

# PROJECT REPORT

ON

## “EFFECTIVENESS OF THE SOCIAL NETWORKING SITES FOR CREATING SOCIAL REFORMS”

(A CASE STUDY OF ANNA HAZARE)

SUBMITTED BY

NAME

ENROLLMENT NO.: .....

DATE OF SUBMISSION

**2013**

## CERTIFICATE

This is to certify that ....., a student of ..... has completed project work on titled **“EFFECTIVENESS OF SOCIAL NETWORKING SITES FOR CREATING SOCIAL REFORMS: A CASE STUDY OF ANNA HAZARE”** under my guidance and supervision.

I certify that this is an original work and has not been copied from any source.

Signature of Guide : \_\_\_\_\_

Name of Project Guide : \_\_\_\_\_

Date : \_\_\_\_\_

## ACKNOWLEDGEMENT

With Candor and Pleasure I take opportunity to express my sincere thanks and obligation to my esteemed guide ..... It is because of his able and mature guidance and co-operation without which it would not have been possible for me to complete my project.

The project provided me with an opportunity to understand the fundamentals of research methods in a better manner and apply them. The insistence on taking up a socially relevant topic like the use of social networking sites helped me to understand the psychology of the people using these sites better and correlate the research to human behavioural aspect.

It is my pleasant duty to thank all the staff member of the computer center who never hesitated me from time during the project. Finally, I gratefully acknowledge the support, encouragement & patience of my family, and as always, nothing in my life would be possible without God, Thank You!

## **DECLARATION**

I hereby declare that this project work titled **“EFFECTIVENESS OF SOCIAL NETWORKING SITES FOR CREATING SOCIAL REFORMS: A CASE STUDY OF ANNA HAZARE”** is my original work and no part of it has been submitted for any other degree purpose or published in any other from till date.

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## EXECUTIVE SUMMARY

Social media sites such as Facebook are continuously expanding the number of connections among individuals and groups around the world. Organizers of social movements are taking advantage of these tools to spread their message and garner support. To look at the role of social media in social movements, this case study analyzes Facebook activity related to India's anticorruption movement in 2011 and early 2012. We examine how the anticorruption movement used Facebook, how frequency of user activity correlated to the type of content being shared on Facebook, and ways in which real-world protest events and government actions affected user activity. We find strong correlations between important real-world protest events and substantial increases in user activity on Facebook. Using Facebook activity as a measure of social engagement, we offer conclusions and implications for relevant actors as they seek to monitor and manage the flow of social movements.

We began our analysis by systematically gathering and electronically coding the content of 8,103 top-level posts created on Facebook pages for Anna Hazare and India Against Corruption from February 2011 through February 2012. Top-level Facebook posts provide access to direct messages from movement organizers to supporters. To evaluate the response to these individual posts, we collected information on the number of likes and comments on a given post as a measure of user activity. We observe large increases in user activity at the same time as significant protest events or government action related to the anticorruption movement. We believe this relationship allows us to treat the level of user activity as a measure of social engagement with the anticorruption movement at any given time in our sample

period. We also believe this relationship reveals Facebook as a strong source of information that can provide insight into the themes that resonate most with supporters as the anticorruption movement looked to increase social engagement and on-the-ground participation. We analyzed thematic content of Facebook posts and used multivariate statistical models to determine how and how much the content influenced user activity. We developed variables and coded posts for significant themes present on Facebook. We ran regressions using these themes as our independent variables or main interest and user activity (measured by natural logs of likes and comments on Facebook posts) as our dependent variables. We ran several versions of these regressions, including additional independent variables for post content, day of the week of post creation, and occurrence of real-world protests or government action. We conclude that analysis of Facebook and other social media content can be useful to relevant actors to a social movement. People can use social media content to gauge the status of a movement and to identify the goals it seeks to attain. This content can assist actors outside the social movement, such as government officials, by offering insight into how a movement's leaders might act or react to specific actions or events. Moreover, our analysis identifies specific themes that resonated most with followers of the anticorruption movement. Increased use of these themes might have helped garner additional attention, support, and user activity, with implications for how movement organizers or outside actors could have increased social engagement with the movement. We believe a major benefit of this analysis is that it can serve as a starting point for future analyses of social movements' use of social media. Continued refinement of the metrics we developed would allow them to be used to analyze similar social movements in real time. This implication is key, as relevant actors would want to be able to react quickly and effectively to steer, repress,

or encourage certain aspects of the movement. This report lays the groundwork for use of the tools necessary for understanding social media content and changes in user activity. Applications of these metrics to future movements could provide further insight into the potential causal linkages between social media content and on-the-ground activity. Furthermore, as Facebook records and publishes the identity of each user who likes or comments on a post and links the activity to that user's profile, researchers may be able to develop a tracking mechanism to record the frequency of likes and comments per individual, catalogue and correlate the temporal and thematic nature of those interactions, and explore the profiles of the most-engaged or most-influential individuals. In so doing, the researcher could determine the extent of an individual's own friend circle. The researcher could learn about an individual's stated attendance or role in protest activities and ability to mobilize friends to attend or participate in another way. Skilled computer programmers and library science personnel should be able to extract this information through the native Facebook Application Programming Interface and organize it in an analytically useful way

## ***CHAPTER – 1: INTRODUCTION***

Internet is the emerging information technology with the credibility of immediacy and fastness, thus, it brings globalization in every aspects of communication. Communication through internet is more specified, with effective interactive strategy among its users. In recent days, internet advertising has taken new forms which have more advantages over the traditional mediums like print media, television and radio. Marketing communication is becoming precise, personal, interesting, interactive and social. Different strategies of communication are followed in various social networking sites like Face book, Twitter and Orkut. They not only create impact over the audience but also make them interact with the marketing statistics created. People get attached to brand communication in social networking sites than usual banner and pop up ads. These networking sites bring more interactive communication with advertising. Social networking sites will become the primary arena for highly targeted marketing and advertising. Therefore, it is necessary to study the effectiveness of brand communication strategy followed in social networking sites which are mainly accessed by Indian users. This research attempts to find the effectiveness of brand communication strategy in promoting and advertising their brand in social networking sites. The effectiveness is determined with the help of survey from people who use these sites, and the content of three social networking sites is analyzed.

