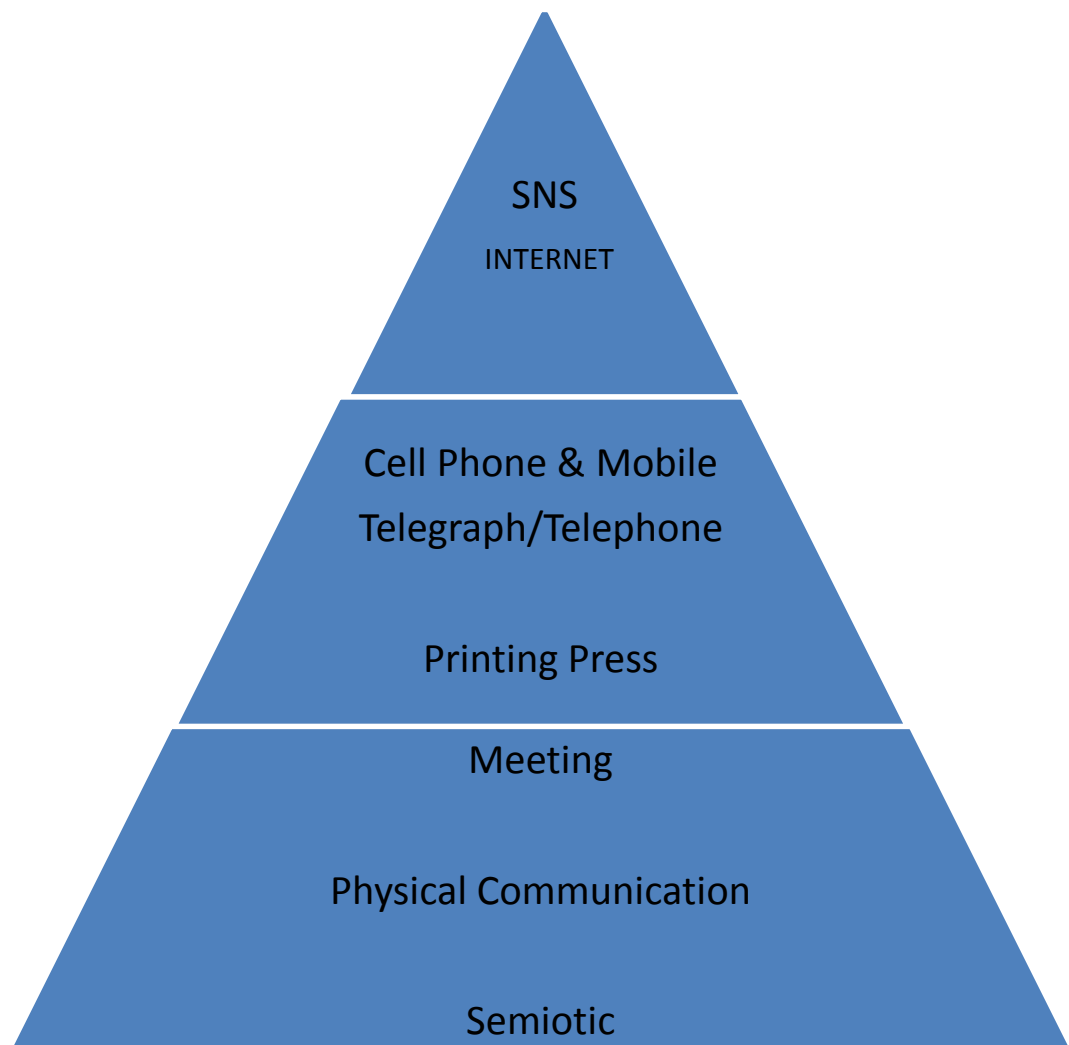# CHAPTER – III

Web 2.0: Social Networking in India

"We lived in village then we lived in cities now we are going to live on internet"

-Sean Parker[1]

Communication and networking are way to socializing the people and society. It is inherent and behavioural to get connected to other it existed in all ages. The medium of getting connected has been changing over the ages.

Graph 3.1Evolution of communication

---

[1] Parker Sean, *The Social Network* (Fiction) for the movie based on Mark Zuckerberg Life

1. Earlier, it was physical communication.

2. through meetings after the advent of printing press books, letters, newspaper etc.

3. Telegraphs/ Telephone

4. Cell phone & mobile

5. Web & Social media

3.1 Social Network

A network is a set of relationships. More formally a network contains a set of objects (in mathematical terms, nodes) and a mapping or description of relations between the objects or nodes. A social network is a social structure made up of a set of social actors and a set of the dyadic ties between these actors. The social network perspective provides a set of methods for analysing the structure of whole social entities as well as a variety of types explaining the patterns observed in these structures.[2] In general social networks are self-organizing, self-emergent and complex. There are three general levels into which networks may analysis: micro-level, miso-level and macro-level.

Micro Level: The micro-level, social network research typically begins with an individual, snowballing as social relationships are traced or may begin with a small group of individuals in a particular social context.

---

[2] Stanley Wasserman & Faust, Katherine (1994). "Social Network Analysis in the Social and Behavioral Sciences". *Social Network Analysis: Methods and Applications*. Cambridge University Press. p. 1–27
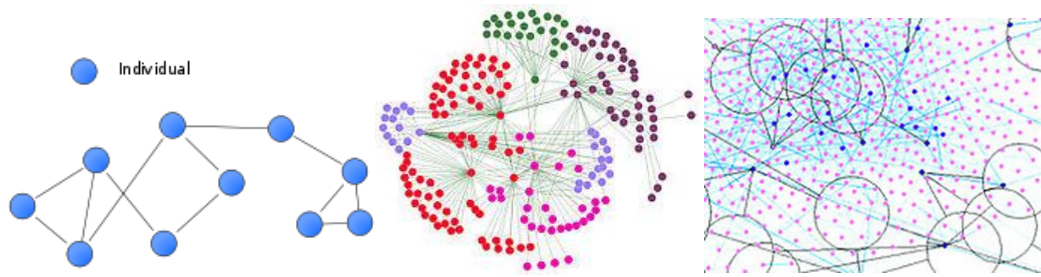
Graph 3.2: Social network diagrams of micro-level, meso level & macro level[3]

Meso level: Meso level begins with a population size that falls between the micro- and macro-levels. Meso-level networks are low density and may exhibit causal processes distinct from interpersonal micro-level networks.[4] Rather than tracing interpersonal interactions,

Macro-level: Macro level analyses generally trace the outcomes of interactions, such as economic or other resource transfer interactions over a large population. Macro-Level analysis of the social network made for the wide population size as national or international level.

