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A STUDY ON SOCIAL NETWORKS AND ONLINE COMMUNITIES CONCEPT & PRACTICES AT BHAVNAGAR CITY

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ABSTRACT

When a computer network connects people or organizations, it is a social network. Just as a computer network is a set of machines connected by a set of cables, a social network is a set of people (or organizations or other social entities) connected by a set of social relationships, such as friendship, co-working or information exchange. Online social networking sites like Orkut, Google+, Facebook, Flickr and Twitter are among the most popular sites on the Internet. Users of these sites form a social network, which provides a powerful means of sharing, organizing, and finding content and contacts. Information about social networks is gathered by questionnaires, interviews, observations and more recently through computer monitoring. In this paper, we collect the data by consider the 50 persons including students

KEYWORDS

Social Networking Sites – SNS, Social networks, Online Communities

INTRODUCTION

An online community is: Where a group of people with similar goals or interests connects and exchange information using web tools.

The “members” of the site are not really members of a community; they are merely a list of people who have a vague interest in the area.

This paper standardizes the usage of the term ‘social network’ in online community as a combination Of social psychological, social structural and behavioral attributes. Beyond the conceptual definition, We describe measurement and analysis strategies for identifying social roles in online community.

Since their introduction, social network sites (SNSs) such as MySpace, Facebook, Twitter, and Google+ 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 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, religious, or nationality-based identities.

SCOPE OF THE STUDY

In this paper, we collect the data by consider the 50 persons including students of Bhavnagar city.

REVIEW OF LITERATURE

“These social groups have a ‘real’ existence for their participants, and thus have consequential effects on many aspects of behavior, including consumer behavior” (Kozinets, 1998).

“One of the major purposes of marketing research is to identify and understand the tastes, desires, relevant symbol systems and decision-making influences of particular consumers and consumer groups. As the advent of networked computing is opening new opportunities for market-oriented consumer interaction, it is also opening up opportunities for marketing researchers to study the tastes, desires and other needs of consumers interacting in online communities.”(Kozinets, 2002)

We define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

While we use the term “social network” to describe this phenomenon, the term “Social Networking” also appears in public discourse, and the two terms are often used interchangeably. We chose not to employ the term “networking” for two reasons: emphasis and scope. “Networking” emphasizes relationship initiation, often between strangers. While networking is possible on these sites, it is not the primary practice on many of them, nor is it what differentiates them from other forms of computer-mediated communication (CMC).

Alem, Leila. Simon Kravis. “Design and Evaluation of an Online Learning Community: A Case Study at CSIRO. SigGroup Bulletin 25.1(2004):20-24.

The topic of this article concerns the development and evaluation of a successful online community. The purpose of this article is to investigate how the organization is impacted because of the introduction of an online community. To evaluate the community, they used a web-based questionnaire as well as data they acquired from online discussions between members. The researchers feel that moderation is a requirement in the online community for it to function. This article is helpful to the analysis of the Voluntary Gateway because it provides ideas on how to improve online discussion.

Online literacy in education systems where there is much diversity in quality of learning opportunities, which schools facilitate. (Greenhow & Robelia, 2009) “Social network sites (SNSs) available via the internet may provide promising contexts for learning to supplement school-based experiences” (Greenhow & Robelia, 2009, p. 119)

Boyd and Ellison (2008: 210-230) have summarized recent research and social network history. The authors, Berkeley and Michigan State professors, consider social Networks as increasingly attractive for researchers, fascinated for their usefulness, audience size and market research potential. They define social networks as web-based services that allow users to build a public or semi-public within a system; articulate a user list with shared relationships; and observe the list of relationships of those persons with other people within the system” (Boyd and Ellison, 2008: 211).

RESEARCH OBJECTIVES

To find the impact of interaction through these communication among Indian users (with reference to Face book, Twitter and Google+)

To study the effectiveness of brand communication through social networking sites from its users and communicators.

Find out the influence of social networking sites on the personal and professional life of the people- how it affects their relations, what are its uses for each individual and how have these sites influenced them.

