

A Survey on Historical Developments of Social Network Sites

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Abstract – Social network sites (SNSs) is of recent origin, just 2 decades back SNSs got its existence. Geocities was the first SNS created in 1994 which provided the users to create and customize their own web sites. The Global.com which was launched in 1995 facilitated the users to interact with people who shared common hobbies and interests. This paper will give the brief description about the historical developments of social networking websites.

Index Terms : Social Networking Websites, Social Networks

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I. INTRODUCTION

During 1997, the first recognizable SNS was Sixdegree.com was launched. This site provided the facility to chat with their friends by creating their own profile which enabled them to share their personal details and this site was considered to be the most innovative SNS at that time but unfortunately it did not achieved its success.

The other sites that emerged at the same time was Classmates, Friendzy, Hi- 5 and so on, among them many of them were dating sites, few are niche-driven sites such as Asian Avenue emerged in 1997. Black planet was established in 1999 and in 2000; MiGente.com was established for Hispanic servers. The new millennium was considered to be the new era in social networking. Friendster emerged in 2002 was the first modern SNS which used the same concept used by sixdegree.com. It was a dating site, which was used by 3,000,000 users and many investors just in 3 months of its emergence, but was not free from technical hassles, at present it exists only because of its online games. Friendster was followed by MySpace, which was more popular compared to Friendster as it provided more freedom to its users in terms of customization, by providing a more entertainment services and become a very popular SNS in the USA.

LinkedIn emerged in 2003, became more successful by providing a professional and business related links to its users. Its main intention was to build business contacts and providing the service of clustering people with same professional interest. At present LinkedIn have 30 million users. At present the leading SNS worldwide is Facebook which was launched in 2004, was initially started solely for Harvard university campus students which later during 2006 its service

was extended to general public. At present Facebook have nearly 1.3 billion of active users worldwide. It means if a person is one stage far from a person they know, and two stages from every person who is known by the persons they realize then every person is at most six stages from some other person on the earth. Users can post notices and send messages to the general population in their first, second and third degrees and can likewise observe the connection of different users on the site. Users can likewise welcome non-users to go along with it. It pulled in millions of users yet whenever neglected to wind up a manageable business. At last it must be shut in 2001. The author trusted the site was excessively in front of the time. Internet was truly new to individuals around then. A large number of the users were simply intrigued to surf on the internet and not to get much engaged with such sites. They were keen on maintaining contact with old friends however not intrigued to meet new outsiders. The site needed parcel of activities other than making friends like recreations, and so forth which is an unmistakable element these days on SNSs like Facebook, Orkut.

Inside the time of dispatch of SixDegrees.com to 2001, various networks created tools to help combinations of profile along with the rundown of enunciated friends. A portion of the models are Asian Avenue, Black Planet, MiGente. They allowed users to make personal, professional and dating profiles. It additionally encouraged users to distinguish the friends in their personal profiles without the endorsements. At that point came another significant dispatch of Live Journal in 1999. It is virtual network where internet users can maintain a blog, diary or journal. Blog and journal, one to help blogging and another for social networking, is a novel component of this site. This is altogether different from different sites where you can only blog or only social network. Obviously, a large number of the sites do have

double component now. Live Journal was begun by proprietor to keep refreshed his high school friends on his activities. In Live Journal, a user marks others as friends to follow their diaries which is a path not the same as SNSs these days. The Korean virtual site called Cyworld was begun in 1999 yet was not having numerous highlights. It included the particular SNS includes in 2001 which was absolutely independent of different sites existing around then. Another synchronous site around then was Lunar Storm, a Swedish people group created in 2000; it contained Friend lists, guest books and journal pages.

The following significant dispatch was of the site called Ryze. It was produced to leverage the professional networks of the users' especially new business people. It was begun in 2001 by Adrian Scott. The site contains in excess of 500,000 individuals in more than 200 nations. There are paid and unpaid enrollments. The proprietor of the site at first acquainted the site with his friends who were principally individuals from the San Francisco business and mechanical network, including the financial specialists and business visionaries who had discovered diverse SNSs later on. Ryze was a major impacting factor on Friendster. The general population who are behind the sites like LinkedIn, Friendster, and Tribe.net were personally and professionally related. At last, Ryze never got a mass fame. Friendster was propelled in 2002. The main objective was to contend with a dating site called Match.com. While a large portion of the dating sites target individuals on acquainting with outsiders with comparable interests, Friendster was designed to help friends-of-friends meet. It was accepted the friends-of-friends would make more sentimental dates instead of just absolutely random person. Users can contact different individuals; continue those contacts, share recordings, photographs and messages.

