

Social Networking-An Application in Network Communication

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Abstract - *This paper focuses on the application of social networks in social network communication services, in this paper we have emphasis on the major application of social networking, social networking websites social networking services which are beneficial in the network communication .this paper also focuses on the utility of social networking in different major fields which are generally implemented by the general citizen.*

Keywords: *Social Networks, Communication Networks*

INTRODUCTION

Social networking is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision, if you will. Although social networking is possible in person, especially in the workplace, universities, and high schools, it is most popular online. This is because unlike most high schools, colleges, or workplaces, the internet is filled with millions of individuals who are looking to meet other people, to gather and share first-hand information and experiences about cooking, golfing, gardening, developing friendships or professional alliances, finding employment, business – to - business marketing and even groups sharing information about the end of the Mayan calendar and the Great Shift to arrive December 21-2012. The topics and interests are as varied and rich as the story of our world.

When it comes to online social networking, websites are commonly used. These websites are known as social sites. Social networking websites function like an online community of internet users. Depending on the website in question, many of these online community members share common interests in hobbies, religion, or politics. Once we granted access to a social networking website we can

begin to socialize. This socialization may include reading the profile pages of other members and possibly even contacting them.

The friends that we can make are just one of the many benefits to social networking online. Another one of those benefits includes diversity because the internet gives individuals from all around the world access to social networking sites. This means that although you are in the United States, you could develop an online friendship with someone in Denmark or India. Not only will you make new friends, but you just might learn a thing or two about new cultures or new languages and learning is always a good thing.

First social networks were the sites for communication and friend finding. Their functionality included personal profiles and messaging service. They were simple to use and had simple interfaces. As the time passed and the networks grew larger their market price also grew. The advertisers became interested in placing their ads on the social networking sites. The owners of these sites took serious steps to make people stay online longer and thus see more ads. Social networking applications were a great solution to keep more people longer on the social networking sites.

APPLICATION OF SOCIAL NETWORKING

Social networking applications are the web-based widgets that are inbuilt into the site engine and allow registered users to interact with their features. These applications are developed by the companies and independent developers that have no connection to the social site administration. The main reason for serious players to allocate their applications within social networks is the possibility to earn money. While some features of the apps are free to use, the others have to be paid for. To pay for the use of application the user has to send an sms or enter the bank card details. Some people spend quite a lot of money on additional features because they become addicted to the application.

There exist several types of applications depending on their primary function. They are used for media sharing, gaming and entertainment and socializing and finding friends.

The social networking applications that focus on media sharing most often come in the form of playlists. These playlists allow creating personalized lists of songs or video clips that can be embedded on the profile page or sent to a friend as a link. The application connects to the database that is located on the server and plays streaming music and video. Users love these applications to the extent that they agree to pay for them. Certainly, it's very comfortable to have the personalized playlist at hand whenever you log in to your page; and there's no longer the need to download music and carry it along on the flash drives.

The applications for gaming and entertainment are the important part of almost any social network. They can keep the user online the longest and make him/her spend the most money. They often become addictive like other online games. Social networks can now offer a wide range of genres and game plays: arcades, puzzles, intellectual games, shooters, races and many others. The basic functionality of the games is usually available free of charge. To use the extended version or extra features one has to pay.

Socializing and finding new friends is made possible with the special type of social networking applications. At the first sight they can look as games, but their specific feature is that they allow real-time chatting and relevant

information exchange. The great examples of such applications are the dating games, where people can find matches by answering the questions or doing tasks. There are some major application areas of social networking

1. SOCIAL NETWORKING SERVICES FOR NETWORK COMMUNICATION

Sometimes social networking services mean online community services. The only difference is that SNS usually means an individual-centered service while online community services may be group-centered. Social networking sites are usually used for sharing ideas, events, activities, and interests within users' individual networks.

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Web based social network services are used for connecting people with the same interests and activities across political, geographic and economic borders. Reciprocal altruism and a gift economy can be encouraged through instant messaging and e-mailing, online communities and co operations.

Category places and a recommendation system linked to trust are the main services of social networking websites.

Category places, as classmates or former school-year, is used for connecting people with self-description pages. Most popular social networking services are combined in many social websites, for example, Twitter (<http://twinner.com>) and Facebook (<http://www.facebook.com>) are widely spread worldwide; MySpace (<http://www.myspace.com>) and LinkedIn (<http://www.linkedin.com>) are used in the North America, Odnoklassniki (<http://odnoklassniki.ru>) and VKontakte (<http://vkontakte.ru>) being widely used in Russia and Ukraine, etc.

