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# 19CSE337 Social Networking Security

Lecture 1

A vertical sidebar on the left side of the slide, featuring a dark blue background with a grid of various social media and technology icons. The icons include a television, a camera, a lightbulb, a speech bubble, a hand, a padlock, a smartphone, a shopping cart, a Twitter bird, and a large 't' logo. The icons are arranged in a way that they appear to be floating or attached to the grid.

## Topics to Discuss

- Introduction
- Difference between social media and social networks
- History of Social Networks

- What is Network?
  - A network is a set of elements with connections between them (or) group of objects and relationship between them.
  - The elements can be referred as Nodes and connections as Links.
  - These nodes and links may arise from different contexts.

- What is Social Network?
  - Social network is simply networks of social interactions and personal relationships.
  - People represents nodes and relationships represents the links.
  - For example: X and Y are Friends. Here, X and Y are nodes and Friend is the link/relationship that connects them together.



# Social Networking

- Social networking is the use of internet-based social media platforms to stay connected with friends, family, or peers.
- The most popular social networking sites in the U.S. include Facebook, Instagram, and Twitter.
- Marketers use social networking for increasing brand recognition and encouraging brand loyalty.
- Social media can help connect people and businesses and can help promote brand awareness.
- There are disadvantages related to social media, including the spread of misinformation and the high cost of using and maintaining social network profiles.

# Difference between Social Media and Social Network

Characteristics	Social Media	Social Network
Definition	Web based platform targeting broad range of audience.	Creating personal and business relationships and maintaining an interactive environment with the aim of building a network.
Target crowd	May not have a specific target crowd.	Very specific on the target crowd.
Goal	Simple interaction.	Build and maintain relationships.
Communication Style	One way.	Two way.
Timely Response	May not have as it is not fully interactive.	Always from the involved parties.





# History

- History begins with advancement of communication technology.
- A common starting point is Samuel Morse's first telegraph, which he sent in 1844 between Washington, D.C. and Baltimore.
- Since it is not online and not targeting broad audience, it can't qualify as a social media.
- The real history of social media starts in the 1970s with the emergence of the internet.

- **1971:** First email is sent by Ray Tomlinson from one computer to another over a system of computers ARPANET that was a precursor to the Internet.



- **1978:** BBS(Bulletin Board System) is used to exchange data over phone lines with other users.

## textfiles.com

On the face of things, we seem to be merely talking about text-based files, containing only the letters of the English Alphabet (and the occasional punctuation mark).

On deeper inspection, of course, this isn't quite the case. What this site offers is a glimpse into the history of writers and artists bound by the 128 characters that the American Standard Code for Information Interchange (ASCII) allowed them. The focus is on mid-1980's textfiles and the world as it was then, but even these files are sometime retooled 1960s and 1970s works, and offshoots of this culture exist to this day.

Where are the files?    Who are you?    Why does this matter?

What was it like?

How can I help?

# History

- **1980:** Usenet is founded. Users read and post messages (called *articles* or posts, and collectively termed news) to one or more categories, known as newsgroup. This is an early form of a forum.

## USENET

Usenet Help

UIC - [Part 1 | Intro | FAQ | History | Menu/Help  
| Part 2 | Home]

- \* What Is Usenet:
- \* Where and How should I post:
- \* Alt.Binaries.Pictures Info:
- \* Getting On Usenet:
- \* Creating Newsgroups:
- \* Usenet Software:

# History

- **1994:** Geocities is founded.
- Allowing users to create their own website and be categorized by one of six 'cities' known for certain characteristics.
- Can share posts and photos.
- **2009:** Shutdown.



# History

- **1995: THEGLOBE.com**  
Gave users the freedom to make their online experience more personalized by publishing their own content and interacting with users of similar interests.



# History

- **1997:** Aol Instant Messenger is launched. Making instant messaging more popular.
- **2017:** Shutdown.





# History

- **1997:** SixDegrees.com launches allowing users to create a profile and have listings of friends.
- The website credited as being the “first online social media” site is Six Degrees.
- It's named after the “six degrees of separation” theory, which states that everyone in the world is connected to everyone else by no more than six degrees of separation.
- The reason Six Degrees is the first of the social networks is because it allowed people to sign up with their email address, make individual profiles, and add friends to their personal network.
- **2001:** Shutdown.





# History

- **2002:** Friendster is launched connecting real world friends over the internet.
- Friendster emerged to compete with Six Degrees.
- Like Six Degrees, it allowed users to sign up with their email address, make friends, and save them as part of a personal network.
- People could also share videos, photos, and messages with other users, and they were also able to leave comments on other people's profiles, so long as they were part of each other's personal network.
- Friendster grows to 3 million users in the first three months.
- In 2011, Friendster was rebranded as a social gaming site that was focused mainly on the gaming community.
- In 2015, it suspended all its services, and on Jan. 1, 2019, it ceased all operations and officially closed its doors.



# History

- **2002:** LinkedIn is launched and is a social networking site for more professional business-related social networking.



**LinkedIn**

Already a user?

