

# A Correlative Study about Different Social Networking Sites

Raveendra Singh<sup>1</sup>, Shashank Gupta<sup>2</sup>

<sup>1</sup>Computer Science and Engineering,  
Greater Noida Institute of Technology, Greater Noida, India

<sup>2</sup>Computer Science and Engineering, ASET,  
Amity University, Noida, India

**Abstract:** In the real world everyone is directly or indirectly connected to different social networking sites (sns). In this section we have studied the features and drawbacks of different social networking sites and the correlation of different social networking sites from each other. The different social networking sites which are taken into consideration are facebook, twitter, pinterest, google+, linkedin and instagram. Nowadays it is considered that if a person is not connected to social networking sites than he or she doesn't exist in the world. It has become a very important part of any individual's life. These social networking sites have many features like the users can express their views, ideas and share them with other people easily. Every social networking site has its own individual main features. Some sites are able to attract and diverse the audience while other sites attract people through their common language, sexual, nationality based identities and religion. The users can easily connect with other users through their shared interest, views, profiles and their activities. These sites also differ from each other depending on their features, information and tools of communication such as blogging, colour, comments, post, likes, rating and mode of connectivity. It has now become the most important part of our life, if an individual is not able to get connected with his profile on social networking sites than it feels that it has missed some important information. So here the main purpose of it is to elaborate and explain what constitute in the social networking sites and the legal implications of these sites. In order to get a proper understanding, i have done a comparative study with other developed countries legal implications on social networking sites to protect the user.

**Keywords:** social networking sites(sns), facebook, linkedin, twitter, instagram, pinterest, google+, india, world wide web(www), application.

## I). INTRODUCTION;

Upgrade in World Wide Web (WWW) greatly change the way people access information and communicate with each other. It has provided many simple tools by which a person can easily communicate with the other person. There are many web applications which provide online participation, social networking, interaction, content exchange. Social networking sites are profile based websites that allows users to maintain their social relationships by viewing, sharing, visiting with the other social connected members. These sites can be used to build community based personal websites, chat rooms and other social methods accessible to users for sharing of personal content and communication.

Some of these SNS are facebook, LinkedIn, Twitter, Instagram, Google+, Pinterest. They provide huge variety of features like messaging, sharing photos, blogging, audios, videos and many more[4]. Younger generation especially students are the kind of addicted users of these sites. SNS also allow students to get in touch with their friends, teachers, schools, colleges & a person can also connect to different people sharing same interest or views. People can easily exchange information, share their advice, give suggestions and views. These sites are providing an online platform for students of different background and societies [1]. Students can also use these platforms to get connected with batch mates, long lost friends and family members. Security and privacy are the topmost issues of SNS. This is mainly because it allow users to provide their personal data and information like phone numbers, photographs, address and names.

## II). METHODOLOGY:

### (A). FACEBOOK:-

#### PROS:

- It is very simple to access and creating up of a profile is very light process.
- The people can access it for free and only an internet connection along with a compatible device is required.
- It enhances the social skills of an individual and it also allows the people with shy nature to make new friends. The people can easily socialize themselves by using it.
- It is educational and a majority of people use social networking sites to discuss educational stuff.
- Privacy depends on an individual as to whom he wants to share his updates, photos and personal information.
- It also helps to keep connected with friends and family members who are far away from us, there are no boundaries.
- Feature like Newsfeed is available to inform us about events, profile updates and birthdays [8].
- There is a facility of subscription for users on any page to get latest updates of that page.

- The users are provided with buttons like share, through them user can show its feelings of appreciation.[12]
- A "Project Titan" named messaging platform is also included [5].

#### **CONS:**

- It is very time consuming, facebook is such a real time killer.
- Privacy is very important for the users and the user should be aware of the profile settings so that no one is able to misuse the private data of the individual.
- There must be a freedom of content expression if not than it may cause serious problems like suicide and drugs addictive.
- It is very addictive, facebook seems addictive from games or because of unlimited surfing.
- It is also converted into an anti-social sometimes, causes lack of real world face to face meetings and social development.
- Sometimes the user faces problems because of their facebook profile as it can cause misunderstanding in any relationship.
- Anybody can track activities of any other user.

#### **(B).TWITTER:**

##### **PROS:**

- Twitter is huge enough to find an audience for a small business.
- Each tweet goes to all of the followers instantly.
- Tweets are very easy to generate, it takes less than a minute to write and send.
- Twitter provides more freedom to get to the point which other platform can't.
- Feed in reminder is there through which user cannot miss out the birthdays of their special ones.
- It also provides the free widgets and applications for the users.[7]
- Twitter can easily operate on both personal computer as well as smart phones.
- Single message can be easily shared among multiple groups of people.
- Twitter is very concern about the security; your personal content would be more secure.
- It is almost not allows advertisement.
- Twitter supports more than 35 languages.[9]

##### **CONS:**

- Twitter is very busy; it allows more than 500 million tweets per day.
- Twitter is not good for visual type of content.
- Twitter fixed certain limits of 140 characters to express our thoughts [2].
- Everyone is not allowed to advertise on twitter.
- There are lots of accounts which are not active on daily basis.
- There are many spam messages received by users.