Many social networking services, like MySpace or Facebook, give their users with a choice of profile privacy. This prevents unauthorized user from accessing their

personal information, users can select who may see their page, allowing only people added as "friends" to view their profile.

Such concerns, as users giving out personal information too much and threat of sexual predators, have been growing on large social networking services. Theft or viruses make users of these services to be always aware. However, large and popular services, like Netlog (<http://www.netlog.com>) and MySpace work with law enforcement for prevention such incidents.

Web-based social networking services contain social network hosting service for the user creation alongside related applications. Such services are usually called vertical social networks due to the creation of social networking services which cater to user niches and interests, such services possess the ability for creation users' increasingly-niche groups.

Use social networking services, communicate and exchange information, but never forget that it may cause concern regarding the potential of its misuse by individual patrons and may be used in legal and criminal investigations by policy and other people.

2. SOCIAL NETWORKING AGGREGATORS

Social networking aggregators are the applications or browser widgets that help to unite the information stream from different social network profiles in one place. They are designed to simplify and fasten the use of social networks. The aggregators have gained great popularity because people liked the idea of saving time and still getting what they want automatically. The users that have their profiles on many social networks like using social networking aggregators to follow their multiple pages and organize their updates. With these applications there's no longer any need to jump between multiple screens and refresh the pages constantly. Everything is delivered to a single application.

The aggregators perform two basic functions. They are capable of pulling together all the incoming information from the users in your friend lists irrespective of the social network and the type of change that have been made. These applications make following friends' activity very

easy. Nobody's updates get lost or ignored. You always see what you need to comment or evaluate and about what you have to talk with your friend. Some social networking aggregators are able to show 'lifestreams', that is to send you the notifications right after you received the message or some change has been made. The other function is consolidating many profiles in one place. The users thus get the great ability to see what they updated, when and on what social network. That helps avoiding double posts and omission of some networks. This function is widely used by people who do business via social networks. Social networking aggregators help them to create the calendars of updates and thus make the information input very effective.

To use the application or widget one has to download and install it first. The exception is web-based services, but they cannot boast of such variety of functions as the installed applications have. After the installation one has to input the logins and passwords to the networks the application has to incorporate. Once the application is logged in one can start adjusting the notifications and browsing options.

The most popular social networking aggregators are FriendFeed (<http://friendfeed.com/>) - it allows sharing content of Twitter (<http://twitter.com/>), Facebook (<http://facebook.com/>) and Flickr (<http://flickr.com/>); Minggl (<http://www.minggl.com/>) - it allows communicating with all your contacts from one place, it is a very popular browser widget; Tweetdeck (<http://tweetdeck.com/>) - it incorporates the majority of the most popular social networks and provides real-time access to the uploads and posts; Netvibes (<http://tour.netvibes.com/overview.php>) - is an aggregator of information, that can help you collecting in one place the blogs, e-mail services, social networks, news and weather sites and many much more useful data. As we see, the choice is big. Everyone can find some social networking aggregator to his/her taste and use it effectively to simplify the social networking process.

3. MUSIC SOCIAL NETWORKING

Can you imagine your life without music? Nowadays music is everywhere. We can listen to it 24 hours a day; we can go to the concerts of our favorite singer or band, switch on the radio, put MP3 disk into our CD-player or just use

music social networking. And music social networking helps us to find and share our favourite music and widen our musical scope.

The last one is the easiest and newest way of listening to your favourite songs. At first let's define what music is. Music is an art form, and sound is its medium. Common elements of music are pitch (harmony and melody), rhythm (meter, tempo, and articulation), dynamics, and the sonic qualities of texture and timbre. It may be classified as a fine art, a performing art, and auditory art.

I dare to say that music is an important part of way of life of every person living in the world. Common sayings like "it is music to my ears" or "the harmony of the spheres" mean that music is pleasant to listen to. And now let me help you to find a kind of music you like. There are millions of music social networking websites with an integrated music listening service for free. You'll find a great list on the Internet! There are so many amazing and marvelous website now for music lovers and for artists.

