

Study On Emerging Trends In Social Networking Services

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Abstract--- Social Networking Service is a platform or path or phenomenon or a way with the help of which more than one people interact with each other at a time. There are various social networking Services available now a days. The examples of such networking services are Facebook, Twitter, Google+, LinkedIn, Foursquare, Academia.edu, My Opera, Orkut, creating an online learning community, Amazon.com and many more. The use as well as the popularity of social networking services increases by day to day. With the use of these services people also interact with each other outside the country. Not only interaction these services are helpful in many ways and provide different and interesting features to the users. Basically the main purpose of this paper is to study the emerging trends in Social Networking Services and how they helpful for the users.

Keywords:- Social Networking Services, Emerging Trends in Social Networking Services

I. INTRODUCTION

The popularity of social networking Services increases day by day. There are billions of users who are using social networking Services for different purpose. Popularity of something is increased only when that thing provide some kind of output to the user or advancement to the user same in the case of social networking Services. the popularity of these Services or users of these Services increases day by day because of some reason the reason may be these Services are the source of entertainment for them example Facebook when they are free or may be with the help of these Services they (users) increase or promote their business or maybe they (users) use these Services for learning purpose (education) or they (users) use these services to find a good job or a make a better career the reason may be any one of them it depends upon the users. The main thing is that every single person is using social networking Services now days.



Fig. 1: Shows Some Social Networking Sites

If a person want to share something with their friends may be any information or a person wants to promote the

business or a person want more and more job opportunities or for learning purpose they use these Services.

Social Networking Services is a platform with help of which more than one people interact with each other at a time with in the country or outside the country. These are various uses of these Services. Some people share their feelings, taste, and preferences and came to know about each other with the help of these Services. Some people use these Services for business purpose like for the marketing of product, some use this for study purpose. Overall these networking Services are helpful in many ways sharing feelings thoughts, marketing of business or study purpose for career opportunities etc. These social networks provide users some additional features like create groups that share common interest, taste, preferences, and share or upload videos, discuss some common topics etc. Use of new technology is the main reason of increasing the popularity of these social networks. Mostly mobile phone users use these social networks at any time anywhere. In most mobile communities, mobile phone users can now create their own profiles, make friends, participate in chat rooms, create chat rooms, hold private conversations, share photos and videos, and share blogs by using their mobile phone. Because of these features popularity of these networks increases day by day. Basically the main focus of this paper is to discuss about the emerging trends in social networking Services and how these trends are helpful for the users.

II. EMERGING TRENDS IN SOCIAL NETWORKING SERVICES

With the increase in the popularity of social networking Services day by day. Use of some new technology by these Services also increases. Some of the emerging trends are:

A. Social Network and Business:

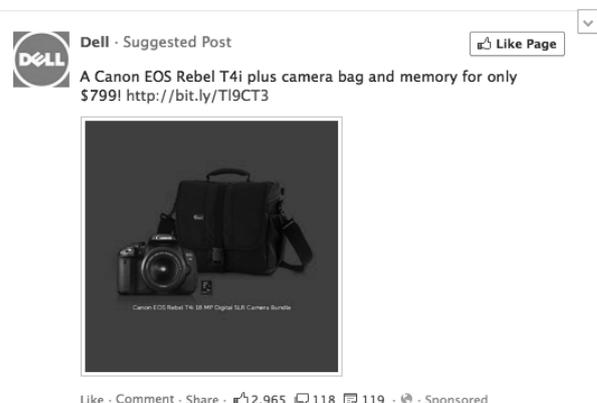


Fig. 2 Represents an Example of Business through Social Networks

Now days Facebook and Twitter are used by the most companies to increase their brand image. Companies take the help of these social networks to promote their business, to create awareness among people about their brand, to learn about new technologies and competitors in the market This is just like the online advertisement of their brand. The below figure shows the example of social network and business

B. Location Based Social Networks:

Now with the help of social network service a person can also check there location that where they are at a moment. These social network service mostly used in mobile phones. The name of such network service is Foursquare which a location based social network service is. The below figure is the example of location based social network.



Fig. 3: Represents the Location Based Social Network

C. Social Networks and Charity:



Fig. 4: Represents an Example of Charity through Social Networks

Some of the network services also used for charity purpose. For example Facebook is used for charity purpose and helping those who are not able to help themselves. This site helps those people by taking the help of their users. The below figure shows the example of charity through social

networks.

D. Social Networks and Employment:

Some of the social network sites also helpful for person for getting employment. The sites like Naukri.com, Times job.com, Jobseeker are helpful for the people who are in search of job. the below figure shows the example of social networking websites which are helpful in getting employment.



Fig. 5 Represents an Example of Social Networks who provide Employment

E. Social Network and Shopping:

Some of the social network also helpful in doing online shopping at home the name of such sites are eBay, Yebhi.com, Home shop 18.com with the help of which a person can buy anything which they like without going to malls or any shop. The above figure shows the example of social network helpful in shopping from any place without going to malls or any other place.



Fig. 6: Represents an Example of Social network through which online shopping is done

F. Selling of Product through Social Networks Sites:

Now a days a person can sell anything without going to any place by just uploading a snap of thing on social network sites which they want to sell. This is possible with the help of OLX website. The OLX is an internet company based in New York City. This helps the person to sell the product which can be used by other person but not useful for that person. The below figure shows the example of social network sites through which selling of product is done.



Fig. 7: Represents the example of social network sites through which selling of product is done.

G. *Social network and Education:*

There are some sites which are for the education purpose with the help of which a person can increase their knowledge, communication skills in the field in which the person is interested. The examples of these social networks are Google+, Cramster, Zimride, Education Centre by using these sites students can solve problem related to subjects like maths economics any in which they need help. The below figure show the examples of social networking sites useful for education purpose.



Fig. 8: Represents an example of Social networking site used for Education Purpose

H. *Social Interaction:*

These sites are more popular in social interaction like Facebook; Twitter a person can interact with each other, share their feelings, upload videos, snaps and discuss topics of their own interest. This is also considered to be the source of entertainment for people. The below figure shows the example of social networking sites helpful in interaction with people or for entertainment purpose

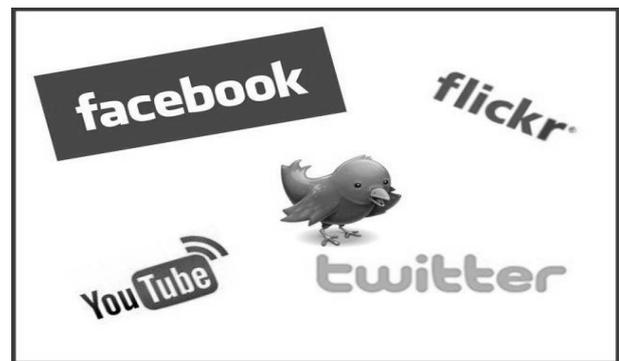


Fig. 9: Represents Social Interaction sites

III. CONCLUSION

Social networking services are very helpful for the people whether it is related to education purpose or job opportunities, marketing or promotion of the business or social interaction. These services always helpful for the users. These also provide security to the users while using these services. Finally this study concludes that these social network services are very helpful for the people or may be considered as the source of entertainment for them.

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