Virtual Social Network Communities

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Content

- **Social Networking – What is it?**

- **Virtual Communities and their growth**

- **System Structure**
  - Entities
  - Key Sustainability Variables & other variables impacting the System

- **Simulation Model & Analysis**

- **Conclusion**

Social Networking – What is it?

"Life without a friend is death without a witness." – Spanish Proverb

Social Networking

- What is Social Networking?

  - **Social networking** is the process of connecting entities together based on their social bonds or ties.

  - A social network is a social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of interdependency, such as values, visions, idea, financial exchange, friends, kinship, dislike, conflict, trade,

  - **Social networks** can grow and propagate naturally based upon our natural social evolution or they can grow artificially by first connecting to other people and then building social bonds with them.

  - According to Albert-Laszlo Barabasi, cocktail parties, terrorist cells, ancient bacteria, and international conglomerates are all networks. A network is nothing more than a collection of objects connected to each other in some fashion.

Pre-Internet Era Interpersonal Communication Technologies
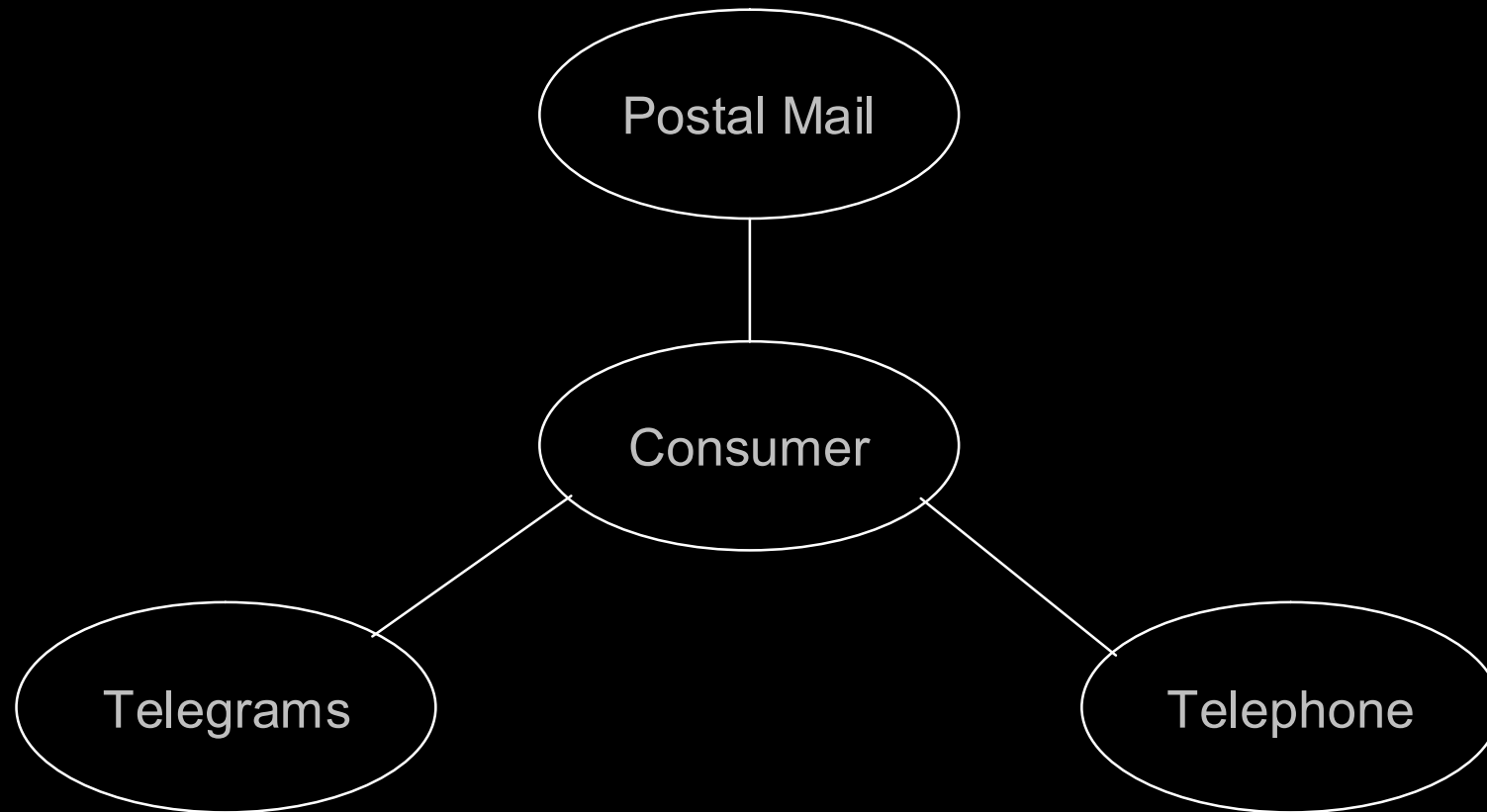
Post-Internet Era Interpersonal Communication Technologies

