile page (course of events) the reality you listened to music or that you read a few news through a Facebook application. The remarks are the capacity you find underneath any post, in a case joined with the “like” and “share” catches. This capacity is extremely straightforward yet so critical and additionally it empowers the clients to impart, to impart their insights and to make associations with different clients. As is pointed out by Shell Robshaw-Bryan, a promoting expert at Surefire Media, an e-trade and advertising organization, Facebook is the greatest informal organization today and she sees great advantages for organizations, to get from it. To be sure, this informal community, as of now specified, has the greatest client base and this one continues developing. Therefore, it has an extraordinary potential for organizations, which have the
capacity to achieve 1 billion customers and to assemble groups. These groups empower organizations to expand the brand unwaveringness with current clients and all the more vitally to transform group individuals into potential clients. Organizations have the capacity to manufacture a brand identity by demonstrating their qualities and their skill. Facebook give organizations great devices to achieve their objectives, for example, free business pages where the association with the clients is fabricated, advanced posts that empower an organization to make a particular post seen by everybody, and Facebook promotions, which implies that Facebook distribute particular advertisements to a crowd of people as per demographic components furthermore to the clients’ advantage and leisure activities. (Online networking Today, 2013). The Facebook page is most likely an essential instrument that gives great chances to organizations. B. Jahn and W. Kunz (2012) bolster this thought and clarify us that it truly is “another online administration for the client brand relationship”. By making a Facebook brand page, a business has the capacity draw in, coordinate and drench Facebook clients into a dynamic group. To be sure, the potential for a business to get new leads is huge; however things should be done legitimately keeping in mind the end goal to make it work. A business can be effective on Facebook on the off chance that it manufactures relationship taking into account qualities recognized by shoppers. Coming to clients through a Facebook page is not about publicizing or offering constantly more, it speaks the truth conveying profitable substance, which means this must be fascinating and also creative and exciting, with a specific end goal to pull in customers and to fabricate faithfulness. The two writers underline the way that a Facebook page has an awesome impact for organizations as it empowers customers to interface in the middle of them and all the more critically to communicate with the organization. Along these lines, purchasers can convey solicitations or objections to the brand whenever and if the organization needs to have a decent picture, it is discriminating to always answer the buyers on a brief span limit. Henceforth, organizations should be proactive when utilizing Facebook. Source: Lab42, September 24, 2012a M.M. Haigh and al (2013) have shown in their study the need to blend the methodologies of correspondence when connecting with Facebook clients on a brand page, so as to be fruitful. As per them, organizations ought to as a matter of first importance actualize a Corporate Social Responsibility (CSR) correspondence technique which comprises in conveying data on the Facebook page, for example, the organization culture, their ecological obligation, the specialist’s arrangements… In clear, it speaks the truth conveying some data that the shoppers need to draw in with a brand. It has been expressed in their study that organizations actualizing such a
correspondence methodology show signs of improvement buy purpose and additionally a superior
view of the business open relationship and more noteworthy attitudes from buyers. It is then essential
to actualize, in supplement of this first correspondence methodology, a corporate capacity
 correspondence system. This comprises in conveying data on the organization’s ability about the
items and administrations they offer. These two correspondence procedures joined empower
organizations to interface with and to draw in buyers and also making a brand identity and building
steadfastness. K.S. Coulter and A. Roggeveen (2012a) outline another feature of Facebook that can
be truly helpful to organizations: the apparent validity. You get to be “part” of a Facebook page by
loving the page. The more individuals a brand page gets, the more “likes” it gets as well. The way
that a brand page has a major measure of “preferences” can impact different clients to join and turn
into an individuals or fans too. This is an approach to survey what number of individuals take after
your image, oppositely to Twitter where you can take after geniuses, organizations, offices,
legislators et cetera, however these individuals are capable not to tail you consequently and it is
frequently the case. On Facebook, the “preferences” framework makes it more proper to assess your
item arrange. Henceforth, the quantity of individuals from a page can impact different clients to think
there is data of worth for them and an item or administration of value. It can be valuable for a business
as individuals accept what other individuals say or take after what other individuals do; that is the
thing that the creator called the system’s believability or the apparent validity. Source: Lab42,
September 24, 2012b Facebook is as yet advancing and continues offering new components that can
absolutely advantage organizations. Facebook has as of late started the New Replies framework.
This element comprises in answering to a particular remark and to dispatch an immediate discussion
with somebody. This can without a doubt be helpful for organizations as it is an approach to reinforce
the engagement of clients and prospects to the brand. It empowers organizations to have direct
discussions with the clients which enhance the client’s nature image relationship (Social Bakers,

