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**EVOLUTION OF SOCIAL NETWORKS AND
SOCIAL NETWORKING SITES**

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Evolution of Social Networks and Social Networking Sites

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Abstract – Online social network sites use has been emerged as a most powerful tool for communication and exchange of information all over the world. More recently the Whatsapp, Twitter, Face book, Instagram apps have provoked a revolution and unlocked a new dimension in the field of communication and technology; this ongoing digital revolution has touched and turned almost every sphere of life of its users whether its physical, social, emotional, moral or ethical. This paper briefly discusses about concepts of internet, social media, social network and social networking sites

Index Terms : Internet, Social Media, Social Network

I. INTRODUCTION

Social Network Sites (SNSs) use such as face book, twitters are deeply ingrained into daily lives of people. Especially adolescents spend much time on social network sites and this would become their part of their daily life. It is important to understand the nature of social network sites use among adolescents and its influence on academic performance, Creativity, Emotional maturity and Play activities among adolescents. This chapter introduces the Concept of Social Network Sites, Academic performance, Creativity, Emotional Maturity and Play activities. It also discusses the significance of the present study, statement of the problem and operational definitions of key terms used in the research.

Adolescents who lived two decades previously may have spent as much as a few hours per week or a month getting to any one medium when contrasted with adolescents of today, who have day in and day out media get to.

The present adolescents had boundless access to new media advancements and utilizations them in an ideal and undesired way. Adolescents being the early adopters are more inventive than grown-ups. This creativity and regular utilization of new communication advancements among adolescents have led to apprehension among guardians, educators and health care specialists. Adolescents in multi day on an average go through over seven hours utilizing media. Extensive number of adolescents approaches distinctive media innovations to a room like television, PC, internet, and a mobile phone. In the present computerized world, media is ubiquitous and it is preposterous to expect to live without media. While satisfying various functions in the day by day life, for

example, giving information, excitement and so forth numerous unsafe impacts are caused on masses because of mandatory presentation to broad communications. It is practically outlandish nowadays for a youngster to be totally sequestered in a defensive haven of hand crafted standards. This overwhelming portion of information is as a rule constantly prepared in the tyke's brain. Some are rejected and some stays and leave an imprint.

Television which was considered the most overwhelming medium has now been combined with different other new media and adolescents are investing great measure of energy utilizing media. 93% of youngsters in the age group of 12-17 years are observed to seek distinctive sites on internet, 71% have a cell phone, 57% watch recordings on PC, 65% visit social networking sites, 38% make on-line buys and 28% get health information. Youth are likewise passionate about playing amusements and about 97% of adolescents utilize distinctive media and play computer games. New media innovations these days are playing an imperative job in immixture's lives. Media play a focal job in the lives of today. Their homes, to be sure their rooms, are soaked with media. They ordinarily are among the early adopters of personal PCs and are an essential focus of a great part of the content of the World Wide Web.

II. CONCEPT OF INTERNET

The word Internet is started from the words "Internet Connection Network", connecting PCs all through the world by the utilization of a standard convention. It is trusted that the unmistakable highlights of the Internet, for example, speed, availability, force and stimulation of its content, contribute to Internet

Addiction. In addition, it is seen that "interactivity, effortless, accessibility, and bottomless and refreshed information are among the most acknowledge internet highlights. Truth be told, the Internet appeal has upgraded because of its accessibility, openness, and reasonableness. The improvement of user agreeable interfaces gives users a simple and agreeable access". "The Internet is a huge, PC connected network system utilized worldwide to get to and transmit information, either by personal or business PC users and it is additionally utilized for communication, research, stimulation, education and business transactions". "The Internet can connect every single online PC with the goal that individuals can use it to convey all through the globe".

III. ADVANTAGES OF INTERNET

Internet is the one of a kind creation ever of. Like every single creation, the internet likewise has various advantages and disadvantages. In this day and age expansion of enormous learning and mechanical progressions, the Internet has turned out to be totally revolutionized the manner in which information is gotten too. It has turned into an integral asset for transformation of society; it might be the economy, culture and morals or even education. Following services are given by the Internet:

