

SNS Historical Advances and Types

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Abstract: The word using internet has now days have changed to using Social Networking Site such as facebook, twitter, myspace etc. SNS has transformed many aspect of social interaction among all age group especially among youth. Since the introduction of these sites, they have attracted people having same area of interest. Social networking site has developed a platform for members to connect to each other, share video's, photos to be in touch and know there updates. Some sites connect people with diverse community and some with similar culture. We try to figure out the historical advance and definition of Social Networking Site as SNS has become a culture mainstream. This article attempts to instigate a changing definition of SNS with it transforming technical scenario till date.

Keyword: Internet, Social Networking Sites, Definition.

I. Introduction

Internet and globalization has changed or updated many aspects of modern society. Web has influenced almost every corners of society. One of the most significant developments connected to social media is the rise of social network sites (SNSs), such as Facebook, LinkedIn, MySpace, Cyworld, and Google+ (1). In the recent years tremendous growth have been see in online social networking site users has average five social media accounts and spends around 1 hour and 40 minutes browsing every day, accounting for 28% of the total time spent on the internet (2). On the other hand we have also seen a remarkable advancement in the services provided by the SNS.

It's a difficult task for scholars to investigate this rapidly moving phenomenon on online social networking. An effort to describe social network sites has become challenge by the ongoing evolution in this area. The verticality of the users on such site and the broad area of SNS have made difficult for researchers to frame a standard definition.

II. Social Networking Sites: A Definition

Social networking cannot be just considered as a digital technology on the web. On the contrary, SNS have been studied for the beginning of 20th century with the aim how members communicate online. Today's social networking is carried out with the online advanced services using free or paid web space (3).

Users are provided platform where they can represent their online image for social communication. With very wide verity and versatility of SNS. It is difficult to form one standard definition for SNS. Due to the fast technological development in this area there is a need to reframe the traditional Definition of SNS.

We define a Social Networking Site as a web based service which provide a web space for the user to create an Online profile that represent their online Image on web to communicate share connect to other for their social development. This site give user services such as chat, exchange views, connect to known and unknown users, share photos and videos. Members can carry a friend list, create events etc.

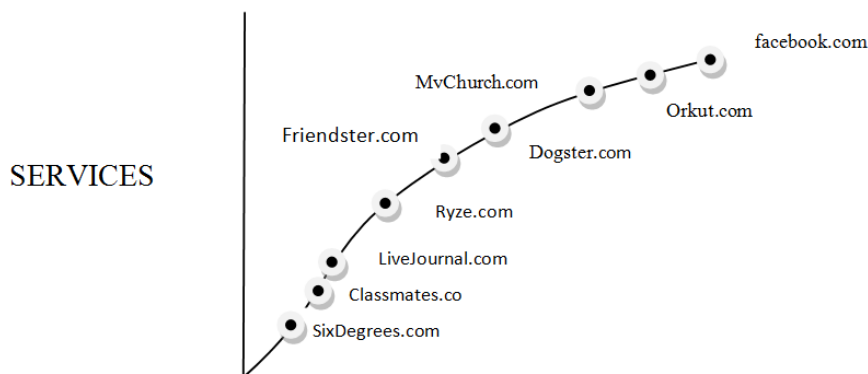
All the above individual services such as chat or share photo are not new in the world of web. But SNS integrated these all services together in one platform. They gave user somewhat all-rounder sites enriched with all possible services.

III. Social Networking Sites: History and Advances:

Social networking site have been developed with the centered idea to share and connect, with this concept the first SNS was SixDegrees.com launched in 1997. This site was the first SNS fulfilling the above definition. Developers were trying to improve SNS to attract users. Site were needed that can form an online image for users. SixDegree can be stated as the actual birth of social networking site launched in 1997. SixDegrees.com allowed users to create profiles, list their Friends and, surf the Friends lists. Each of these features existed in some form before SixDegrees, Classmates.com allowed people to associate with their school or college and surf the network for others who were also affiliated, but members was not able to create profiles