1.4.2 LinkedIn

LinkedIn was established in 2002 by the Reid Hoffman, Konstantin Guericke, Eric Ly, Jean-Luc
Vaillant and Allen Blue and the site was propelled on the fifth of May 2003. It is the biggest expert
system on the planet and is numbering more than 200 million individuals more than 200 nations
since December 31 2012. LinkedIn considers as a real part of its individuals, officials from all the
2012 Fortune 500 organizations and more than 2.7 million organizations have a LinkedIn organization page. Additionally, the site is made out of more than 1.5 million gatherings (LinkedIn, 2013a). LinkedIn offers exceptionally helpful instruments for organizations keeping in mind the end goal to “contract market and offer”. Surely, LinkedIn empowers organizations to achieve a major cluster of experts who can be potential future accomplices, representatives or customers and it gives the chance to connect with them and to share profitable substance, activities that can prompt activities disconnected from the net. Some LinkedIn components are utilized by the clients to achieve their objective, for example, the Talent Solutions, making the selecting process path simpler for organizations; the Marketing Solutions, comprising in conveying significant substance to the most important prospects for a business; the Premium Subscription, giving successful devices to any sort of client to reach and oversee individuals relating to their needs, the best and least demanding way imaginable (LinkedIn, 2013b). Keenan and A. Shiri (2009) consider LinkedIn to be a corner social site as it is business arranged and it empowers proficient connections.

Source: www.linkedin.com

Figure 2 LinkedIn

Surely, they clarify that LinkedIn is an approach to reconnect with partners and associates additionally to investigate the employment market through your associations; work market undetectable in the disconnected from the net world. It is an approach to reach specialists keeping in mind the end goal to get more bits of knowledge around a particular subject also. M. E. Zaglia (2013)
bolsters this thought of specialty social site as she clarifies that the LinkedIn bunches, the groups made are specific purchaser groups and that the clients get into LinkedIn gatherings concentrating on business matters and in addition on shared hobbies. As per J. H. Kietzmann and al (2011), the thing organizations need to concentrate on when utilizing LinkedIn, is the relationship building. They clarify that LinkedIn offers distinctive elements that let its clients deal with their system in an exceptionally productive manner. Undoubtedly, the clients can perceive how well they are connected to different clients and what is the level of partition they are from a particular client they are focusing on (a prospect, a business, and so on.). Likewise, organizations have the capacity to manufacture their notoriety because of the underwriting from different clients/organizations. This gets to be conceivable because of an awesome element: the proposal. This component gives clients the likelihood to leave different clients testimonials as is pointed out by a particular affair they had with them: two experts who are/were accomplices, a business to a present/previous representative, two partners who are or used to cooperate… Some important testimonials are basic for a business keeping in mind the end goal to construct truth and be seen as a specialist in its field. T. Marshall and L. Smith (2013), separately CEO and COO of the web organization LEAD CREATION, which I am going to construct my contextual investigation in light of, composed an aide about how to assemble a decent LinkedIn profile and the advantages LinkedIn offers to a business. They clarify that LinkedIn is immaculate to offer profitable bits of knowledge to a client’s associations and to place his organization, however all the more critically his workers and himself, as specialists and as proficient in his industry, by giving exhortation and being useful. This is made conceivable by joining gatherings where potential customers are engaging so as to gather and building associations with the individuals from these gatherings. A client can likewise make this conceivable by utilizing the LinkedIn applications on his profile. These applications give him the chance to demonstrate his best work and to recognize his business by transferring PowerPoint presentations, pictures, recordings or portfolio. E. Qualman (2012b) has discussed the significance of online networking and the way they are moving the selecting procedure inside of organizations. He spoke all the more particularly about LinkedIn and said that it gives “more straightforward and savvy associations between the business and potential representative” and that it “ought to consume this segment for a long time to come” (p. 178). Likewise, he noticed that, oppositely to other enormous online networking locales as Facebook or Youtube, LinkedIn is not disallowed and hindered in China, which is presumably because of the way that it is a corner social site. The creator underlines the way
that a site like LinkedIn is basic to any business as it keeps you from offering calls to individuals with a specific end goal to know whether they may have some potential occupation hopefuls, or potential customers for you. Surely, LinkedIn permits you to straightforwardly see somebody’s system and to exponentially extend your gathering of people as per what you are searching for (p.180).