In its current form, internet is primarily a source of communication, information and entertainment, but increasingly, it also acts as a vehicle for commercial transactions. Since the explosion of the web as a business medium, one of its primary uses has been

for marketing. Soon, the web could become a critical distribution channel for the majority of successful enterprises. One among them is marketing and spreading brand communication through Social networking sites. Social networking websites are online communities of people who share interests and activities or who are interested in exploring the interests and activities of others. They typically provide a variety of ways for users to interact, through chat, messaging, email, video, voice chat, file-sharing, blogging and discussion groups. As World Wide Web grew in popularity, social networking moved to web-based applications. In 2002, social networking era really started. In 2006, anyone with an email address could sign up in social networking sites.

Now advertisers target more over to these media due to high rush in varsity of audiences. So they hire this as the ideal platform to communicate their brand and create an effective brand identity through highly effective and interactive communication strategy. Most of the advertisers present their ads in interactive form so that people tend more to check them and gain a little knowledge about the product. There are various forms of brand communication available in social networking sites. The effective way of brand communication present in these networking sites would be the main aim of the study.

### **Social media**

Social media advertising is a paid form of brand, service or business promotion and requires a proper and planned communicative message and budget. Advertising is customer centric in nature. Customers play an important role in any major or minor communication because they are the one who are going to decide the fate of the advertising communication. Some benefits of social network advertising include:

1. Popularizing your brand, idea or service to the target group.
2. Informing target audience about your brand or service's presence in the market.
3. Encouraging healthy competition in the market.
4. Providing social benefits for the brand.
5. Making the audience to interact and keep them intact with the brand.

Advertising in internet provides a major contribution to brand competition in the market. Advertising here not only provides information about a product or service but also promotes innovation. Besides it also facilitates consumer satisfaction. Big and small companies, individuals of all walks of life, major and minor events, concepts, etc., nowadays lay their base on social network advertising to get recognized in the market. With over 200 million active users, Face book, Twitter and Orkut have become a personal, product and corporate branding hub in India. Every brand that exists on social networking sites has the same core features and benefits, such as the ability to create a page, share resources, add multimedia and much more (Eric, 2008). The effective brand communication strategies are analyzed to find the impact among the users.

### **Social networking sites**

A social networking site creates network communication among the user community. Though social networking site serves for communication purposes among special interest groups, the marketing strategy has also entered this medium for its reach. People get exposed to various kinds of brand communication through this media. They tend to interact with the brand and also get awareness about the brand and its service in an interesting way. Hence, there is a need to study the effective way of communication in branding the product in social networking sites and analyze its

reach among the people and their perceptions in this research. In recent trend of marketing in social networking sites, various brand communications are widely used to attract targeted leads. So, this study would help to know the effectiveness of communication and strategy done through social networking sites which make the target audience to participate in this kind of advertising. This is mainly studied on networking sites which are popular among Indian users were Face book, Twitter and Orkut. This study would help the advertisers to understand the effective communication strategy to communicate their brand among the users

### **The Social Revolution:**

The young, some of them fresh graduates, were the ones who created a countrywide buzz about the campaign for a strong Lokpal. While Arvind Kejriwal may have headed the media cell, it was the responsibility of over a dozen team leaders, most of them below the age of 30. A dedicated team of IT experts from Public Cause Research Foundation (PCRF), which acted as a secretariat for India Against Corruption (IAC), ran IAC's main website (<http://www.indiaagainstcorruption.org/>) along with 14 city-centric websites round-the-clock. They also monitored TV channels and posted videos on the internet to create a buzz across the globe. Another team ensured that the latest information about Hazare, soon after he was arrested, was posted on social networking sites such as Facebook (<http://www.facebook.com/IndiACor>) and Twitter (@janlokpal). Till August 27, there were 3.64 lakh likes on Facebook and over two lakh followers on Twitter. In contrast, the I Hate Anna Hazare Facebook page roped in only 4,137 members. Hazare's video recorded in Tihar had 1.6 lakh views on YouTube.

The study of social networking, whether online or in person, focuses on social capital. Social capital is the aggregation of actual and virtual resources an individual or group attains via networks built from meeting other people or groups. The underlying principle of social capital is that in extending one's social network, a person or group then can draw on resources that people or groups in their network possess or can access. These resources can vary from information to relationships with other people; from a group's perspective, resources increase capacity to organize members across organizations or causes. An important component of building an electronic social network, through. Internet sites such as Facebook, is the ability to build two kinds of social capital: bonding and bridging. Bonding social capital involves a closer relationship among people, as typically found among family, friends, and close-knit communities. Bridging social capital is more heterogeneous and slightly more informal than bonding. Bridging social capital typically involves extending networks to more diverse people, in terms of personal characteristics or location; associations are based on one-time meetings or common causes, rather than close, personal relationships. As approximately 80 percent of social networking users join groups, opportunities for bridging social capital are likely to grow.

Groups with varying goals and missions have taken advantage of social media applications to attract and connect with members. Compared to news media, direct, widespread communications via social media can reach more people across larger geographic areas and can convey greater amounts of information. Online groups and forums also provide simpler means of organizing because they require significantly less physical effort to recruit members and distribute information. Petitions and meeting information can be distributed electronically, rather than making phone calls

or distributing paper materials by mail. Groups and movements increasingly use Internet-based communications to sustain themselves through member recruitment and fundraising. An additional strength of social media, especially Twitter, is accessibility via cell phones and other handheld devices, for lightweight, portable communication. The types of people social media can reach are important for social movements. A barrier to social media sites can be Internet access, as it is not universal and it requires some basic technical skills and resources. These limitations may be less widespread for some key political groups, such as younger or middle class citizens. Social media sites are advantageous in this case, as a significant number of users are young, so these sites serve as conduits for organizations to encourage coveted youth interest and involvement. A drawback of social media is that false information and rumors can quickly spread. The content of posts, when not carefully considered and vetted, can quickly lead to misinformation and controversy. Additionally, increased awareness and interaction via social media do not always result in real action. Social media sites allow for easy communication among members, but communication does not always lead to support and action. Finally, in places where Internet penetration rates are low, social media may not reach large segments of the population. Social media can be useful for organizing large numbers of individuals quickly, but what makes a social media campaign successful is unclear. Some governments have used censorship and regulation in an attempt to block activists from networking. In such an environment, social media can be used as organizing tools and open discussion forums about issues that may influence political change. Information posted on sites can also influence perceptions about another country. As in the case of the Mavi Marmara in Israel, online social media can be used to garner international support for policy decisions. Social media outlets can help

measure public opinion of government behavior and help anticipate public uprising. In 2011, social media appear to have played significant roles in organizing and energizing social change movements, such as the Arab Spring, Occupy Wall Street Movement, and the 2011-12 anticorruption movement in India.