More established and larger social networking and artist sharing sites such as Bebo (<http://www.bebo.com>), MySpace (<http://www.myspace.com>), MP3.com, Peoplesound (<http://peoplesound.com>) or YouTube (<http://www.youtube.com>) where users can download their favourite songs, submit music, new or unsigned bands have the opportunity to sell their music online.

MusoCity is a free music-oriented social network, providing accounts specifically designed for musicians, artists, music fans, music venues and music retailers.

Haystack is a social network for music searchers. After creating your own profile you can browse music, videos, pictures and reviews of artists. Artists can sign up directly or through their manager or own label.

If you are an artist and you want to promote your music choose Sonific (<http://www.sonific.com>). This music social networking site lets users put free music widgets with your own music and promote it to audiences. Other users of Sonific can use and listen to music for free, but downloading is not permitted.

Discovering of new music and musicians is very easy with a network Midomi. By singing or humming part of a song

you can find the whole song and it is really cool. A microphone will be enough for connecting to your favorite music, here you will be able to listen to other member's voices, send messages rate singers, see pictures, and buy music.

iJigg is a music social network, where commenting on music and sharing songs is available. The rating and popularity of the song depends on you.

Sellaband (<http://sellaband.com>) is an online community where the fans and listeners of bands may become producers, so musicians can get a recording opportunity. And producer of a successful band can get a small cut of the profits and 50% of the ad revenue coming from downloads of music. Like is a service helping you to organize your music, share music tastes, share music libraries with your friends, and even discover new artists through you friends.

As we see the Internet gives the opportunity not only browse, share, and listen to your music anytime, but even get money for pleasant spending of your time. So live, sing, enjoy, communicate and use music social networking sites for your please!

4. SOCIAL NETWORK UNIFIER

Lately it became very popular to register an account on social networking sites. People got so many possibilities to entertain themselves due to the appearance of such websites. And of course with the growth of popularity of each site, people got to have few accounts on different web pages. For example, not so long ago in CIS countries only Odnoklassniki (www.odnoklassniki.ru) and V Kontakte (www.vkontakte.ru) were popular, but now it is also Facebook (www.facebook.com), Twitter (www.twitter.com), MySpace (www.myspace.com) and YouTube (www.youtube.com). And now let's imagine how much time every person wasting on checking each of those websites. Checking what new happened on Facebook, answering messages, commenting and rating photos, then doing same on few other accounts. After realizing that this becomes not very comfortable, developers decided to make a so-called social network unifier.

It is the system that gives an opportunity to collect all the content from your accounts on one website. Social network aggregation gathers together all the information from your registered accounts. It is easier to log in into one location and be able organize information from one web page. There are different social aggregation tools and online gadgets that give an opportunity to bring together messages from every account, and give a possibility to answer them from one location. Person is able to watch friends and keep an eye on their every day activity. It also gives an opportunity to surf through whole social networking sites. User is able to observe if he/she is being mentioned by other users on their accounts, also able to add pictures to one of accounts or to few of them, user is having a simple access to all his profiles using one interface, able to follow his friends and participate in alive conversations and discussions.

Social network unifier is intended to ease our everyday life. If we are not able to organize our time or simply not to use social networking websites we need to admit that we need a simple interface. With the appearance of so many websites we are wasting too much time just entertaining ourselves. Especially teenagers, who spend too much time near computer screen almost forgetting about advantages of real communication. But even elders are very fond of spending time on social networks. It is not surprising that most of big companies and manufacturers close an easy access to social networks at work. CEO's understood that instead of following responsibilities employees spend a lot of time answering messages and checking news feeds.

Number of social networking sites grows with every day, and definitely their popularity grows too. Every site is trying to add special widgets or applications that will attract users. We can't imagine a thing that we won't be able to do on Internet now. Maybe social network unifier is the only way to save our time in future, though it is up to everyone how to organize his/her time. And of course it is up to everyone to decide if there is a need to have multiple accounts all over the virtual world, because it will never change a real communication between two people.

5. SOCIAL NETWORKING IN EDUCATION

Gone are the days when students had to go to the library and spend much time searching for necessary information,

or run around with the hope to find the needed book. You had to waste plenty of time sitting in the library and writing down into your papers. It took so much time! Instead of hanging out with your friends in the evening or on weekends you was sticking in the library for the whole day. Moreover it didn't mean that you found all required information. Certainly there was already Internet but it was not so popular and many people were just afraid of using it. Internet wasn't so commonly-used. Now when I see how it is easy to find any information just with one click in Internet I realize that I could study better. To my way of thinking Internet is one of the most important and great inventions in the world. We are becoming an increasingly social society. Social networking sites allow users to collaborate, interact with the environment around them as well as with each other. Speaking about education learning is always about content, context and collaboration and social networking sites combine all these elements. With the new applications arriving as part of the Web 2.0 wave of innovation we can see how learning can be dramatically accelerated and made immediately actionable.