In its initial three months itself, the social networking website obtained 3 million users, adding up to 1 out of 126 internet users being individuals around then. As the ubiquity of Friendster's picked up statures, the site began to face specialized troubles along with social challenges. Friendster's databases and servers were not well adequate to handle its quick development and subsequently it began to obstruct the site. This began to disappoint users who began to utilize the Friendster to supplant email. This had a sort of negative consequences for the users who were intending to go along with it. The media had negative news for Friendster because of its failure to handle such a significant number of users. So new users were hesitant to join in light of the media coverage, also the current users began to face social problems. At one time Friendster had numerous individuals, users needed to face their supervisors and a few persons along with their dear friends. So Friendster needed to confine the activities of their passionate users, which got terrible impression on the users. In starting design of the Friendster, it limited

the users from review profiles of the general population who were for degrees away (Friends-Friends-Friends-Friends). Accordingly so as to make more contacts or view profiles, users began to check any profiles they ran over. Thus individuals began to make counterfeit profiles looking like different characters: Fictional, famous people, concepts, and so on. Accordingly, organization began to expel counterfeit profiles therefore users were limited to inside that four degrees level. The dynamic deletion of fakesters (along with real users who liked to pick nonrealistic pictures) felt that the organization did not share the users' advantages. Accordingly a significant number of them began to leave Friendster. Officially a significant number of them had begun not to utilize any longer due to the specialized and social problems diminished the fame of the Friendster. Its prominence was blurring in USA however it was achieving extraordinary stature in Asian nations. One of the greatest misfortunes was written in Friendster's predetermination when they turned down the offer of 30 million dollars offered by the Google. Fortune may have changed if Friendster would have acknowledged that offer. Friendster staggered more when MySpace was propelled around that time. MySpace got a bigger number of highlights at a brisk speed than Friendster and it could handle the traffic great.

Social networking has made considerable progress since 1978, and we will all observers its evolution for quite a long time to come, perpetually changing the manner in which individuals connect with one another. In 2013 the quantity of individuals who utilize social networking sites has come to 1.73 billion and this number is by all accounts mounting day – by-day (Wikipedia.com). Individuals join SNS since it offers them a chance to express their perspectives, a vibe of freedom and confidence. It's only a snappy method to make a virtual profile and connect with millions of users over the world. Social Networking Sites, along these lines, encourage communication, sharing among family and friends regardless of any hindrances.

II. TYPES OF SOCIAL NETWORKING SITES

There is a multitudinous number of social networking sites enabled with different innovative affordances. Moreover, the way of life that rise around these sites is changed. In this study ten noteworthy Social Networking Sites have been recognized for a concise explanation. These include: Facebook, Orkut, Google plus, Myspace, Bharatstudent, Hi5, Twitter, Ibibo, Classmates.com and Friendster.



Figure 1 : Examples of Social Networking Sites in India

1. Facebook

Facebook is the most mainstream and oftentimes utilized social networking site. It is fundamentally an online social networking site which gets its name from the casual name for the book given to students toward the beginning of the academic year by some American university administrations to assist them with getting to know one another. Facebook was established in February 2004 by Mark Zuckerberg with his college flat mates and fellow Harvard University students, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. Nonetheless, the organizers had at first restricted the website's enrollment to students of the University of Harvard only, yet later they expanded it to colleges in the Boston zone, the Ivy League, and Stanford University. It progressively included help for students at different colleges previously it opened to high school students and in the end to anyone by the age of 13 and above. Facebook now allows anyone who professes to be no less than 13 years of age to end up an enlisted user of the website. The individuals from Facebook all through the world have expanded to 1.15 billion out of 2013. All things considered, in January 2013, the nations with the most Facebook users were: United States with 168.8 million individuals, Brazil with 64.6 million individuals, India with 62.6 million individuals, Indonesia with 51.4 million individuals, and Mexico with 40.2 million individuals. That is the reason, a January 2009 Compete.com study positioned Facebook the most utilized social networking service by overall monthly dynamic users.