Wikipedia states that a social network is "...a social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of relations..." (Social network, 2007). With the rapid growth of people who use or have access to the Internet, social networking websites are a must for the Internet community to stay in touch with each other. Social networking web sites help people keep in touch with old friends, make new friends, distribute new data or product, and many more aspects of our everyday lives.

The first official social networking web site was Classmates.com which was founded in 1995 (Social Network, 2007). What followed was a slow but steady growth in numbers of social networking websites to the overwhelming number of sites we have today. The reason that social networking websites work so well is that, like their inception, they start of small and then grow exponentially. The site starts off with a few people who then tell their friends about the site, then those friends tell their friends about the site and soon the site is a huge database of users connected by friends, acquaintances, or just random people. The web sites are made to "...allow users to create a "profile" describing themselves and to exchange public or private messages and list other users or groups they are connected to in some way." (Social Network 2007).

Most social networking websites are often designed to fit a certain type of community such as the college community being mirrored by Facebook.com or a music/party community mirrored by MySpace.com. With the rapid growth of social networking web sites and their global scale usage, whatever one feels concerning social networking web sites is irrelevant because social networking web sites are on a popularity rise and are here to stay.

### **SOCIAL NETWORK SITES (SNS): A DEFINITION**

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 site" to describe this phenomenon, the term "social networking sites" also appears in public discourse, and the two terms are often used interchangeably. "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).

What makes social network sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks. This can result in connections between individuals that would not

otherwise be made, but that is often not the goal, and these meetings are frequently between "latent ties" (Haythornthwaite, 2005) who share some offline connection. On many of the large SNSs, participants are not necessarily "networking" or looking to meet new people; instead, they are primarily communicating with people who are already a part of their extended social network. To emphasize this articulated social network as a critical organizing feature of these sites, we label them "social network sites."

### **HOW DOES 'SNS' WORK**

While SNSs have implemented a wide variety of technical features, their backbone consists of visible profiles that display an articulated list of Friends who are also users of the system. Profiles are unique pages where one can type oneself into being. After joining an SNS, an individual is asked to fill out forms containing a series of questions. The profile is generated using the answers to these questions, which typically include descriptors such as age, location, interests, and an "about me" section. Most sites also encourage users to upload a profile photo. Some sites allow users to enhance their profiles by adding multimedia content or modifying their profile's look and feel. Others, such as Facebook, allow users to add modules ("Applications") that enhance their profile.

The visibility of a profile varies by site and according to user discretion. By default, profiles on Orkut or hi5.com are crawled by search engines, making them visible to anyone, regardless of whether or not the viewer has an account. Alternatively, sites like MySpace allow users to choose whether they want their profile to be public or "Friends only." Facebook takes a different approach—by default, users who are part of the same "network" can view each other's profiles,

unless a profile owner has decided to deny permission to those in their network. Structural variations around visibility and access are one of the primary ways that SNSs differentiate themselves from each other.

After joining a social network site, users are prompted to identify others in the system with whom they have a relationship. The label for these relationships differs depending on the site popular terms include "Friends," "Contacts," and "Fans." Most SNSs require bi-directional confirmation for Friendship, but some do not. These one-directional ties are sometimes labelled as "Fans" or "Followers," but many sites call these Friends as well. The term "Friends" can be misleading, because the connection does not necessarily mean friendship in the everyday vernacular sense, and the reasons people connect are varied (Boyd, 2006).

The public display of connections is a crucial component of SNSs. The Friends list contains links to each Friend's profile, enabling viewers to traverse the network graph by clicking through the Friends lists. On most sites, the list of Friends is visible to anyone who is permitted to view the profile, although there are exceptions.

Most SNSs also provide a mechanism for users to leave messages on their Friends' profiles. This feature typically involves leaving "comments," although sites employ various labels for this feature. In addition, SNSs often have a private messaging feature similar to webmail. While both private messages and comments are popular on most of the major SNSs, they are not universally available.

Beyond profiles, Friends, comments, and private messaging, SNSs vary greatly in their features and user base. Some have photo-sharing or video-sharing

capabilities; others have built-in blogging and instant messaging technology. There are mobile-specific SNSs (e.g., Dodgeball), but some web-based SNSs also support limited mobile interactions (e.g., Facebook, MySpace, and Cyworld). Many SNSs target people from specific geographical regions or linguistic groups, although this does not always determine the site's constituency. Orkut, for example, was launched in the United States with an English-only interface, but Portuguese-speaking Brazilians quickly became the dominant user group. Some sites are designed with specific ethnic, religious, sexual orientation, political, or other identity-driven categories in mind. There are even SNSs for dogs (Dogster) and cats (Catster), although their owners must manage their profiles.

While SNSs are often designed to be widely accessible, many attract homogeneous populations initially, so it is not uncommon to find groups using sites to segregate themselves by nationality, age, educational level, or other factors that typically segment society, even if that was not the intention of the designers.

## **EXAMPLES OF SOCIAL NETWORKING SITES**

### **ORKUT.COM**

**Orkut** is an Internet social network service run by Google and named after its creator, Google employee Orkut Büyükkökten. It claims to be designed to help users meet new friends and maintain existing relationships. Similar to Facebook, Friendster and MySpace, Orkut goes a step further by permitting the creation of easy-to-set-up simple forums (called "communities") of users. Since October 2006, Orkut has permitted users to create accounts without an invitation.

Orkut is the most visited website in Brazil, being more visited than Google Brazil, number 2 on the list. In total visits, Google is probably still more popular since it appears as the second (the Brazilian version) and seventh most visited site (the international version).

The initial target market for orkut was the United States, but the majority of its users are in Brazil. In fact, as of November 2007, 62.9% of the traffic come from Brazil, followed by **19.2% from India**. In December 2007, Google dropped orkut from the drop-down menu of its international homepage.