It is still cutting edge. They are becoming tremendously useful for knowledge and valued information sharing. Future college students are already participating in online social networks, consuming digital media and starting creating digital content.

These sites have nothing to do with sharing photos of your holidays or pets but working collaboratively with people who have similar goals as you. In a virtual learning environment you can find teachers, researchers and students collaborating, sharing work and helping each other. And they aim to bring people together in meaningful ways and have a lot more than just static text information. One can easily find edu-bloggers, articles, notes and an increasing number of print books and it is no longer surprising that professors podcast lectures and course notes and students can take advantage of using it.

Some of learning social networks offer students blogs or sections where students ask questions and seasoned researchers answer them.

According to the survey 60 % of students who use social networks talk about education online and more than 50% of them talk specifically about schoolwork. I must admit it is

an astonishing statistic. On the ground of this statistic we see that young people and teenagers not only chat, share photos but also attach importance to education topics.

Teachers also can harness internet potential because it could be worthwhile for them to consciously think of projects and assignments to be executed through networking approaches. That can be good for professional development and integration both students and staff in the networking space. Higher schools are already keeping abreast of the time and give teachers time and freedom to learn, experiment and play. As for schools they are in many cases old-fashioned and so school board also has to decide this is valued for the whole school community.

6. BEST SOCIAL NETWORKING IN SOCIAL COMMUNICATION

It will be appropriate to start from defining what social network is. Social networking websites are blogs, chat rooms, dating sites, friends making sites. Social networking sites intended to unite people depending on their interests, same school or university, common likes or dislikes, dating or friendship. Usually on such sites you are able to create your own page (account) and fill it with your personal information (place of work or studying, interests, etc.) Also you are able to create photo albums, add your personal pictures and pictures of your friends. You are also able to make your page private or public, which is definitely very comfortable, taking into consideration fact about sexual harassment on Internet and different kind of spammers.

Nowadays there are so many social networking websites, that it will be very hard to name all. But the most popular social networks are: Facebook (www.facebook.com), MySpace (www.myspace.com), Orkut (www.orkut.com), Hi5 (www.hi5.com), Twitter (www.twitter.com), Livejournal (www.livejournal.com), Vkontakte (www.vkontakte.ru) – last one is popular in CIS countries. All of them are almost same and provide common services. But there are few peculiarities about each. Facebook unites friends and is popular all over the world. MySpace, Orkut, Hi5 are more popular in USA and Eastern Europe. Livejournal and Twitter are also popular worldwide, but they are more like blogs and intended for sharing news. Vkontakte is almost the same as Facebook, but only for Russian speaking countries.

It is definitely very hard to define what best social networking site is. There are a lot of argues and administrators of sites try to add more and more features to web pages to make their site more comfortable and entertaining.

There are top 100 charts on Internet that try to define best social networking site. Usually they just judge by the amount of registered users. But that can't be a factor because there are a lot of people who have account on every popular social networking site. Some of them use all of accounts and someone just registers, has a preview and then just simply keeps it, but checks very rarely. Person just can't be active on every site, it is physically impossible for an active person. So it is hard to define best social networking site using such factors. As for me, my personal favorite is Vkontakte. Not because it is special or has some other features, but because most of my friends are also registered on this site. There are a lot of applications that make this website very entertaining and fun. And it is not only about existing friends. It is about being able to make new friends. You can do search and find people from same city or country and start a pleasant conversation. Thus, as a conclusion it is up to everyone to choose what they like more. Someone may choose simplicity, other can choose site filled with various applications and more comfortable for business people. Every person chooses for himself his best social networking website.

SOCIAL NETWORK TOOLS

Social networks are the sites we cannot imagine our lives without. They have become the important part of our social life. Many would say that the communication would never be the same; social networking has made it totally different from what it was in the pre-Internet era. The total popularity of social networks induced the software developers to pay more attention to the application that are connected to such sites. The efforts have been made to make the access and use of social networks easier. The newly developed social network tools successfully cope with this task.