1.4.3 The Blogs and Micro Blogs

1.4.3.1 The Blogs

Susan Gunelius, president and CEO of KeySplash Creative, Inc., an advertising correspondence organization, furthermore writer of a few books discussing the blogosphere and other social mediums, characterizes an online journal as “a site comprising of sections (additionally called posts) showing up backward sequential request with the latest passage seeming first”. It is additionally called a “weblog” or “web log”. She additionally characterizes three other fundamental terms connected to the online journal medium that are “blogging”, “blogger” and “blogosphere”. Blogging is “the demonstration of composing a post for a web journal”. A blogger is “a man who composes content for a site”. At long last, the blogosphere is “the online group of websites and bloggers” (About.com, 2013). Somewhere around 2006 and 2011, the measure of websites has exponentially expanded, from 36 million to 181 million (E. Qualman, 2012c, p.217) and this number is without a doubt as yet expanding for a long time. Source: Technorati, 2011 T. Singh and al (2008a) remember the websites’ beginnings in their article. It was essentially utilized as a part of the late 1990S as an electronic task administration apparatus for tech based organizations. It has turned out to be extremely mainstream and its utilization has developed quick, so much that the first blog distributed programming, blogger.com, was dispatched in 1999, which gave the chance to anybody to have a web journal.
The creators clarify that a site is made of classifications, remarks, permalink (URL of a particular post) and trackbacks (in a particular post, connection to another related blog entry). We take in more about the ascent of web journals with D. C. Wyld (2008a) who stories that it is because of the advancement of Evan Williams who, in 1999, added to a product arrangement that bar the need to know how to utilize HTML. This product arrangement gave the chance to alter sites just by composing substance in a textbox (Hence, the blog’s establishment facilitating and creation website, blogger.com). This development empowers clients to effectively include content as content, video and sound material on their site and to continually redesign it. T. Singh and al (2008b) illuminate us about the few advantages sites can have for organizations. Surely, show that a corporate website can be truly profitable for the interior correspondence chain too for the correspondence with clients. Concentrating on the client correspondence, they bolster the way that it permits firm to unite with them in a customized and exceptional path, and to convey about anything. The fundamental purpose of their online journal investigation is that a web journal is portrayed as a strategic and key apparatus by the creators. Viably, it can be a strategic device for organizations with a specific end goal to drive movement to the organization site or for dependable advancements. Then again, it can be a vital apparatus as organizations can execute diverse procedures as increasing “showcasing knowledge” or making an on-running dialog with the clients, however they can likewise enhance their inward and outer interchanges, drive business sector inquires about, enhance their offerings through inputs and additionally supplement
limited time endeavors. Their decision is that such systems will give ensuing quality to organizations. D. C. Wyld (2008b) focuses out that, web clients put more trust in online journals composed by the representatives and the administrators of an organization than in authority corporate websites as sites permit dialog, remarks and inputs and as it is a path for a business to be seen as genuine individuals and not only a brand. As is pointed out by his study, organizations see a genuine enthusiasm for blogging as it gives them “a voice” and it gives numerous points of interest as enhancing the straightforwardness of exercises yet it likewise permits getting valuable inputs from workers and clients, and to specifically draw in with partners, and it can enhance the interior correspondence in organizations also. C.L. Hsu and al (2013) have centered their study on the way that individuals put more enthusiasm for sites substance than other customary media as they think that its more dependable and more valuable. Why do they suspect as much? Since the online journal is, as is pointed out by the creators, another sort of electronic verbal, empowering bloggers to give proposals around an item or administration of a business, which impacts the purchasing procedure of buyers. Without a doubt, it impacts the clients’ expectation and attitude of obtaining something and it can has a strong promoting effect for organizations, to get at shoppers. Then again, the effect can be certain or negative, with respect to the nature of a business items or administrations and customer administration. Additionally, a blogger’s level of notoriety must be taken in record as it will impact the clients too. In this manner, positive proposals from a surely understood blogger is an imperative wellspring of leads for one business and, in the inverse, negative suggestions incites that one business observes about the awful criticisms and enhances its offerings. Source: Technorati, 2011 Let’s take a closer look at a blog creation and hosting site that is nowadays in complete growth and that shows many facets that can benefit businesses: Tumblr.