## **FACEBOOK.COM**

**Facebook** is another example of social networking site. Developed by sophomore Mark Zuckerberg of Harvard University in 2004, Facebook.com was originally TheFacebook.com (Facebook, 2007). Purchasing the domain name of Facebook.com in August of 2005 for \$200,000 the site was originally developed for college and university students as a way to connect with each other (Facebook, 2007). Hosting the most members for a college based social networking site, Facebook.com is also the number one site for uploading pictures, boasting several million uploads daily. Since its inception, Facebook.com has now been opened to anyone with a valid email address and offers its members options of joining the millions of networks of people with similar interests. It is said that 80% of Facebook.com users check their account daily and that 93% of Facebook.com users check their account at least monthly (Facebook, 2007) Facebook.com generates its revenue from advertisement since it boasts a huge number of registered users.

## **MYSPACE.COM**

**MySpace** is a social networking website offering an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos internationally. It is headquartered in Beverly Hills, California, USA, where it shares an office building with its immediate owner, Fox Interactive Media; in turn, the owner of Fox Interactive and therefore MySpace, News Corporation, is headquartered in New York City.

According to Alexa Internet, MySpace is currently the world's sixth most popular English-language website and the sixth most popular website in any language, and the third most popular website in the United States, though it has topped the chart on various weeks. The service has gradually gained more popularity than similar websites to achieve nearly 80 percent of visits to online social networking websites.

The company employs 300 staff and does not disclose revenues or profits separately from News Corporation. With the 100 millionth account being created on August 9, 2006, in the Netherlands and a news story claiming 106 million accounts on September 8, 2006, the site reportedly attracts new registrations at a rate of 230,000 per day. As of December 18, 2007, there are over 300 million accounts.



## **HI5.COM**

**hi5** is a social networking website, which, throughout 2007, was one of the 25 most visited sites on the web. The company was founded in 2002 by Ramu Yalamanchi who is also the current CEO. As of December 2007, hi5 had over 98

million members. In hi5, users create an online profile in order to show information such as interests, age and hometown and upload user pictures where users can post comments. hi5 also allows the user to create personal photo albums and set up a music player in the profile. Users can also send friend requests via e-mail to other users. When a person receives a friend request, he or she may accept or decline it, or block the user altogether. If the user accepts another user as a friend, the two will be connected directly or in the 1st degree. The user will then appear on the person's friend list and vice-versa. Some users opt to make their profiles available for everyone on hi5 to view. Other users exercise the option to make their profile viewable only to those people who are in their network. The network of friends consists of a user's direct friends (1st degree), the friends of those direct friends (2nd degree) and the friends of the friends of direct friends (3rd degree)

### **ISSUES OF CONCERN**

Although many people don't think of it, social networking web sites harbour many dangerous elements and many people are concerned about some major problems that they contain. One such problem is privacy issues. With social networking web sites like Orkut.com, Facebook.com and MySpace.com, it is almost too easy to retrieve personal information about someone and use it to harm them. In a case with MySpace.com, the availability of being able to customize one's own site has allowed people to use phishing html code to create phishing profiles that allows that person to access anyone's profile who have visited the phishing profile. Phishing can often lead to the loss of personal information such as usernames, credit card numbers, and passwords. (Phishing 2007) This in turn causes great privacy issues

since that person can now access personal information and then sell it off to marketing companies for a profit. (MySpace, 2007) This selling of information to companies has led to the rise in spam emails that we all receive.

Another great issue of concern with social networking web sites is that of child safety. Research has shown that almost three out of every four teenagers who use social networking web sites are at risk due to their lack of using online safety. (Joly, Karine, 2007) A lot of the web sites do have an age requirement but it is easily bypassed by the lying about of one's age. Even if they don't lie about their age the average age requirement is around fifteen years old. Myspace.com has been specifically targeted for these child safety issues after a sixteen year old girl flew to Tel Aviv, Israel to meet and engage in sexual relations with a twenty year old male whom she had met through MySpace.com. (MySpace, 2007) Although a lot of the social networking web sites are trying to implement new ways to keep children safe, MySpace.com included, predators are finding ways around these new implementations and kids are still naive to the fact that not everyone online is who they say they are.

A third issue of concern with social networking web sites is that of copyright infringement. With the massive amount of files shared through social networking web sites it has to tell sometimes who the original owner of the selected file is.

Also, commercial products are being reproduced by individuals and uploaded to these social networking web sites. YouTube.com is a great example of how copy right infringement can come about using a social networking website. Members can pretty much upload anything they want on to YouTube.com to be viewed by anyone

who comes across it. This leads to many people committing copyright infringement and uploading files and video clips that don't belong to them. The only real way that copyright infringement is reported is through the self-policing of the YouTube community. (YouTube, 2007) With the easily missed copy right infringement YouTube has been sued many times in the past and is now being sued for over one billion dollars by Viacom on the claim that YouTube.com has 160,000 videos that belong to Viacom on their site without Viacom's permission. (YouTube, 2007)

### **The Advantages and Disadvantages of Social Networking**

Social networking is a recent invention that has the Internet still at the edge of its seat due to its popularity with people. This is mostly because it really is for the people. Bringing every kind of social group together in one place and letting them interact is really a big thing indeed. Everything about it lies on the advantages and disadvantages of social networking, and what it can do for you.

Here are the advantages that can be more than enough for you to want to join in.

#### **Low Costs**

Definitely, it's cheaper to use online social networking for both personal and business use because most of it is usually free. While personal use is rather simple for anyone, the business functions are underestimated by many. In a social networking site, you can scout out potential customers and target markets with just a few clicks and keystrokes, adding a boost to your usual advertisements and promotional strategies. It lets you learn about their likes and dislikes, which is tremendous. If you want to fine tune your business, then this is the way to go, whether on a budget or not.

**Builds Credibility**

You definitely can gain the customers' confidence if you can connect to them on both a personal and professional level. Despite having to do a bit of work, it definitely pays off as you can be tapped for an offer if someone catches wind of your products or services. As long as you don't pursue them too aggressively, you will do well here.

**Connections**

You are friends with people who have other friends, and so on. There is potential in such a common situation. By using a social networking site, you can do what you can and get connected with these people to form a web of connections that can give you leverage if you play your cards right. As long as you give as well as you receive, then they will most likely stick with you. These connections are definitely valuable in the long run.

That definitely sounds enticing. However, what about the disadvantages though?

**Lack of Anonymity**

You are putting out information about your name, location, age, gender, and many other types of information that you may not want to let others know. Most people would say be careful, but no one can be certain at any given time. As long as people can know who you exactly are, then some can find ways to do you in.

## **Scams and Harassment**

There is a potential for failure of security in both personal and business context. While many sites apply certain measures to keep any of these cases of harassment, cyber-stalking, online scams, and identity theft to an absolute minimum, you still may never know.