1. **Collecting and sharing information:** The diverse parts of Internet like, World Wide Web, email, texting, offers critical advantages for its users, for e.g., acquisition and sharing of information, looking for occupations, communication, and amusement. A vast amount of information of different sorts is put away on the Internet. For the most part, the information on the Internet is free of cost and is accessible 24 hours every day. Aside from this, the Internet offers its users with the latest news of the world and the vast majority of the papers are available on the Internet, which are every once in a while or immediately refreshed with the latest news. In this manner, Internet users can very quickly find out about news occasions, read news articles or opinions about worldwide wonders, and trade this information and their very own musings with others.
2. **Searching for jobs:** People can at present look for different sorts of occupations everywhere throughout the globe and can often apply for the important activity utilizing the Internet. Most of the organizations/offices declare their opportunities on the Internet. A scope of web crawlers is likewise used to look for occupations on the Internet.
3. **Communication and entertainment:** People the world over can these days quickly correspond with one another through the Internet utilizing an assortment of applications:
 4. **File Transfer:** There are an assortment of ways and conventions to move records over a network. PCs which supply a document transport service are as often as possible called record servers. Contingent upon the user's point of view the data exchange is known as transferring or downloading. Unbounded quantities of articles, data-bases, in addition to other information are available along these lines.
 5. **E-commerce:** E-commerce is the purchasing and moving of items and services or transmitting of assets or data through the internet. It has formed into a stunning option through which individuals can shop everything.
 6. **Online Learning:** one increasingly positive component of internet is learning. Students learn online courses just as ventures and additionally participate in assortment of activities, offered by internet. Persons in any piece of the globe can adapt bounty about various projects, subjects and so on.
 7. **Encyclopedia:** Pupils can't have reference book open constantly. By utilizing internet, Pupils can unravel this trouble along with they can likewise watch video clasps to get the ideal information
 8. **News:** Most late news from everywhere throughout the globe is in effect continuously refreshed on internet. It gives news identified with governmental issues, national and international issues. In addition this news is open for each person connected to an assortment of fields like students, instructors, businesspeople, legal counselors, builds just as specialists.

IV. DISADVANTAGES OF INTERNET

Regardless of having numerous advantages internet has numerous disadvantages as well. Internet has the following disadvantages:

1. **Stealing of Personal information:** Electronic messages sent over the internet can be effectively snooped and followed which uncover the communication between the general populations, at the point when individuals use the internet, their personal information, for example, name, address,

bank subtleties along with other information can be gotten to by guilty parties

2. **Negative effects on family communication:** Extra time spent on the internet decreases the family communication and various friends and different contacts with which they have kept ties.
3. **Virus threat:** In nowadays Computers are getting infections from the internet. Infection is a program which disturbs the normal functioning of the PC system. PCs connected with the internet have greater likelihood of accepting infection assaults and they can finish up into slamming whole hard plate of the PC.
4. **Spamming:** It is often seen as the demonstration of transport superfluous email. This different or massive emailing is much of the time contrasted with mass garbage mailings. It pointlessly falls the entire system. Most of the spam is related to business publicizing, as often as possible for questionable items, get-rich-quick designs or quasilegal services. Spam costs the sender almost no when contrasted with the beneficiary
5. **Academic performance problems:** 13% of his respondents announced troubles in their academic work and professional performance because of their Internet use. "Internet addictive users used the Internet for protracted sessions, bringing about individual behavioral Problems in addition to overlook of noteworthy work responsibilities". "Internet addiction among college students in Taiwan finding that Internet addicts experienced additional negative consequences in their examinations than non-addicts"
6. **Relationship and social problems:** "Internet utilize had incredibly constructive effects on their research companions' personal relationships". In addition to that, outrageous utilization of the Internet by youths has been found to compound enemy of social behaviors. One progressively negative social problem, utilizing the Internet, is that of digital tormenting. Digital tormenting is the make utilization of the Internet along with related advancements to hurt other individuals, in a purposeful, rehashed, and antagonistic way.
7. **Internet addiction:** Internet addiction is a mental issue with evident manifestations. The side effects are identified with any kind of addiction: loss of relationships or occupation, withdrawal and imperative time consumption. Along with different problems emerged from

utilizing the internet, the most noteworthy one is internet addiction.

V. SOCIAL MEDIA

"Social Media is about sociology and brain research more than innovation" said by Principal of Future Works, Brian Solis.¹ Right from the earliest starting point, Sociologists perceive the on-screen characters and their dynamism as imperative part in network sociology in The Cyber age. Pertinent, Hawthorne researchers contemplated the impacts of casual communication long previously. They had recognized the beneficial results of 'grapevine' on ties performance, deftness in the organization. So also, social researchers mindful of social network services, they had pronounced network as a means of communication and cohesion to individuals, just as reinforce the solidarity of the general population. Conceptually, changing dimensions of Cyber Sociology demands social observation and consideration. The promotion of social network has influenced numerous young users to belong to the SNS plenty and examining the pattern worth fulfilling.

Truth be told, a non-intervention survey research not just depicts the changing communication pattern prominent among young students, yet in addition portrays the impacts of individuals as far as perception and activities. Traditionally, the Micro sociological methodology upheld social development at personal dimension, i.e., when individuals developed socially, social development comes to pass. Transcendently the Chicago school of humanist guarded this technique overwhelmingly. Scholars, for example, C.H. Cooley, George Herbert Mead, and Irving Goffman have effectively delineated job, performance and interaction of social on-screen characters intricately in sociological terms. Terribly, the Social Construction hypotheses bolster the SNS show so to investigate this in sociological terms. Over everything, meaningful social interaction store social capital that social network sites fit for broadening. This can prompt development both at the individual dimension and in the general public.