CONSUMER

RSS
FEED BLOG
SOCIAL
NETWORK
CELL
PHONE
BLOGGING
BULLETIN
BOARD
IM
CHAT ROOM
EMAIL
PHONE
LISTSERV
PERSONAL
WEB PAGE
TEXT
MESSAGE
TELEGRAM

Virtual Communities and their growth

Virtual Social Networks (VSN)

- Over the last decade, the adjective "virtual" has become a commonplace descriptor of social forms where people do not have to live, meet, or work face to face in order to create goods and services or maintain significant social relationships.

- We have new social forms, such as virtual corporations, virtual organizations, virtual communities, virtual libraries, and virtual classrooms, etc.

- There is a profound impact of information technology and its rapid adoption by individuals, groups, organizations, and communities which has given rise to the proliferation of "virtual societies."

- A community of individuals sharing common interests, ideas, and feelings over the Internet or other collaborative networks comprises a VSN.

- The earliest online social networks were the Bulletin Board Systems of the 1980s that let users post public messages, send and receive private messages, play games, and exchange software.

- The notion of social networking first formally appeared on the Internet in the late 1990s, with services like FireFly, eGroups/OneList, ICQ - which allowed groups of people to coordinate certain kinds of interaction.

- Since 2003 social networks became mainstream with the advent of Friendster.

- Shortly thereafter, there was a wave of social networks services like Tribe, Orkut, LinkedIn and Spoke which allowed users to better organize and expand their recreational and business networks.

Social Networking

VSN – what do they help you do?

- Social networking sites provide teens and young adults with a virtual environment where they share stories, pictures, videos, and participate in chat rooms with friends and acquaintances.

- By providing information about yourself using blogs, chat rooms, email, or instant messaging, you can communicate either within a limited community, or with the world at large.

- People chat. They argue. They exchange property, ideas, and gossip.

- They plan, make friends, even fall in love.

- They do everything people do when they get together face-to-face but, by using computers, they do it separated in space and time.

- Electronic interactions in which people don't know others make new kinds of communities possible.

Types of Social Networking Sites

– General sites geared toward teens

– Schools and colleges

– Cultures (e.g., Asian, European, etc.)

– Business

– Music and videos

– Sports (e.g., Cricket, Racing, Football, etc.)

Classifying the VSNs

The Individual	The Enterprise
Real-time communications: AIM, Chat, VoIP, SMS, ICQ, Skype, IRC, Net2Phone	**Relationship capital management software:** Contact Network, Spoke Software, VisiblePath, Interface Software, Leverage Software
Contact data management: GoodContacts, Plaxo	**Social network analysis & knowledge management:** Tacit, Entopia
Blog software, RSS, and services companies: Six Apart, Technorati, Urchin, Feedburner, Newsgator, Pheedo	**Job referral networks:** Accolo, Jobster, H3.com
Business-focused social network services: LinkedIn, OpenBC/Xing, Ecademy, Ryze, ZeroDegrees	**Blog software:** RSS
Event and meeting facilitation: Meetup, Evite, Cvent	**Biographic analysis & people search:** Zoominfo, Spokesoftware, Jigsaw, LinkedIn
Tagging, social bookmarking and folksonomy tools: 43things, del.icio.us	**Enterprise social network software:** IBM, Connectbeam, Haystack/Credo
Wiki software: Social Text, Wikia, JotSpot (acquired by Google), Twiki	

Expression
What I say

AGORAVOX · TypePad · vpod.tv · ODEO

Publication
What I share

flickr · radio.blog · YouTube · del.icio.us

Profession
Where I work

Linked in · WetFeet · XING · monster

Opinion
What I like

TravelPost · U·[ix] · Crowdstorm · ShopWiki · iNods · digg

Details
How and where to join me

Email · IM · FOAF · hCard · Téléphone · Adresse IP

Reputation
What is being said on me

ebaY · Technorati · iKarma · RapLeaf · BIZ360 · cymfony

Hobby
What passionate me

boompa · TENNIS · Bake Space · corkd · sneakerplay · dogster

Certificates
Who can certify my identity

CardSpace · OpenID · Certinomis · ClaimID · Thawte · Naimz

Purchase
What I buy

amazon.com · ebaY · PayPal · Google Checkout · Maximiles · SHil

Knowledge
What I know

YAHOO! ANSWERS · Google Answers · WIKIPEDIA · instructables
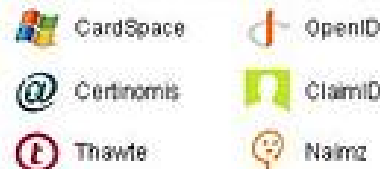
Avatars
What represent me

