2.1 Social Networking

Social networks are groups of people that share resources and information to achieve a certain goal. These goals may be simple tasks such as communication for leisure, or complicated ones like collaborating program codes. With the use of Internet, social networks have been improved by incorporating its useful functionalities into applications that can be accessed through the use of different devices like mobile phones and personal computers [11].

Social Networking revolutionized how people interact and share information through the Internet and other media. It introduced new ways of doing everyday activities such as observing, researching, and communicating, with the use of web applications. Through these conveniences, the population of social networks has increased rapidly as new and improved features are introduced, with the statistics showing that about a half of the population of Internet users are knowledgeable in using social network applications [12]. However, these functionalities are not limited to the context of society and mass media, but are also used in different aspects of the government and academe. The main purpose of social networking applications is to build a community that share a common interest [13].

The concept of social networking is a new field in programming. It quickly gained momentum because of its efficiency and effectiveness. Its ability to adapt to users’ needs also contributed to its popularity, making it change, improve and adjust as the demands of users become more complicated [5]. The future of social networks will most likely include the new improvements that answer to the needs and wants of the community of users. The people are responsible for what these applications will evolve into since developers will only adjust depending on the users’ demands [10].

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**Social networking**

<define + hist> Social networks are made up of group of people that interact with each other to achieve certain goals \cite{wikipangako}. Together with the rise of the Internet, web-based social networks have sprung out. And by utilizing the services that the Internet offered as its medium, web-based social networks have had a further reach in connecting people – even transcending geographic borders \cite {http://www.comscore.com/Insights/Press-Releases/2007/07/Social-Networking-Goes-Global}.

**Some Universities that have online copies of their yearbooks**

1. University of Maryland

The University Archives of the University of Maryland contains digitized copies of yearbooks dating from 1897 and are available for online viewing and for download in Portable Document Format (PDF).

1. University of Pennsylvania: Penn

The website of the University’s University Archives & Records Center offers downloadable copies of their undergraduate yearbooks. Twentieth century yearbooks are available in 10 year bundles, and while earlier yearbooks of the nineteenth century are also available, copies of yearbooks for each year since 1863 are not all available.

1. University of Iowa

The University of Iowa Libraries hosts digitized copies of the University’s Hawkeye yearbook. Yearbooks published from 1892 – 1992 are available for online viewing only.

1. University of Delaware

The University of Delaware Libraries has a collection of yearbooks published by students of Delaware College and later the University of Delaware. Copies of the yearbooks are available for downloading by chapter.

1. Creighton University

Copies of Creighton’s University yearbook, the Bluejay, are available through Creighton University’s online resources. Digitized copies of the yearbooks are hosted by the Internet Archive and is available for online viewing and also for download in multiple formats.

1. University of Nebraska

The Archives of the University of Nebraska-Lincoln Libraries contains digitized copies of all of the University’s yearbooks from 1884 and can be viewed online, with some copies being searchable.

* Foreign Universities with Private Social Networking Services / private social networks \*
* Previous studies on Online YB
* DIGITIZATION

Digitization is the process