3.2 Social Media & Social Networking

There are certain differences between Social media and social networking sometimes have an overlap, but both are not the same thing. Social Media can be called a strategy and an outlet for broadcasting, while Social Networking is a tool and a utility for connecting with other by using internet connectivity, on the basis of the working style and features, Social media is a way to transmit or share information with a broad audience. Everyone has the opportunity to create and distribute. On the other hand, social networking is an act of engagement with

---

[3] http://en.wikipedia.org/wiki/Social_network
[4] Peter Hedström, , Sandell Rickard, and Stern Charlotta (2000).*Mesolevel Networks and the Diffusion of Social Movements: The Case of the Swedish Social Democratic Party*."American Journal of Sociology, 106(1): 145–72

Groups of people with common interests or like-minds, associate together on social networking sites and build relationships to community.

Social media is more akin to a communication channel. It's a format that delivers a message like television, radio or newspaper, social media isn't a location that you visit. Social media is simply a system that disseminates information 'to' others. With social networking communication is two-way and depending on the topic, subject matter or atmosphere, people congregate to join others with similar experiences and backgrounds. Conversations are at the core of social networking and through them relationships are developed. Social networking have a distinguish feature of relationship.

Since their introduction, social network sites (SNSs) have attracted millions of users, many of whom have integrated these sites into their daily practices. There are thousands of SNSs, with various technological affordances, supporting a wide range of interests and practices. Most sites support the maintenance of pre-existing social networks, but others help strangers connect based on shared interests, political views and activities. SNSs attract people based on their common language or shared racial, sexual, religious, nationality-based identities. Sites also vary in the extent to which they incorporate new information and communication tools, such as mobile connectivity, blogging, and photo-video sharing.

3.3 History of Social Networking Sites

According to the characterization above, the first recognizable social network site launched in 1997. SixDegrees.com allowed users to create profiles, list

their Friends and, beginning in 1998, surf the Friends lists. Each of these features existed in some form before Six Degrees of course. Profiles existed on most major dating sites and many community sites. Classmates.com allowed people to affiliate with their high school or college and surf the network for others who were also affiliated, but users could not create profiles or list Friends until years later. SixDegrees was the first to combine these features. QQ started as a Chinese instant messaging service, LunarStorm as a community site, Cyworld as a Korean discussion forum tool and Skyrock (formerly Skyblog) was a French blogging service before adding SNS features. Classmates.com, a directory of school affiliates launched in 1995, began supporting articulated lists of Friends after SNSs became popular. AsianAvenue, MiGente, and BlackPlanet were early popular ethnic community sites with limited Friends functionality before re-launching in 2005-2006 with SNS features and structure. While SixDegrees attracted millions of users, it failed to become a sustainable business and in 2000 the service closed.

From 1997 to 2001, a number of community tools began supporting various combinations of profiles and publicly articulated Friends. Likewise, shortly after its launch in 1999, LiveJournal listed one-directional connections on user pages. LiveJournal`s creator suspects that he fashioned these Friends after instant messaging buddy lists on LiveJournal, people mark others as Friends to follow their journals and manage privacy settings.[5] The Korean virtual worlds site Cyworld was started in 1999 and added SNS features in 2001. Likewise, when the Swedish web community LunarStorm refashioned itself as an SNS in 2000, it contained Friends lists, guest books and diary pages.

---

[5] B. Fitzpatrick*, personal communication*, June 15, 20013

The next wave of SNSs began when Ryze.com was launched in 2001 to help people leverage their business networks. Ryze`s initiator reports that he first introduced the site to his friends—primarily members of the San Francisco business and technology community, including the entrepreneurs and investors behind many future SNS.[6]