SECOND LIFE · WARCRAFT · SitePal · GRAVATAR

Audience
Who I know

meetic.com · myspace.com a place for friends · MyBlogLog · friendster

Driving forces…

- Peer pressure / friend recommended

- To meet fellow students / workers

- To meet new people of similar / varied interests

- Birthday reminders

- Communication with past / new high school friends

- To have fun and share pictures

- Learn about other kinds of communities and people

Today, social networks are enormously popular.

The benefits can be seen at the multiplier level - people mentor each other through the formation of communities; and they network and inspire each other by example and input.

Virtual Social networks protect people from the vastness of cyberspace and offer tools to find each other, organize and share information, or just keep in touch with friends.

facebook

Profile edit   Friends ▾   Networks

Search ▾

Applications   edit

Photos
Groups
Events
Marketplace
iLike

View Photos of You (25)

orkut

Home Scrapbook Friends Communities

vlahsiv@gmail.com   Logout   search orkut

Welcome, Vlahsiv

scraps photos fans messages
3,147   35   35   0

Profile views: Since Feb '06: 5,826, Last week: 76
Today's fortune: You have an unusual equipment for success, use it properly

New! You will now see a notice at the bottom of your screen if you receive scraps while on orkut. To turn this off go to the settings page.

Vlahsiv [:)] School Reunion time...
male, single
IISc, Bangalore, India

- edit profile
- profile
- scrapbook
- album
- videos

- Vish's Photo ..

- add stuff
- lists
- messages
- testimonials
- updates
- settings

invite friends

email addresses

add   more »

upcoming birthdays

div
December 10

Jagannadha Rao
December 13

updates from your friends (in the last 24h)

Wrichik Basu added a new video

Vinay CM added a new photo

my friends (140)

Prashanth (248)

Life is beautifu (278)

Prabin (243)

yogesh (224)

prasanna (458)

Manish (277)

NACHIKET (166)

)=▼ (81)

Vinay (59)

view all   manage

my communities (34)

Tintin (46,414)

Buoyancee (50)

Bryan Ad (38,45...

Linked in®   Welcome, Vishal   [Sign Out]

Account & Settings | Inbox | Expand Your Network

Home   People   Jobs & Hiring   Services   Answers   My Profile   My Contacts

Profile   Public Profile   Email Signatures

Search People ▾ Enter keyword, name, company or title   Go   Advanced Search

Forward this profile   Go back to Home Page

Vishal Hemanth (you)
Student at Indian Institute of Science
India

- Send InMail
- Get introduced through a connection
- Add Vishal to your network

Profile   Connections

Education
- Indian Institute of Science
- B.P. Indian Public School

Connections   18 connections

Industry   Design

Public Profile   http://www.linkedin.com/pub/5/572/262

Education

Indian Institute of Science
2006 – 2008 (expected)

B.P. Indian Public School

Vishal's Connections (18)

Satish Dharmarajan
Student at Emory University - Goizueta Business School

nelvin dsouza
Conceptual Designer & Sustainability Researcher

Arundhati Kabe
R&D Engineer II at Boston Scientific Corporation

Facts …

- *To Keep in touch with family and friends (75%)*

- *Being "nosey" - 62%*

- *Express my opinions and views (55%)*

- *Meet people with similar interests (49%)*

- *Specific reason, documenting trip to wedding, etc (13%)*

- *It's a good way to date (7%)*

- 70% social networking activity occurs in the evening, 37% of participants visit daily and 41% visit a few times per week.

Top 10 Social Networking Sites* for April 2006 (U.S., Home and Work)

Site	Apr-05 UA (000)	Apr-06 UA (000)	YOY Growth
MySpace	8,210	38,359	367%
Blogger	10,301	18,508	80%
Classmates Online	11,672	12,865	10%
YouTube	N/A	12,505	N/A
MSN Groups	12,352	10,570	-14%
AOL Hometown	11,236	9,590	-15%
Yahoo! Groups	8,262	9,165	11%
MSN Spaces	1,857	7,165	286%
Six Apart TypePad	5,065	6,711	32%
Xanga.com	5,202	6,631	27%

Source: Nielsen//NetRatings, May 2006
* Note: This is a custom category and does not appear in Nielsen//NetRatings' syndicated service.

