CHAPTER III

SOCIAL NETWORK SITES

A Social Network is a network of people. People within those networks are connected when they have any certain relationship together says Haythornthwaite, (1996). Boyd and Ellions, (2007) comment that in the past decade, Social Networking Sites have become a main stream cultural phenomenon. They have proved useful for everything from keeping in touch with friends to dating; research collaboration, education and political activism. Social Networking Sites have quickly diffused around the world. SNS is deemed an important revolution of the Internet after Google (IECD, 2007). Different from other on-line communities, SNS is the first application in which people can explicitly articulate their social networks say Rau et al., (2008). Kwon & Wen, (2010) say that the numbers of SNS have dramatically increased in recent years. In this chapter an overview of online Social Networking Sites, characteristics, growth and their relevance among the youngsters are given in detail.

3.1 The rise of online Social Networking Sites

This contemporary period has come to be labeled variously as an information Age, Communication Age and, the present, Cyber or Networking Age says, Keval Kumar J. (1994). According to Wikipedia, an online encyclopedia, gives a report, there are more than 300 Social Networking Sites and 1.5 billion members worldwide (www.en.wikipedia.org).

At the basic level an online social network is an internet community where individuals interact through profiles that represent themselves to others says Acquisti et al., (2006).

What is the prime and most important reason for today's youngsters to go behind these sites? Due to the emergence of SNS major paradigms shift has taken place among the millions of youngsters today? Why these sites flowering among the students especially among the college students. The answer is quite crystal clear and vivid, it is able to find friends easily and form groups very easily accruing to the interest, college
and business, etc. It is very easy to upload photos, share views on different issues on politics, education, culture, cinema, sports, day today events and happenings.

SNS is reuniting old friends and helps to continue the broken bonds. Through SNS knowledge grows in socio, economical and cultural aspects. The ultimate and prime reason for the rapid growth of SNS is, because of its user centric nature and it user friendliness. Anybody can have account and relate with anyone without boundaries. Most of the content shared or uploaded in SNS sites are about the individual status, photos, personal details, interest so on and so forth.

3.2 Study of Social Networking Sites

Social Networking Sites are still very much its infancy, yet it already forms the basis for some enormously popular applications. As this paradigm matures, we expect more sophisticated applications to naturally emerge. Social network service is an online service, platform, or site that focuses on building and reflecting of social networks or social relations among people, e.g., who share interests and activities. At present, a number of SNS proliferate across the globe, ranging from MySpace, Facebook, Orkut, and LinkedIn to Cyworld. Among the rapidly growing list of SNS, Facebook is the global leader, catering to about 250 million registered users from around the world says Schonfeld, (2009).

3.3 History of Social Networking Sites

Here I would like to enumerate brief history of online Social Networking Sites. The site Classmates.com is regarded as the first web site that allowed users to connect to other users. It began in 1995 as a site for users to reconnect with previous classmates and currently it has over 40 million registered users. However, Classmates.com did not allow users to create links to other users; rather, it allowed users to link to each other only via schools they had attended. In 1997, the site SixDegrees.com was created, which was the first social networking site that allowed users to create links directly to other users. SixDegrees.com was the first one to be named as Social Networking Sites.
Some commentators suggest that SNS can only be traced back to 1997 with the launch of sixdegrees.com. However, it was suggested that examples of online Social Networking Sites in its broadest sense can actually be traced back ten years earlier to 1987 with the development of a range of mainly green and ecological networks. These led to the formation of the Association of Progressive Communications (APC) in 1990.

A further example of early online social networking can be seen in 1987 when people in GreenNet in the UK began working with their colleagues at the Institute for Global Communications (IGC), formally known as PeaceNet and EcoNet, in the US. They shared electronic material in a way that can be considered online social networking (APC, 2008).

In many ways the ideas behind Social Networking Sites are not new. It has been possible since the early days of the internet to do many of the things which social networking site users do now, such as creating personal web pages and communicating with others through interfaces such as chat rooms, internet forums, message boards, web communities and blogs. Several sites combining functions of today's Social Networking Sites appeared in the late 1990s.

As the number of sites grew, so they have diversified in terms of focus. Alongside more general sites such as MySpace, Bebo and Facebook, other sites have sprung up, examples include LinkedIn, which was founded in 2003 and is based on developing business and employment networks, and Flickr, which is based on photo-sharing. New sites continue to emerge. In October 2007 Saga announced that it was launching Sagazone, a social networking site aimed exclusively at the over-50s. There are several factors that help to explain the recent growth of today's Social Networking Sites and the mainstream use of similar technologies.

After the arrival of SixDgree.com the social networks began to grow leaps and bounds among the internet users especially among the youngsters. In the early 2000s, a number of general-purpose sites for finding friends were established, the most notable of which is Friendster. Friendster was focused on allowing friends-of-friends to meet,
beginning as a rival to the online dating site Match.com. Other, similar sites created in the same timeframe include Cyworld, Ryze and Linked In.

In 2003, MySpace was created as an alternative to Friendster and the others. MySpace allowed users to heavily customize the appearance of their profile, which proved very popular with users, causing MySpace to quickly become the largest online Social Networking Sites. Increase of love passion and fashion for Social Networking Sites, many groups also ventured this field. The other Social Networking Sites which follows, multimedia content sharing sites Flickr, YouTube and Zoomr, blogging sites, Live Journal and BlogSpot.

The first hint of Social Networking Sites was witnessed in the year 1997 through formation of a certain company called Sixdegrees.com. This company was the first of its kind; it allowed user to list their profiles, provide a list of friends and then contact them. However, the Company did not do very well as it eventually closed three years later. The reason for this was that many people using the internet at that time had not formed many social networks hence there was little room for maneuver. It should be noted that there were also other elements that hinted at social network websites. For instance, dating sites required users to give their profiles but they could not share other people's websites. Additionally, there were some websites that would link former school mates but the lists could not be shared with others says Cassidy, (2006).

After this there was the creation of LiveJournal in the year 1999. It was created in order to facilitate one way exchange of journals between friends. Another company in Korea called Cyworld added some social networking features in the year 2001. This was then followed by Lunar Storm in Sweden during the same year. They include things like diary pages and friends lists. Additionally, Ryze.com also established itself in the market. It was created with the purpose of linking business men within San Francisco. The Company was under the management of Friendster, LinkedIn, Tribe.net and Ryze. The latter company was the least successful among all others. However, Tribe.net specialized in the business world but Friendster initially did well; this did not last for long mentions Cohen, (2003).
Early social networking on the World Wide Web began in the form of generalized online communities such as Theglobe.com (1994), Geocities (1994) and Tripod.com (1995). Many of these early communities focused on bringing people together to interact with each other through chat rooms, and encouraged users to share personal information and ideas via personal Web Pages by providing easy-to-use publishing tools and free or inexpensive webspace. Some communities - such as Classmates.com - took a different approach by simply having people link to each other via email addresses. In the late 1990s, user profiles became a central feature of Social Networking Sites, allowing users to compile lists of "friends" and search for other users with similar interests.