1.4.3.2 Tumblr

Tumblr was established in February 2007 by David Karp, in New York City, USA. The site has more than 104 million sites. The webpage empowers its clients to post any sort of substance, similar to music, quotes, photographs and to alter and it gives them a considerable measure of opportunity as in they can alter any part of their online journal, until the HTML codes, for the authorities (Tumblr, 2013). As per Amy Gahran, a free author and versatile innovation lover, Tumblr is both a web journal stage and an interpersonal organization. Without a doubt, it is entirely near Facebook however it exhibits some different components that this last doesn’t have. For example, the Tumblr substance
is recorded via web search tools, which can unquestionably build a client's perceivability, subsequently a business perceivability.

Source: www.tumblr.com

Figure 4 Tumblr

It is additionally an extremely versatile cordial stage, which implies that its viewership is entirely imperative. One of the most recent element dispatched by Tumblr and that without a doubt build posts sharing, is the coordination of posts on Facebook Timeline. Amy Gahran likewise clarifies that Tumblr is directly behind Facebook for engagement, with respect to the normal measure of time clients spend on the site. At long last, she underlines the way that it is additionally entirely like a smaller scale blogging stage for a few reasons; like it permits you to post and share short messages, as on Twitter; it is progressively utilized on cell phones; the site has a re-blogging component, much the same as the re-tweet one on Twitter and in addition labels keeping in mind the end goal to sort sites in particular and mainstream points (Entrepreneur, July 30, 2012). Chris Crum, a colleague of the Web Pro News, a web distributed website, bolsters Amy Gahran in the thought that Tumblr has attributes of an online networking, and this, path more than whatever other site stage, as Word Press. He joins the greater part of Amy Graham’s contentions about Tumblr, concerning the miniaturized scale blogging and versatile cordiality parts of the site. He clarifies that Tumblr directors have no issue in having organizations utilizing their site to enhance their perceivability and draw in their gathering of people. In the opposite, the urge them to do as such by posting so as to draw in different online journals, all the time, by taking after their intended interest group… The author additionally demonstrates that Tumblr as of now has
few apparatuses that can assist brands with enhancing their vicinity and perceivability on the site, for example, the “highlighted posts”, planned to help advance some particular posts, with a wild decision of “stickers”, as per the way of your message; in spite of the fact that this is not free. Notwithstanding, it is growing more elements that will advantage organizations, which will show up soon. A business additionally has the likelihood to make its online journal its primary one on Tumblr (Web Pro News, April 16, 2012). The Wishpond Blog (April 10, 2013) additionally composed an article about Tumblr, exhibiting that it is a proficient device to portray items and to pick up devotees. It is clarified the webpage offers diverse apparatuses that can assist organizations with getting more perceivability and survey it, for example, the Tumblr Sponsorship, which comprises in having a web journal supported by Tumblr, so as to appear as the first result when somebody’s scanning for particular posts. Notwithstanding, this component is not open to any blogger; for sure, you need to have an imaginative and inventive web journal to be supported. Tumblr offers diverse investigation elements to survey your perceivability and viewership on the site, as Unionmetrics. This component requires a membership, however. Two different ones, free, are Tumblrstats and Numblr; the measurements conveyed are truly essential yet it is still an accommodating knowledge for organizations with a specific end goal to have a thought of what to enhance the stage. Mashable (July 07, 2012) has likewise concentrated on the instance of Tumblr and have clarified the diverse advantages it conveys to organizations. The main thing is that there is a high engagement from the clients and these ones are respecting any sort of substance, the length of it is drawing in. At that point, it is anything but difficult to explore on the site and the portable application is progressively utilized. Mashable additionally bolsters that this site is more social than some other web journal stage and that it is extremely well known. The key advantage of this site is that it gives the chance to business to get more innovative and to convey appealing, fascinating substance, which has nothing to do with the substance of a corporate web journal. The last advantage Mashable clarified and that joins at the end of the day the contentions of the past scholars, is that the site is all around sorted, because of the label highlight, making it less demanding for organizations to focus on their group of onlookers and afterward to take after and draw in them, and in addition conveying them substance having worth to these client.