Pros and cons of Virtual Communities
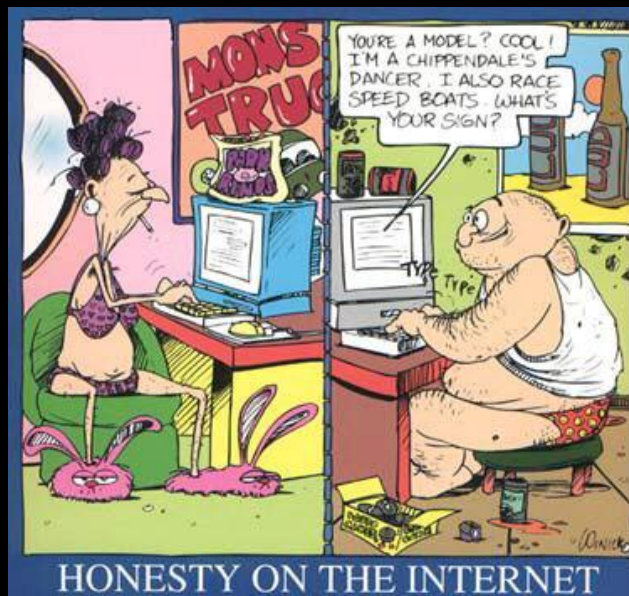
The internet…

- The Internet is more versatile than any other interactive medium available to us today. It enables us to communicate with friends or with total strangers, with individuals or with large groups, using our real names or remaining totally anonymous.

- The Internet is not simply a medium, like the telephone or mail system – it is also a place, a virtual community where people meet, engage in discourse, become friends, fall in love, and develop all of the relationships that are developed in physical communities.

- Yet, the very characteristics that make the Internet community unique – physical distance and the potential for anonymity – are the greatest obstacles to its success.

Positive Aspects of VSN

- Easier to have a social life

- Freedom of expression

- Easy method to keep in touch with old friends and meet new ones

- Page is a personal reflection of the person

- Create groups (shared interest, study, etc.)

- Advertise campus events, jobs, discuss profession, etc.

Negative Aspects of VSN

- Internet stalking/harassing

- Security/safety

- Internet privacy

- Identity theft (Sensitive data exposed)

- Inefficient use of time/procrastination

- Potential future problems with profile content (employers, post-graduate program, professors)

- Class distraction

- E-mail spamming

- Facebook shares member information with 3rd party vendors (Privacy Policy)

- Inefficient use of time – coursework is not completed

Facts and Figures

World Internet Usage and Population Statistics as of July 23rd 2005 (IWS, 2005)

World Regions	Population (2005 Est.)	Population % of World	Internet Usage, Latest Data	Usage Growth 2000–2005	% Population (Penetration)	World Users %
Africa	896,721,874	14.0 %	16,174,600	258.3 %	1.8 %	1.7 %
Asia	3,622,994,130	56.4 %	323,756,956	183.2 %	8.9 %	34.5 %
Europe	731,018,523	11.4 %	269,036,096	161.0 %	36.8 %	28.7 %
Middle East	260,814,179	4.1 %	21,770,700	311.9 %	8.3 %	2.3 %
North America	328,387,059	5.1 %	223,392,807	106.7 %	68.0 %	23.8 %
Latin America/Caribbean	546,723,509	8.5 %	68,130,804	277.1 %	12.5 %	7.3 %
Oceania/Australia	33,443,448	0.5 %	16,448,966	115.9 %	49.2 %	1.8 %
World Total	6,420,102,722	100.0 %	938,710,929	160.0 %	14.6 %	100.0 %

Other facts and Figures

- As of 2005, there were more than 300 known social networking sites.

  Source: wikipedia.org

- One in five child Internet users has received unwanted sexual solicitations and only one in four has told his or her parents.