New social networking methods were developed by the end of the 1990s and many sites began to develop more advanced features for users to find and manage friends. This newer generation of Social Networking Sites began to flourish with the emergence of Friendster in 2002, and soon became part of the Internet mainstream. Friendster was followed by MySpace and LinkedIn a year later, and finally, Bebo.

Attesting to the rapid increase in Social Networking Sites popularity by 2005, MySpace was reportedly getting more page views than Google. Facebook, launched in 2004, has since become the largest social networking site in the world.

3.4 Definition of Social Networking Sites

A SNS refers to "an online place where a user can create a profile and build a personal network that connects him or her to other users' Lenhart et al., (2007). Another definition by Boyd and Ellison (2007) highlights three salient functions of SNS: "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'. As with the borderless nature of the Internet, the social networking phenomenon is not limited to any single country and appears universal in scale Boyd & Ellison (2007).

Social Networking Sites, referred to as SNS, they are online virtual spaces where people of related interests gather together to share ideas, have discussions and further the
pool of individuals from whom they have access to communicate with Raacke et al., (2008).

At the most basic level Social Networking Sites allow users to set up online profiles or personal homepages, and develop an online social network. The profile page functions as the user's own webpage and includes profile information ranging from their date of birth, gender, religion, politics and hometown, to their favourite films, books quotes and what they like doing in their spare time. In addition to profile information, users can design the appearance of their page, and add content such as photos, video clips and music files. Users are able to build a network of connections that they can display as a list of friends. These friends may be offline actual friends or acquaintances, or people they only know or have met online, and with whom they have no other link.

Similarly, a recent report by Hitwise and Experian, (division of Experian that measures website traffic by collecting data directly from ISP networks) (2007) states that:

- **Social networking** websites are online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others. They typically provide a variety of ways for users to interact, through chat, messaging, email||

Wigmore (2006), the well-known IT encyclopedic writer, explains: **Social networking** is a practice of expanding the number of one's business and social contacts by making connections through individuals. While social networking has gone on almost as long as societies themselves have existed, the unparalleled potential Of the Internet to promote such connections is only now being fully recognized and exploited, through **Web-based groups established for that purpose.**

### 3.5 Functions of Social Networking Sites

SNS help users articulate their existing relationships such as close friends and family and converse with them with ease and celerity. Although the primary function of SNS was initially believed to fortify real-world relationships as such (Donath & Boyd
2004; Boyd & Ellison 2007), users often loosen the meaning of friends and extend their networks to include acquaintances and strangers (Thelwall et al., 2007).

3.6 Categorising Social Networks

SNS can be categorised in a number of ways, with some extension, the categorisation developed by Digizen, an organisation which promotes safe activities on the web.

3.6.1 Profile-based social networks

Profile-based services are primarily organised around members' profile pages. Bebo (www.bebo.com), Facebook (www.facebook.com) and MySpace (www.myspace.com), are all good examples of this. Users develop their 'web space' in various ways and can often contribute to each other's spaces – typically leaving text, embedded content or links to external content. In addition, some offer their users the ability to embed video content from sites such as YouTube (www.youtube.com). These social networks tend to give the user the ability to choose where different content can be located on their social network pages. All services cited above are very different in their appearance and this undoubtedly influences which networks the different types of user sign up to.

3.6.2 Content-based social networks

With these services, the user's profile remains an important way of organising connections. However, they play a secondary role in the posting of content. Photo-sharing site Flickr (www.flickr.com) is an example of this type of service, one where groups and comments are based around pictures. Shelfari (www.shelfari.com) is one of the current crop of book-focused sites, with the members 'bookshelf' being a focal point of their profile and membership.

3.6.3 White-label social networks

These sites offer members the opportunity to create and join communities – this means that users can create their own 'mini-MySpace's', small scale, personalised Social Networking Sites about whatever the creator wants them to be about. One interesting example is WetPaint (www.wetpaint.com), which uses social wikis as its format to
enable social networking. Groups of people can become members of a specific social
wiki enabling them to join in with generating content on their chosen subjects and to
interact with those who share a similar interest.

3.6.4 Multi-User Virtual Environments

Gaming environments such as Runescape (www.runescape.com) and virtual
world sites like Second Life (www.secondlife.com) allow users to interact with each
other's avatars are a virtual representation of the user.

3.6.5 Mobile social networks

Many Social Networking Sites are now offering mobile access to their services,
allowing members to interact with their personal networks via their mobile phones.
Two examples are Facebook (www.facebook.com) and Bebo (www.bebo.com).

3.6.6 Micro-blogging/Presence updates

Many services let users post status updates i.e. short messages that can be updated
to let people know what mood you are in or what you are doing. These types of networks
enable users to be in constant touch with what their network is thinking, doing and
talking about. Twitter (www.twitter.com) and Wayn (www.wayn.com) are examples.

3.6.7 Social Search

Sites like Wink (www.wink.com) and Spokeo (www.spokeo.com) generate
results by searching across the public profiles of multiple Social Networking Sites.
This allows anyone to search by name, interest, location and other information published
publicly on profiles, allowing the creation of web-based 'dossiers' on individuals.

3.6.8 Local Forums

Though often not included in social network definitions, place based for such as
Eastserve (www.eastserve.com), Onsnet (www.onsnetnuenen.nl), and Cybermoor
(www.cybermoor.org) provide a localised form of social networking, linking online with
offline activity.
### 3.6.9 Thematic Websites

The building of networks around areas of common interest is one way in which people can be brought together successfully. Sites like Netmums (www.netmums.com) also add in a local dimension by putting mums in touch with others in their area, where they can share advice, information, recommendations, information on schools and are able to network both at the local and national levels. In addition, there are also sites for those with a disability such as www.deafgateway.info which provides a place for deaf people to interact.

### 3.7 Social Network Site rather than Social Networking Site

Boyd and Ellison use the term ‘Social Network Site’ rather than ‘Social Networking Site’. They justify this by saying that networking is usually done between strangers, while a network is the people already familiar to the person. Although networking is possible on these websites, it is commonly not their primary intention (Boyd and Ellison 2008). A social network site is their integration with people’s everyday lives (Beer, 2008).

### 3.8 Popularity of Online Social Networking Sites

So exactly why have these sites become so popular? What has driven millions of previously novice users to participate in the most recent digital paradigm shift? We suggest that there are two factors at play here, both significant. Firstly, the networking factor itself, the ability to form different networks with people who share such things as location, political views, aspirations, hobbies and so on. Secondly, the supposition that internet users want to freely create and share their own content without having to undergo mundane task of setting up and managing their own websites. User generated content is thus empowering millions of people to express their views, ideology and moods with the internet world and to learn about the views, ideas and moods of others. Users of online Social Networking Sites are now liberated to do exactly as they wish including creating any relationships that they choose.

Online social networks are increasingly drawing people into the online world; providing the motivation and purpose to engage in a medium which hitherto held little
attraction. Applications such as Facebook (http://www.facebook.com) and Friends Reunited (http://www.friendsreunited.com) appeal to very large audiences and appeal to the inherent inquisitiveness we have about other people and what they are doing with their lives. This desire to learn about and connect with others (whether we know them or not) can be harnessed to strengthen other offline activity. For example, a group of carers may come together in a workshop to talk about issues and concerns they have in common. They may have a desire and need to continue their conversations at any time. The use of an online social network then becomes a way of sustaining communication and continued sharing of experience and learning.

