



SOCIAL NETWORKING

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SOCIAL NETWORKING ?...

Social Media can be defined as an array of internet-based platforms, which promotes and enhance the sharing of information.



HISTORY OF SOCIAL NETWORKING . . .

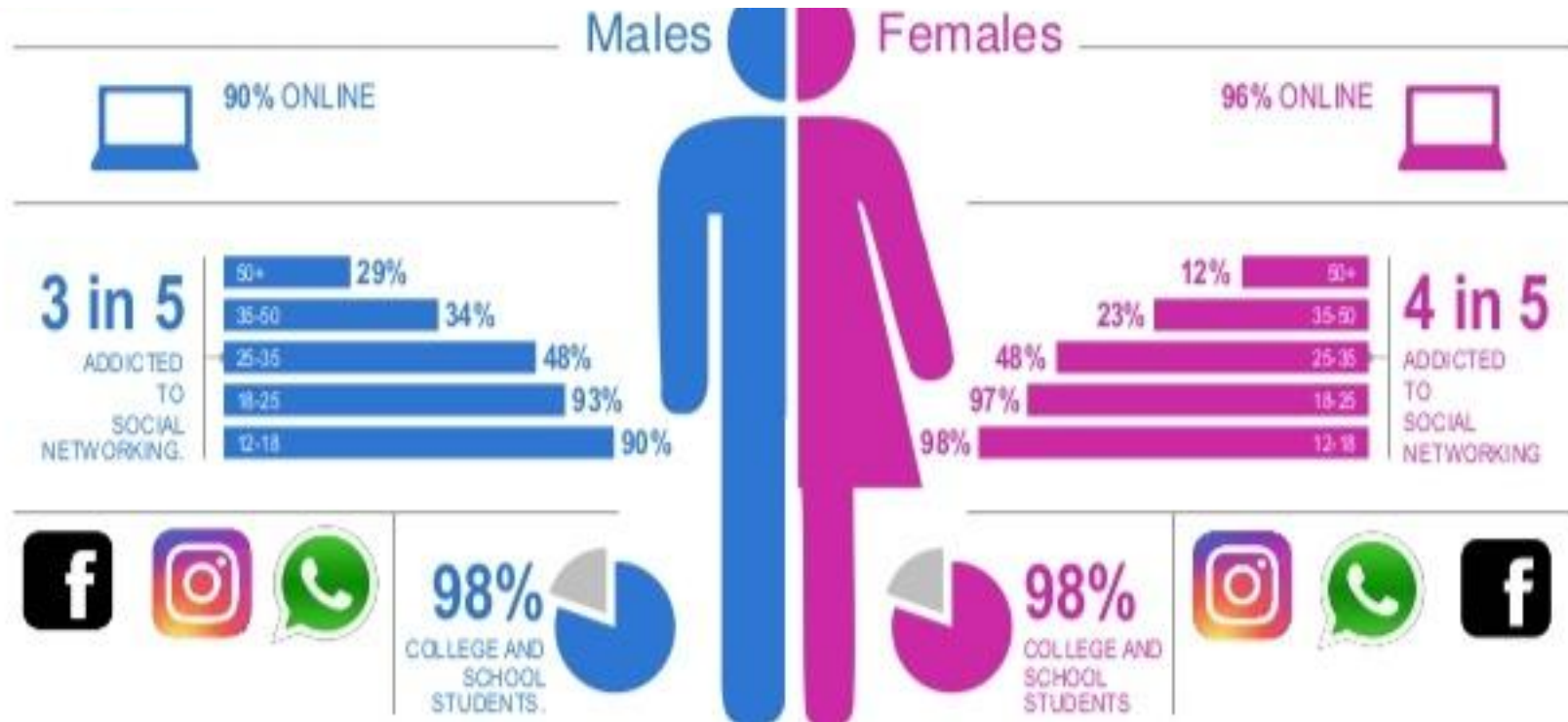
- Geocities (1994)
- AOL Instant Messenger (1997)
- Friendster (2002)
- Facebook (2004)
- Twitter (2006)
- Whatsapp (2009)
- Instagram (2010)



REASONS FOR POPULARITY

- Social Interaction
- Educational Applications
- Business - Connecting with customers
- Business - network
- Marketing
- Entertainment

USAGE OF SOCIAL NETWORKING SITES





POSITIVE EFFECTS

- Fast communication & Direct communication at low cost.
- Helps in avoiding boredom.
- Information can be directly sent to large number of people easily.
- Helps in making friends and meeting new people.



NEGATIVE EFFECTS

- Psychological disorders, antisocial behaviours and aggressiveness.
- Addiction: Internet shopping, online chatting can be addictive.
- Eye problems: Prolonged use of display screens may weaken eye sight.
- Photos, comments etc. that we post will be forever on the Internet.

RISKS OF SOCIAL NETWORKS

- Cybercrimes.
- Personalized spam and phishing attacks.
- Viruses and Trojans attached with some file.
- Fake lure.
- It hurts your self-esteem.
- It messes with your ability to think independently.





CONCLUSION

As with most things in life there are positive and negative sides to social networking, both of which we have now explored. My ultimate belief is that social networking sites are neither evil or a Godsend. They're somewhere in between and depends on a persons behaviour and use.



REFERENCE

- www.google.com
- www.wikipedia.com
- www.studymafia.com



THANK YOU