There are three main types of social network tools depending on their technology. There are tools that exist in the form of websites. Usually they allow working with multiple social networks. Sometimes they are used to gain

access to the social networking sites if they are blocked and cannot be accessed directly. The good thing about these sites is that they can be accessible from every computer in every part of the world. Other type of social network tools has to be installed on the computer. These applications are good because they usually have more functions than web-based services. But they are limited only to one working station. That's not a problem if the application is installed on the laptop, because the laptop often travels with its owner. But on the desktops they can be used only if the owner of the computer is at the place where the desktop is installed. The third type of social network tools is the tools for portable devices - mobile phones, smart phones and PDAs. These applications are very popular because they help to save the traffic that often costs much for the mobile devices and nevertheless make social networks accessible.

Why do many people choose to use social network tools instead of just using the functionality of social networks? The tools make posting easier. It is especially obvious on the example of blogs and microblogs. For example, mobile posting tools for Twitter (www.twitter.com) make it possible to update the microblog as often as you want, no matter where you are and what you do. Besides, posting tools have a useful function of automatic posting. The user has to type the message into the application and set the time when the message will appear on the site. The user also has to ensure that there would be stable Internet connection in the time of posting. The application would do the rest.

The social network tools also make following easier. Usually we don't have time to look through all the updates from our friends in every social network we are registered in. The networking applications help to choose the news of what type you want to follow and from whom. Most of the social networks do not have the real time notification system. That means that one has to reload the page to see the changes. That's very uncomfortable if you wait for the message and don't know exactly when it would be sent. The social network tools will send the message notification to your desktop so that you know exactly when to check back to your social network profile.

1. MOBILE SOCIAL NETWORK

Do you want to know how to be online in all your social networking sites around the clock? The thing you keep in your bag or in the pocket of your jeans all day long can help you. Sure, it is precisely the mobile that can help you. Michael Schubert, Chief Innovation Officer for Ruder Finn, says that with mobile technology people don't have to be constantly in front of their computers because they can use their mobile phones to access social networking sites whenever and wherever they want. Mobile is one of the main resources for people to keep in touch with each other and vendors of social networking sites turn it to their advantage.

Now you are able to connect your family and friends through mobile social network as well. The amount of mobile social network sites and downloadable applications created by social networks is increasing all the time. The developers are working to extend the number of features and enhanced communication tools with an eye to offer them to mobile social networks. Did you know that mobile users spend more time on social network websites than PC users? So, mobile phone appears to be a better platform for social networking than the PC. I have recently found interesting information, namely, according to the newly published report from Pyramid Research, the number of mobile social networking users will increase up to 450 million users by 2014 in Europe. Due to the proliferation of smart phones and a great number of their applications the popularity of mobile social network sites is permanently growing. Not all people can spend screen time by doing business related activities at the office, and at the same time surfing the Net on the go and jaunting over You Tube, Facebook and Twitter, scouring news sites, reading RSS feeds or downloading media and chatting with friends online. Thus and so mobile devices allow them to spend some extra hours on the Web when going in public transport or drinking coffee at the café.

Mobile social networking is the fastest web activity that enables consumers with 24 hour access to social networking services. Mobile phones help people to organize their lives by connecting friends, purchasing products, interacting with businesses, having the always-on and most measurable media at hand. Such wireless giants as Facebook and YouTube don't sit still, but invent applications for mobile phones so that their users have access to social networks across the globe and at any

time. Venture capitalists invest in this business because it is quite a lucrative market and the revenue can be very fast. For instance Japanese McDonald's has also a mobile site with 16 million of registered users and the global brands such as Lufthansa and BMW are not exception as well. The countries which have tremendous growth in mobile Internet are the USA, the UK, and Brazil. So, don't fail to keep pace with life and join mobile social networking sites.

2. FREE SOCIAL NETWORKING

Free social networks are social platforms, websites that intended to connect people all over the planet depending on their common interests, likes, dislikes and same activities, etc. It can be friendship, dating, just sharing experience, earning money and so on. Most of free social networking sites are web based and connect people over the Internet; it can be either an e-mail or instant massaging (public or private). A registered user of the website is able to create their own page (account or profile). Everyone is able to organize his/her page the way person wants. Creating photo albums and add personal photos, add videos they like, share links with other users, and use a great amount of other additional services and applications.