Online social networks can provide a lifeline to those who are isolated and disengaged from family, friends and communities. Networks exist to support hundreds of subjects from a desire to stop smoking, to coming to terms with a death in the family, to cultivating mushrooms. Whatever the topic, there is generally user generated content on the internet which can inform, engage and connect like minds.

In the context of digital equality, it is therefore important to understand the various catalysts and hooks which attract people into taking advantage of online social networks. Social networks also open up the possibility of engaging with public services and organisations in a very different way, and have the potential to engage those who may currently find the public sector distant and impenetrable.

3.9 The Role of Social Networking Sites

The rise of SNS has resulted in significant changes to the way in which many of us interact with others and how we distribute content across the internet. However, when we talk about social networks we are talking about social relations between people who have some type of relationship or affiliation. In this sense, social networking technologies merely provide the infrastructure to do this in different ways. Prior technologies including the multitude of applications on the internet (such as chat rooms and online games), mobile phones, and landline based telephones all continue to facilitate social networking. However, it is the range of features and capabilities of Social Networking Sites that have captured the public's imagination and have led to them being marked as different and new.
In a few years, SNS have found a place in many people's daily lives, whether they are at home, in the office or on the move. This along with the development of Web 2.0 technology has led to a situation where the individual has much more control over content creation and the ability to manipulate websites. The opportunity now exists not just to view information or just simply to buy some goods over the internet, but to fully participate with others through sharing or creating content, or collaborating with those who share common interests. As a result, we are seeing both the rise of totally new online networks of people with no links to the offline world and those that provide support and added value to existing social networks. The strength, value and longevity of these networks can vary enormously. A group of people who have reviewed a book on Amazon, or contributed to feedback on an Amazon re-seller are loosely associated; representing disparate views to the benefit of the wider community. A group of people using SNS to design an open source car have a significantly stronger relationship with much more interaction and common purpose.

The growth in user numbers for Social Networking Sites has been phenomenal. Research, from Nielsen Online, indicates that Facebook, YouTube and Second Life are the fastest growing sites in terms of total UK minutes. Still, there are many, even amongst Internet users who have not yet used SNS. A recent OFCOM report stated that only 22 percent of UK based internet users over 16 are members of one of the major Social Networking Sites such as Facebook and Bebo.

3.10 Types of Social Networking Sites

The main types of Social Networking Sites are those which contain category places (such as former school-year or classmates), means to connect with friends (usually with self-description pages) and a recommendation system linked to trust. Popular methods now combine many of these, with Facebook, Bebo and Twitter widely used worldwide; MySpace and LinkedIn being the most widely used in North America; Nexopia (mostly in Canada); Bebo, Hi5, Hyves (mostly in The Netherlands), StudiVZ (mostly in Germany), iWiW (mostly in Hungary), Tuenti (mostly in Spain), Nasza-Klasa (mostly in Poland),Decayenne, Tagged, XING, Badoo and Skyrock in parts of Europe;
Orkut and Hi5 in South America, India and Central America; and Friendster, Mixi, Multiply, Orkut, Wretch, renren and Cyworld in Asia and the Pacific Islands and Orkut and Facebook in India.

3.11 Need of Social Networking Sites

Today Social Networking Sites are beings used in innumerable areas and ways to conduct and for personal learning. These sites allow in different ways to grow in knowledge.

3.11.1 Popularity

Social media has been adopted by a critical mass of the population which means it is important for organizations to have a social media presence. Generally, some official presence is better than none even if a specific strategy has not been defined.

3.11.2 Advertising

Social media is an enormous advertising platform. Organizations are able to target individuals based upon specific interests shared on social media. For example, if an individual watches a YouTube video about jogging, a shoe company can serve an ad or a coffee company can target ads to individuals who post that they are tired on social media sites.

3.12 Uses of Social Networking Sites

Social Networking Sites are their integration with people's everyday lives says Beer, (2008). As college students have been found to utilize Social Networking Sites over nine times more than the average population says Raacke et al., (2008). An April 2008 report from the UK's Office of Communication (Ofcom) reveals that 27 percent of UK children ages 8-11 who are aware of Social Networking Sites have a profile on at least one such site. When considering usage levels among young adults, this number often jumps to more than 90 percent of undergraduate students said by Golder et al., (2006) and Ellison et al., (2007).

Around 80 percent of college students use the website, and collectively college students have ranked Facebook.com as their number one source of communication above everything including phone and e-mail says Stern and Taylor, (2007). More than half or
55 percent of all online American teens use Social Networking Sites said by Lenhart, et al., (2007). Teens use social networks for the creation and the maintenance of friendships. Most teens are using the networks to stay in touch with people they already know, either friends that they see a lot 91 percent of Social Networking teens have done this or friends that they rarely see in person 82 percent say Lenhart, et al., (2007). Online community services are sometimes considered as a social network service in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social Networking Sites allow users to share ideas, activities, events, and interests within their individual networks.

Online social networks can provide a lifeline to those who are isolated and disengaged from family, friends and communities. Whatever the topic, there is generally user generated content on the internet which can inform, engage and connect like minds.

Social Networking Sites, Referred to as SNS, they are online virtual spaces where people of related interests gather together to share ideas, have discussions and further the pool of individuals from whom they have access to communicate with says Raacke & Bonds-Raacke, (2008). Lenhart, et al., (2007) say that more than half or 55 percent of all online American teens use social networks.

3.13 Enormous Growth of Social Networking Sites

The reason for the enormous growth of Social Networking Sites among the youngsters is that, -What makes Social Networking Sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks‖ said by Boyd, (2007). Due to which people can learn new ideas and scientific innovations and make new relationships.

3.14 Usefulness of Social Networking Sites

There are plenty of usefulness of Social Networking Sites are enumerated here.

- Social network usage is not tapering off—it is growing‖ and -Not only are more consumers joining social networks, but their level of involvement is deepening.‖ says Williamson, (2009) e-Marketer and senior analyst.
During the past year, Social Networking Sites have really taken off globally. Literally hundreds of millions of people around the world are visiting Social Networking Sites each month and many are doing so on a daily basis. It would appear that social networking is not a fad but rather an activity that is being woven into the very fabric of the global Internet. said Bob Ivins, executive vice president of international markets at com-Score Europe.

According to eMarketer, by 2013, an estimated 52 percent of Internet users will be regular social network visitors;

However, the next big trends for Social Networking Sites are the rise of the mobile social network. A new study by InStat predicts that by 2012, there will be nearly 30 million users in the U.S. who use a mobile social network of some sort, and a computer world report confirms that number will soar to 975 million by 2012, worldwide says Perez and Sarah, (2008).

According to a Forrester Research report, Enterprise 2.0 23 will become a $4.6 billion industry by 2013 and social networking tools will garner the bulk of the money Young, G. Oliver, (2008).