## **Time Consuming**

If this is not your kind of thing, that it would just be a waste of time for you. The key to social networking is that it is supposed to be fun, whether you are just doing it for kicks or clicking around for business purposes. That should be reasonable enough for anyone, but there are those people who don't see the point. For them, it can be a disadvantage.

Now there is something to really think about. Nothing is without a blemish, but those of this type of networking shouldn't really be that much of a concern regarding your safety. As long as you go along without making big mistakes, then it is all good. You can take advantage of the Internet phenomenon that continues up to this day. Once you understand the advantages and disadvantages of social networking, then you can cruise through without fail.

## THE MEDIA IMPACT:

- ✓ Large swathes of the social networking site public switched to the saturation coverage of Hazare and his campaign, especially those in Hindi. For once, real life was more riveting.
- ✓ While viewership increased for most social networking site, time spent on them doubled in just a day. It may, in fact, have eaten into the sports market, which dropped 33%; and Hindi movies, which showed a 12% fall (from a 16.37% genre share to 14.44%) in the week ended August 20, according to a study by media servicing agency ZenithOptimedia.
- ✓ The genre share of Hindi news channels rose from 5.9% in the week ended August 13 to 11.02% in the week ended August 20, according to TAM.
- ✓ Viewers were hooked since August 16, when Hazare began his fast.
- ✓ Viewership of social networking site, increased.
- ✓ Among Hindi channels, Aaj Tak continued to lead with a share of 17.9% share, up from 15.2%. India TV's share declined to 11.6% from 14.2% to bring it down to the fourth place. THIS IS BECAUSE IT HAS A STRONGER ENTERTAINMENT COMPONENT COMPARED TO NEWS. Star News took over as No 2 with a share of 14.7%.



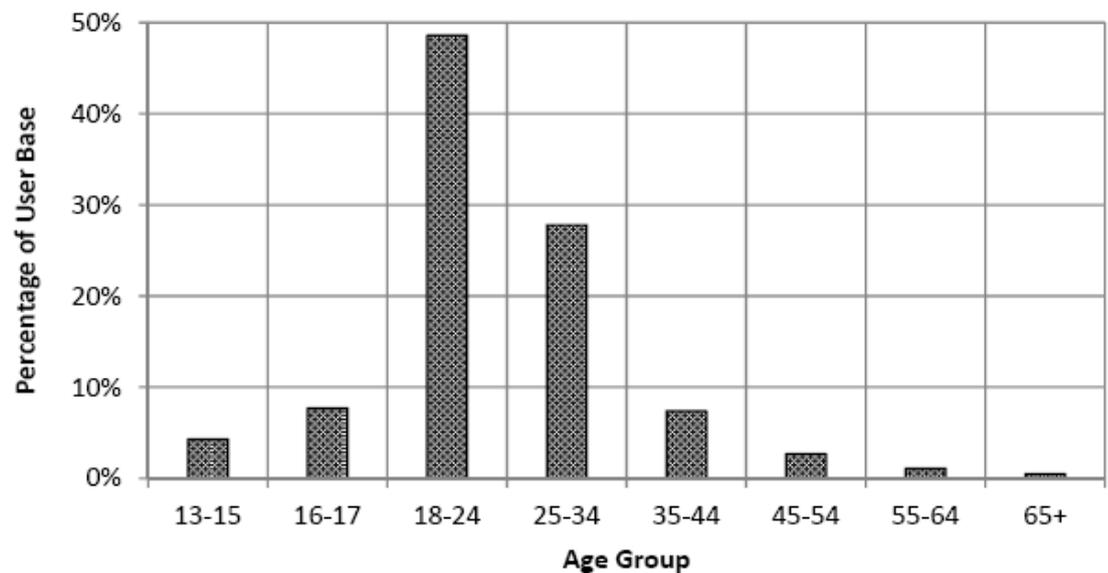
### The Role of Social Media in India's Anticorruption Movement

Anticorruption movement organizers and supporters used social media to quickly broadcast information and organize protests. Indians also used social media to show support for India Against Corruption (IAC) and Anna Hazare, indicated on Facebook by "likes" on posts. In the first four days of its existence, IAC had 116,000 fans on its community Facebook page. People created many other. Facebook pages, and

individual social media users debated, posted statuses, and uploaded videos and photos throughout the movement. Social media analyst Gaurav Mishra estimates that the total online support for the movement was around 1.5 million people. Facebook hosts multiple Anna Hazare-related pages in English and Hindi, with tens of thousands of followers and supporters. The official IAC Facebook page had more than 500,000 followers as of February 7, 2012. Users can follow and access information about the anticorruption movement through applications for smart phones and other mobile devices. The IAC smart phone application has as many as 50,000 users. The organization used all these outlets to publish photos of Anna Hazare fasting, pro-Lokpal rallies, and examples of corruption. During this social media onslaught, Hazare gained support from other prominent Indian activists, as well as the general populace. For a social movement to be able to use social media effectively to advance its cause, large parts of the population must have access to the Internet and people must be able to use the Internet and social media freely. The non-governmental research organization Freedom House scores the Internet in India as “mostly free” in its 2011 Freedom of the Net evaluation. India established the Internet Technology Act in 2000, and a 2008 amendment gave the government authority to block websites and Internet content, as well as outlaw offensive or inflammatory content. Comments about religion or caste can be particularly volatile in India, given its history of religion-based riots. Google gives government officials information about Internet protocol addresses and service providers when requested. Private blogs have had to remove posts upon threat of legal action. In the first six months of 2011, the Indian government requested 358 removals from Google, mostly from Orkut and YouTube, the majority for content criticizing the government. According to the World Bank, 5.3 percent of the total Indian population had Internet

access in 2009. With a population of approximately 1.1 billion people, this usage rate means that more than 58 million Indians use the Internet. Fifty-six percent of Internet users use Facebook. Of those, 73 percent are men; 50 percent are 18 to 24 years old, as pictured in Figure 1. Facebook posts and news reports show that the anticorruption movement cantered on urban areas. The Facebook demographics suggest the movement engaged urban men but left large segments of the population out of the debate.

**Figure 1. Indian Facebook Users by Age Group**



Source: Socialbakers.com

## ***CHAPTER 2: OBJECTIVES OF THE PROJECT***

Fixing the objective is like identifying the star. The objective decides where we want to go, what we want to achieve and what is our goal or destination.