The people behind Ryze, Tribe.net, LinkedIn and Friendster were tightly entwined personally and professionally. They believed that they could support each other without competing. In the end Ryze never acquired mass popularity, Tribe.net grew to attract a passionate niche user base, LinkedIn became a powerful business service, and Friendster became the most significant, if only as one of the biggest disappointments in Internet history.
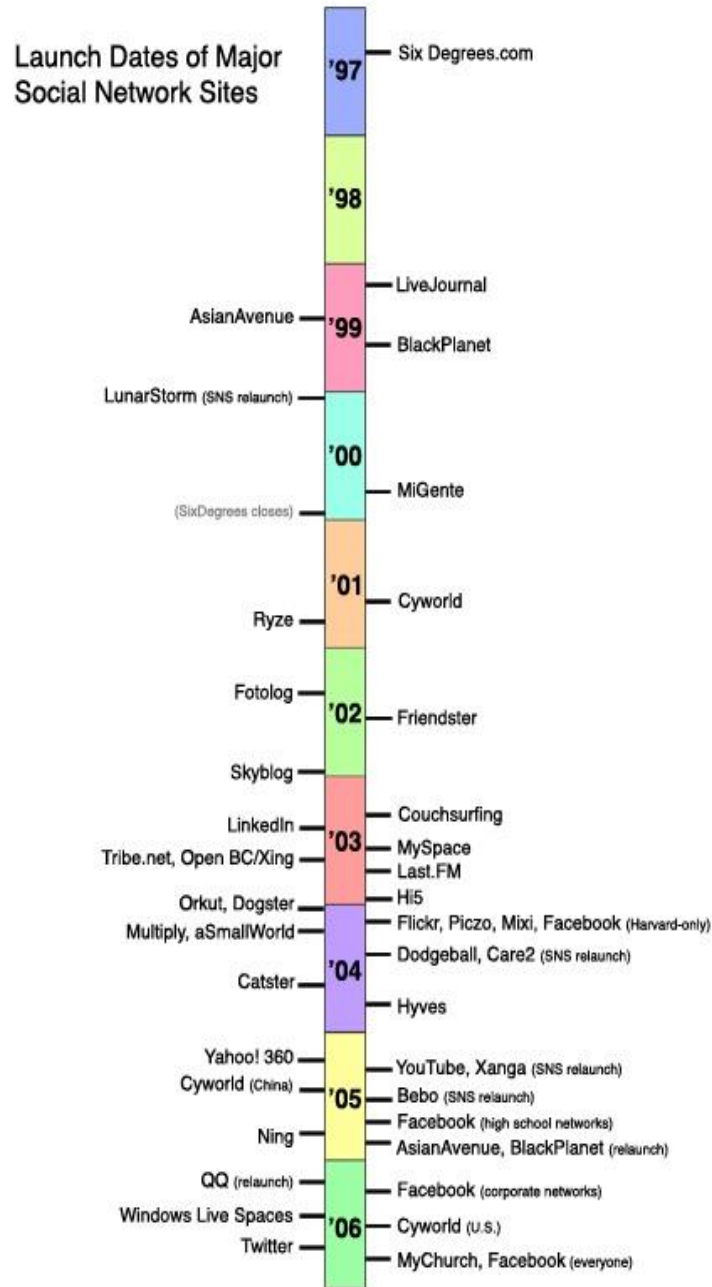
3.4 Social Network Sites: A Brief description

"Social Network Sites can be define as a web-based services that allow individuals to Construct a public or semi-public profile within a bounded system and articulate a list of other users with whom they share a connection, View the list of connections and those made by others within the system, the nature and nomenclature of these connections may vary from site to site."

"Social network services as web-based services which allow individuals to construct a public or semi-public profile within a bounded system, Communicate with other users; and View the pages and details provided by other users within the

---

[6] A. Scott,(2007*) Personal communication: The Network Analysis*, Sage Publication

system. The social networking websites have evolved as a combination of personalized media experience, within social context of participation."[7]

Launch Dates of Major Social Network Sites

Year	Left	Right
'97		Six Degrees.com
'98		
'99	AsianAvenue	LiveJournal / BlackPlanet
'00	LunarStorm (SNS relaunch) / (SixDegrees closes)	MiGente
'01	Ryze	Cyworld
'02	Fotolog / Skyblog	Friendster
'03	LinkedIn / Tribe.net, Open BC/Xing / Orkut, Dogster	Couchsurfing / MySpace / Last.FM / Hi5
'04	Multiply, aSmallWorld / Catster	Flickr, Piczo, Mixi, Facebook (Harvard-only) / Dodgeball, Care2 (SNS relaunch) / Hyves
'05	Yahoo! 360 / Cyworld (China) / Ning	YouTube, Xanga (SNS relaunch) / Bebo (SNS relaunch) / Facebook (high school networks) / AsianAvenue, BlackPlanet (relaunch)
'06	QQ (relaunch) / Windows Live Spaces / Twitter	Facebook (corporate networks) / Cyworld (U.S.) / MyChurch, Facebook (everyone)

Graph 3.3: Development of SNS

---

[7] Ellison Boyd, *Social Network Sites: Definition, History and Scholarship*, Journal of computer mediated communication, Vol. 13 issue-1, Wiley Publication, Oct 2007

"A web site that provides a social community for people interested in a particular subject or interest together. Members create their own online profile with data, pictures, and any other information. They communicate with each other by voice, chat, instant message, videoconferencing, and the service typically provides a way for members to connect by making connections through individuals is known as Social networking." [8]

3.4.1 Social Networking Site Phenomena

While we use the term 'social network site' to describe the phenomenon, the term social networking sites also appears in public discourse and the two terms (Social and Networking) are often used interchangeably. "Networking" emphasizes relationship initiation, often between strangers. While networking is possible on these sites, it is not the primary practice on many of them, nor is it what differentiates them from other forms of computer-mediated communication (CMC).[9] What makes social network sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks. This can result in connections between individuals that would not otherwise be made, but that is often not the goal, and these meetings are frequently between latent ties who share some offline connection.

On many of the large SNSs, participants are not necessarily networking or looking to meet new people instead they are primarily communicating with people who are already a part of their extended social network. To emphasize this

---

[8] Ibid
[9] Danah M. Boyd, Nicole B. Ellison, *Social Network Sites: Definition, History, and Scholarship,* Michigan State University(2007) p-1

articulated social network as a critical organizing feature of these sites, we label them social network sites.

3.4.2 Social Networking Commencement

To join a SNS, an individual is asked to fill out forms containing a series of questions. The profile is generated using the answers to these questions, which typically include descriptors such as age, location, interests and an 'about me' section. Most sites also encourage users to upload a profile photo. Some sites allow users to enhance their profiles by adding multimedia content or modifying their profile's look and feel. Others, such as Facebook allow users to add modules (Applications) that enhance their profile. The visibility of a profile varies by site and according to user discretion. Facebook takes a different approach by default; users who are part of the same network can view each other's profiles, unless a profile owner has decided to deny permission to those in their network. Structural variations around visibility and access are one of the primary ways that SNSs differentiate themselves from each other.