3.15 Advantages of Social Networking Sites

Social networking will help you get in touch with classmates and childhood friends. Discovering all these individuals without the help of social networking websites will be time consuming and difficult. Further, Social networking Sites are making it easy to start new friendships across the globe. As soon as the person uses the same website that you do, the two of you can effortlessly become friends. Apart from being fun, social networks can be used professionally. Many people utilize them to establish new business contacts and to promote their products and services. Social Networking Sites are an excellent way to expand your professional network. Getting in touch with other individuals operating in your sphere is one of the most important professional advantages. Today youngsters use SNS in sharing of knowledge and day today happenings, before we get in television and news channels it is shared in SNS.
3.15.1 Get Feedback

Social networking allows people to get feedback about their job, the project they are currently involved in or the blog posting that they recently wrote. It becomes exceptionally easy to get feedback via social media. Receiving comments and constructive criticism will take only several hours to achieve. You can obtain comments about anything that you need to have the opinions of others on. Social Networking Sites are facilitating this exchange of ideas.

3.15.2 Receive Help

If you are stuck in the middle of nowhere, having no idea how to get home or where to seek assistance, you can use SNS to deal with the problematic situation. SNS allows you to find help in nearly everything that you are doing. At least one of the individuals in your network will have information that will allow you to get out of a problematic situation.

3.15.3 Look for Employment

Social networking can even be used to discover a new job and projects. Establishing contacts this way will give you access to information about available job positions or the companies that are currently looking for new employees. The advantages of using social networking are diverse. Everyone can discover something positive this way. Some people use social media to find love. Others utilize these communication channels to promote their website and establish business contacts. As long as an individual has set clear goals, social networking can be used to an advantage.

3.16 Disadvantages of social network

Over the last few years, Facebook's growth has been phenomenal. The world's no.1 Social Networking Site also sometime back beat Google to become the most visited web site in the US for an entire week at a stretch. However, the site has also lately being receiving lot of flak for its privacy policies. An expert in online privacy drew attention to the five dangers of sharing information on social networking site Facebook. Joan Godchild, senior editor of CSO (chief Security Officer) online, said that marketing efforts
by the company often results in compromise on account holders' privacy. Times of India, (2010).

Research suggests that 13 percent of college students are internet dependent found by Scherer, (1997) and that those who are internet dependent are more likely to miss class and have their schoolwork suffer said by Kubey, et at., (2001). Many have raised concerns that the popularity of Social Networking Sites like Facebook may contribute to internet addiction or dependency commented by Shotton, (1989) and Young, (1998). We say it loud and clear, the first main disadvantage of social networking is that it is time-consuming.

- Social networking websites can be addictive, especially when you are a caretaker and spend your time looking at your connection’s photos, links, etc., but is it the same everywhere. As C.Northcote Parkinson, (2008) defined it fifty years ago: –It is a commonplace observation that work expands so as to fill the time available for its completion.||
- The third disadvantage is mainly a problem of security. As information goes so fast on the Web, you never know where your post is going to be in a week. And as everyone is googling, this can be for better or for worse.

3.17 Social networkers fall into distinct groups
Social networkers differ in their attitudes to Social Networking Sites and in their behaviour while using them. Ofcom's qualitative research indicates that site users tend to fall into five distinct groups based on their behaviours and attitudes. These are as follows: Ofcom, (Office of communications, 2008)

- **Alpha Socialisers** – (a minority) people who used sites in intense short bursts to flirt, meet new people, and be entertained.

- **Attention Seekers** – (some) people who craved attention and comments from others, often by posting photos and customizing their profiles.

- **Followers** – (many) people who joined sites to keep up with what their peers were doing.
Faithfuls – (many) people who typically used Social Networking Sites to rekindle old friendships, often from school or university.

Functionals – (a minority) people who tended to be single-minded in using sites for a particular purpose. (Ofcom, Office of communications, 2008).

3.18 Non-users of Social Networking Sites also fall into distinct groups

Non-users also appear to fall into distinct groups; these groups are based on their reasons for not using Social Networking Sites:

Concerned about safety – people concerned about safety online, in particular making personal details available online.

Technically inexperienced – people who lack confidence in using the internet and computers.

Intellectual rejecters – people who have no interest in Social Networking Sites and see them as a waste of time. (Ofcom, Office of communications, 2008).

3.19 Social networking security and safety tips

National consumers league some tips for SNS users for their safety.

3.19.1 Guard your financial and other sensitive information

It is recommend that the users should not provide or post social security number, address, phone number, bank account, credit card, pan card or other personal information that could be hacked by the internet hackers. (http://www.nclnet.org)

3.19.2 Cautious about meeting your new cyber friends in person

It is hard to decipher or judge about people by just views the photos or information that they reveal in SNS. If they ask your personal detail other than posted be cautious about that person. Many of them as friend extract all your informations including your bank password. (http://www.nclnet.org).
3.19.3 Caution before accepting friends request or attachment emails

Before accepting the friend's request kindly look various aspects that could be
seen in the SNS, otherwise if you do not know who is that person who has sent you the
friends request or mail kindly enquire or avoid them. (http://www.nclnet.org).

3.19.4 Beware of con artists

Criminals scan Social Networking Sites to find potential victims for all sorts of
scams, from phony lotteries to bogus employment and business opportunities to
investment fraud. In some cases they falsely befriend people and then ask for money.
(http://www.nclnet.org).

3. 20 World’s Most Popular SNS Online / April 2010

Table 3.1

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<td>eBay</td>
<td>26percent</td>
<td>1:34:08</td>
</tr>
<tr>
<td>10</td>
<td>Apple</td>
<td>26percent</td>
<td>1:00:28</td>
</tr>
</tbody>
</table>

(Source: The Nielsen Company (blog.nielsen.com)

From the Nielson’s survey study, the popularity of social media is undeniable –
three of the world’s most popular brands online are social-media related (Facebook,
YouTube and Wikipedia) and the world now spends over 110 billion minutes on social
networks and blog sites. This equates to 22 percent of all time online or one in every four
and half minutes. For the first time ever, social network or blog sites are visited by three
quarters of global consumers who go online, after the numbers of people visiting these
sites increased by 24 percent over last year. The average visitor spends 66 percent more

51
time on these sites than a year ago, almost 6 hours in April 2010 versus 3 hours, 31 minutes last year. (blog.nielsen.com)

3. 21 Types of Users on Social Networks

Normally, to use SNS, user needs to register as a member with a respective SNS. As per Danah Boyd (2004), the users of SNS can be categorized as

1. **Friends** - These are the members of the social network whom the user knows personally in real life and trusts them as friends.

2. **Friendsters** - These are the members who may be indicated as friends by the user even though they are not known and trusted.

3. **Fakesters** - These are the members with fake personas and they hide their actual personal information from other members.

4. **Fraudsters** - These are the members with fake personas and they can involve in fraudulent financial or sexual activity causing harm to other members.