1. To evaluate the effectiveness of social networking sites for creating social reforms.
2. To understand user reaction towards social networking sites based social reforms.
3. To study social reforms recall status of users of social networking sites.
4. To study various social networking sites.

ProjectHelpline.in

## ***CHAPTER -3: REVIEW OF LITERATURE***

A literature review is just a simple summary of the sources, but it usually has an organizational pattern and combines both summary and synthesis. A summary is a recap of the important information of the source, but a synthesis is a re-organization, or a reshuffling, of that information. It might give a new interpretation of old material or combine new with old interpretations. Or it might trace the intellectual progression of the field, including major debates. And depending on the situation, the literature review may evaluate the sources and advise the reader on the most pertinent or relevant.

The emergence of social media has changed how people engage with each other and with social movements. As more people access social media, the greater the opportunity to measure the extent to which Facebook activity reflects social engagement in a particular social movement. We determined the themes, events, and other variables that seemed to drive social media activity throughout the year. We then identified and analyzed relationships between Facebook activity and real-world events by using Facebook user activity as a reflection of social engagement with the movement. To analyze Facebook activity related to India's 2011-12 anticorruption movement, we collected data on all top-level posts from February 2011 through February 2012 on Facebook pages for Anna Hazare and IAC. We detail how we collected the data in Appendix B: Gathering Facebook Data. Data on likes, comments, and shares indicate levels of social engagement in the movement. Top-level post content can be coded and used to identify the themes present throughout the movement and how Facebook discussions changed over the span of our analysis. We

also analyzed articles about the movement published in two online English-language newspapers, *The Hindu* and *The Times of India*. We identified these articles through key word searches on the two news sites. We sought to determine whether Facebook activity mirrors news media activity in content and volume. A cross-referencing of Facebook top-level post content against traditional news stories helped us to distinguish points where Facebook content provides information different from what readers would encounter by following only the online newspaper accounts. Our reading of these sources determined that Facebook content provided a window into the intentions and workings of the movement, while news media accounts may have a very different message. The difference in content may be due to movement leaders distributing one message to news media as they try to win the support of a more neutral audience, while providing different or more detailed messages to Facebook users who would be assumed, on whole, to support the movement.

Do social media merely a vehicle for new forms of communication, or do they hold promise for new kinds of social movements creating social change?

In a **New Yorker** article by Malcolm Glad well, "Small Change: Why the Revolution Will Not Be Tweeted," he poses an interesting question--will social networking make an important contribution to social movements and social change? By comparing social networking to the civil rights movement, which, as a social movement, created significant social change, he argues that movement had strong ties among individuals and among hierarchical organizations, which the social networking movement does not.

Glad well argues that the *"platforms of social media are built around weak ties. Twitter is a way of following people you may never have met. Facebook is a tool for efficiently managing your acquaintances, for keeping up with the people you would*

*not otherwise be able to stay in touch with.*" He says that there is strength in weak ties because our acquaintances, not our friends, are our greatest source of new ideas and information. Gladwell argues that social networks are effective at increasing participation by lessening the level of motivation that participation requires; *"Facebook activism succeeds not by motivating people to make a real sacrifice but by motivating them to do the things that people do when they are not motivated enough to make a real sacrifice."* Gladwell contends that in order to make substantial social change you need a hierarchy, and that social media buzz doesn't qualify.

Bottom of Form

Jeremy Brecher and Brendan Smith, writing in **Common Dreams.org** disagree with Gladwell's assessment. They contend that some interpreters of movements have identified networks as another social form; networks coordinated by means of the sharing of information and voluntary mutual interplay among participants. Brecher and Smith ask whether social media can contribute to the process of forming social movements and effective social action, and argue in the affirmative. They say that social networking websites play an important role in finding and connecting people who are beginning to think and feel similar things. They can help participants deepen their understanding and form common perspectives, and inform a course of action. Brecher and Smith agree with Gladwell, however, in saying that merely a massive number of Tweets can't make a revolution or even major social change, because that requires non-cooperation with the status quo.

Certainly, there's evidence that social media can affect buying patterns of consumers, as witnessed by consumer negative feedback of products spreading like wildfire on social media sites and subsequently affecting product sales. Recent study from Chadwick Martin Bailey and iModerate Research Technologies shows that over 50%

of Facebook fans and Twitter followers say they are more likely to buy, recommend than before they were engaged. The study of over 1500 consumers by market research firm Chadwick Martin Bailey and iModerate Research Technologies found that 60% of Facebook fans and 79% of Twitter followers are more likely to recommend those brands since becoming a fan or follower. And an impressive 51% of Facebook fans and 67% of Twitter followers are more likely to buy the brands they follow or are a fan of. Considering Facebook's over 400 million users, the opportunity is great for social media marketers.

Jennifer Aaka and Andy Smith, authors of **The Dragonfly Effect**, show how social media technology can in fact support social missions. Non-profit consultant Beth Kanter has shown how social media tools have been used to create social change including helping children in Cambodian orphanages. Jessica Jackley, cofounder of Kiva.org, the non-profit micro financing website, which allows people to promote internally development and break the cycle of poverty, argues that these kinds of efforts have revolutionized the approach to philanthropy through social media.

So time will tell whether social media is merely a technologically advanced form of social, political and business communication, or can become a structure for social movements and social change.

  
Dwyer, C.: Social networking sites such as MySpace and Facebook thrive on energetic social interaction, but the factors that assure this are not well understood. There is a lack of theory that can describe and predict the successful adoption of new social computing systems. This paper introduces the social software performance model, and uses it to interpret the evolution and usage of social networking sites. Drawing from socio-technical systems theory, task technology fit, and structuration

theory, this model identifies the components of social software, and describes their role in the evaluation and adoption of these systems. The results of three studies are presented, providing initial empirical evidence for the model.

## **SNS IN INDIA**

In all the social networking phenomenon in India is small compared to the US (Indian social networking websites today claim a user base of around 3 million registered users) while MySpace, which has 106 million users and Orkut which has 67 million have far greater numbers.

Clearly, Indian firms have a lot of work ahead of them in order to catch up. However, Siddhartha Roy, CEO, BigAdda, says optimistically: “We are early on the curve.” Alok Mittal, MD, Canaan Partners, a venture capital firm, says: “When you put that in context, Indian social networking websites are in their infancy. The break-even point is longer, but once they attain a critical mass of 40 million users, then VC firms will start investing in them.”