#### **(C).PINTEREST;**

##### **PROS:**

- Pinterest facilitates the specific landing pages which enhances the brands by image likings.
- Users can have facility to repin the content and can expanded.
- Pinterest provide the "Pin it" button which enables readers to share content from anywhere [3].
- Pinterest is basically a photo sharing site.
- It gets huge response mainly from women and designers.
- It is very easy to operate and looks very attractive.
- The large display images can easily posted so, they look attractive.
- The users can easily check the current taste and choices in the field of fashion, food & décor.

##### **CONS:**

- Pinterest is not providing proper assignment to its repins.
- There are almost 75% of women users, challenges business that targets men.
- It is less communicational.

#### **(D).GOOGLE+**

##### **PROS:**

- It has a very sleek, clean and very simplified user interface.
- It catches all the information needed by user from all around the web.
- It provides user a video chat facility with its friends and group.[11]
- Google+ Hangouts allows business talk to its audience face to face.
- It allows search engine optimization by combining all Google properties into our profile.
- It is also integrated with Gmail which enhances the business interaction.
- It is also YouTube integrated which is a show casing for your video content on your account.
- It also updates user about Google latest news in Google Sparks [6].
- It allows mobile app facility for update of photos and videos.

##### **CONS:**

- The timeline contents are not customizable.
- Google+ not supports the photo organization.
- It shows user to everyone, so privacy is affected.
- Users are not able to connect their other accounts like Twitter, Facebook, and LinkedIn.
- It is more flexible for professional type of works rather than entertainment.
- It doesn't allow Google apps account compatibility.

**(E).LINKEDIN;**

**PROS:**

- It provides sharing of knowledge and expertise on subject important for business development.[4]
- Google search are taken to your LinkedIn page and can find your business.
- LinkedIn easily connected with your other social media sites, like twitter accounts, blogs etc.
- It is useful source for getting updates on social media and marketing through LinkedIn today.
- It enhances the sales and marketing through LinkedIn ads.
- It provide a better network opportunities with industry related contacts and colleagues.
- Users have facility of getting experts opinions and advices regarding LinkedIn.
- Users have their separate FAQ column with their answers

**CONS:**

- Even LinkedIn advertisement is very costly effecting, and then also it is not highly targeted.
- LinkedIn is mainly necessary for Business to Business sales.
- In case of retail or consumer implemented business it is better than facebook.
- Spam is always get reached into these SNS prevention is difficult.
- LinkedIn suffer from overwhelming factor.

**(F).INSTAGRAM:**

**PROS;**

- Due to the rapid popularity and beyond enhancement it is ideal; for online business [10].
- It expands the relationship between seller and buyer due to the features like visual marketing.
- Instagram provide one of the best features that make high visibility for your post.
- It is easily maintain the connection with targeted audiences.
- Instagram made the marketing as fun at best gains with more attraction.

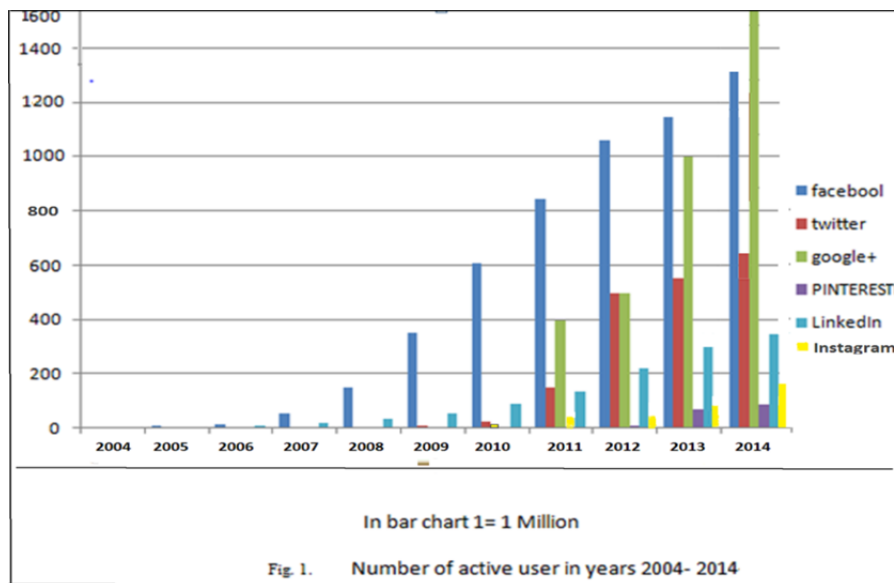
**CONS:**

- Instagram application only available at apple store and play store for ios and android users.
- It apply high level technology whole impact depends on the quality of photos.
- It provides lesser features like user can change size and quality of photos with some few filters.
- It is lack of links in analytics and scheduling capabilities.
- Copyright ownership is weak; photos of product can be easily reposted without any permission.

