How SNSs are Affecting Social Status of Society and Earning Money?

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Abstract
There are so many social networking sites in India. These sites are using the emotions and friend circle of persons and using them for their business. Also SNS’s business is increasing very sharply in last few years. Here author also discuss what drives that there are millions of social networking sites.

Keywords: SNS, SNS’s History, SNS’s Business.

Introduction
From the early time, social network sites (SNSs) such as Orkut, MySpace, Facebook, Cyworld, and Bebo have attracted millions of users, many of whom have integrated these sites into their daily practices. As of this writing, there are hundreds of SNSs, with various technological affordances, supporting a wide range of interests and practices. While their key technological features are fairly consistent, the cultures that emerge around SNSs are varied. Most sites support the maintenance of pre-existing social networks, but others help strangers connect based on shared interests, political views, or activities. Some sites cater to diverse audiences, while others attract people based on common language or shared racial, sexual, religious, or 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.

Scholars from disparate fields have examined SNSs in order to understand the practices, implications, culture, and meaning of the sites, as well as users' engagement with them. This paper brings together a unique collection of articles that analyze a wide spectrum of social network sites using various methodological techniques, theoretical traditions, and analytic approaches. The purpose of this introduction is to provide a conceptual, historical, and growth context for the articles in this collection. We begin by defining what constitutes a social network site and then present one perspective on the historical development of SNSs, and their changes over time. Following this, we discuss the recent growth of SNSs in India and what driving the millions to SNSs. We conclude with a description of the articles included in this special section and suggestions for future research.

History of Social Network Sites
According to the definition 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. AIM and ICQ buddy lists supported lists of Friends, although those Friends were not visible to others. 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. Six Degrees was the first to combine these features.

Six Degrees promoted itself as a tool to help people connect with and send messages to others. While Six Degrees attracted millions of users, it failed to become a sustainable business and, in 2000, the service closed. Looking back, its founder believes that Six Degrees was simply ahead of its time (A. Weinreich, personal communication, July 11, 2007). While people were already flocking to the Internet, most did not have extended networks of friends who were online. Early adopters complained that there was little to do after accepting Friend requests, and most users were not interested in meeting strangers.

From 1997 to 2001, a number of community tools began supporting various combinations of profiles and publicly articulated Friends. Asian Avenue, Black Planet, and MiGente allowed users to create personal, professional, and dating profiles—users could identify Friends on their personal profiles without seeking approval for
those connections (O. Wasow, personal communication, August 16, 2007). Likewise, shortly after its launch in 1999, Live Journal listed one-directional connections on user pages. Live Journal’s creator suspects that he fashioned these Friends after instant messaging buddy lists (B. Fitzpatrick, personal communication, June 15, 2007)—on Live Journal, people mark others as Friends to follow their journals and manage privacy settings. The Korean virtual worlds site Cyworld was started in 1999 and added SNS features in 2001, independent of these other sites (see Kim & Yun, this issue). Likewise, when the Swedish web community LunarStorm refashioned itself as an SNS in 2000, it contained Friends lists, guest books, and diary pages (D. Skog, personal communication, September 24, 2007).

The next wave of SNSs began when Ryze.com was launched in 2001 to help people leverage their business networks. Ryze’s founder 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 SNSs (A. Scott, personal communication, June 14, 2008). In particular, 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 (Festa, 2003). 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” (Chafkin, 2009, p. 1).

What drives millions to social networking sites?

Research on social network sites has focused largely on user personality traits, benefits to individuals such as information sharing, issues of privacy and the like. Closer look at online social networks from a marketing perspective reveals that the sites’ owners and potential advertisers insights into their users thoughts and patterns of behavior.

4 key motivating factors influencing users
1. Curiosity about the lives of others
2. Social engagement
3. A desire to increase social capital status
4. Self-expression

Users driven by curiosity were less likely to contribute much in the way of content but would likely have a higher tolerance for advertising. Similarly, others had a need to express them and would not be as active in seeking friends, instead feeling more satisfied that the site allowed them to be creative and reduce their anxieties. Still yet others built social capital and status through the large network of friends they established. Those differing core motivational profiles and resulting behaviors show social networking sites such as Facebook have distinctly segmented user markets.

Conclusion

The work described above and included in this special theme section contributes to an on-going dialogue about the importance of social network sites, both for practitioners and researchers. Vast, uncharted waters still remain to be explored. Methodologically, SNS researchers’ ability to make causal claims is limited by a lack of experimental or longitudinal studies. Although the situation is rapidly changing, scholars still have a limited understanding of who is and who is not using these sites, why, and for what purposes, especially outside the U.S. Such questions will require large-scale quantitative and qualitative research. Richer, ethnographic research on populations more difficult to access (including non-users) would further aid scholars’ ability to understand the long-term implications of these tools. We hope that the work described here and included in this collection will help build a foundation for future investigations of these and other important issues surrounding social network sites.

References