2. Orkut

Orkut is a social networking site which is claimed and worked by Google. The service is designed to enable users to meet new and old friends and maintain existing relationships. Orkut is accessible in 48 languages all through the world empowering expanded usage. The website is named after its designer, Google worker Orkut Büyükkökten. It is important that Orkut is one of the most visited websites in India and Brazil. As of October 2011, 59.1% of Orkut's users were from Brazil, followed by

India with 27.1% and Japan with 6.7%. As of October 2012, Alexa traffic positioned Orkut.com 746th and Orkut.com.br 738th on the planet; the web site as of now has more than 33 million dynamic users around the world. Orkut was propelled on January 22, 2004 by Google. However it was Orkut Büyükkökten, a Turkish software engineer, who created it as an independent undertaking while at the same time working at Google. Preceding the 60th Independence Day of India, Orkut's main page was patched up. The section which more often than not displayed a collage of photographs of different individuals, demonstrated an adapted Orkut logo. The word Orkut was written in Devanagiri content and was shaded in Indian national hues. In any case, the genuine individuals from Orkut have diminished to 33 million in the time of 2013.

3. Google Plus

Google Plus is another social networking and personality service that is claimed and worked by Google Inc. It is the second-biggest social networking site on the planet, having outperformed Twitter in January 2013. It has around 359 million dynamic users. As of May 2013, it had a sum of 500 million enlisted users, of whom 235 million are dynamic in a given month. Google has portrayed Google+ as a "social layer" that upgrades a large number of its online properties, not at all like conventional social networks by and large gotten to through a solitary website. Subsequently Google+ expects to make sharing on the web increasingly like partaking, all things considered. Google+ incorporates social services, for example, Google Profiles, and at first presented new services distinguished as Circles, Hangouts and Sparks. Two main qualities of Google+'s social site are photography and its "Home base" highlight. Also, Google+ is accessible as a website just as on cell phones. On May 14, 2013 another version of Google+ was presented. It is significant that the New York Times has proclaimed it as Google's greatest endeavor to match the social network Facebook.

4. MySpace

MySpace is a social networking site with a strong music accentuation which is possessed by Specific Media LLC and popular music vocalist and performing artist Justin Timberlake. MySpace was propelled in August 2003 and is headquartered in Beverly Hills, California. In June 2012, MySpace had 25 million one of kind U.S. guests. In 2013 there are 50 million users of this site. MySpace was established in 2003 and was gained by News Corporation in July 2005 for \$580 million. From 2005 until mid-2008, MySpace was the most visited social networking site on the planet, and in June 2006 it outperformed Google as the most visited website in the United States. In April 2008, MySpace was overwhelmed by Facebook in the quantity of special overall guests, and outshone the quantity of one of kind U.S. guests

in May 2009. MySpace produced \$800 million in income amid the 2008 financial year. From that point forward, the quantity of MySpace users has declined consistently despite a few redesigns. As of June 2013, MySpace was positioned 303 by complete web traffic and 223 in the United States. On September 24, 2012, Justin Timberlake, who has a proprietorship stake in the organization, tweeted a connection to a video demonstrating a redesigned MySpace, which is named the "new MySpace". Amid the months following Timberlake's tweet MySpace started its shut beta testing stage for new.myspace.com. Another component is the gushing music player where users can line songs, make blends or playlists, or begin a radio station from a song much like Pandora Radio. Around midnight on Sunday January 13, 2013, new MySpace entered its open beta stage. On 12 June 2013, MySpace reported the dispatch of a versatile application to go with the new MySpace. The application allows users to tune in to personal radio stations, just as those made by specialists. It additionally allows users to make energized GIF records, which is initially only accessible for the iPhone and the application is slated for future discharge on the Android versatile working system.

5. **Bharatstudent.com**

Bharatstudent.com is a social utility that unites all the young Indians living over the globe. It is India's Largest Free Social Community Networking Site for Indian friends and Indian students. It is for each Young Indian who is a student or a non-student, new alumni, a working professional or an Entrepreneur, and is centered on giving exhaustive solutions to any personal and professional issues. As indicated by the Alexa Traffic positions, Bharatstudent.com holds the positioning position of 553 worldwide for absolute internet traffic. It was begun by Vishnu Vardhan Induri, Business Director subsidized by north gate adventures in the year 2007. It is essentially a social networking site for Indian students living in India or abroad.