1.4.3.3 The Micro Blogs
As per M. Coeckelbergh (2011), small scale blogging is “the distribution of short instant messages (it can likewise be a photograph, a video, a sound part) to overhaul status, offer data, make inquiries and to impart between two or more individuals”. The creator underlines the way that miniaturized scale
blogging has an effect in transit organizations and, all the more by and large, individuals think. Without a doubt, smaller scale blogging permits no time and no space for complex contemplations. This is about brisk and short correspondence, which expands the correspondence action. Smaller scale blogging, as J. R. Coyle and al (2012) show it, conveys an essential CRM potential, as it empowers organizations to get into viral discussions in which clients and all the more accurately clients make inquiries, give concerns furthermore make proposals to these organizations, which can react the clients too, easily and viability. This CRM potential on social mediums is called Social CRM which is characterized as “the combination of online networking into Customer Relationship methodology” (Inc. Magazine, Technology, June 1, 2009). These days, the principle small scale blogging and social CRM stage is Twitter.

![Micro.blog](https://www.micro.blog)

Source: www.micro.blog.com

**Figure 5 Microbloggers**

1.4.3.4 Twitter

Twitter was established in March 21, 2006 and was dispatched in July 2006 by Jack Dorsey, in San Fransisco, California, USA. The social and small scale blogging stage numbers more than 500 million enlisted clients and 200 million dynamic clients, around the world (Wikipedia, May 2013). The site empowers to share ongoing data and additionally taking an interest in discussions as is pointed out by what interest individuals, under the type of messages with a constrained measure of characters (140 characters) called tweets.
This stage is likewise perfect for organizations as it empowers them to connect with their group of onlookers continuously and to construct or fortify their association with their clients, by in a split second reacting to inputs and sharing data (Twitter, 2013). K. S. Coulter and A. Roggeveen (2012b) exhibit that advertisers utilization Twitter keeping in mind the end goal to grow closer associations with their clients by, for case, “taking after their devotees” rather than simply running a monolog. Touch Agency, a North West driving plan and advertising organization gave incredible late measurements about Twitter, affirming that this stage gives imperative advantages to any business utilizing it and as a part of some degree, affirming what K.S. Coulter and A. Roggeveen (2012) support. Case in point, 75% of clients are willing to buy from a brand they take after. Likewise, 67% of clients would prescribe a brand they take after to others. Twitter is a discriminating instrument to answer clients’ grumblings and inputs and to reinforce the brand picture of a business as 80% of clients’ tweets identifying with client administration are negative or, at any rate, basic (CMS Wire, August 19, 2011) According to S. Burton and A. Soboleva (2011), the social stage gives organizations the likelihood to interface in two ways. The main way, called interpersonal intuitiveness, comprises in trading messages between an organization and an individual and to allude other clients’ messages or answers, re-tweets… The second kind of intelligence is the machine intuitiveness; this speaks the truth utilizing inner and outer connections as a part of a message. As per the objectives of an organization, these two
sorts of intuitiveness can be blended to enhance its approach to associate in one-to-numerous or balanced discussion.

1.4.4 The Video and Image Sharing Websites

1.4.4.1 Youtube

YouTube was established in February 2005 by Jawed Karim, Steve Chen and Chad Hurley (YouTube, 2013a) and the stage checks more than 1 billion month to month extraordinary clients around the world. YouTube has a Partner highlight that was made in 2007, empowering video inventors to acquire cash from it. Additionally, organizations, for the most part little ones, have the likelihood to utilize an advertisements stage by means of Google to advance them on YouTube, which is a method for adaptation for the social site (YouTube, 2013b). S. Pace (2008) bolsters that YouTube is additionally a stage to make groups, yet in a more unique and alluring path than web journals. In reality, a video is more appealing than content or pictures; a thing that organizations ought not overlook. The I Marketing Factory (2011), a site improvement organization, has delineated the diverse advantages a business can procure from YouTube and there are sufficiently very to persuade one to utilize it. Viably, this site is a decent place to advance an item has it is uncontrollably utilized and in addition to get criticisms and rates if the item isn’t done. Likewise, it is a proficient instrument to take care of a tedious an issue that your clients experience, by showcasing a kind of instructional exercise through a video.
YouTube empowers a business to build its image perceivability also, by rating, remarking and sharing recordings of different clients, identifying with the brand and its qualities. The site give an investigation instrument called YouTube Insight, which regards take after the measure of perspectives, likes or aversions a business gets on its recordings. A key point is that YouTube makes conceivable to build a business’ site movement, by embeddings the business site URL in a video and on the grounds that the recordings are filed by the web crawlers. At long last, something essential thus vital that this organization underlines is that the video sharing stage is free of utilization for the vast majority of the things, which profits, not at all like daily papers, TV advertisements… An article from the Inc. magazine (innovation, August 8, 2008), composed by Renee Oricchio, likewise shows that organizations can be fruitful on YouTube on the off chance that they make educational, inventive and educative recordings and on the off chance that they are occupied with their group. They join the organization’s purposes iMarketing Factory concerning the potential that the site has, to expand business site movement and that it can help them to be more unmistakable on web crawlers, by discovering the privilege decisive words for a video portrayal and title. Bianca Male, essayist for Business Rider (February 12, 2010), a business site giving important data identified with a few commercial ventures, underline the way that YouTube is an approach to get your business as a source of perspective among your group, by posting recordings teaching and educating the clients around an item or an administration. This is likewise the spot to showcase your item and its specificities to get buyers mindful and acquainted with it.

