

# Persona of Social Networking in Computing and Informatics Era

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## Abstract:

Computing and Informatics Technologies (CIT) providing the full platform for Social Networking on internet to make connections with friends, family, customers and clients. Social networking can occur for social purposes, business purposes or both through sites such as Facebook, Twitter and LinkedIn. Social networking is also a significant target area for marketers seeking to engage users. Computing and Informatics Technologies (CIT) are providing electronic devices to convey, manipulate and store information. This can include email, SMS text messaging, video chat like Skype, and online social media like Facebook. It also includes all the different computing devices (e.g., laptop computers and smart phones) that carry out a wide range of communication and information functions. CIT are pervasive in developed countries and considered integral in the efforts to build social, political and economic participation in developing countries. The exponential growth of Internet access and CIT greatly influenced social, political, and economic processes in the worldwide. Information Technology (IT) Toolbox members can search out colleagues and new contacts in their profession and invite them to become a connected member. These connections then show up as links on the member's profile page. IT Toolbox allows members to form groups to discuss the latest topics in their fields or users can add tips and ask questions on special "knowledgebase" pages dedicated to topics like networking or Java. The site also hosts an Information Technology (IT) Wiki open to submissions and edits from members. Job postings are an important part of any informatics social network. CIT is one of the fastest-growing job sectors. Employers looking for top talent will not only post jobs on informatics social networks, but browse for qualified members to poach from other companies.

This paper identifies potential pitfalls, challenges and technological measures with respect to the adoption of CIT.

## Keywords

*Computing and Informatics Technologies (CIT), Social Networking, Information Technology (IT), Social Media.*

## 1. Introduction

A social networking service (also social networking site, SNS or social media) is an online platform that is used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The variety of stand-alone and built-in social networking services currently available in the online space introduces challenges of definition; however, there are some common features: [1]

- social networking services are Web 2.0 internet-based applications [1][2]
- user-generated content (UGC) is the lifeblood of SNS organisms [1][2]
- users create service-specific profiles for the site or app that are designed and maintained by the SNS organization [1][3] and
- social networking services facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups. [1][3] Most social network services are web-based and provide means for users to interact over the Internet, such as by e-mail and instant messaging and online forums.

Social networking is taking the platform linked with Computing and Informatics Technologies (CIT) to make connections with friends, family, clients and others. Social networking can occur for social purposes, business purposes or both through sites such as Facebook, Twitter and LinkedIn. Social networking is also a substantial target area for marketers seeking to make user will be busy. 'Social Networking' Marketers use social networking for increasing brand recognition and loyalty. Because it makes the company more accessible to new customers and more recognizable for existing customers, social networking helps promote a brand's voice and content. The more exposed people are to a company's brand, the greater the company's chances of finding and connecting new customers. Sharing blog posts, images, videos or comments on social media allows followers to react, visit the company's website and become customers. Customers may give the compliment to company's offerings and encouraging others to buy the products or take the services. The more customers are talking about a company on social networking, the more valuable the brand authority becomes. As a brand grows stronger, more sales increases result. Increased company posts rank the company higher in search engines. This helps establish a brand as legitimate, credible and trustworthy. Computing and Informatics Technologies (CIT) are providing electronic devices to convey, manipulate and store information. This can include email, SMS text messaging, video chat like Skype, and online social media like Facebook. It also includes all the different computing

devices (e.g., laptop computers and smart phones) that carry out a wide range of communication and information functions. CIT are pervasive in developed countries and considered integral in the efforts to build social, political and economic participation in developing countries.

Informatics professionals have been gathering online since Usenet first launched in 1979. For user who spend full day time with computer facing new technology challenges, it's natural that Informatics professionals take quick action online on forums, newsgroups and discussion boards to solve the problems. CIT social networks are the latest extension of these virtual communities. CIT Toolbox is a global information technology social network with more than a million members. Following the standard model of online social networks, members of CIT Toolbox can generate user profiles with personal information, professional experience, a profile photo and even a blog. Information Technology (IT) members can search out colleagues and new member in their profession and invite them to become a part of the connection. These connections then show up as links on the member's profile page. The majority of the action on information technology social networks still takes place on the message boards. IT Toolbox allows members to form groups to discuss their fields on discussion board or users can give tips and ask questions.

