

Social Media Sites - A study of its concepts, services and custom

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Abstract - Web 2.0 consists of social networking sites, self-publishing platforms and social bookmarking. Instead of simply reading the content, web 2.0 helps to contribute user's views especially social networking sites encourages user participation. There are many famous social networking sites available which generates voluminous amount of social media data. People using social networking sites share their interest mostly news on current events. These shared information are overall connected to a larger pool of new information and treated as people's opinion. This paper explores such famous social networking sites and different social media data available on internet.

Key Words: Web 2.0, Social Networking Sites, Social media data.

1. INTRODUCTION

Social Networking Site(SNS) is a platform to build social networks or social relations among people who share similar interests, activities, backgrounds or real-life connections [1]. Social network sites are varied and they incorporate new information and communication tools such as mobile connectivity, sharing of photo or video and blogging. SNS allow users to share ideas, pictures, posts, events, activities and interests with people in their network [2].

Social media is a group of internet-based applications that build on the ideological and technological foundations of Web 2.0. This allow the creation and exchange of user-generated content and also depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. They set up extensive and invasive changes to communication between organizations, communities, businesses and individuals[3].

Social media is a rapidly expanding universe of technology that includes everything from social networks like

Facebook and MySpace to social applications like Flickr, YouTube, Twitter, and dozens of blogging sites. As these sites and services grow in popularity, there's a lot of speculation about who uses them, how frequently, and for what purposes.

The concepts behind "social networking" aren't anything new – ever since there have been humans, we have been looking for ways to connect, network, and promote with one another – but they've taken on an entirely new meaning and momentum in the digital age. Where we used to have handshakes, word-of-mouth referrals, and stamped letters, today's relationships are often begun and developed on LinkedIn, Google +, and Facebook.

That means confident business owners have to know and use a variety of social platforms to stay relevant, not to mention take advantage of emerging opportunities. Thus this paper explores the most important social media channels and tools that everyone need to be aware of.

2. SOCIAL MEDIA SITES AND ITS SERVICES

In general, there are different types of social media are available and it is very important to understand all of them to get the better service from social media. The social media sites are classified with respect of their service and is given in the following table in detail.

Table-1: Types of Social Media and its services

Type of Social Media	Names of Social Media	Services
Social Networks	Facebook, LinkedIn	This type of site has the ability to setup groups, people of similar interests and background are connected together. These social network consist of a profile and services to interact with other users.
Book marking Sites	Delicious, StumbleUpon	Mainly used to "tag" the links to make them easy to search and

		share. Services of this sites are save, organize and manage links to various websites and resources around the interest.
Social News	Digg, Reddit	Services that allow people to post various news items or links to outside articles and then allows the users to "vote" on the items. The voting is the core social aspect as the items that get the most votes are displayed the most prominently. The community decides which news items get seen by more people.
Media Sharing	YouTube, Flickr	Services that allow the user to upload and share various media such as pictures and video. Most services have additional social features such as profiles, commenting, etc.
Microblogging	Twitter	Services that focus on short updates that are pushed out to anyone subscribed to receive the updates.
Blog Comments and Forum	Blogs, Forums	Online forums allow members to hold conversations by posting messages. Blog comments are similar except they are attached to blogs and usually the discussion centers around the topic of the blog post.

Facebook, Twitter, LinkedIn, Pinterest, Google Plus, Tumblr, Instagram, VK, Flickr, Vine, Meetup, Tagged, Ask.fm, MeetMe, ClassMates [4][5]

Facebook: This allow us to create a profile and send photos, videos, conversations, links, updates and collect feedback online. Other users of facebook can choose "like" or comment your updates without navigating your page and can also discuss with other followers. Users can attract people to specific events which increases the feedback and discussions with followers, driving data transfer to your website.

Twitter: Twitter is used to send short messages. These stream of short messages are called "tweet". User can tweet about anything of their interest and the followers can retweet it by giving their reply. This in turn potentially increase the twitter audience and the followers. Twitter connects the like-minded people and organizations by providing frequent updates. Messages are limited to 140 characters or less, but that's more than enough to post a link, share an image, or even trade thoughts with favorite celebrity or influencer. Twitter's interface is easy to learn and use, and setting up a new profile only takes minutes.