3. 22 Social Networking Sites Statistics of 2012

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Social Network Statistics</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total number of Facebook users worldwide</td>
<td>1.2 Billion</td>
</tr>
<tr>
<td></td>
<td>Total percentage of 18-24 year olds who already use social media</td>
<td>98percent</td>
</tr>
<tr>
<td></td>
<td>Total percentage of people on Earth who use Facebook</td>
<td>11percent</td>
</tr>
<tr>
<td></td>
<td>Total amount of minutes people spend on Facebook every month</td>
<td>700 billion</td>
</tr>
<tr>
<td></td>
<td>Average amount of time a person uses Facebook per month</td>
<td>15 hours 33 minutes</td>
</tr>
<tr>
<td></td>
<td>Total amount of people who access Facebook with phone</td>
<td>250 million</td>
</tr>
<tr>
<td></td>
<td>Total amount of websites that have integrated with Facebook</td>
<td>2.5 million</td>
</tr>
<tr>
<td></td>
<td>Total pieces of content shared on Facebook each month</td>
<td>70 billion</td>
</tr>
<tr>
<td></td>
<td>Percent of teenagers who log on to Facebook over 10 times per day</td>
<td>22 percent</td>
</tr>
<tr>
<td></td>
<td>Percent of Facebook users under the age of 10</td>
<td>25 percent</td>
</tr>
<tr>
<td></td>
<td>Percent of teens that view social networks as unsafe</td>
<td>59 percent</td>
</tr>
</tbody>
</table>

3.23 Social Networking sites Cyber Risks

According to Danah Boyd (2004), entrepreneurs and designers of Social Networking Sites feel that the friends of friends are more likely to be good friends or dates than strangers and they would serve as a meaningful connectors and recommenders. These friends of friends are friendsters and friendsters can ensure more meaningful connections. But, author has observed that this assumption does not work often, as many of friendsters may become fakesters with or without reasons. Danah Boyd (2004) noticed that while fakesters have been an integral part of these websites for a long time, their vendors and designers have never approved them.

Lacks and lacks of youngsters are attracted towards Social Networking Sites. Almost a mass conversion has taken place among the youth to follow the SNS. The users have become a victim to the Phishers, spammers and hackers who fraudulently send messages. Many users account are hacked for their personal motives. Many of them are cheated.

**Picture 3.1**

*Threats percentage-posing on social networks*


The above picture represents that Facebook tops the cyber risks among the SNS.
Wajeb & Shaabi, (2012) categorize in their research fining that Cyber threats into two categories as follows,

3.23.1 Privacy Related Threats

Privacy concerns demand that user profiles never publish and distribute information over the web. Variety of information on personal home pages may contain very sensitive data such as birth dates, home addresses, and personal mobile numbers and so on. This information can be used by hackers who use social engineering techniques to get benefits of such sensitive information and steal money.

3.23.2 Traditional Networks Threats

Generally, there are two types of security issues: One is the security of people. Another is the security of the computers people use and data they store in their systems. Since social networks have enormous numbers of users and store enormous amount of data, they are natural targets spammers, phishing and malicious attacks. Moreover, online social attacks include identity theft, defamation, stalking, injures to personal dignity and cyber bulling. Hackers create false profiles and mimic personalities or brands, or to slander a known individual within a network of friends.

3.24 Facebook

Facebook is a social networking site that began with a focus on colleges and universities, but now includes high schools and other organizations, have access to it says Acquisti and Gross, (2006). Facebook members reveal a lot of information about themselves and are not very aware of privacy options or who can actually view their profile. It would be awesome or nearly impossible in this technological world and technical advancement not to know about the word called Facebook.

Facebook is a social network site that started out strictly for college students. Now, it is a cultural and social phenomenon stretching across the world. Today Facebook users are more than MySpace, Orkut, Twitter, etc. Facebook has taken hold as undisputable leadership among all the Social Networking Sites. Although Facebook registration is now open to the public, but the site still caters to the college and high school demographic focusing on networking through friends, groups and social activism.
Although there are many different Social Networking Sites on the internet, Facebook.com is the most popular among college students. Ellison et al. (2007) stressed the importance of studying the Facebook population because it represents an understudied offline to online trend in that it originally primarily served a geographically-bound community. A strong purpose of Facebook is to bring together college students online so that relationship can translate offline as well. Although not all college students are students are Facebook users, those who do use the site represent a larger portion of students compared to other SNS.

It was found in the research of Lenhart that at the end of 2009, 75 percent of online adult's ages 18-24 had profile on the SNS says Lenhart, (2009). Experian Hitline shows an interesting phenomenon that for the first time, Facebook was the most visited website in 2010. There is also another important thing to be noted is, 98.7 percent of college students in one study reported that they posted a photo of themselves on Facebook said by Young & Haase, (2009).

The use of Facebook was found to be positively associated with higher levels of self-satisfaction and social trust commented by Valenzuela et al., (2009). The face that youngsters use Facebook (groups) uses the community of registered voters to disseminate political information illustrates the effectiveness of Facebook to unite and empower communities with similar interests and views of Valenzuela et al., (2009).

Stern and Taylor (2007) have found a new idea in their research among the youngsters that seventy four percent of students reported that their Facebook profiles were accurate representations of themselves. Foon Hew's (2010) review of students' use of Facebook similarly indicated that greater self disclosure occurs on Facebook than offline.

### 3.25 Origin and Growth of Facebook

On October 28, 2003 was the birthday of Facebook admits all the trials and tribulations says N. Chokkan, (2011). On the advent of Facebook nearly six hundred Harvard university students created their account. There is no distinction having account on SNS starting from Dad, Mum, brothers, sisters, kith and kins, school friends, college friends, co-workers, travel friends, etc.,
We are able to have connection and relation with all people. We have face to face communication with some people; with some people we have telephonic conversations. To some we write letters and have conduct through mail. One SNS in particular, Facebook.com, was originally created for and is incredibly popular among college students. Students who register with the site are able to not only create an online profile, but can express their likes and dislikes in their profile, both upload and download pictures, join groups to connect with others with similar interests, and accumulate –friends‖ who are able to post comments on their pages and vice versa say Ellison et al., (2007).

Around 80 percent of college students use the SNS website, and collectively college students have ranked Facebook.com as their number one source of communication above everything including phone and e-mail say Stern and Taylor (2007). Although Facebook was originally a college student only website, it has translated to the wider population and has become a dominant form of major communication among all different types of people. Members use these sites for a number of purposes. The root motivation is communication and maintaining relationships. Popular activities include updating others on activities and whereabouts, sharing photos and archiving events, getting updates on activities by friends, displaying a large social network, presenting an idealized persona, sending messages privately, and posting public testimonials.

Facebook ranks as one of the most visited websites on the internet, with sources claiming as high as the 3rd most visited based on page views, and they now account for at least 1 percent of all time spent Facebook ranks as one of the most visited websites on the internet, with sources claiming as on the internet. (Alexa.com, 2008).

On October 2005 Facebook opened up its horizon to school students because until then it was used only by college students only.

➢ From May 2006 companies were allowed to enter Facebook through their name the reason behind this is it paved way for the seniors to have account on Facebook.
➢ From September 2006 Facebook reached its ultimate aim in announcing that all people can use Facebook account.
➢ On September 2006 Facebook announced a new facility called -News feed‖ which has brought many problems and it was explained in detail.
➢ 2006 October was another important mile stone in the growth of Facebook that it allowed users to upload their photos. This facility reached far and wide due to which many shred their photos. N.Chokkan, (2011).