Social networking sites are in full updating mode and they have a range of new information and communication tools such as availability on desktop and laptops, mobile devices such as tablet computers and smartphones, digital photo/video/sharing and "web logging" diary entries online (blogging). [4] Online community services are also sometimes called a social network service, though, social network service is an individual-centered service while online community services are group-centered. Social networking provides users to share ideas, digital photos and videos, posts, and inform others about online or real time world activities and events with people in their network.

The term social networking insurances an assembly of activities with a variety of objectives. Most businesses instinctively view social networks as a medium through which they can increase awareness of their brands. Social media also allows companies to eavesdrop to the market need. Social media analytics services allow marketers to assess the sentiment of users towards their brands, products and competitors. Companies can also directly interact with customers through social networks, to help them with queries and complaints, although this might more appropriately be classified as customer support than marketing. Whatever the marketing department's objective in using social media, rarely will it look to the IT department to help it achieve it. "Marketers feel that involving IT is going to hold up the prospect of getting

anything into place because historically it takes longer when you go through IT,". But as time goes on, "IT is becoming more involved in the conversation". One reason for this is that the information derived for social media, like any other marketing channel, is an asset of value to the business. That asset is most valuable when it can be combined with other information to provide insight into customer buying habits, and that requires data integration. So far, the straight approach to social media marketing has been to outsource it to agencies. "Companies mainly outsource social media marketing lock, stock and barrel". "But as organisations are becoming better able to aligned the data from social media into IT systems so that they can fit messages for individuals." [5]

New media is based on the new methods of interconnecting in the digital world allow smaller groups of people to assemble online and share, sell and swap goods and communication. It also permits more people to have a voice in their society and in the world in general. The most important structural characteristic of new media is the incorporation of communication technologies. Interactivity is an arrangement of action and reaction. The downloaded link or the supply side of web sites, interactive television and computer programs is much wider that the uplink or retrieval made by their users. Technical, characteristic of new media is digital code. The new media are defined by all these characteristics simultaneously: "they are media which are both incorporation and interactive and also use digital code at the turn of the 20th and 21st centuries." [6]

The network society is a social building based on networks operated by CIT that generate method and supply information via the nodes of the networks. The network society can be defined as a social formation with an infrastructure of social and media networks enabling its prime mode of organization at all levels (individual, group, organizational and societal). Increasingly, these networks link all units or parts of this formation. In western societies, the individual linked by networks is becoming the basic unit of the network society. In the modern-day process of individualisation, the basic unit of the network society has become the individual who is linked by networks. This is caused by simultaneous scale extension (nationalisation and internationalisation) and scale reduction (smaller living and working environments) [7]. Daily alive and working environments are getting smaller and more mixed, while the range of the division of labour, interpersonal communications and mass media extends. So, the scale of the network society is both extended and reduced as compared to the mass society. The scope of the network society is both global and local, sometimes after combining called "Global+Local=glocal". The organization of its modules (individuals, groups, organizations) is no longer tied to particular times and places. Aided by information and communication

technology, these coordinates of existence can be exceeded to create virtual times and places and to simultaneously act, perceive and think in global and local terms. [8]

## 2. Top Social Networking Media Tools

Pleasant on social networking media is one of the best ways to build brand faith, spread the reach of your content, and even offer customer service. However, it can be time-consuming. [9]



Fig.1. Courtesy-[https://cdn.searchenginejournal.com/wp-content/uploads/2014/01/7910370882\\_39d180fb66\\_z-640x400.jpg](https://cdn.searchenginejournal.com/wp-content/uploads/2014/01/7910370882_39d180fb66_z-640x400.jpg)

If you are stressed to manage multiple accounts or have trouble staying active, a social media tool might be just what you need to make the most out of your time while also keeping all your profiles updated. Here are the top social media tools for managing social media accounts so we can work smarter, and smoother.