LinkedIn: One of the only mainstream social media sites that's actually geared towards business, LinkedIn is to cyberspace what networking groups once were to local business communities. It's great for meeting customers, getting in touch with vendors, recruiting new employees, and keeping up with the latest in business or industry news.

Pinterest: Serving as a giant virtual idea and inspiration board, Pinterest has made a huge impact on social media in the last few years. Especially popular with women and the do-it-yourself crowd, it lets us to share pictures, creative thoughts, or especially before-and-after pictures of projects that others can pin, save, or duplicate.

GooglePlus: Social media's big up-and-comer has really arrived over the past few years. By combining the best of Facebook and Twitter into one site – and backing it by the power of the world's largest search engine, Google has given users a social site that has a little something for everyone. The user can add new content, highlight topics with hashtags, and even separate contacts into circles. And, a G+ profile only takes a few minutes to get set up.

Tumblr: This platform is different from many others in that it essentially hosts microblogs for its users. Individuals and companies, in turn, can fill their blogs with multimedia like images and short video clips. The fast-paced nature of Tumblr makes it ideal for memes, GIF's, and other forms of fun or viral content.

Instagram: If anyone looking for a quick, convenient connection between the camera feature on their smart phone and all the social profiles, then Instagram is the answer. Not only will allow us to share via Twitter, Facebook, and the Instagram website, the user can choose from a variety of photo filters and invite friends to comment on the photos or ideas.

3. SOCIAL NETWORKING SITES - POPULARLY KNOWN

The most famous and popular Social Networking Sites which is updated using the Alexa Global Traffic Rank and US Traffic Rank in the year 2015 are

VK.com: Promoting itself as Europe’s largest social media site, vk.com is essentially the Russian version of Facebook, with the same kinds of profiles, messaging, and games you would expect. Like Facebook, vk.com allows users to enter both personal and professional information about themselves, and to follow or show support for organizations and businesses.

Flickr: is a popular website for photo-sharing and hosting service with advanced and powerful features. It supports an active and engaged community where people share and explore each other's photos. Users can share and host hundreds of their own pictures on Flickr without paying.

Vine: This site also available as an app offers users the chance to share and view brief video clips. While that theoretically offers a virtually endless range of uses, most of Vine’s content is entertainment-focused, with a heavy preference towards “viral” and “meme” clips that are easy to share.

Meetup: Meetup is a perfectly-named platform, because it’s perfect for organizing local groups around specific interests. There are meetups centered on just about everything, from music to hobbies, and get-togethers are almost always open to newcomers. That makes it perfect for exploring an interest and making new friends at the same time.

Tagged: is a social discovery website allows members to browse the profiles of any other members, share tags and virtual gifts. People meet easily and socialize with new people through games, shared interests, friend suggestions, browsing profiles, and lot more.

Ask.fm: is a global social networking site where users create profiles and can send each other questions. Ask.fm has made a number of changes toward its goal of improving the safety of its users. This is a social Question and Answer website. Registration in this site is made optional.

Meetme: This is formerly known as myYearbook. MeetMe focuses on helping users discover new people to chat with on mobile devices. Most of the Meetme's traffic comes from mobile. The service has more than one million total daily active users.

ClassMates: This social networking site help users to find classmates and colleagues from kindergarten, primary school, high school, college, workplaces and US military. Feeling happy and also slightly sad when think about things that happened in the past can be shared in ClassMates.