RESEARCH METHODOLOGY

The present study is focusing on Social Networks and Online Communities. This is an exploratory study carried out to identify various people’s reviews about the Social Networks and Online Communities. The present study is based on primary data collected from the correct we collect the data by consider the 50 peoples including students of Bhavnagar city by a close ended questionnaire. The collected data is duly edited, classified, and analyzed by using appropriate and relevant statistical techniques

DATA COLLECTION

TABLE 1: YOUR FAVORITE SOCIAL NETWORK

Item	Facebook	Twitter	Google+	Other
Which of these social networks are you a member of ?	32	5	10	3

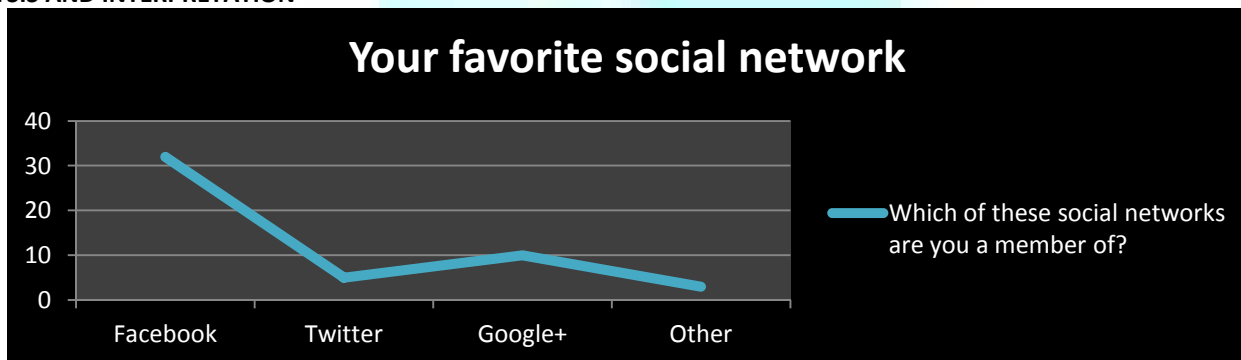
TABLE 2: USE OF SOCIAL NETWORK

Item	Daily	3 times a week	Once a week	Once a month
How many times do you use social networks?	35	10	2	3

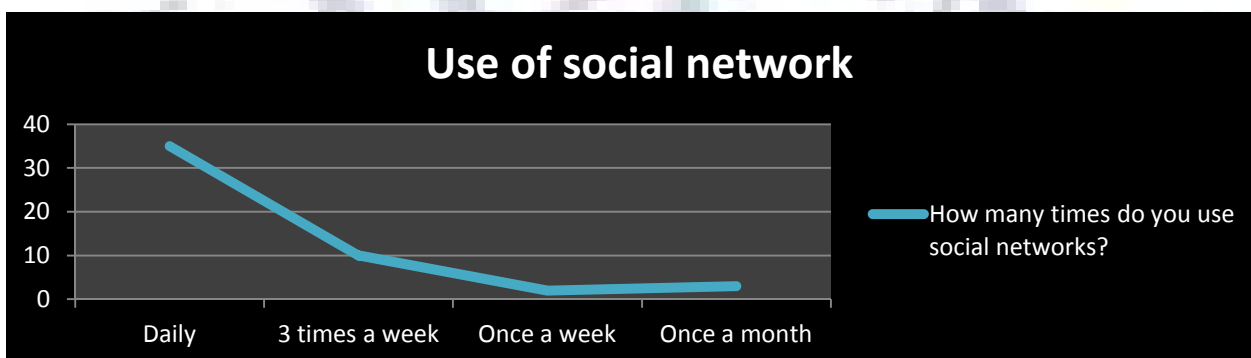
TABLE 3: DIFFERENT TYPE OF REVIEWS ON SOCIAL NETWORKS AND ONLINE COMMUNITIES

Item	Yes	No
Do you use any social networking sites?	50	00
Are you a member of multiple networking sites?	40	10
Have you ever ignored a responsibility because of social networking?	20	30
Have you ever said ‘no’ to a family event or activity because of social networking?	10	40
Has anyone ever commented on the amount of time you spend on social networking sites?	45	05
Do you check social networking sites through your phone when traveling?	35	15
Have you ever missed your food, medication, or sleep over social networking?	20	30
Do you have more friends on social networking site vis-à-vis in real life?	45	05
Have you ever purchased a product or service from a social network?	23	27
Have you ever met someone in person that you have come to know through a social network site?	30	20
Do you feel these networking sites have created any negative impact on your personal life?	17	33
Do you feel that parents’ discretion and monitoring is required in this case for children using these sites?	46	4
Do these networking sites influence your lifestyle in any way?	22	28
Have you ever had any negative/bad experience from these networking sites?	14	36