After joining a social network site, users are prompted to identify others in the system with whom they have a relationship the label of these relationships differs depending on the site popular terms include Friends, Contacts and Fans/Followers. Most SNSs require bi-direction confirmation for Friendship but some do not ask this type conformation. The term 'Friends' can be misleading because the connection does not necessarily mean friendship in the layman language sense and the reasons people connect are varied. Most SNSs also provide a mechanism for users to leave messages on their Friends' profiles. This feature typically involves leaving comments or message although sites employ various

labels for this feature. In addition, SNSs often have a private messaging feature like to e-mail, some have photo-sharing or video-sharing facility; others have built-in blogging and instant messaging technology. There are mobile-specific SNSs but some web-based SNSs also support limited mobile interactions like facebook. Many SNSs target people from specific geographical regions or linguistic groups, although this does not always determine the site's constituency. Orkut, for example was launched in the United States with an English-only interface, but Portuguese-speaking Brazilians quickly became the dominant user group on Orkut. Some sites are designed with specific ethnic, religious, sexual orientation, political or other identity-driven categories.

3.4.3 Social Networking Sites functions

All kind of the social networking sites have its peculiar identity and operating tools. These websites are also known as communities network 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, discussion. Once you access to a social networking website you can begin to socialize. This socialization may include reading the profile pages of other members and possibly even contacting them.[10] While SNSs are often designed to be widely accessible, many attract homogeneous populations initially, so it is not uncommon to find groups using sites to segregate themselves by nationality, age, educational level or other factors that typically segment society (Hargittai, this issue), even if that was not the intention of the

---

[10] Ateeq Ahmad, (2011) '*A Short Description of Social Networking Websites And Its Uses,* (IJACSA) International Journal of Advanced Computer Science and Applications, Vol. 2, No.2, February, http://ijacsa.thesai.org/p126

designers. Social Networking Sites become popular on the basis of SSS (Search, Surf, and Share) Concept;

Surfing: An activity to go through the World Wide Web about brand, product, news, content, advertisements and reviews on internet. It's an informative activity most of people use internet for surfing only.

Search: Avid searchers who use web, mobile to instantly research a product, service or any information. Search phenomena have a quality of anywhere, anytime and any kind.

Share: An activity avid social media user who actively seeks and share experiences with thousands of other in an instant. Social networking is a activity of sharing of ideas, interests, likes and dislikes etc.

3.4.4 Characteristics of Social Networking Site

Some of the main characteristics of social networking sites are:

➢ They act as a resource for advertisers to promote their brands through 'word-of-mouth'[11] to targeted customers.

➢ They provide a base for a new teacher-student relationship with more interactive sessions online.

➢ They promote the use of embedded advertisements in online videos.

➢ They provide a platform for new artists to show their profile.

➢ They provide a platform for political discourse and debates.

---

[11] Eric Quriakman. *The Socialnomics*, Willy publication (2008)

➢ They work as awareness generator in technology savvy generation.

➢ They reduce the socio-political alienation.

➢ They work for socio-political mobilization.

3.4.5 Power of Social Networking

What happens on facebook within 20 minutes?[12]

- One million link shared

- 140 million invites

- 130 million photos tagged

- 190 million friend requested accepted

- 270 million photo uploaded

- 271 million massages send

- 1000 million comment

- 150 well post made

Social Network	Percentage
Any Social Networking Site User	**58%**
Facebook	**56%**
LinkedIn	**14%**
Twitter	**11%**
Google+	**9%**

Table 3.4.5.1: World SNS Statistics[13]

---

[12] http://www.youtube.com

Activities on SNS

Social Networking Site	Statistics
Total number of facebook users worldwide	**1.4 Billion**
Total Number of 18-24 year old who use SNS	**98%**
Average amount of time a person uses facebook per month	**15 hours**
Number of people access facebook with phone	**250 Million**
Total YouTube pages views per month	**92 Billion**
Total amount of articles hosted by Wikipedia	**17 Million**
Average Picture uploaded to Flickr per minute	**3000**
Average amount of tweets per day	**190 million**

Table 3.4.5.2: World SNS activities

3.5 Privacy on SNS

SNS has emphasized potential privacy concerns, primarily concerning the safety of younger users. Researchers have investigated the potential threats to privacy associated with SNSs. In one of the first academic studies of privacy and SNSs analyzed that potential threats to privacy contained in the personal information included on the site by students, such as the potential ability to reconstruct users' social security numbers using information often found in profiles. Things you can found on facebook or other social networking sites about a person:

1. Address

2. Hometown

3. Phone number

4. e-mail

5. Club

6. Job

7. Education history

8. Birth date

9. Sexual orientation

10. Interests

11. daily schedules

12. relation to friends

13. Pictures

14. Political affiliations

15. Movies

16. Music

17. Books

Twenty first century has brought the internet to social life, whose potential is revealing day by day. Despite its positive aspects, it has immense capacity of misuse also. Porn sites are one of its biggest product, which has shaken the life everywhere, but more in sexually oppressive societies. Maximum porn sites are

watched in Arab. Almost imperialist kind of control of social sites like Google or others, where the privacy of your data is at best an illusion, people are always at risk of their private life becoming public at any point of time and causing great destabilization. So many cases of crimes, murders, suicides world over due to such happenings on facebook, twitter and photos in mobile cameras have created altogether new kind of value less violent society, where blackmailing through new gadgets has been introduced. Privacy is also implicated in users' ability to control impressions and manage social contexts. SNSs are also challenging legal conceptions of privacy. For example, do police officers have the right to access content posted to Facebook without a warrant? The legality of this hinges on users' expectation of privacy and whether or not Facebook profiles are considered public or private.

