

Online Social Networking

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Abstract

"A website that provides a virtual community for people interested in a particular subject or just to 'hang out' together." Online social networking would also encompass all of the ways people can connect. Online networks such as Facebook, Twitter, MySpace, and LinkedIn all offer users a variety of ways to increase their networks, share notes and various types of media, and connect on a variety of levels. Social networking is not a static thing. Networks are growing and changing all the time, with new ones popping up at a fast rate. Many networking websites are geared towards users with specific interests and needs, while others encourage everyone to join.

KEYWORDS: Social network, Social media, Impact of mobile

INTRODUCTION:

Many people join in social network because of their current friends and family are using the service and they want to stay in contact with them. Once you've been using a social network site, you'll unavoidable come in contact with other people you know. The first social media site was a website called 'Six Degrees' was launched in 1997. It allowed its users to create a profile and then be friend to other . From SixDegrees, the internet emerged into the era of instant messaging and blogging. Some of the ways people can network on these sites include:

- Having current friends and suggest other people you may want to network with
- Sharing photos, audio and video files, written works, links, and other media, etc.,
- Posting a resume or work experience for job searching and recruiting
- Promoting a brand or service to those who may need the product or service
- Playing games with friends group

Number of social network users in India from 2015 to 2022 (in millions)

Year	Number of users in millions
2016	168.1
2017	196.02
2018	226.06

Professionals have always networked in one way or another. Whether it's a business meeting, a conference, a orientation program or a larger industry event, meeting other

people who are involved in the same profession is a necessity. For businesses, social networking becomes one more promotional tool for an overall business plan. Since this is a form of networking is always evolving, the definition of a social network will also be fluid. However, an online social network is a meeting place for people to extend their reach and stay in contact with their communities.

Social networking has swept the globe. In 2019, it is estimated that there will be around 258.27 million social network users in India, up from close to 168 million in 2016. The rapid growth of social media reflects the myriad ways people use these platforms and reveals the desire people have to be part of a community and create an identity for themselves.

Finding Community

Many people create a social networking account to join a community of other people with similar interests and knowledge. Sometimes these communities meet up in person through internet, and other times they share ideas and experiences while communicating online. Additionally, many people create a social networking account like Facebook, Instagram or Twitter to stay in touch with friends and family members who live far away from them.

Professional Communities

A social network helps the people who looking for a new job the ability to connect with professionals from all over the world. Sites like LinkedIn have become wildly popular, empowering users to look past resumes to communicate with companies seeking to hire new employees for jobs. In 2017, LinkedIn reached 500 million users.

Social Communities

Social networking allows people who have moved to a new city or picked up a new job to connect and communicate with individuals who share their interests and activities and to help about the new spots. Social networking platforms like Reddit and Facebook Groups offer people ways to discuss their passions and interests. Other platforms, like Meetup, offer people to make connections online and join as a group to meet their friends in person to enjoy activities like sports, dancing, games, and the arts.

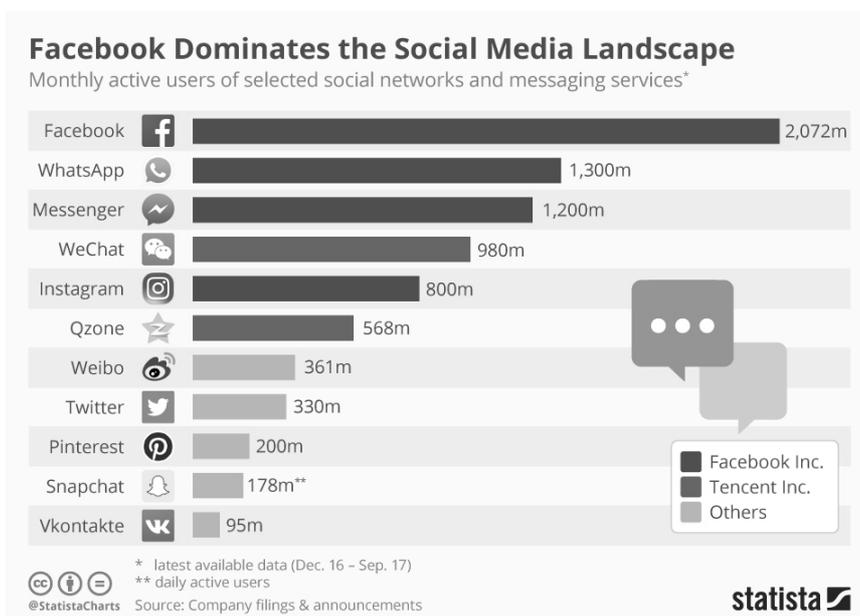
Keeping up with Family

Family members are often separated by states and sometimes even countries due to their job and some commitments. Most of the youngsters who have a social network account use it primarily to keep in touch with their family and friends. Social network give families a support and convenient means for staying in touch with one another and allows them to share photos and videos easily. This is very simple and more convenient than sending individual emails or letters to individuals.

Popular social networking in India:

- Facebook
- WhatsApp

- Instagram
- YouTube
- Snapchat
- Twitter
- LinkedIn
- Quora
- Pinterest
- Tumblr
- WeChat



* <https://www.soravjain.com/social-media-facts-and-stats-india-2018>

Privacy and Safety Concerns

The risks associated with using social networks are well-documented. The biggest concerns has to do with social network are privacy and safety, particularly with regard to children and teenagers, and also with adults.

- According to Guard Child, 29% of "internet sex crime relationships" started on a social media site. Further, in 26% of "online sex crimes against minors," perpetrators distributed information or images of the victims via social networks.*
- Cyber-bullying is also a very big problem in today's world. According to a DoSomething.org survey, 70% of students report having witnessed "frequent bullying online" and over 40% have been victims of online bullying themselves. The vast majority (over 80%) of respondents indicated that online bullying is "easier to get away with" than in-person bullying.*

- Stalking via social media is startlingly common. As 63% of Facebook profiles are public, it is very easy for exes to check up on their former partners and their new relationships. Oftentimes, you don't know who is viewing your profile and you don't know what could happen next. Over 80% of online stalking incidents are never reported to the concern authorities.*
- Nearly four in five ex-burglars have indicated that thieves watch social media to look for right opportunities to utilize the favor situation. This is because 57% of people post something about their travel plans, like a photo from the airport or "checking in" at the hotel, sharing their location, effectively telling would-be burglars when they should break in. *

*(www.statista.com)

The Pros of Social Networking

1. Connecting with people
2. Finding people with common interests
3. Invaluable promotional tool
4. Information spreads fast
5. Helps to catch and convict criminals
6. Comfort zone

The Cons of Social Networking

1. Perpetuates false and unreliable information
2. Causing major relationship problems
3. Cyber bullying is a growing problem
4. Used to profile and discriminate in the job world
5. The addiction is real
6. Misuse of photos and videos

CONCLUSION:

India has world's largest number of Facebook Users with over 195 million users. There are 155 Million Monthly Active Users (MAUs) in India, of which 147 Millions MAUs access Facebook via Mobile Phones and 73 Million users are active daily on Mobiles. Even though social media can be an incredible tool for fostering relationships with other people, it can also be a source of relationship problems. Online social networking can also contribute to a sense of isolation in real life, as users may disengage from real human interaction face-to-face in favor of virtual interactions. The scene of people staring at their smart phones at dinner instead of talking with the other people at the table is a familiar one. Paradoxically, the more time a person spends on Facebook, particularly with passive interactions, the greater their feelings of loneliness. Without knowing the drawback of social media people are moving towards it and become addict to it

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