The main formats of free social networking sites are ones which consist of category places (classmates or group mates, friends, same working place, camp friends, etc.) and aim to unite people (in most ways with the help of personal page with detail description of the owner). Although most of free social networking sites now combine all of the above mentioned. It would be appropriate to list most popular of free social networking websites. - Facebook (www.facebook.com) Twitter (www.twitter.com) and YouTube (www.youtube.com) are known and popular worldwide. MySpace (www.myspace.com), Orkut (www.orkut.com) and Hi5 (www.hi5.com) are mostly used by people who live in America. Friendster (www.friendster.com), Bebo (www.bebo.com) and Badoo (www.badoo.com) are most popular in Europe and Asia. V Kontakte (www.vkontakte.ru), Odnoklassniki (www.odnoklassniki.ru) and LovePlanet (www.loveplanet.ru) being used by people from Russia and CIS countries.

Most of them are very much alike, and there were tries to provide certain standards, to prevent duplication of entries, creating same accounts, and adding same friends and share same interests.

Not so long ago one more service became very popular. It is a mobile social networking. Now you are able to log in from a cell phone and do the exact same thing as from personal computer. Share photos, make friends, communicate with others in chat rooms, create and share blogs, post in forums and many more.

Some of the social network services were founded for promotional purpose. Such as advertisement banners on the website, or creating free groups and even sell goods through internet. It is definitely one of the easiest ways to earn money with low financial contribution.

There is one thing that bothers all the humanity though. This virtual communication is replacing the real one with time. Youth finds it easier to talk in chat rooms, rather than meet in life and have an eye-to-eye discussion. Another issue is a doubt in truthfulness of given information. It is easy to create a fake profile and bully people, stalk, cause drama and spread bad talks about each other. There are no actual rules about posting online, and it is hard to control very big communities. Maybe in future this issue will be solved and free social networks are going to be totally safe and useful.

3. FREE SOCIAL NETWORKING WEBSITE

Social networking refers to a category of Internet applications to connect friends, relatives, business partners, or to acquaint with other people with the help of a variety of tools. The users of any free social network website can design their profile page to reflect their personality for free. The most popular extra features include music and video sections.

Members create their own online "profile" with biographical data, photography, likes, dislikes, school, university and any other information they choose to post. They can freely communicate with each other by instant message, voice, videoconference, chat and blogs.

With the help of social networking, people can use networks of online friends and memberships group for

connecting with current friends, reconnecting with old friends or for creating friendships in reality through similar groups of interest. The user's personal profile in any free social network website is its soul and heart, where the user can express his feelings and thoughts, post pictures and boast his network of friends. The most popular social network sites emphasize the user's profile and their personality.

Sometimes the posting personal information can be a dangerous, that's why the profile privacy is an important feature of all social networks, and also they should have the ability to block and report users, to post profiles and update pictures. The music sections, video uploads, groups and more are important features of good social networking websites. The finding friends and expanding relationships are the objects of a social network. Free social network website members can search for other members in an easy and safe to use environment, usual search functions include search by name, school, university, age, city, and email address.

Communicating and keeping in touch with friends, relatives, colleagues and classmates is the growing trend for social networks. The unsolicited spam friend requests can inundate user's profile.

The best free social network websites are:

- Facebook (<http://www.facebook.com>), it is number one in the world of social networks;
- MySpace (<http://www.myspace.com>), the second popular free social network website;
- Bebo (<http://www.bebo.com>), one of the most popular social networks of UK, New Zealand and Ireland;
- Reunion (<http://www.reunion.com>) specialized on ex-classmates search by all US and Canadian high schools;
- Flickr (<http://www.flickr.com>) and others.

Introduced in 2002, Friendster (<http://www.friendster.com>) was the first social network site (now 90 million members),

followed by MySpace a year later. Facebook came out in 2004 and now it has 500 million members. Following Facebook were TagWorld and Tagged. MySpace has 130 million members.

LinkedIn (<http://www.linkedin.com>) has 75 million members and a powerful tool for business networking. Stumbleupon (<http://www.stumbleupon.com>) has over 10 million users, Delicious (<http://www.del.icio.us>) is a social bookmarking web service for sharing, discovering, and storing web bookmarks, and now is a part of Yahoo!

Conclusion: the paper emphasizes on the application of social networking in the social networks communication services, which interacts the communication of the one community to other community by which the whole world can connect with each other's communities for their good communication and for their social growth by that one community can share their ideas and views to other communities what they want to do.

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