1.4.4.2 Flickr

Flickr is a picture facilitating and sharing site established by Ludicorp in 2004 and obtained by Yahoo! In 2005 (Wikipedia, May 4, 2013). The site numbers 51 million enlisted individuals and around 80 million one of a kind guests around the world (Yahoo!, 2011). As per Marcus Burnette, a site fashioner and designer, Flickr is exceptionally useful for a business as it can interface its Flickr record to its site, which regards be better ordered by the web crawlers and to get more perceivability. It is additionally conceivable to show the Flickr collections on a business site, which permit the site
guests to have all the more fascinating perspectives of the items, without needing to go to another site for that (by another site, I mean Flickr).

The essayist likewise underlines the point that particularly accommodation based and form/configuration based organizations can take an in number favorable position of this stage as they can share truly intriguing photographs of occasions et cetera (Flitehaus.com, August 1, 2011). Matt McGee, a supervisor of two web showcasing sites, exhibits that Flickr can doubtlessly expand a business’ image mindfulness by telling who they are in a unique route, by posting so as to share their site additionally photographs of their items or delineating their administrations all around portrayed. Matt additionally underlines the way that Flickr clients are truly occupied with their groups and is willing to interface with different clients and, in some degree, with organizations and long as they share fascinating, imaginative substance. Along these lines, organizations can profit by it and connect with their intended interest group effectively (Smallbusinesssem.com, June 15, 2006). Kim Bhasin, an essayist for Business Insider, clarifies that organizations have the chance to “recount their image story” through photographs to connect with the clients and get them included, which can make a cozy association with them. Another key point he shows is that by utilizing this stage, individuals
can share your photographs and build your image perceivability, which can regard reach more potential clients (Openforum.com, November 20, 2011).

1.4.4.3 The Social Bookmarking Websites

Susan Gunelius (About.com, 2013) characterizes social bookmarking as “a system for sparing and putting away pages in a solitary online area for future utilization or for offering to other web clients.”

2.2.1.4.1 StumbleUpon was established by Garrett Camp and Geoff Smith in November 2001 in Calgary, Canada (StumbleUpon, 2013). The stage checks more than 25 million enlisted clients since April 2012 and this number is without a doubt as yet expanding (Wikipedia, 2013) Sophie Southern, essayist for the Houston Chronicles (2013), a news supplier, contends that StumbleUpon can create a huge measure of activity to a business site or blog. For sure, a site page is recommended by the social bookmarking site and individuals snap to visit it. On the off chance that they loved it, they check it by means of the “thumbsUp” catch and the site page is then sent to more individuals that could like it as well, etc.

Source: www.mysocialbook.com

Figure 9 My Socialbook

The sharing of a business page by means of StumbleUpon can give an immense measure of movement, which is considered via web crawlers that will rank a business site far and away superior. Additionally, the author clarifies that this activity produced by StumbleUpon is done on the long
haul as the stage continues re-sharing it to different clients. Libelty SEO (January 30, 2013), a SEO organization, says that the huge measure of movement you get is important and also clients educated the social site regarding their intrigues when joining. Utilizing this social bookmarking site can make a business being known quick and give it an essential perceivability on the web. Neal Schaffer, an online networking gathering speaker and essayist of two online networking books and in addition author of WindMill Networking (January 27, 2012), joins the past contentions furthermore shows that this site is a decent instrument furthermore simple to use to advance a business, as it will make a business site or blog “turn into a web sensation”. The good thing for any business is that they get inputs from clients, when they visit the site page and like or abhorrence it and leave remarks about it, along these lines, they can enhance their substance so as to better connect with their group of onlookers. The creator likewise clarifies that StumbleUpon can produce business huge income and get them a decent brand picture, as it circulates around the web. Another element helping organizations to do as such is the StumbleUpon Paid Discovery. It elevates website pages to its clients and receives 5 pennies for every snap on the page consequently. This is a modest venture for organizations keeping in mind the end goal to draw in an essential measure of potential clients.