- **Crowdbooster**

Crowdbooster emphasizes on collecting data from Facebook and Twitter feeds. While it will not accumulate different social media accounts into one suitable location, it will give some vital information regarding social media strategy, such as when people are most likely to view your latest images or video uploads. Other features include being able to analyze impersonations, total reach, and engagement. This will permit to modify and advance our strategy by knowing what is working and what is not. Another cool feature is alerts about new Twitter members who may be concerned in you or your brand.



Fig. 2 Image Source: Crowdbooster

- **SocialFlow**

Now a day if anyone wants to run a business or an online marketing campaign, we already know how significant it is to share content on social media. By applying its unique optimization algorithm that taps into Twitter and Facebook data, SocialFlow proceeds into consideration of three factors: “relevant message, right audience and right time. In short, SocialFlow makes sure message is sent out during the optimum time.

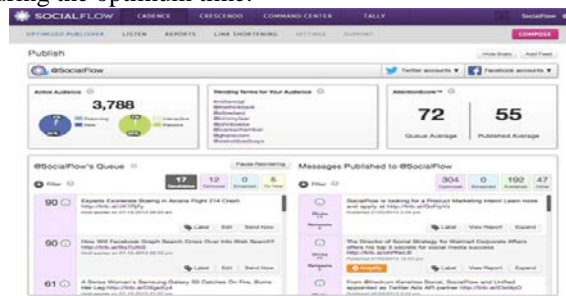


Fig. 3 Image Source: SocialFlow

- **Bitly**

On social media Bitly does a lot extra than just reduction of links to post on account, it keeps them neat and clean. It also characters real-time-analytics, bookmarking our favorite sites and pages, and the ability to track clicks. Bitly machineries across numerous platforms, such as Twitter and Facebook, and is free.



Fig. 4 Image Source: Bitly

- **EveryPost**



Fig. 5 Image Source: App Store

Everypost is a convenient app that allows us to post all of renewals onto the major social networks from one place to another at one time. Just write the message, add photos or videos, and hashtags then send off to Twitter, Google+, Pinterest, Facebook, LinkedIn, Tumblr, or via e-mail (even all at the same time).

- **Sprout Social**

Alternative stylish tool is Sprout Social that can manage, post, monitor, and analyze multiple social media accounts from one location. It can also monitor messages across Facebook, Twitter, Google+, and LinkedIn personal profiles all through on streaming inbox. But, that's not all. Sprout Social also deals analytics so that we can envisage significant metrics.



Fig. 6 Image Source: Social Sprout

- **Buffer**

The most popular social media application is Buffer and it is one of the best message scheduling and sharing applications. With one easy click we will be able to share content and schedule posts via Twitter, Facebook, LinkedIn, and Google+. Mainly, it allows to alternate content throughout the day so that social media feeds have consistent updates plus we can schedule fast of time, which is really helpful.



Fig. 7 Image Source: Google Play

- **Spredfast**



Fig. 8 Image Source: Spredfast

If someone looking to measure data collected from Facebook, Twitter, YouTube, and Flickr then the wonderful tool is Spredfast. The data is clearly presented in formatted graphs. Also the advanced analytics tools, there are other useful features, like a calendar that informs optimal tweeting times.

- **Tweepi**

Twitter can be the scariest social network with the unknown followers. Tweepi is just like that a quick management tool which will allow to flush unfollowers, cleanup inactive, reciprocate by following, and follow new interesting tweets. A simple, and sometimes brutal, way to keep your Twitter account neat.