**III.RESULT AND DISCUSSION:**

The correlated study about different social networking sites shows that the Google+ has the maximum number of users that is 1600 million and facebook having users 1350 million till 2014 and they both are increasing with the maximum growth rate.( M=million)

YEAR	FACEBOOK	TWITTER	PINTEREST	GOOGLE+	LINKEDIN	INSTAGRAM
2004	1 M	0M	0M	0M	2M	0M
2005	5.5M	0M	0M	0M	4M	0M
2006	12M	0M	0M	0M	8M	0M
2007	50M	0M	0M	0M	17M	0M
2008	150M	6M	0M	0M	32M	0M
2009	350M	8M	0M	0M	55M	0M
2010	608M	26M	0M	0M	90M	1M
2011	845M	150M	0M	400M	135M	10M
2012	1060M	500M	11.7M	500M	220M	40M
2013	1150M	554.8M	70M	1000M	280M	80M
2014	1320M	645M	78M	1600M	335M	152M



**TABULAR REPRESENTATION OF SNS;**

Features	Facebook	Twitter	Google+	PINTEREST	LinkedIn	Instagram
<b>Industrial effect</b>	Business Consumer 2	Business Consumer/ Business 2	Business Consumer 2	Business Consumer 2	Business 2 Business	Business Consumer 2
<b>Social Media attention</b>	<ul style="list-style-type: none"> <li>News sharing.</li> <li>Content</li> <li>Stories</li> </ul>	<ul style="list-style-type: none"> <li>News sharing.</li> <li>Content</li> <li>Stories</li> </ul>	<ul style="list-style-type: none"> <li>News sharing.</li> <li>Content</li> <li>Stories</li> </ul>	<ul style="list-style-type: none"> <li>Sharing of interesting products / Web sites</li> </ul>	<ul style="list-style-type: none"> <li>Sharing of company industry news</li> </ul>	<ul style="list-style-type: none"> <li>Sharing of interesting products / Web sites</li> </ul>
<b>Viral brand aspects</b>	<ul style="list-style-type: none"> <li>Likes</li> <li>Comments on content</li> </ul>	<ul style="list-style-type: none"> <li>Re-tweets of followers</li> </ul>	<ul style="list-style-type: none"> <li>Share comments and add to circle activity</li> </ul>	<ul style="list-style-type: none"> <li>Likes</li> <li>Comments</li> <li>Re-pins</li> </ul>	<ul style="list-style-type: none"> <li>Likes/ Comments on news</li> <li>Group discussion</li> <li>Company follows</li> </ul>	<ul style="list-style-type: none"> <li>Likes</li> <li>Comments</li> </ul>
<b>Effects on website traffic</b>	<ul style="list-style-type: none"> <li>Direct links from content posted</li> <li>E-commerce Store apps</li> </ul>	<ul style="list-style-type: none"> <li>Direct links from content posted</li> </ul>	<ul style="list-style-type: none"> <li>Direct links from content posted</li> <li>It influences Google search result</li> </ul>	<ul style="list-style-type: none"> <li>Direct links from content posted</li> </ul>	<ul style="list-style-type: none"> <li>Direct links from content posted</li> </ul>	<ul style="list-style-type: none"> <li>Direct links from content posted</li> </ul>
<b>Advertisement</b>	<ul style="list-style-type: none"> <li>Facebook adds</li> <li>Premium adds</li> <li>Sponsored Stories</li> </ul>	<ul style="list-style-type: none"> <li>Promoted tweets</li> <li>Promoted trends</li> <li>Promoted accounts</li> </ul>	<ul style="list-style-type: none"> <li>Not Available</li> </ul>	<ul style="list-style-type: none"> <li>Not available</li> </ul>	<ul style="list-style-type: none"> <li>LinkedIn adds</li> </ul>	<ul style="list-style-type: none"> <li>Not available</li> </ul>
<b>People</b>	Friends	Followers/ Following	Circles	Connections	Connections	Connections
<b>Association</b>	Two way	One way	One way	Two way	Two way	Two way
<b>Post likes</b>	Likes	Favorites and re-tweets	1+	Yes	No	Yes
<b>Private messages</b>	Yes	Yes	No	Yes	No	Yes
<b>Video chats</b>	One to one	No	One to many	No	No	No
<b>Text chat</b>	Yes	No	Yes	No	No	No

**CONCLUSION:**

Social networking is somewhat a new way to communicate and it has been accepted by younger generation as a basic means of communication. This is so because SNS are so popular among the kids, it is very important to have at least understand the basics of how they have to be used so, we have to know what to keep for public and what for private for making this more easy many parents take their steps forward by getting involved themselves into this. SNS are also attracted many academic and industrial researchers because they provide such a vast area of communication and provides multiple users from different profiles at the same place[13]. There are multiple number of SNSs each have their own feature among them facebook and Google+ are the most preferable sites. The yearly growth rate of the facebook and Google + is very high as compared to the other social networking sites[7]. There are many feature which make them so, one of them is security due to which they are better than others.

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