3.26 Users on Facebook

Created in 2004, by 2007 Facebook was reported to have more than 21 million registered members generating 1.6 billion page views each day say Needham & Company, (2007). The site is tightly integrated into the daily media practices of its users: The typical user spends about 20 minutes a day on the site, and two-thirds of users log in at least once a day say Cassidy, (2006); Needham & Company, (2007). Capitalizing on its success among college students, Facebook launched a high school version in early September 2005. In 2006, the company introduced communities for commercial organizations; as of November 2006, almost 22,000 organizations had Facebook directories comments Smith, (2006). In 2006, Facebook was used at over 2,000 United States colleges and was the seventh most popular site on the World Wide Web with respect to total page views Cassidy, (2006).

Acquisti and Gross (2006) argue that users may be putting themselves at risk both offline (e.g., stalking) and online (e.g., identity theft). Other recent Facebook research examines student perceptions of instructor presence and self-disclosure temporal patterns of use Goldber, et al., (2007), and the relationship between profile structure and friendship articulation, Lampe, Ellison, & Steinfield, (2007).

Arguably one of the most influential SNS websites on the internet, Facebook.com is a comprehensive and encompassing clustering of networks based on universities and colleges, high schools, work places, and geographic areas. The site is tightly integrated into the daily media practices of its users: The typical user spends about
20 minutes a day on the site, and two-thirds of users log in at least once a day said by Cassidy, (2006); Needham & Company, (2007).

<table>
<thead>
<tr>
<th>Date</th>
<th>Users in Millions</th>
<th>Days Later</th>
<th>Monthly growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 26, 2008</td>
<td>100</td>
<td>1,665</td>
<td>178.38 percent</td>
</tr>
<tr>
<td>April 8, 2009</td>
<td>200</td>
<td>225</td>
<td>13.33 percent</td>
</tr>
<tr>
<td>September 15, 2009</td>
<td>300</td>
<td>160</td>
<td>9.38 percent</td>
</tr>
<tr>
<td>February 5, 2010</td>
<td>400</td>
<td>143</td>
<td>6.99 percent</td>
</tr>
<tr>
<td>July 21, 2010</td>
<td>500</td>
<td>166</td>
<td>4.52 percent</td>
</tr>
<tr>
<td>January 5, 2011</td>
<td>600</td>
<td>168</td>
<td>3.57 percent</td>
</tr>
<tr>
<td>May 30, 2011</td>
<td>700</td>
<td>145</td>
<td>3.45 percent</td>
</tr>
<tr>
<td>September 22, 2011</td>
<td>800</td>
<td>115</td>
<td>3.73 percent</td>
</tr>
<tr>
<td>April 24, 2012</td>
<td>900</td>
<td>215</td>
<td>1.74 percent</td>
</tr>
</tbody>
</table>

(Source : http://en.wikipedia.org/wiki/History_of_Facebook)

3.27 Features and functions of Facebook

The Social Network Sites MySpace and Facebook have a variety of different features that teens use as a part of their participation on the sites. The structure of these sites is driven by their genre and its history, Boyd and Ellison (2007) say that the features themselves say little about the complexity of how teens use them and alter their practices because of them. Social Networking Sites are web-based services that allow individuals to construct a public or semi-public profile within a bounded system, publicly articulate a list of other users with whom they share a connection.
Facebook profiles has here major functions which plays vital role in the growth of website: the major role is the content users provide and share to craft their profiles, secondly the list of Friends that they poses both home and foreign countries, and while thirdly a section for comments which is the important one to express their ideas and vies on other persons profiles and posts. The major growth of Facebook is its newness and adaptability. When teens join a social network site, they are asked to upload a photograph and fill out a set of forms that request demographic information (e.g., birthday, sex, location, etc.), taste preferences (e.g., favourite music, TV programmes, movies, sexual orientation, interests, etc).

With the informations given by the individual is used to automatically generate a new Profile. At any point the individual who created account can alter or change their answers at any point; editing a profile also provides additional questions that were not available during the signup process. When people sign up to Facebook, they are also asked to choose a Network. There were four types of networks: college, high school, corporate, and region. Teens could add themselves to their high-school network and their region's network. Anyone can be a member of a regional network, but individuals can be part of only one regional network and cannot change their regional network more than once a day. When teens sign up to join a high-school network, their request is sent to the network's moderators for approval.

While profiles are automatically generated, they can be modified in various ways. Facebook's profiles are structured as modules. Users can move modules around to rearrange their pages, but they cannot change the visual look and feel. On Facebook, teens are invited to describe their relationship to those whom they indicate as Friends. While this feature was designed with the idea that people would add only their closest and dearest, teens have a variety of different incentives for adding people as Friends says Boyd, (2006).

Social network sites publicly display Friends connections on teens' profiles. This allows visitors to the profile to peruse a teen's Friends. Facebook displays six random Friends from a teen's primary network on the profile, allowing visitors to click to see more. Profiles include a section where Friends can leave comments on each other's
profiles, this is called the Wall. The messages that people leave on a person's profile are visible to anyone who can view that profile. Conversations often take place here as teens respond to comments on their profile by leaving a comment on the commenter's profile. At the top of Facebook profiles is a feature called Status Updates.

Facebook profiles support a wide array of media. Teens can send private messages to each other through each site, but not across sites. These resemble web mail and teens have an inbox available to them when they log in. Facebook introduced a feature called News Feed. When teens log in, their homepage consists of a list of automatically generated updates about their Friends' activity on the site.

Facebook now allows teens to group their Friends into groups and organize them accordingly. While Facebook gives users complete flexibility over who can access what, it does so at the expense of simplicity and clarity. Facebook has tools that allow users to search for their friends, peers, and colleagues. Facebook's simple search feature allows teens to search by name and narrow by network; users can also surf Facebook through the list of Friends.

Anyone can search for anyone, provided that the searcher knows the other person's full name or email address. On Facebook surfing is the dominant way in which people find each other. Teens view the Friends lists of their Friends and surf to their profiles.

### 3.28 Blue colour in Facebook

Everything is so blue about Facebook right from the sign-up page to the logo, their mobile applications and even the site pop-ups that have shades of blue. Why and what is the reason behind this secret? Mark Zuckerberg is colour blind, there are three major colours, red, green and blue. Mark since colour blind he could see everything in blue colour, so he automatically chose blue as the primary colour for his famous website says N.Chokkan, (2011). http://www.labnol.org/internet/why-Facebook-blue-in-color/17811/

The reason for this is that Mark Zuckerberg, the young founder of Facebook is red-green color-blind and blue is the richest colour for him which he confirmed in an
interview with Le Laporte in an online interview. Another important commercial factor for using blue color is the fact that most colours tend to distract the viewers. Blue on the other hand acts as a transparent background to the main content as visible to the human brain due to which most popular websites tend to use the blue color. It can easily be called a webmaster's favourite colour. Blue Color is also sometimes referred to as 'Nirvana' for the brain. All these factors make blue a prominent colour on Facebook. (http://www.tweakandtrick.com).