Navin Mittal, CEO, fropper.com, says: “With the Indian Internet user-base negligible compared to the US or China, these are very early days.” The owner of the blog Trak.in does a great job of explaining the benefits of social networking for India and what it means for consumers and businesses.

**ARTICLE-1****Social networking sites used in new road safety initiative****DVD SHOWS EFFECT ACCIDENTS CAN HAVE****BY TIM PAULING**

Published: 30/04/2009

THE popularity of social networking websites is being used as part of a new road safety initiative aimed at young drivers in Scotland. A DVD for schools which uses the imagery of internet sites such as Bebo and Facebook shows the harrowing effect road accidents can have on young lives.

It is the latest initiative by the Scottish Government to capitalise on the latest media technology. Last year safety messages were sent to people's mobile phones in cinemas using bluetooth technology, and in 2007 messages were projected into Xbox computer games.

The new Your Call initiative was launched by Transport Minister Stewart Stevenson and former Scottish rugby international Gavin Hastings at a high school in Edinburgh yesterday. "While road accidents are at their lowest for 50 years, too many young people are still dying on our roads," Mr Stevenson said. "As a government we are constantly looking at ways to target this group and I am determined that we look beyond the traditional and towards the innovative in our efforts to save lives."

The new initiative was welcomed in the north-east, where road safety is a particular problem among young drivers. In 2007, drivers aged 25 and under were involved in 35% of all fatal and serious road accidents.

Grampian Police revealed earlier this week that 600 young motorists have been reported for dangerous or careless driving and antisocial behaviour after a major crackdown. Officers seized 55 cars during the six-month campaign. Offences committed by drivers aged 25 and under included 138 of careless driving and 10 of dangerous driving.

Liberal Democrat transport spokeswoman and north-east MSP Alison McInnes said the government should concentrate on producing its road safety strategy, which was promised two years ago and will not be ready until 2010.

## **ARTICLE 2**

### **Marketing and Media**

Mon, Nov 12 2008. 11:44 PM IST

Social networking sites, which allow users to build or be part of online communities, account for 44% of the country's Internet traffic, according to a report by consulting firm JuxtConsult Research and Consulting Pvt. Ltd. The space is dominated by global players such as Orkut, MySpace, Facebook and Hi5. Google Inc.'s Orkut, launched in 2004, is the most popular social networking site among Indians with more than seven million users, but advertising is something the site has only recently dabbled with.

“Nobody has made money on social networking so far,” Ajit Balakrishnan, chairman and chief executive officer (CEO), Rediff.com India Ltd, the company behind rediff.com, one of the earliest Indian dot-coms, had previously said. “But when 10 million people congregate, somewhere down the line the company will make money, and it will be advertiser-related, he had added. Rediff.com launched iShare, a video sharing platform, in July, and plans to add a social networking tool to it in the coming weeks.

Indian firms and entrepreneurs entering the social networking space are convinced that they need to build up a critical mass of users first, and then worry about advertising.

BigAdda.com, started by the Reliance-Anil Dhirubhai Ambani Group’s Reliance Entertainment three months ago, has about 700,000 users but no advertiser yet.

Similarly, one-year-old social networking site for students Minglebox.com has a user base that exceeds one million but no advertisers.

“On the Internet, consumer is king. They decide where they want to spend their time and advertisers recognize that,” said Siddhartha Roy, chief operating officer, Big-Adda.com. “You want to first create a strong user base and give them an uninterrupted experience.”

Kavita Iyer, CEO, Minglebox, agrees: “...In this business, users fluctuate from one site to another and it is important to first reach a certain level of stability and maturity before getting advertisers on board.”

But some experts say that those scrambling to enter the social networking space have left it too late, and that plain vanilla social networking will, by itself, not work any longer.

According to Balakrishnan, social networking has to become more than just a communication platform. "Social networking will have to be morphed into every online initiative," he had said. "It has a tendency to pick up fast but loses momentum just as fast. This is why we are integrating iShare with social networking." That's a strategy similar to the one adopted by Yahoo Inc. "We want to make Yahoo mail more social by combining properties such as SMS, instant messenger and emails together. It's too early to tell what we're planning on social networking, but it will be a convergence of communication channels," John Kremer, vice-president, Yahoo Mail, had previously said.

Others are trying this as well. Ibibo Web Pvt. Ltd's Ibibo.com is a multi-platform social interactive site with applications such as networking, blogging and gaming as some of its applications. "We've been around for seven months in India but I can tell you that it takes about two to three years of good consumer traction to drive revenues," said Ashish Kashyap, CEO, Ibibo group. "It is important to create a picnic effect before we can get to advertisers," he added.

Advertisers themselves seem content with the picnic effect itself. PepsiCo India Holdings Pvt. Ltd has not yet bought into social networking from the advertising point of view, but it has bought into the concept. "Pepsi has not advertised on social networking sites so far but we have got what we wanted by users themselves creating discussion groups about the brand," said a spokesperson for PepsiCo India. According

to one expert, that may well indicate what social networking sites need to do to start earning revenues.

“For advertisers, social networking sites are slow in generating revenues directly but they are good in influencing decisions,” said Gulrez Alam, group head, paid search, **Communicate2**, a paid-search marketing company. “Social media sites will soon have alternative revenue generating tactics that will help influence the user without intruding on the experience, that’s the way ahead.”

Almost half the Internet traffic generated in India is on account of social networking, and while this has not translated into advertising revenue so far, a pioneer in the country’s Internet space expects the situation to change.

### **ARTICLE-3**

#### **Special agent warns parents about social networking perils**

Victoria Caswell, Wisconsin Public Radio

Published Wednesday, April 29, 2009

As computer networking sites become more popular, law enforcement is trying to protect children from potential dangers on the Internet.

Project Safe Childhood is headed by the U.S. Justice Department. Its main goal is to arrest and prosecute child predators. State Justice Department Special Agent Eric Szatkowski is working with the program. He says he teaches parents and children that there's no such thing as a private online space. He says more parents need to take precautions when letting their children use the Internet.

Szatkowski contends social networking sites like Myspace and Facebook are inappropriate for anyone under 17 because of possible violent and alcohol-related content.

"People who are in your group will have access to that information, they can copy that information, send it off to other people", explains Szatkowski. "So they really need to be smart about the type of pictures, language and information that they're putting on those sites."

Szatkowski says he thinks the partnership with Project Safe Childhood has been successful. He says if one predator is caught, then several crimes are prevented.