3.6 Popular Social Networking Sites

The most significant Social networking websites commonly used by the people especially by the youngster are Friendster, Myspace, Facebook, Hi 5, LinkedIn, Orkut, Flicker, YouTube, Twitter , WhatsApp and Bharatstudent. Orkut is a social networking website run by the Google Inc., It was launched in the year 2004 after Brazil, India is the second largest market for Orkut, in India Orkut was the single largest social networking website till July 2010 (Press Trust of India, 2010). In July 2010, Orkut have with 19.9 million visitors and lost its top position to Facebook with 20.9 million visitors, other significant social networking websites

in India include BharatStudent, Twitter, Yahoo and Yahoo Buzz. World float is India's home grown social networking site with over 45 million users.[14]

3.6.1 Six Degrees

Six Degrees was launched in 1997 and was the first modern social network. It allowed users to create a profile and to become friends with other users. While the site is no longer functional, at one time it was actually quite popular and had around a million of members.

3.6.2 Friendster

Friendster began its operations in the year 2002. It was a brother company to Ryze but designed to deal with the social aspect of their market. The company was like a dating service, however match making was not done in the typical way where strangers met. Instead, friends would propose which individuals are most compatible with one another. At first, there was an exponential growth of the Comply. This was especially after introduction of network for gay men and increase in number of bloggers. The latter would usually tell their friends about the advantages of social networking through Friendster and it led to further expansion. However Friendster had established a market base in one small community. After their subscribers reached overwhelming numbers, the company could no longer cope with the demand. There were numerous complaints about the way their servers were handled because subscribers would experience communication breakdowns. As if this was not enough, social networks in the real world were not doing well; some people would find themselves dating their bosses or former classmates since

---

[14] Times of India, Mar 3, 2014, Delhi, Indian social networking site World float introduces new feature viralx.

the virtual community created by the company was rather small. The Company also started limiting the level of connection between enthusiastic users.[15]

3.6.3. My Space

In year 2003 there were numerous companies formed with the purpose of providing social networking service. However most of them did not attract too much attention especially in the US market. For instance, LinkedIn and Xing were formed for business persons while services like My Church, Dogster and Couchsurfing were formed for social services. Other companies that had been engaging in other services started offering social networking services. For instance the You Tube and Last. FM was initially formed to facilitate video and music sharing respectively. However, the started adopted social networking services.

3.6.4 Hi5

Hi5 is established in 2003 and currently boasting more than 60 million active members according to their own claims. Users can set their profiles to be seen only by their network members. While Hi5 is not particularly popular in the U.S., it has a large user base in parts of Asia, Latin America and Central Africa.

3.6.5 Orkut

The service is designed to help users meet new friends and maintain existing relationships. The website is named after its creator, Google employee Orkut Büyükkökten. Launched in January 2004 by Goggle's social network and while it's not particularly popular in the U.S., it's very popular in Brazil and India, with more than 65 million users. Orkut lets users share media, status updates, and

---

[15] https://www.ryze.com/faq.php visited on 12/05/13

communicate through IM. It is one of the most visited websites in India and Brazil. In fact, as of May 2009, 49.83% of Orkut's users are from Brazil, followed by India with 17.51%.[16]

3.6.6 Facebook

Facebook is most popular SNS in all over the world. This social networking service was introduced with the purpose of linking friends in Harvard University in 2004, after that company expanded to other universities then colleges. Eventually, they invited corporate communities, but this does not mean that profiles would be interchanged. This company prides itself in their ability to maintain privacy and niche communities and have been instrumental in learning institutions.

3.6.7 LinkedIn

LinkedIn was founded in 2003 and was one of the first mainstream social networks devoted to business. Originally, LinkedIn allowed users to post a profile and to interact through private messaging. There are 277 million LinkedIn professional users in all over world having 24 million LinkedIn users in India.[17]

3.6.8 Flickr

Flickr is an image hosting and video hosting website and web services suite that was created by Ludicorp in 2004 and acquired by Yahoo in 2005. Flickr has become a social network in its own right in recent years. In March 2013 that Flickr had a total of 87 million registered members and more than 3.5 million

---

[16]Neela M Malar , '*Impact of Cyber Crimes on Social Networking Pattern of Girl',* International Journal of Internet of Things 2012;P-14

[17] http://gadgets.ndtv.com/social-networking/news/linkedin-india-user-base.

new images uploaded daily Flickr also has groups, photo pools and allows users to create profiles, add friends, and organize images and video.

3.6.9 YouTube

YouTube was the first major video hosting and sharing site, launched in 2005. YouTube now allows users to upload HD videos and recently launched a service to provide TV shows and movies under license from their copyright holders. YouTube is most visited site for video sharing in every 10 minutes 48 hours videos uploaded by it users. YouTube now become a digital archive of videos.

3.6.10 Twitter

Twitter is most popular micro blogging network. Twitter was founded in 2006 and gained a lot of popularity during the 2007. Twitter service rapidly gained worldwide popularity, with 500 million registered users in 2012, who posted 340 million tweets per day. The service also handled 1.6 billion search queries per day.[18] In 2013 Twitter was one of the ten most-visited websites, Status updates have become the new norm in social networking. Twitter is very popular among the youngster and politicians.

3.6.11 BharatStudent

BharatStudent is an indigenous social networking sites to brings together all the young Indians living across the globe. It is for every Young Indian who is a student or a non-student, fresh graduate, working professional and Entrepreneur to providing comprehensive solutions for any personal and professional issues. Bharatstudent India is the country with the highest number of young people in the

---

[18] Twitter.com, March 21, 2012.

world. "bharatstudent.com" targets this demographic segment with many networks - Students in schools / colleges, fresh graduates, Employees in corporates, Young Entrepreneurs, Groups of Artist, talented youngsters in different regions. Though each of these networks is independent, they each have inter-connectivity with other Indian networks. BharatStudent have different portal according to its utility as Cafe Bharat is place where you can check for the latest film news, gossips, photo galleries, wallpapers, trailers and event videos. Study Zone consists of two separate sections, study India and study abroad. Study India sections provide all the information you need about various programs in various institutes and guidance on how to apply.[19] Now BharatStudent is now very popular among the students of India.