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**Find People**

Clients, partners, sales leads and experts



**Find Jobs**

Top jobs and the most reputable candidates



**Find Services**

Recommended services and new customers

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# History

- **2003:** Myspace is Launched by an Internet marketing firm. Myspace was created as a clone to Friendster; the first version was coded in 10 days.



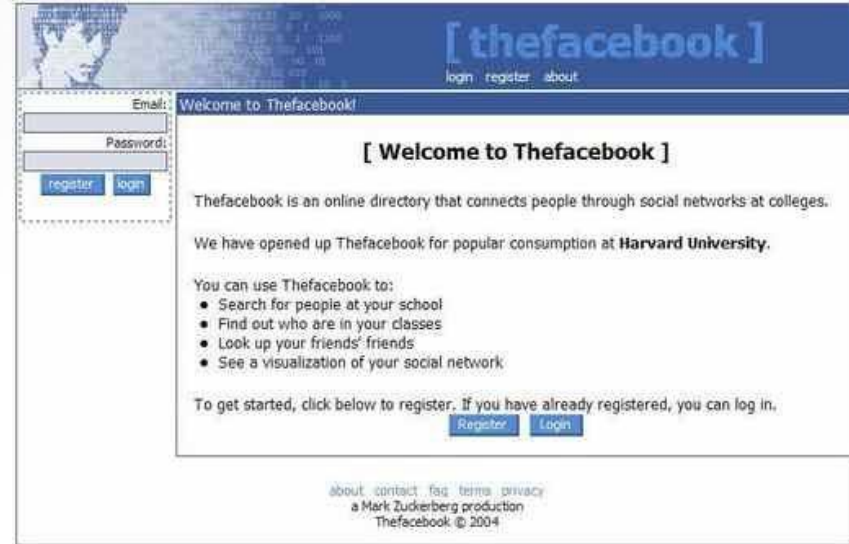
- **2004:** Orkut was a social networking service owned and operated by Google.
- **2014:** Closed



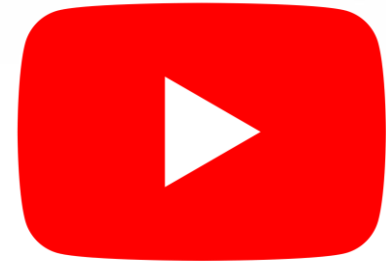
orkut

# History

- **2004:** Facebook is launched as a way of connecting U.S college student originally at Harvard College.



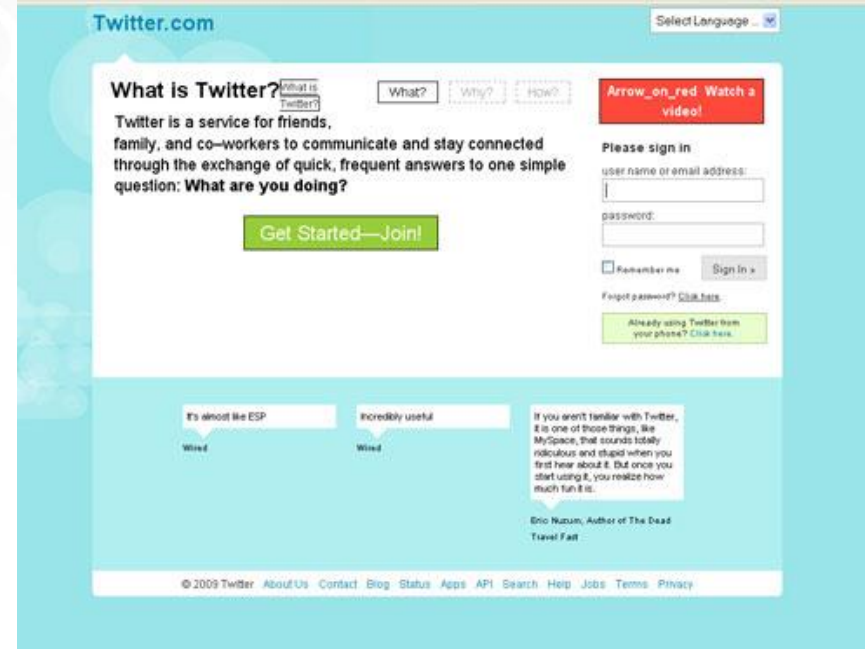
- **2005:** YouTube launched.
- An online video sharing platform owned by Google.





# History

- **2006:** Twitter is Launched allowing users to 'tweet' a status to all users following that user.



- **2009:** Whatsapp launched.
- Instant messenger.



# History

- **2010:**Instagram was launched.
- It is focusing exclusively on photos and video sharing, and by only allowing photos to be framed in a square (a restriction which was lifted in 2015).
- Instagram grew quickly after its launch, surpassing one million registered users in just two months.
- Currently, it has 1 billion active users, which makes it the sixth most popular social media platform in the world.
- In 2012, Facebook bought Instagram for approximately \$1 billion in cash and stock.



# History

- What about the future of social media?
- Nextgen social networks may be based on AR, VR, AI and Blockchain-based social media platform where users can engage with their favorite creators.





Thanks.....