VI. SOCIAL NETWORK AND SOCIAL NETWORKING SITES

In the order of sociology the concept of 'social network' alludes to a social structure made up of people who are connected to one another and have a mind boggling set of relationships or ties between themselves. Henceforth in the study of social relationships the analyses of the job of social network accept noteworthiness. Today social network analysis has turned out to be one of the significant ideal models in contemporary sociology. A social network is a collection of people connected together by a lot of relations. Online social networking sites 'for all intents and purposes' connect people, who might 'know' one another. Accordingly, they empower quick

trade of learning, high dimensions of exchange and cooperative communication through content, sound and video. Consequently, the inward base for the creation of SNS is only the concept of social network. Social Networking Sites can be extensively characterized as internet-based social spaces designed to encourage communication, collaboration, and content sharing crosswise over networks of contacts. Social Networking Sites allow users to manage, construct and speak to their social networks online. Individuals utilize Social Networking Sites for incalculable activities of which the most common uses incorporate connecting with existing networks, making and creating friendships/contacts, making an online nearness for their users, seeing content/discovering information, making and modifying profiles and so on. Social Networking Sites are typically comprised of different people; they may likewise incorporate profiles of occasions, organizations and even political gatherings. These Social Networking Sites have quickly picked up ubiquity. By 2013, comprehensively dynamic enrollments on Social Networking Sites had achieved 1.73 billion.

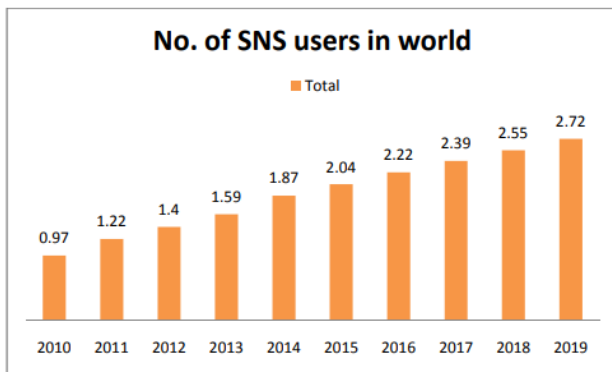


Figure 1: Social networking site users worldwide

Wikipedia characterizes a Social Networking Site as an online stage that centers on building and reflecting social networks or social relations among individuals who share interests and activities. Social Networking Sites, E-mail, texting, view-and photograph sharing sites and remark posting are for the most part tolls those assistance individuals to impart and socialize with one another. The online social networking revolution, seen in such sites as MySpace and Facebook, has concentrated attention on sharing information about one's personal life, however social networking likewise offers the possibility to encourage the trading of musings and thoughts and hence casual learning. Social networking sites allow individuals to effectively fashion connections with others where none recently existed, for example, ties crossing physical, geographic, institutional, and organizational limits. Social networking sites have changed the notion of the World Wide Web from the page representation to a model predicated on micro content; content obstructs that can be spared, abridged, tended to, replicated, cited, and incorporated with new tasks.

Subsequently, social network sites make a "Hyper connected culture" that converge the disparate society. Since, "The evolution of social orders is joined by a development in size and multifaceted nature that results in specialization, differentiation, and a corresponding requirement for integration of the parts" similarly as with Herbert Spencer's natural relationship of society do. On the other, social network point of view empowers in connecting our perplexing, heterogeneous, human culture through mediated communication innovation. Like "social pandemic" social network spread thoughts or behavior rapidly around social connections that they have real impact on young users behavior, in light of the fact that "The connections among individuals in a social group structure a structure, along with it information and impact can be followed".

Furthermore, 'network' offering ascend to 'network analysis' to study network that was 'lost', 'spared' 'freed' and 'quicken' contentions. "Network analysis, which became out of the micro sociological tradition, connects the dabs between the individual and society... Sociologists often study networks of unique individuals [and their influence], however network analysis can likewise be connected to networks of groups or organizations". Since, "Social network analysis offers the methodology to investigate social relations; it reveals to us how to conceptualize social networks and how to dissect them". Here and there to sociology, social network connects micro and full scale dimensions of sociological substances through strong and feeble ties. By and by, there is quandary in configuring SNS innovation properly to the social values of the people, since social esteem must run hand in hand with mechanical development of society. In addition, one can say that "innovative improvement is viewed as being formed by social, economic and political relations who thusly often produce vague results... [And] divided and separated by gender, race, handicap, class, location or religion". Subsequently, research is fundamental to know the meaning of innovation in a given society. The previously mentioned thoughts clear up the meaning of SNS concept broadly.

VII. CONCLUSION

In the period of globalization, changing media advances have drastically changed the media and health culture of adolescents. Computerized advancements are not just the everyday tools of communication, information and amusement for adolescents yet they have turned into a vital piece of their lives. Adolescents of today have twenty four hours media get to, they wake up with a caution on PDA, utilize different innovations amid the day and at last rest looking on internet with PCs in their laps or iPhones connected their ears. This paper briefly discussed about concepts of internet, social media, social network and social networking sites.

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