3.6.12 WhatsApp

WhatsApp the instant messaging app continues to find users at a surprising pace. In a blog post, WhatsApp announced that it now has over 500 million active users out of these 500 million users. WhatsApp Messenger is an instant messaging subscription service for smartphones that uses the internet for communication. In addition to text messaging, users can send each other images, video and audio media messages as well as their location using integrated mapping features. Competing with a number of Asian-based messaging services like (LINE, WeChat,). WhatsApp handled ten billion messages per day in August 2012,[20] growing from two billion in April 2012, as of 23 April 2014, WhatsApp had over 450 million monthly active users, 700 million photos are shared each day, and the messaging system handles more than 10 billion messages each day.

---

[19] http://www.bharatstudent.com/help/about.php

3.7 Current Scenario of Social Networking Sites

Social Networking now treated as fashion or status symbol, people are connected to SNS just because their friends doing same. Facebook will become second largest country if we arrange the countries according to their population hence facebook in not allowed in china.

Although exceptions exist, the available research suggests that most SNSs primarily support pre-existing social relations. Ellison, Steinfield, and Lampe (2007) suggest that Facebook is used to maintain existing offline relationships or solidify offline connections, as opposed to meeting new people. These relationships may be weak ties, but typically there is some common offline element among individuals who friend one another, such as a shared class at school. This is one of the chief dimensions that differentiate SNSs from earlier forms of public CMC such as newsgroups. Pew research found that 91% of U.S. teens who use SNSs do so to connect with friends. Given that SNSs enable individuals to connect with one another, it is not surprising that they have become deeply embedded in. Those SNSs are "networked publics" that support sociability, just as unmediated public spaces do. 90 per cent of Malaysia's youth are on Facebook, Indonesia has some 22 million people using social networking on a daily basis, and the Philippines are rightly known as 'the social networking capital of the world'. Not to mention China and India, with low penetration rates so far but with impressively enormous growth rates.

3.7.1 Global Experience

Social software analyst Clay Shirky coin the term 'YASNS' (Yet Another Social Networking Service) in the context of mushrooming growth in SNS world widely. SNSs were proliferating and growing in popularity worldwide. Friendster gained traction in the Pacific Islands, Orkut became the premier SNS in Brazil before growing rapidly in India, Mixi attained widespread adoption in Japan, LunarStorm took off in Sweden, Dutch users embraced Hyves, Grono captured Poland, Hi5 was adopted in smaller countries in Latin America, South America, and Europe, and Bebo became very popular in the United Kingdom, New Zealand and Australia. The Chinese QQ instant messaging service instantly became the largest SNS worldwide when it added profiles and made friends visible, while introducing homepages and buddies Skyrock reigns in France and Windows Live Spaces dominates numerous markets worldwide, including in Mexico, Italy and Spain. Facebook began in early 2004 as a Harvard-only SNS to join a user had to have a harvard.edu email address. As Facebook began supporting other schools, those users were also required to have university email addresses associated with those institutions, a requirement that kept the site relatively closed and contributed to user's perceptions of the site as an intimate, private community.

Beginning in September 2005, Facebook expanded to include high school students, professionals inside corporate networks, and eventually everyone on Internet. Unlike other SNSs While most SNSs focus on growing broadly and exponentially. Currently there are no reliable data regarding how many people use SNSs, although marketing research indicates that SNSs are growing in popularity worldwide. This growth has prompted many corporations to invest time and money

in creating, purchasing, promoting and advertising through SNSs, 'word of mouth' is now become the phenomena for SNS advertising. At the same time companies are blocking their employees from accessing the sites. Additionally, the U.S. military banned soldiers from accessing MySpace and the Canadian government prohibited employees from Facebook while the U.S. Congress has proposed legislation to ban youth from accessing SNSs in schools and libraries.

The rise of SNSs indicates a shift in the organization of online communities. While websites dedicated to communities of interest still exist and prosper, SNSs are primarily organized around people, not interests. Early public online communities such as Usenet and public discussion forums were structured by topics or according to topical hierarchies, but social network sites are structured as personal networks. This more accurately mirrors unmediated social structures, where 'the world is composed of networks, not groups.'[21]

Online social networks have emerged has the new way in which people connect socially. The leader of SNS Facebook has over 1.2 billion members. Web-based social networking services make it possible to connect people who share interests and activities across political, economic and geographic borders.

3.7.2 India Experience

India has total Internet user is 240 million it may be increase 350 million by 2015. On an average, Indian web users spend 26 minutes online each day. 87.1 million Users experience Internet on their smart phones and this number is expected to grow to 165 million by 2015. Top social media networking sites are Facebook,

---

[21] Wellman (1988), *Relation al Emotions and Social Networks*,(Collective Emotions: Perspective from Psychology, Philosophy and Sociology), Oxford University Press

LinkedIn, Twitter, Orkut, BharatStudent.com, Zedge.net, Ibibo.com, hi5.com, Shtyle.fm, Indyarocks, Fropper.com and Myspace.com. Facebook has 100 million, twitter has 24 million and LinkedIn has 45 million users in India. India is predicted to be the top Facebook user by 2015. Twitter is also getting popularity in India the top 5 twitter brands in India are MTV India, NDTV, Times of India, IPL, CNN-IBN. Mumbai has the highest FB users. There are 73% male FB users and 27% users are female. India ranked to be the second largest country with 142,339 users in newly lunched social networking site of Google+. In India 60% of social networking traffic comes from non-metro cities. However the highest traffic comes from the metros.