The following figure shows the percentage of users using different types of top most social media sites:

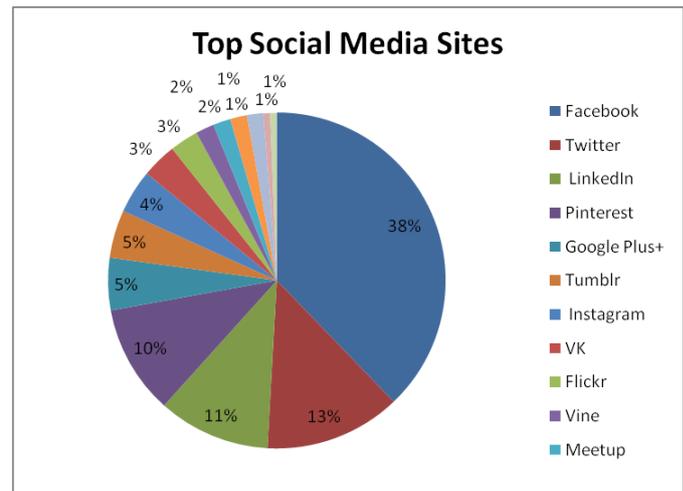


Fig-1: Top Most Social Media Sites

4. OTHER SOCIAL NETWORKING SITES

Although many popular social networking sites are available, still some of the other Social Media Sites are also available and becoming popular now-a-days.

Xing: A professional networking and recruitment site, Xing has the global presence and focus that LinkedIn lacks. Although it can be mistaken for a job search portal, the site actually has a number of features and communities that make it easy to develop relationships with suppliers, colleagues and even thought leaders within industry.

Renren: Literally translating into “everyone’s website” Renren is China’s largest social platform. Hugely popular with the younger crowd, it works in a way similar to Facebook, allowing users to share quick thoughts, update their moods, connect with others, and add posts or ideas to a blog-like stream.

Disqus: Disqus is not actually a social media platform so much as a social engagement platform, but it can definitely help to improve the user's social engagement. As a tool for commenting, managing feedback on one's own website, and managing spam/troll type messages, it’s invaluable. Advanced features allow for social monitoring and upvoting.

LinkedIn Pulse: Even though Pulse is technically a part of LinkedIn, it’s big and important enough to deserve its own entry. Serving as something between a blog and “best of” outlet, it’s the perfect medium sharing new ideas and keeping up on the thought leaders in your industry.

Snapchat: This surprisingly-addictive application gives the ability to take a picture, add art and text if anyone like, and then send it to recipients for a set amount of time. After which the photo will be deleted itself and be removed from the company’s servers. Snapchat has lots of fun, and potentially a good way to stay in touch with friends.

Twoo: This Belgian social network site is geared for the 25 and under crowd all over the world. Alongside normal social features like posts, updates, and photo sharing, it also boasts online games and chat features that make it popular with younger users who want to stay entertained while connecting with each other.

YouTube: As a video sharing service, YouTube has become so popular that its catalog of billions and billions of videos has become known as “the world’s second-largest search engine” in some circles. The site has everything from first-person product reviews to promotional clips and “how-to” instruction on virtually any topic or discipline. Users have the ability to share, rate, and comment on what they see in this YouTube.

WhatsApp: The WhatsApp concept is very simple. Send text-style messages to anyone else using the platform, but without paying data charges. That straightforward idea has already gathered more than 700 million fans, making the application the world’s most popular messaging platform.

Secret: This might be the best social media application most people haven’t tried. The premise is simple: join into a group of friends, and then share an anonymous message. It’s great for fun interactions, idea starters, or just finally getting something off your chest.

Medium: If anyone ever wished that social engagement could come with an ongoing, up-to-date “how to” manual written by the experts, Medium might be just what they are looking for. With lots of helpful advice, tips, and articles, it can give them everything they need to start connecting like a professional.

From the above mentioned social media sites, YouTube and WhatsApp has become favorite among the people and joined the list of popularly used social networking sites.

5. CONCLUSIONS

In the recent years, social media is the dominating force in the modern world that catch more business, increase sales or build and shape a brand or business. There is no doubt that online social networking has greatly affected modern social relationships and inquired the definitions of friendship and how much people are related to each other. This paper concludes that there are lots of social media sites are available. The impact of using social media sites has proven to be the effective platform for making business and marketing. Moreover, large amount of useful information are hidden in those social media data that can be used to identify potential research areas.

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