1.4.4.4 Pinterest

Z. Wilkinson (2013a) explains that Pinterest is a bookmarking website but also a photo and video sharing site, launched publically in March 2010 by Ben Silbermann and Paul Sciarra, then opened to the whole public in August 2012, as it was first opened on invitations. According to ComScore, the site counted in January 2012 11.7 million unique visitors, which indicates that the website is growing really fast (Wikipedia, May 2013). Z. Wilkinson (2013b) supports the fact that more and more businesses are using Pinterest as it appears that Pinterest users are really likely to purchase a product found on Pinterest, more than on any other social platform, like Facebook. Pinterest has a bookmarklet feature called Pinmarklet, allowing any user to pin photos on any website he visits, which can definitely increase the visibility of a business website on search engines as well.
The article this author wrote is based on the example of libraries, however, it can completely work for businesses as well; the benefits are the same. Indeed, the website is perfect for building a community and to share the story and lifestyle of the business through photos as well as showing products, getting in touch with other businesses having a similar activity and strengthening the brand image. Shell Robshaw-Bryan mentions that Pinterest is a way to add value to one business as it is about increasing its presence through attractive and innovative photos and to share content about the company culture, passion, know-how. It is also the opportunity to improve the loyalty of current customers and to engage with potential ones (Social Media Today, March 13, 2013). The Forbes magazine (November 11, 2012) as well as Anchor Wave (Anchorwave.com, January 3, 2013), a web design and internet marketing company, argued that Pinterest is even more useful for businesses as, from now on, they can have business accounts. Indeed, this type of account helps business to promote their brand as well as to directly engage its audience. It enables more traffic to the business website and a better presence on the web. Moreover, businesses can create secret boards (topics), which are really efficient to communicate internally; for instance, to let all the employees now about the details of a new product or event, to facilitate the inter-office communication… Jeff Bullas (2013), an internationally recognized digital marketing and social media mentor and speaker, highlights the fact that Pinterest has now an analytics feature, which is very beneficial for businesses, in order to assess how their audience is engaging with them. Indeed, this tool analyses the “repins”, “pins”,

**Figure 10 Pinterest**
impressions and clicks, and help to see who is clicking on the business page as well as which content is the most popular. This tool can benefit companies in the way that they can improve the content they share to their audience and get more creative and innovative thanks to that, which is the most important thing on Pinterest.
Notes and References

1. The expression “Network Society” first appeared in sociology in the late 20th Century. The concept became better known through the work of Manuel Castells (Castells, 1996, Castells Cardoso, 2006). According to Castells (born in Spain) who has researched in France and the United States, network society has a new social structure and process which is ensured by information and communication technologies based on microelectronics. In a network society, it is with the help of computer networks that information is created, processed and transmitted, building on the knowledge accumulated in the network hubs. see Castells, Manual (2006), The Network Society from Knowledge to Policy, Pg 8 The Johns Hopkins University Press, Washington, DC.


4. Key ICT indicators for developed and developing countries and the world (totals and penetration rates)”, International Telecommunications Unions (ITU), Geneva, 27 February 2013


7. Glacial time is sequential and constituted by elements of past, present and future but it is desynchronized from mechanical structuring of chronometric clock time. As Lash and Urry express it “glacial notion of time is one in which the relations between humans and nature is long term and evolutionary. It backs out of immediate history and forwards into a wholly unspecifiable future”(1994;241).Timeless Time- The relationship to time is defined by the use of information and communication technologies in a relentless effort to annihilate time by negating sequencing by compressing time (as in split-second global financial transactions or the generalized practice of multitasking, squeezing more activity into a given time).


18. India is now world’s third largest Internet user after U.S., China; The Hindu; Aug 24,2013

19. 2013 India Digital future in focus; com Score, August 22,2013


21. The found identity is one which is created by circumstances such as who are parents, ethnic background, religion, sex, schooling, profession and all the external factors that people use to describe someone. On the other hand, the made identity is one which is created. It is how one wish to see himself or herself in front of others.