The male to female ratio in terms of social media usage is 61:39 indicating that males are the top users. Social media is available for only 60% of the entire Indian audience.[22] Age group of 15-24 are the highest number of social media users. On an average Facebook is visited at least thrice a day. Major chunk of the time spent by Indian audience is on Facebook games, apps and viewing photos. Facebook is the only social media network that has seen tremendous growth which two times in the last six months .Narendra Modi have 4.3 million followers on twitter. The Indian youth have instantly taken to social net-working sites, much in the same way they took up internet as a technology. Some of them have gone to the extent of get-ting addicted to the social networking sites.[23]

---

[22] IAMAI
[23] Neela M Malar , *Impact of Cyber Crimes on Social Networking Pattern of Girl,* International Journal of Internet of Things 2012;P-15

Age group	Percentage on social networking User
18-25	35%
26-35	55%
36-45	8%
45+	2%

Table 3.7.2.1 Social networking users in India according to age group

After 100 million users in India, Facebook aims at 1 billion Facebook users, world`s largest social media company, has crossed 100 million active users in India, the second country, after the United States, on March 31, 2014 working with telecom, technology and handset companies to increase internet penetration in India. CEO of facebook Mark Zuckerberg said 'The first device that people will have to enter a connected world in India is a low-end mobile phone, if you go to review a product and start with a desktop version, it will kick you out and everybody has to think about mobile.'[24]

The rise of Facebook in India has been speedy and has been powered by the mobile phone. When the American company set up its first India office in 2010 in Hyderabad, it had 8 million users in the country. Company figures state that 84 million of its 100 million users in India access the social networking site from their mobile devices. Facebook, which was set up in 2004, had 1.23 billion users across the world as of December 31, 2013. In 2013, it posted revenues of $7.8 billion, Google has eight times the revenues to Facebook. In the last three years, Facebook doubled its user base globally, from 600 million to 1.2 billion. In the same period, in India, it grew more than five times from 17 million to 100 million.

---

[24] Shelley Singh, Economic Times Bureau, April 9, 2014
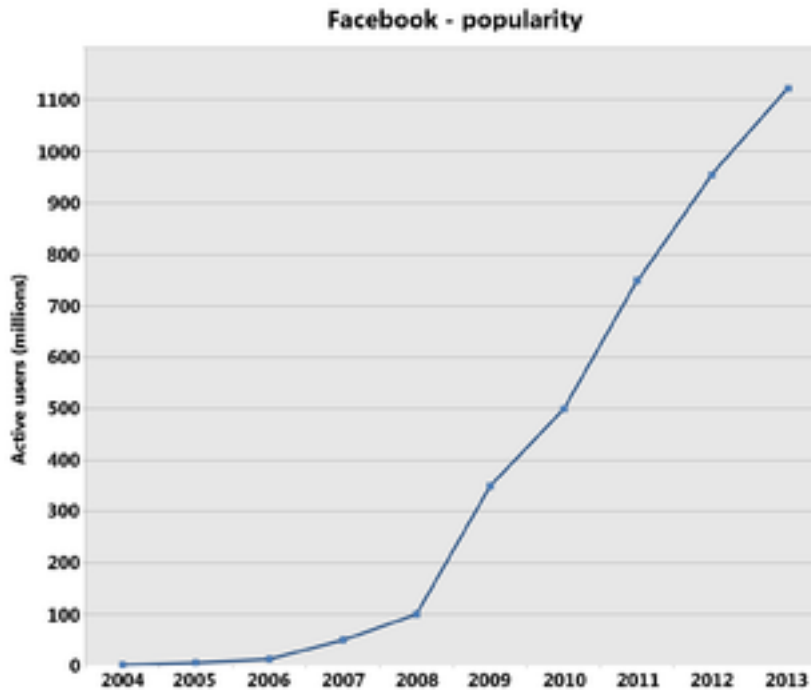
Graph 3.7.2.2: Facebook Popularity (Source: http://en.wikipedia.org/wiki/Facebook)

WhatsApp have around 48 million users in India. In Brazil, the service has 45 million users. These users share 700 million photos and 100 million videos daily, half a billion people around the world are now regular and active WhatsApp users. WhatsApp noted in a post on the official blog. It has grown fastest in countries like Brazil, India, Mexico, and Russia.[25] We could go on, but for now, it's more important that we get back to work - because here at WhatsApp, we're just getting started." WhatsApp, which started in 2009, was bought by Facebook in February2014 in a deal worth $19 billion. When seen together, Facebook and WhatsApp now have nearly 1.5 billion active users, giving Facebook a huge reach, especially on mobiles. Earlier on April 1, WhatsApp had announced that its users exchanged 64 billion messages in 24 hours, setting a new record for the service. However, despite the huge user base, it is not yet clear how Facebook will monetise WhatsApp. The instant messaging app doesn't show advertisements. He

---

[25] Anwer, Javed. Times of India, Apr 23, 2014

also said the free voice calls feature on WhatsApp would be available to users in the coming months[26].

In June 2009, Apple launched push notifications, letting developers ping users when they were not using an app. WhatsApp was switched from a free to paid service to avoid growing too fast, mainly because the primary cost was sending verification texts to users. WhatsApp was in the top 20 of all apps On February 19, 2014, Facebook acquired WhatsApp for $19 billion. WhatsApp is supported on most Android, BlackBerry, iPhone, Nokia, and Windows smartphones.

3.7.2.1 SNS users on Mobile Phone in India

There are 950 million mobile users in India and it is a fastest growing mobile subscriber base in the world. Smart phone and i-phone increased the SNS users just because of easy and cheap data tariff, mobile companies in now focusing on data services instead of call services. 81% of India uses a Mobile Phone, 9% of India uses a Multimedia Phone, 10% of India user a Smart Phone. Mobile now become a great tool for Internet surfing, 85 million urban and 25 million rural people use mobile for internet.[27]

---

[26] Drew Olanof, (2012). WhatsApp hits new record with 10 billion total messages in one day", *The Next Web*.