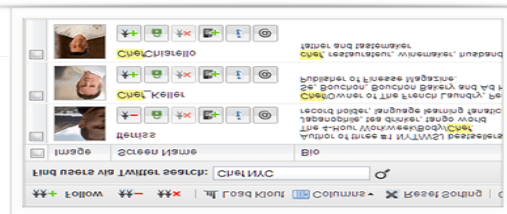


Fig. 9 Image Source: Tweepi

- **SocialOomph**

To schedule tweets for the full day and auto-follow our new followers, SocialOomph has the capability to do that. Dashboard is also compatible to combine Facebook, Twitter, LinkedIn, Plurk, and our blog into one spot to schedule posts or monitor social media movement.

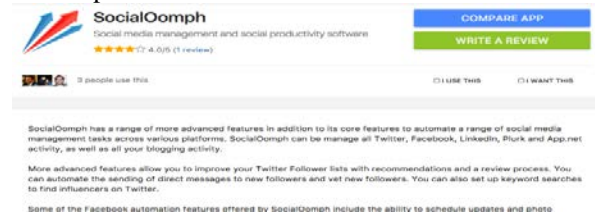


Fig. 10 Screenshot of SocialOomph on 2/04/2017

- HootSuite



Fig.11 Image Source: Google Play

HootSuite is the most common social media management tool. Also, being able to implement promotions across multiple social networks from one web-based dashboard, we can also manage social media, track conversations, and measure campaign results. HootSuite also comprises a tradition built-in analytics system and the competence to schedule posts on all stages.

### 3 Advantages and Disadvantages of Social Networking

Social networking is a reasonably new progression in technology. The new advancements are on different platforms that people can create personal profiles, share pictures, videos, and text updates to their friends, family, and people from all over the world. Bulletin, looks, news, videos, images, and just about everything can go “explore” in a matter of hours. It is very easy to get carried away with the attentiveness and communications you can have 24 hours a day on websites like Facebook, Twitter, and Instagram, but what are the positive and negative that these social networking sites are having on our society? [11]

Some critics have made the argument that social media only serves to drive people farther away from one another. While it is great that you can contact your family member in another country, these digital interactions are still a poor replacement for face-to-face contact. Sometimes, friends don't feel the need to be as close in real life because they think that chatting online can make up for this.

### 3.1 Positive Side of Social Networking [12]

- Worldwide Connectivity

No matter if anyone is searching friend or family, no easier or faster way to make a connection exists than social media. While Facebook, Twitter and LinkedIn are possibly the most well-known social networking communities, new websites are popping up frequently that let people connect over the Web. With the help of these sites, people can make new friends, build business connections or simply extend their personal base by connecting and interacting with friends of friends - which can have a reproducing effect.

These connections can help with a variety of things such as:

Seeking a new job, locating assistance, Getting and giving product and service referrals, receiving support from like-minded individuals, Making or receiving career or personal advice, sharing political beliefs and Accessing news in real time.

- Harmony of Interest

When you choose to contribute in a social network community, you can pick and choose individuals whose likes and dislikes are similar to yours and build your network around those harmonies. It can also be a great way to share tips and ideas. By holding and sharing, you can attract like-minded individuals into your circle. But, just as these virtual groups can help hobbyists exchange ideas and techniques, other social network groups offer solutions for more vexing, real-world problems.

- Information Sharing in Real Time

Numerous social networking sites integrate an instant messaging feature, which lets people interchange information in real-time via a chat. This is a great feature for teachers to use to simplify classroom discussions because it lets them utilize the vast store of information available on the Web.

- Advertising Target

For the advertisement, there is no better and other way than social media to get message in front of millions of people 24/7. While social media can be used to blowout a company's message for free, fee-based advertising options are also available. One of the best aspects of social networking is the ability to deliver content only to those users with the most potential interest in product or service.