6. **Hi5**

Hi5 is a social networking site situated in San Francisco, California. The organization was established in 2003 by Ramu Yalamanchi. In Hi5, users make an online profile so as to indicate information, for example, interests, age and main residence and transfer user pictures where users can post remarks. Hi5 likewise allows the user to make personal photograph collections and set up a music player in the profile. In addition Users can send companion demands by means of email to different users. At the point when a person gets a companion demand, the individual in question may acknowledge or decrease it, or square the user through and through. In the event that the user acknowledges another user as a companion, the two will be connected straightforwardly or in the first degree. As of December 2007, Hi5 had more than 98 million

individuals. By 2008, comScore announced that Hi5 had turned into the third most prevalent social networking site as far as monthly exceptional guests. Bill Gossman was appointed as CEO in April 2009, and since that time, Hi5 has refocused itself as a social gaming stage and opened itself to new diversion engineers. Gaming industry veteran Alex St. John joined the organization as President and CEO in November 2009, and in mid-2010, Hi5 obtained social gaming organization Big Six. The organization brought \$20 million up in arrangement. A funding was additionally picked up from Mohr Davidow Ventures, just as \$15 million in endeavor obligation, in 2007, and reported it had raised \$3 million convertible note from existing financial specialist Mohr Davidow, conveying the subsidizing up to \$38 million. Quantcast reports demonstrate that Hi5 has 2.7 million monthly US guests and 46.1 million worldwide guests. Software-industry veteran Karen Richardson has filled in as administrator of the organization's board since 2008. The social networking site, Tagged, bought Hi5 for an undisclosed sum. Because of Hi5's day of work in center to social gaming, comScore reclassified Hi5 as an online gaming site in mid-2011. As indicated by comScore, Hi5 positioned as the sixth most dealt online gaming site. Despite the fact that it was made and headquartered in the United States, it is progressively prominent in different nations, especially in Latin America, being positioned 37th on the planet only among individuals who have the Alexa toolbar introduced on their program however only 84th in the US. In 2013 the all-out number of individuals has expanded to 80 million on this site.

7. **Twitter**

Twitter is an online Social Networking Site with micro blogging service that empowers users to send and peruse "tweets", which are instant messages constrained to 140 characters. Enrolled users can peruse and post tweets while unregistered users can only peruse them. Users get to twitter through the website interface, SMS, or cell phone application. Twitter Inc. is situated in San Francisco and has offices in New York City, Boston, San Antonio and Detroit. In that capacity Twitter was made in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and by July 2006, the site was propelled. The service quickly increased overall prevalence, with 500 million enlisted users in 2012, who posted 340 million tweets for every day. The service additionally handled 1.6 billion pursuit questions for every day. Twitter is presently one of the ten most visited websites, and has been portrayed as "the SMS of the Internet." Therefore the organization experienced fast development. It had 400,000 tweets posted per quarter in 2007 however this developed to 100 million tweets posted per quarter in 2008. In February 2010, Twitter users were sending 50 million tweets for every day. By March 2010, the organization recorded more than 70,000

enrolled applications. As of June 2010, around 65 million tweets were posted every day, breaking even with around 750 tweets sent each second, as per Twitter. As of March 2011, that was around 140 million tweets posted day by day. As noted on Compete.com, Twitter climbed to the third-highest-positioning social networking site in January 2009 from its past position of twenty-second. As of September 2013, the organization's data demonstrated that 200 million users send more than 400 million tweets day by day, with almost 60% of tweets sent from cell phones. There are 200 million dynamic individuals on twitter in 2013. Generally speaking it demonstrates that Twitter is an exceptionally acclaimed and every now and again utilized social networking site in various nations.

III. CONCLUSION

Besides the main social networking site, SixDegrees.com, showed up in 1997. It allowed users to make profiles, list their friends and surf the friends list. Numerous highlights of social networking sites were accessible in different configurations previously this time, yet SixDegrees.com was the principal stage to consolidate all highlights. This was where texting turned out to be prominent and it was the first run through internet users could make a profile and companion one another.

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