[27] http://www.slideshare.net/iibea/digital-statistics-2014-india

Mobile Users

- Mobile Users in India
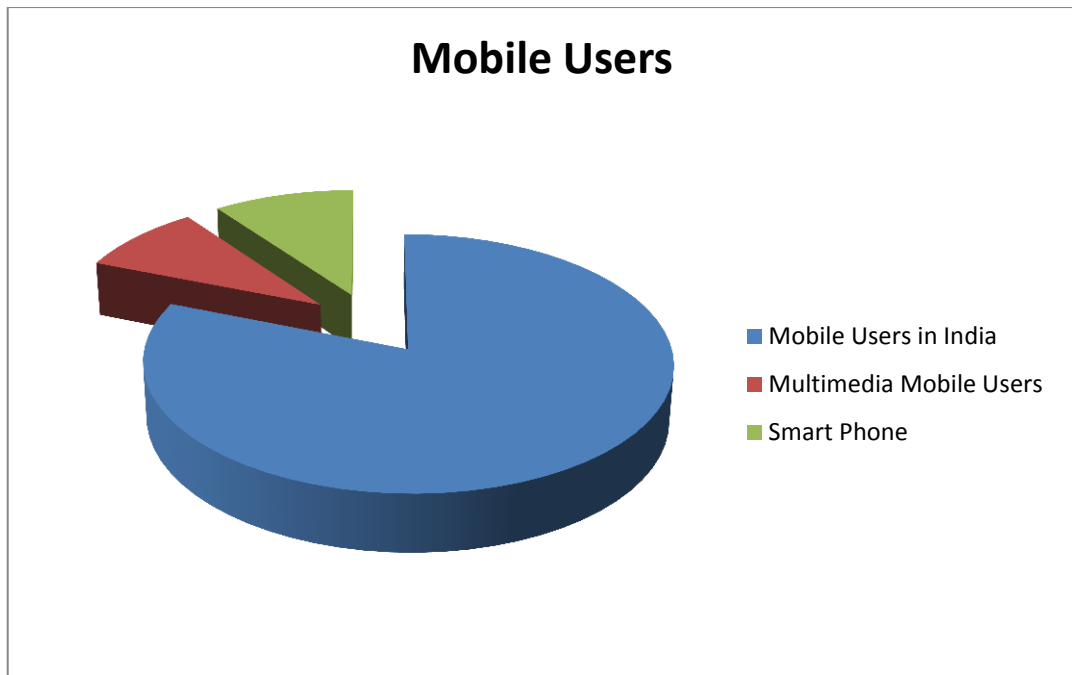- Multimedia Mobile Users
- Smart Phone

Figure 3.7.2.1 Mobile users in India

3.8 Bridging Online Social Networks and Politics

Although exceptions exist, the available research suggests that most SNSs primarily support pre-existing social relations. Ellison, Steinfield, and Lampe (2007) suggest that Facebook is used to maintain existing offline relationships or solidify offline connections, as opposed to meeting new people. These relationships may be weak ties, but typically there is some common offline element among individuals who friend one another, such as a shared class at school. This is one of the chief dimensions that differentiate SNSs from earlier forms of public CMC such as newsgroups. Pew research found that 91% of U.S. teens who use SNSs do so to connect with friends. Given that SNSs enable individuals to connect with one another, it is not surprising that they have become deeply embedded in. Those SNSs are "networked publics" that support sociability, just as unmediated public spaces do. 90 per cent of Malaysia's youth are on Facebook, Indonesia has some 22

83

million people using social networking on a daily basis, and the Philippines is rightly known as 'the social networking capital of the world'. Not to mention China and India, with low penetration rates so far but with impressively enormous growth rates.

SNS Facebook's role in the American political process was demonstrated in January 2008, shortly before the New Hampshire primary, when Facebook teamed up with ABC and Saint Anselm College to allow users to give live feedback about the "back to back" January 5 Republican and Democratic debates.[28] Charles Gibson moderated both debates, held at the Dana Center for the Humanities at Saint Anselm College. Facebook users took part in debate groups organized around specific topics, register to vote, and message questions.

ABCNews.com reported in 2012 that the Facebook fan bases of political candidates have relevance for the election campaign, including:

- Allows politicians and campaign organizers to understand the interests and demographics of their Facebook fan bases, to better target their voters.

- Provides a means for voters to keep up-to-date on candidates' activities, such as connecting to the candidates' Facebook Fan Pages.

Over a million people installed the Facebook application "US Politics on Facebook" in order to take part, and the application measured users' responses to specific comments made by the debating candidates. This debate showed the broader community what many young students had already experienced: Facebook

---

[28] Minor Doug (November 29, 2007). *"Saint Anselm to Host ABC Debates Jan. 5"*. Saint Anselm College blog. Retrieved July 18, 2010.

as a popular and powerful new way to interact and voice opinions. The "Facebook effect" has affected youth voting rates, support by youth of political candidates, and general involvement by the youth population in the 2008 election.[29]

In January 2011, Facebook played a major role in generating the first spark for the 2011 Egyptian revolution.[30] On January 14, the Facebook page of "We are all khaled Said" was started by Wael Ghoniem Create Event to invite the Egyptian people to "peaceful demonstrations" on January 25. As in Tunisia, Facebook become the primary tool for connecting all protesters, which lead the Egyptian government of Prime Minister Nazif to ban Facebook, Twitter and another websites on January 26 then ban all mobile and Internet connections for all of Egypt at midnight January 28. After 18 days, the uprising forced President Mubarak to resign. In 2011 the political process by supporting candidates who share our goals of promoting the value of innovation to our economy while giving people the power to share and make the world more open and connected. Facebook has affected the social life and activity of people in various ways. With its availability on many mobile devices, Facebook allows users to continuously stay in touch with friends, relatives and other acquaintances wherever they are in the world, as long as there is access to the Internet. It can also unite people with common interests or beliefs through groups and other pages, and has been known to reunite lost family members and friends because of the widespread reach of its network.

---

[29] Uwire.com

[30], John D. Sutter (February 21, 2011). *"The faces of Egypt's 'Revolution 2.0'"*, CNN. Retrieved June 7, 2013.

www.shutterstock.com · 63131008