### 3.2 The Dark Side of Social Networking

If we are not already engaging in social networking, statistics indicate we will be soon. The amount of time users spent on MySpace decreased from April 2008 to April 2009. Since then, the number of Myspace users has declined steadily in spite of several redesigns. As of March 2017, Myspace was ranked 3,178 by total Web traffic, the use of Facebook increased by 700% and of Twitter by 3,700% during the same period. [13] Cybercriminals love social networking sites, too, because they have to remain easily accessible in order to grow their memberships. That means social networkers are in effect attending an open party where just about everybody is welcome, and who knows if anybody is watching the door. [14] [15] The openness of these sites is an invitation to the Dark Side. No email verification is required, for example, when new users set up a Twitter account. It's hard to imagine an easier system in which to create counterfeit accounts. Social networking sites rely on a username and a password for security, which means that anyone who finds out your username and password can gain access to your account, assume your online identity, use it mischievously or maliciously, and leave you with little, if any, control over the situation.

Until social networking site security evolves with time and improves by necessity, here are some Tips for Safer Social Networking. [16] [17]

- Think about how a social networking site works before deciding to join it. Don't join any social network that asks you to share your address book or contacts.
- Always think before you click. Be wary of visiting the blog or webpage of other members because that other "member" may be a scammer, whose blog or webpage has been rigged to deliver a drive-by download of malware to your computer.
- Don't click on shortened (or "condensed") URL's, like those created by Tiny URL and Bitly. There's no telling where these links lead to, and that makes it easy to funnel you to malicious websites.
- Keep control over the information you post. Consider restricting access to your page or postings to a select group of people, like friends, members of your team, your community groups, or your family.
- Keep your information to yourself.
- Make sure your screen name doesn't say too much about you. Even if you think your screen name makes you anonymous, it doesn't take a genius to combine clues and figure out who you are and where you can be found.
- Post only information that you are comfortable with others seeing - and knowing - about you.
- Remember that once you post information online, you can't take it back.
- Think hard before posting your photo.
- Flirting with strangers online could have serious consequences.
- Be wary if a new online friend wants to meet you in person.
- Trust your gut if you have suspicions. You could end up preventing someone else from becoming a victim.

### 4 Conclusion

This paper examined social networks as a new multidisciplinary research field that bridges social science and informatics. It introduced the most important aspects of social networks by considering main aspects: state of the art overview, trends and challenges. The emergence and popularity of online social networks in recent years has changed the Internet ecosystem leading to a more collaborative environment. Nowadays, hundreds of millions of Internet users participate in social networks, form communities, produce and consume media content in revolutionary ways. Social media is rapidly becoming a new force in organizations around the world, allowing them to reach out to and understand consumers as never before. In many companies, it will move from a 'one-off initiative' to be an important, integrated tool in marketing and communications strategies. Use of social media will clearly expand in the coming years. But as social media creates new opportunity, it also demands a shift in thinking about marketing and the measures of success. Those companies who are most effective in social media now are not only experimenting with multiple channels, but also creating metrics to measure impact and using new tools to understand how to enter into a new conversation with their customers.

Social Networking website is a revolutionary idea with a very bright future with further scope for advancements. The opportunities provided from this medium are immense and many organisations are making use of this medium to better their practices. Organisations are no longer at the mercy of the media to advertise or convey their message. With the help of social networking they can advertise or communicate in a more efficient way.

Online communities and Blogs are becoming very popular and moreover since the advancement of embedded systems people can use them "on the go" with the help of handheld devices like cell phones or palmtops. They can get information which is more interactive in nature with the help of embedded photo and video. The kind of interaction a user wants from these social networks

depends on the type of information the user is interested in. The world is getting closer every day and everyone wants to be connected. In terms of personal relationships too the social networking is connecting people. Dating sites have become very popular to find partners and to be connected with each other. Social networking can also be very crucial in medical help. Illness support communities can be created from which people can get information about common diseases and also first aid tips. After all the advantages, the problem that arises is of information overload and security.

In the future, effective use of social networking will be led by these organizations that are able to enter into this new relationship with customers, employees and partners.

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