or list Friends until years later. SixDegrees was the first to combine these features. SixDegrees promoted itself as a utility to help people connect with and send messages to others. SixDegrees attracted millions of users, and was popular till 2000, then this service closed. Likewise, LiveJournal listed one-directional connections on user pages. LiveJournal, people mark others as Friends to follow their journals and manage privacy settings. Social Networking Site got a new direction after the launch of Ryze.com in 2001 to help people extend their business. Actual, the people behind Ryze, LinkedIn, Tribe.net, and Friendster were tightly entwined personally and professionally. Around in 2001-02 Friendster was founded by Canadian computer programmer Jonathan Abrams. This site was one of the first of these sites to attain over 1 million members. With the features such as Photo Uploading, Private message sending, Public message posting, Video uploading friendster became popular with three million users within the first few months (4). It also consist networking feature such as Event/Activity Invites, File Sharing, Instant Messaging, Groups, Multi-user games etc. Friendster include option such as location, name, school based searching. The golden time of SNS started for 2003, this was the time when many new social sites launched. New Profile centric sites tried to replicate the early success of Friendster. Social Networking site became target specific. Professional sites such as LinkedIn, Visible Path, and Xing focused on business people. On the other hand some site like Dogster helped strangers having same area of interest to get connected with each other (5). Some religious site such as MyChurch joins Christian churches and their members. In around 2004 Google launched Orkut.com.

The service was designed to help users meet new and old friends and maintain existing relationships. The site synchronized with gmail.com attracted and connected many people. Orkut made an revolutionary change in SNS. The site was actually an online image of user showing users area of interest. orkut introduced the concept on community for users of same interest. Adding to this social motion came facebook. Founded in February 4, 2004, facebook change the way people interact each other. People create a personal/ Semi-personal profile reflecting their online image area of interest etc. User can upload share photos, video. Chat online with friends. Facebook gave users the ability to make online friend. Seek friends of friends, create events. Facebook made its self-platform compatible with latest OS android which made users connected all time. Adapting the latest technical advancement and new ideas made facebook one of the leading SNS. To attract users facebook continually updates there site with features such as photo tagging, Timeline, Newsfeed, Online games, Like, Comments, ability to write on concept called as wall etc. With this features facebook become top SNS with more than 1.06 billion.



IV. Types of SNS/ Categories of SNS

This section tries to categorize the social networking sites. Broadly we study has suggested two basic key parameters around which social sites can be categorized. However these two set intersect to each other's in some way or the other.

This section try's to order the current range of Social Networking Site available, and cover the We consider sites to be categorized into two main formats - sites that are structured around users' profiles and those that are organized around some content (6).

4.1 Profile-based SNS

Social networking's services which comes under such categories are Profile-based services that provide a space or page that reflect the entity or online image of the member. Facebook and MySpace are all good examples of this. Members can design and customize their page and have some liability to contribute comments or suggestions to others page. Profile based type of services are most popular in today era as it give an online entity and reflects members image online. Many services are provided by such online social site to attract users and interact with others as friends.

4.2 Content-based SNS

Contents – based social services are another popular service which is content centric. In such sites Profile plays a secondary role. Sites such as Photo sharing Flickr, histogram are some of the examples of content based SNS. Members on these sites can upload pictures share photos and can make comments on photos. Here profile is just an account of users and thus play a secondary role in Content-based SNS. Another content-based networking includes youtube.com designed for videos sharing. Youtube.com provides a web-space where users upload their videos and share it. In this service also profile is just an account and plays not much important role. Torrentz.com is also one kind of sharing site which facilitates to chair anything.

4.3 Multi-User Virtual Environments

Multi-User Sites give members an ability to live a second virtual life. Site such as SecondLife provides an online virtual world, permit users to interact with each other's avatars i.e. a simulated representation of the site member. Their functional profiles are the customize or build and control as they imagine. Habbo Hotel and Cyworld are some of the mixtures of these and social-networking sites (7).

4.4 Mobile SNS

Many social network sites, for example Whatsapp, have embedded them self with the new smart phone to give users ability to connected on mobile. Whatsapp as an android application gave a new dimension to chatting (7). Many other profile based and content based social networking have also configured them self to support the mobile platform (8).

4.5 Micro-blogging/ Presence updates

Some site such as Twitter and Jaiku allow you to broad cast posts publicly or within a group. Such services come under blogging based services. Many of such site also provides users with add on services such as 'status updates' - short messages that can be updated to let people know what mood you are in or what you are doing. These can be checked within the site or exported to be read elsewhere (9). These site engage users in constantly updated conversation and public dissection. These types of services are useful to find public opinion.

IV. Result and Discussion

Social networking service providers are continuously improving their services to attract users to their network. These updating features and easy to connect online have attracted huge amount of users. Study state that social networking sites have tried to adapt all possible types of platform and area of interest that can be seen in the verticality of types of SNS such as profile based e.g. facebook blog-based SNS Twitter and other. Research show the difficulty faced in defining the social networking sites because of its changing behavior. The races to attract members have made SNS loaded with services. Increasing friend list have become status icon for youth.

V. Conclusion

Study show that internet and social networking site stand parallel to each other. Using facebook or any other social networking has changed the way we use internet. Now a day's being connected is to have a online profile and becoming friends on it.

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