- One in 17 children reported being threatened or harassed while using the Internet.
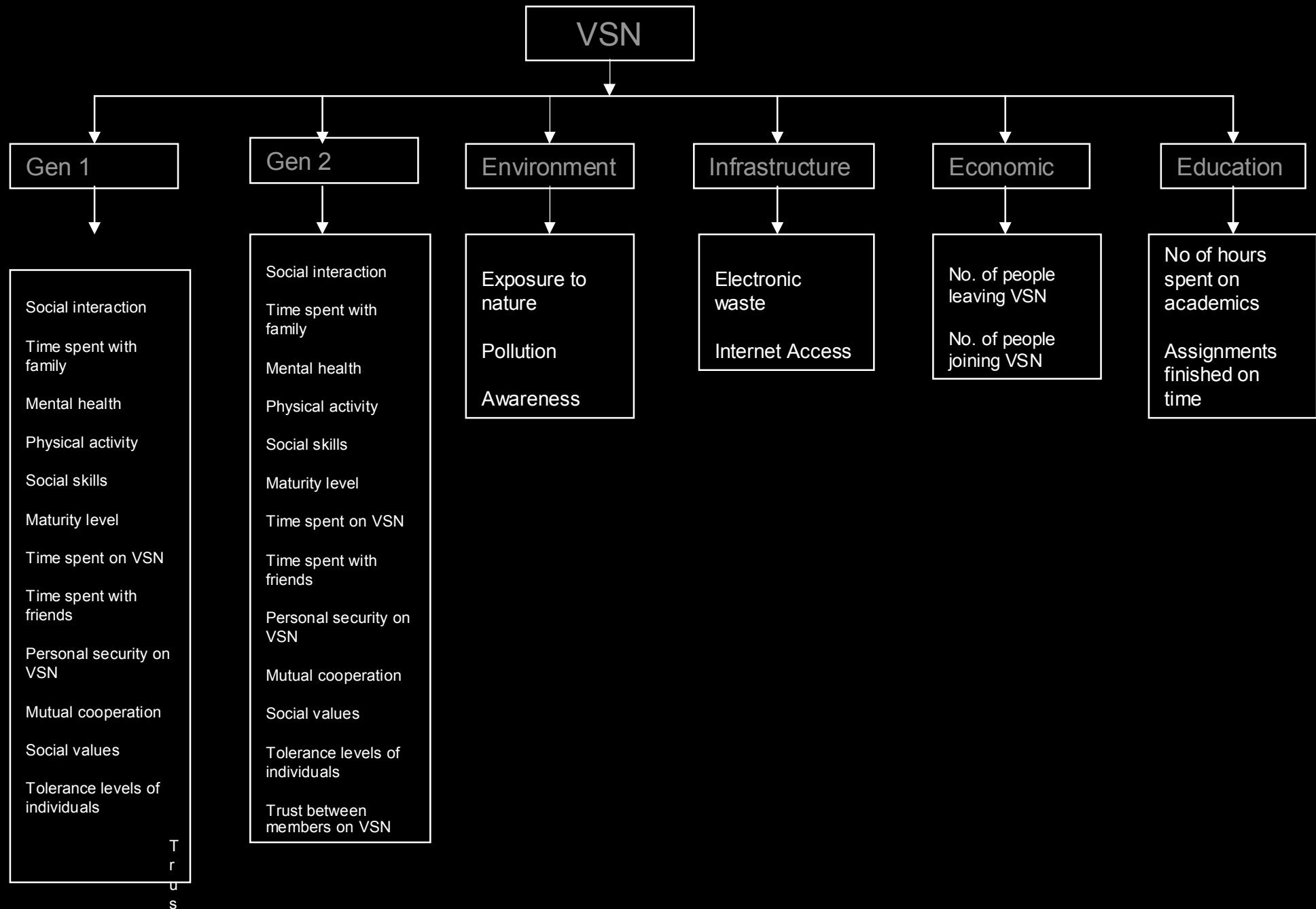
  Source: U.S. Department of Justice

- About 45,000,000 American children ages 10 to 17 are currently estimated to be online, spending hours everyday at their computers.

- 60 percent of teens have received email or instant messages from perfect strangers and 63 percent of those teens responded.

- At any given time, there are 3.4 million chat room users.

System Structure

System, Entities and Variables

VSN

Gen 1

Social interaction

Time spent with family

Mental health

Physical activity

Social skills

Maturity level

Time spent on VSN

Time spent with friends

Personal security on VSN

Mutual cooperation

Social values

Tolerance levels of individuals

T
r
u
s

Gen 2

Social interaction

Time spent with family

Mental health

Physical activity

Social skills

Maturity level

Time spent on VSN

Time spent with friends

Personal security on VSN

Mutual cooperation

Social values

Tolerance levels of individuals

Trust between members on VSN

Environment

Exposure to nature

Pollution

Awareness

Infrastructure

Electronic waste

Internet Access

Economic

No. of people leaving VSN

No. of people joining VSN

Education

No of hours spent on academics

Assignments finished on time

Simulation

System Status Graph

Conclusions

- It seems like even though commerce, entertainment, and information resources all shift onto the Internet, and people's lives also move on-line – people, in turn, will prefer spending less time interacting within their virtual communities and move more towards physical social communities in the near future.

- We must respect the importance of social relationships. The touch of a keyboard will never take the place of a strong handshake, a hug, or body language.

Thank you…