ANALYSIS AND INTERPRETATION



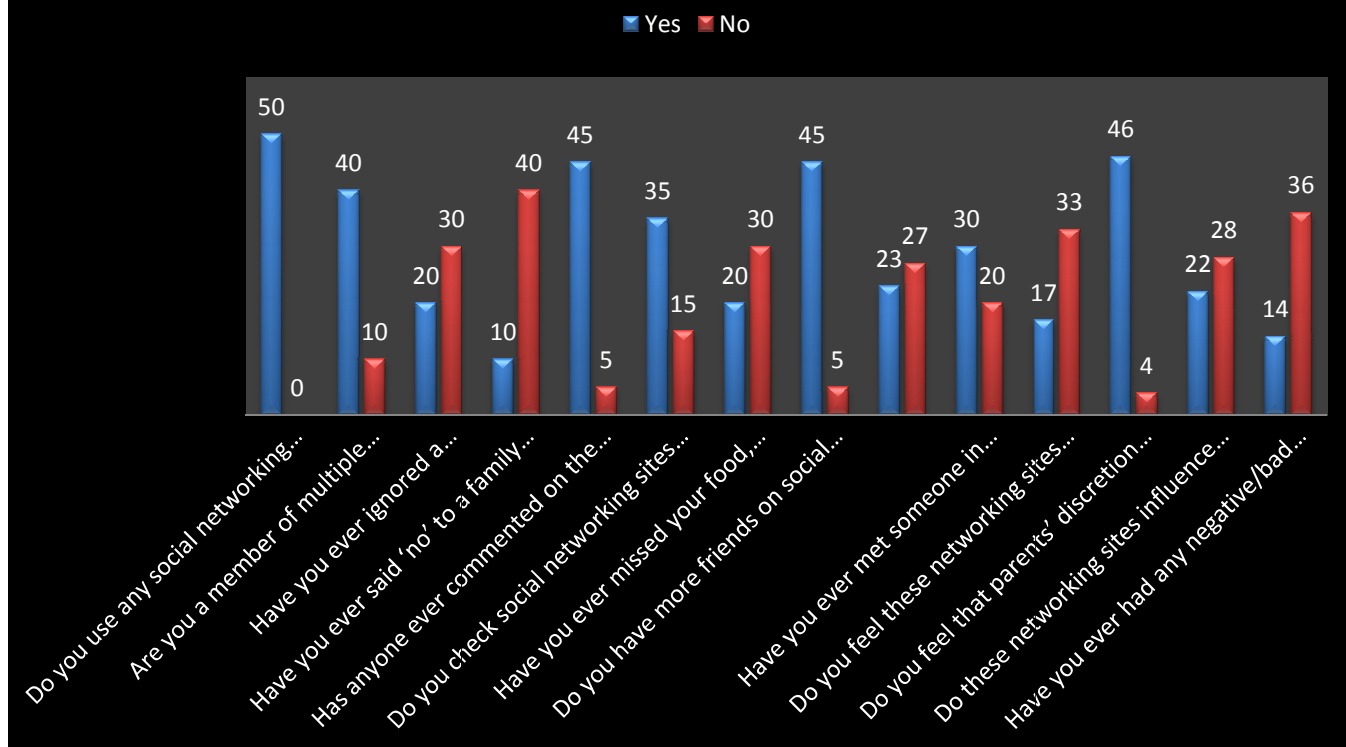
In above chart we have to know that Facebook is a hands down winner in this regard, One major interpretation here is that 32 users out of 50 who use Facebook.



The number of hours spent on these networking sites should be analyzed here to determine what impact it would have on the users. The more the time spent, more probability of these sites being beneficial is there.

The majority of the peoples spend on an average of about 6 to 9 hours every day surfing these networking sites. Amongst those about 35 users out of 50 users every day, 10 users out of 50 that make use of social network in 3 time a week. 2 users spent the time every week. Some people that use social network in once a month.

Different Type of reviews on Social Networks and Online Communities



The popularity of the social networking sites is immense, especially amongst the youth. The samples chosen by consider the 50 persons including students of Bhavnagar city. Analysis of the data tells us that 50 users use at least one of the networking sites and mostly the users are members of multiple social network sites

As per the analysis, 72% of the people find that there is no as such negative impact in their personal life. Only 28% of the sample population feels that there is a negative impact on their personal lives.

As per the analysis, 92% of people feel that parent's carefulness and monitoring is required in this case for children using these sites. Only 8% of the users discover that no any require of carefulness and monitoring for children using these sites

CONCLUSION

A social networking web site is an online community in which people can connect to others with similar interests. Since their start in 1995 with Classmates.com, social networking web sites have grown enormously to include such huge sites today as orkut.com, Facebook.com, and orkut.com.

Through these sites, businesses 'can use social networking web sites to connect to potential employees, market new products, and get feedback on their current products as well as new ideas for future products. Although there are many valuable assets to social networking website, there are also major issues that the sites must address such as the protection of private protection of private information, the protection of children, and the protection of copyrighted material. Although they have issues, social networking web sites are still one of the best inventions of the modern time because they connect so many people.

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