3.29 Facebook is Good

Websites like Facebook may actually be good for you, according to the latest psychological study on users. Researchers found using social networks can spark a natural high leading to a relaxed heart rate and lower levels of stress and tension. 'Natural high': Scientists measured the reactions of students using Facebook which suggested they were 'aroused' While it seems like a solitary activity, the interaction with others via these networks has a positive effect on body and mind, said joint American and Italian research. (www.dailymail.co.uk.com)

This is the sole reason of the massive success of social networking in general and Facebook in particular. University researchers in Milan wired up 30 students aged 19-25, monitoring the reactions of their brain, blood pressure, skin conductance, pupil dilation and heart rate. These readings show levels of arousal, excitement, stress and relaxation read the study for online journal Cyber psychology, Behaviour and Social Networking. The students were then given three minute exercises - either looking at panoramic landscapes, a short time on Facebook or a complicated mathematical task. Not surprisingly the first made the students the most relaxed and the mathematics test made them the most stressed. (www.dailymail.co.uk.com)

But the Facebook time threw up a whole new set of unexpected results that were neither stressed out nor over relaxed. Instead they found it brought out reactions suggesting the person had found high levels of attractiveness and arousal. The research was conducted jointly by the Auxologico Italian Institute, the Catholic University. (www.dailymail.co.uk.com)
The social network sites MySpace and Facebook have a variety of different features that teens’ uses as a part of their participation on the sites say Boyd and Ellison (2007).

Facebook publicly display Friend connections on teens’ profiles. This allows visitors to the profile to peruse a teen’s Friends. Facebook displays six random Friends from a teen’s primary network on the profile, allowing visitors to click to see more friends.

Facebook profiles include a section where Friends can leave comments on each other’s profiles. On Facebook, this is called the Wall. The messages that people leave on a person’s profile are visible to anyone who can view that profile.

Facebook profiles support a wide array of media. Facebook users can also upload videos and pictures to their profile; these can be displayed on a teen’s profile or accessed through their collection of videos and photos. Teens can leave comments on their Friends’ videos. Facebook supports uploading of photos. Users can organize their photos into albums and their Friends can comment on the photos.

Youth can send private messages to each other through each site, but not across sites. These resemble web mail and teens have an inbox available to them when they log in. Facebook supports Groups. Participants can join public groups and communicate with one another using the group’s features. Youth groups are listed on their profiles. Many youngsters join groups to have them listed on their profiles and never visit the actual group page. Facebook introduced a feature called News Feed. When youth log in, their homepage consists of a list of automatically generated updates about their Friends’ activity on the site.

Facebook continues to add options to its privacy settings every time it keeps on changing itself. For example, Facebook now allows teens to group their Friends into groups and organize them accordingly. While Facebook gives users complete flexibility over who can access what, it does so at the expense of simplicity and clarity. Facebook has tools that allow users to search for their friends, peers, and colleagues. Facebook’s simple search feature allows teens to search by name and narrow by network; users can also surf Facebook through the list of Friends.
Anyone can search for anyone, provided that the searcher knows the other person's full name or email address. On Facebook surfing is the dominant way in which people find each other. Facebook has many more features each and every day the features continue to change.

The most popular social network application is Facebook says Hew, (2010). Facebook offers many different options for social networking and entertainment. As far as communication goes, Facebook offers a chat option in which people can send messages instantly to one another. You can also talk to several people at the same time. Another way of communication is using a private message option to write messages to another person. Facebook also offers the option to write on another person's profile where other people may view the message.

However, these are not the only things Facebook does. Many applications and games can also be found on this site. There are ways to post items in other people's profiles. A person can play interactive games that involve playing with other people on the site. The things that these website provide continue to grow and in turn it continues to keep people intrigued and keeps them coming back. Therefore, it is obvious that Facebook has become a very important feature of college life.

3.30 Understanding the Facebook user

It is important to understand why people are motivated to use Facebook. According to comScore Media Matrix, people aged 18 to 24 disproportionatley use online communication methods, comScore, (2005). This places the typical Facebook user into the life stage sometimes called emerging adulthood. At this age, people are experiencing freedom by living on their own for the first time and not yet having a family of their own or a career. SNS such as Facebook give emerging adults a way to maintain and build their friendship networks. By connecting to people in the same geographical area through SNS, it's easier than ever for people to connect to groups and join urban tribes say O'Murchu, et al., (2004).
3.31 Statistics of face book as on February 2012 (facebook.com)

3.31.1 People on Facebook

- More than 800 million active users.
- More than 50 percent of our active users log on to Facebook in any given day.
- Average user has 130 friends.

3.31.2 Activity on Facebook

- More than 900 million objects that people interact with (pages, groups, events and community pages).
- Average user is connected to 80 community pages, groups and events.
- On average, more than 250 million photos are uploaded per day.

3.31.3 Global Reach

- More than 70 languages available on the site.
- Approximately 80 percent of users are outside of the United States.
- Over 300,000 users helped translate the site through the translations application.

3.31.4 Platform

- On average, people on Facebook install apps more than 20 million times every day.
- Every month, more than 500 million people use an app on Facebook or experience Facebook Platform on other websites.
- More than 7 million apps and websites are integrated with Facebook.

Facebook is an important tool for interaction, particularly among college students says Gross and Acquisti (2006). While teenagers were adopting different kinds of Social Networking Sites, Facebook began gaining momentum with college students. Facebook started as a Harvard-only social network site before expanding to support all. Initially, only college students from preapproved schools could join Facebook and they had to prove their collegiate affiliation by signing up with their .edu email addresses. The college-centered nature of Facebook quickly appealed to teenagers who saw access as a rite of passage.
For many college-bound teens, access to the social world of college students became a status marker. In September 2005, Facebook began slowly supporting high schools as networks, allowing teenagers to join the site, while many teens valued the opportunity to join Facebook. Youth were not the only population to join Facebook when it opened access. Facebook has achieved tremendous popularity among a wide array of different populations of all ages and nationalities.

Although Facebook has recently membership opportunities to include those outside the education realm, it is reported to be the most preferred social networking site among college students, containing profiles for an estimated 80 percent-90 percent of US college students (www.educasue.edu). Since the introduction in 2004, Facebook has attracted more than 22 million active users (Facebook.co).

We cannot forget the real fact and the impact which Facebook created among the people. Today from big millionaires and President of America has account on Facebook. Through these SNS we can have frequent conduct with anybody it the world, ask for opinions, make love, preach on different issues, share out ideas and thoughts, search for job, ask for help, fight with enemies and make relationships (N. Chokkan, 2011).

13 Million Facebook users from India as on 16th September 2010 Facebook as a social networking medium has grown by leaps and bounds in India. This is significant because India (and other countries like Brazil & Pakistan) were the largest consumers of Orkut the Google property that kick started the social networking revolution in India. But over the years (somewhere between 2007 & 2009) the emergence of Facebook as the social network of choice has seen a gradual decline in active Orkut usage (http://www.semkraft.com).

The count then, as you can see from the screen shot was 6,85,200 or approximately 7 lakh (0.7 million) Facebook users in India (2008). Today, on 8th July 2009, as I write this post there are 29, 40,700 users or approximately 30 Lakh (3 million) Facebook users in India. On 4th July 2009 the number was 29, 00,980, so in the interim 4 days, Facebook added 39,720 new Indian users which is a mind boggling 10,000 users per day. If these numbers as reported by Facebook are accurate and the daily growth
continues at this astonishing rate then it won't be long before FB catches up with Orkut which purportedly has 13 million active Indian users (which is almost 40 percent of the total internet audience in India) and 5 Billion page viewers per month (http://www.ComScore.com).

Facebook Users in India who are 18 years and above: the current number with this criteria stands at 12,262,780 i.e. 1.2 Crores or 12 million 3rd March 2010 6,455,000 users 17th September '2010, 12,262,780 users and the difference 58,07,780 users or 5.8 million users in 170 days which is almost 34,163 users/day. All Facebook Users in India: 13,580,100 i.e. 1.3 Crores or 13 million! Other interesting numbers: Men: 8,522,780, 8.5 Million male Facebook users in India Women: 3,554,760, 3.5 Million female Facebook users in India Kids (13yrs or younger): 105,800. (http://www.greyreview.com)

As far as Indian cities go – Mumbai has the highest Facebook user base in India with 3.7 million FB users (18th in the world), while Delhi (1.6 mln) & Bangalore (1.3 mln) rank 36th & 38th respectively. Interestingly Chennai has 1.2 million FB users showing 101.64 percent penetration (among internet users). So at an average, every Chennai internet user has at least 1 profile and page on FB (http://www.greyreview.com).

It is no surprise that Facebook is used by Younger generation – So much so that about 47 percent of all Indian Facebook users are between ages 18 to 24. The second largest group is users between ages 25 to 34 years, who make up about 29 percent of all FB users in India. Only 5 percent users are of age 45 & above.

3.32 Social Networking Sites users Feedback

Anupam said: (Sun, Dec 26, 2010 07:26:35 AM), I think Social Networking Sites have given us a great platform to share knowledge, ideas, and to unite on various topics of national importance like building of dams, corruption etc and many more. We the youth now can voice our opinion on this. It's even helpful for people who want to know about a particular educational institution or a course. They get information from their friends or even directly from the students of that institution (indiabix.com).

Shael Gayanes said: (Wed, Mar 16, 2011 03:33:41 AM) Social networking is one of the means of the youth to express their ideals and feelings (indiabix.com).
Praveent said: (Wed, May 11, 2011 06:04:07 AM) I think social networking is good to the people mostly for un-employees, because they all feed their activities and personal details in profiles. So most of the recruiters view and recruit them by this. In another mode people can share their ideas or thoughts with friends and colleagues through Social Networking Sites so people can able to develop his or her skills fastly (indiabix.com).

Neha said: (Tue, Oct 18, 2011 08:19:36 PM) from my point of view social networking is good to use if we use it to some limit. It help us in improving our communication, help in getting connected with old and new people, it can be used for creating awareness (indiabix.com).

Jinay said: (Thu, Nov 10, 2011 01:22:41 AM) according to me Social Networking is a good thing for Youth of India to think beyond the friendship. Here I meant friendship to close and old friends only. By the use of Social Networking one can make lots of new friends over the world and shares thoughts to each other and exchange the knowledge. Today if some breaking news happens before the News Channel flashes the Social Network flashes up about the details which were uploaded and shared by the nearby person using Social Network. So by this we can even get in touch of World also. So on my point of view Social networking is the way to develop the people of India and to be aware them (indiabix.com).

Mahesh said: (Sun, Nov 13, 2011 11:47:19 AM) Social networks are good platform for sharing what's in your mind, a good medium of communication, easiest and cheapest means of communication. It is a good way to stay connected with your friends in this fast going trend. You can get a good knowledge about present going things (indiabix.com).

Binit said: (Thu, Dec 8, 2011 02:06:49 PM) Social networking is truly a good way of interacting your ideas with the others (indiabix.com).

Indrajeet Chakraborty said: (Sun, Dec 18, 2011 10:33:54 PM) I feel Social Networking Sites have a great positive impact on the youths, especially the ones who are still in their schools and colleges. To understand this, let’s take a very simple example.
Suppose a student is given a project on a certain subject and he has to complete this project during the period of his vacations. Now if he comes across certain problems in some areas, how does he solve it, here comes the use of these Social Networking Sites. A student can make use of these Social Networking Sites to discuss with his friends and teachers, share files and also get technical details and then solve his problem. Thus we see that this SNS helps the youth share their views, helps them discuss and thus has a great positive impact on our youths. (indiabix.com)

Jayesh Golhar said: (Mon, Jan 16, 2012 01:51:26 PM) that, by the Social Networks we can find our friends situated in different cities and easily can share our knowledge with him as well as it is a medium of transfer the documents quickly. (indiabix.com).

3.33 Facebook Users in the world

Figure 3.2

Facebook Users in the World by Geographic Regions - 2011 Q4

Source: Internet World Stats - www.internetworldstats.com/facebook.htm
Facebook users worldwide are 799,092,160 on December 31, 2011
Copyright © 2012, Minitwatts Marketing Group
From this above graph which shows the different continents usage of Facebook. Among them Europe tops the most in using Facebook, Asia takes the second position in adopting the Usage of Facebook. It is obvious to see that developed country and the first world country America in third place, followed by the other countries.

3.34 Facebook Usage and Internet Statistics for DEC 31, 2011

Table 3.4

Facebook Usage and Internet Statistics

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Asia</td>
<td>3,879,740,877</td>
<td>93,584,580</td>
<td>152,957,480</td>
<td>183,963,780</td>
<td>4.7 %</td>
</tr>
<tr>
<td>Africa</td>
<td>1,037,524,058</td>
<td>17,607,440</td>
<td>30,665,460</td>
<td>37,739,380</td>
<td>3.6 %</td>
</tr>
<tr>
<td>Europe</td>
<td>816,426,346</td>
<td>162,104,640</td>
<td>208,907,040</td>
<td>223,376,640</td>
<td>27.4 %</td>
</tr>
<tr>
<td>Latin America</td>
<td>555,856,161</td>
<td>68,189,920</td>
<td>115,288,940</td>
<td>141,612,220</td>
<td>25.5 %</td>
</tr>
<tr>
<td>North America</td>
<td>347,394,870</td>
<td>149,054,040</td>
<td>167,999,540</td>
<td>174,586,680</td>
<td>50.3 %</td>
</tr>
<tr>
<td>Middle East</td>
<td>216,258,843</td>
<td>11,698,120</td>
<td>16,125,180</td>
<td>18,241,080</td>
<td>8.4 %</td>
</tr>
<tr>
<td>The Caribbean</td>
<td>41,427,004</td>
<td>3,925,060</td>
<td>5,903,520</td>
<td>6,218,960</td>
<td>15.0 %</td>
</tr>
<tr>
<td>Oceania / Australia</td>
<td>35,426,995</td>
<td>11,596,660</td>
<td>12,881,560</td>
<td>13,353,420</td>
<td>37.7 %</td>
</tr>
<tr>
<td>WORLD TOTAL</td>
<td>6,930,055,154</td>
<td>517,760,460</td>
<td>710,728,720</td>
<td>799,092,160</td>
<td>11.5 %</td>
</tr>
</tbody>
</table>

Source: http://www.internetworldstats.com/facebook.htm
3.35 Social Networking Services

Picture 3.3
Social Networking Services

The pictures showcase most of the important Social Networking Sites and services they provide. Many of them target a specific audience with a specific purpose.

Source: (www.techvert.com)