Wisconsin members of Project Safe Childhood are holding a training session for educators Monday in Franklin. The sessions will include information on social networking sites and cyber-bullying.

#### **ARTICLE-4**

How safe is your Orkut account?

Mayank Tewari/Dhananjay Khadilkar

Sunday, December 23, 2007 03:07 IST

A virus, which has been fixed by Google, had affected between 4 lakh to 7 lakh users. MUMBAI: Google recently added a new feature on Orkut where users can post Active X Content on their friend's scrapbook. But the feature turned out to be Google's nemesis as an attacker used the vulnerability and posted a virus that affected between 4,00,000 to 7,00,000 Orkut users. Though Google managed to fix the bug on

Thursday, the incident has highlighted the security aspects of social networking sites such as Orkut that have a huge following in countries like India.

A Google official, who requested anonymity, admitted that because of this bug several people received scraps from friends, who claimed they had never posted any such scraps. “The newly introduced scrapbook feature had been exploited,” the official said.

According to Chetan Gupta, a 26-year-old independent cyber security expert, “The feature allows users to post clips, songs, animation etc on their as well as other user’s scrapbooks,” he said.

Users who were attacked got a message in their mailboxes informing them that someone had posted a scarp on their profile. The scrap, written in Portuguese, when translated into English reads: “2008 is coming... I wish that it begins quite well for you.”

As soon as the user viewed the post, the virus downloaded a file to the user’s computer. The worm then took control of the user’s account and enlisted a group called ‘Infections pelo Virus do Orkut’, which translates as ‘Infected by Orkut virus’. The virus also sent copies of itself to all the friends of the user and repeated the process.

According to vnunet.com, the virus infected seven lakh Orkut users within 24 hours before Google was able to rectify the problem. The virus was not supposed to do any real harm to the users. The intent, according to a blog posting on Trend

Micro, was to only make a point. The blog post says “It appears from both the script that this script was designed purely to spread, rather than for more malicious purposes. The author has pulled the malicious JavaScript from the Web, having gotten his point across.”

A Google spokesperson said that the internet search giant takes the security of its users very seriously. “We worked quickly to implement a fix for the issue. Service to Orkut was not disrupted during this time.” This is not the first time a virus like this has targeted a social network. MySpace too was attacked by ‘Samy Is My Hero’ worm in 2005.

#### **ARTICLE-5**

Business Standard, January 25 '07

Thursday, 25 January 2007

Business Standard, Riding the networking wave

Priyanka Joshi / New Delhi January 24, 2008

**TECHNOLOGY:** Want to get seen? Advertise on social networking sites. This, incidentally, is the new mantra of online advertisers. About 93 per cent of the 28 million Indians online belong to the age group 18-45 years — a target audience that has the maximum buying power.

Ten million of these are hooked on to some form of online social media, be it personal, career or business networking, matrimonial sites, discussion rooms, virtual activity platforms, instant messenger, podcasts, RSS feeds and blogs. The mix of

social media sites being a hot favourite among this bunch of young Indians, it presents a perfect milieu for online advertisers.

Content-specific advertisements have become a rage on networking sites like Orkut, TechTribe, LinkedIn, Ryze, Flickr, MSN Live Spaces, Blogger, Fropper and Facebook, which are a compelling buy for advertisers seeking to target the active lifestyle set the sites cater to.

In short, content-specific networks are riding a wave of popularity and newer networks seem to be springing up every day.

Rajnish, head (digital marketing revenue and strategic business), MSN India, explains why marketers want to be seen on social networking sites: “In Asia, email and instant messaging take 40-50 per cent of the time we spend online. Blogosphere is doubling in size every six months and an average Indian user spends anywhere between 40-60 minutes daily on social media sites. Little wonder, banks, automobile companies, FMCGs, and even IT firms want a virtual advert that’s both engaging and innovative.”

Social media advertising has been taking the online advertising industry by storm. The total marketing spend on social media is forecast to grow at a compound annual rate of 106.1 per cent from 2005 to 2010, reaching \$757 million in 2010, according to a report from PQ Media.

Some social-networking communities focus on vertical markets with a narrowly-defined audience, such as business-relationship sites like LinkedIn and TechTribe. Their ad revenue exceeded \$20 million in 2006.

“There has been a recent ‘change of guard’ online with social networks — from being a ‘push’ medium to a ‘pull’ medium,” remarks Rajnish, “MSN is using people’s attention to engage users with advertisers through contextual advertising and desktop television.”

The audiences, in return, generate revenues each time they click on a banner, keyword or a floating advertisement on a webpage. While online rate cards are not exactly cheap, averaging between Rs 50,000 and Rs 2 lakh, the prices are expected to get spiked by another 20-25 per cent by the end of 2007

Social-networking sites entice users to spend considerable time and view many page views, and many sites are seeing those numbers increase.

Nielsen/Net Ratings reports that users’ visits to YouTube grew in duration from about 17 minutes to 28 minutes (64 per cent) over the first six months of 2006. Page views grew 515 per cent during the same period. Members of communities spend hours looking up friends’ profiles and following paths of interconnected relationships. These long visits and high page views directly correlate to ad revenue.

Blog advertising, worldwide, totalled \$25 million in 2006, which includes blogs, podcasts and RSS advertising.

“By the tail-end of 2007, even Indian bloggers (the well known ones) would be making money out of advertising on their blogs, podcasts, videos, personal web pages and other forms of user generated content,” claims a media buyer.

Anil Kaul, CEO, Absolute Data, a research and analytics firm, has helped websites and advertisers look beyond popular targeting options like geography and

demography “using complex targeting options on networks, like behavioural and contextual and domain-level targeting. We have shown clients how to get the most from an online advert.”

## **ARTICLE-6**

### **The Perils Of Social Networking**

**BY BRIAN DEAGON**

INVESTOR'S BUSINESS DAILY

Posted 12/26/2007

In November, more than 145 million people worldwide logged onto at least one of the 20 most-visited social networking Web sites, says Nielsen/Net Ratings.

Brian Mann wasn't among them. It's not that Mann, founder of management consulting firm Midnight Oil, is opposed to networking. Developing relationships, getting referrals and connecting with potentially new clients are crucial to his business.

He has as many as eight business-related meals a week. He regularly attends a weekly networking group in Los Angeles, where 55 professionals meet for Saturday breakfast to discuss trends in technology, media and entertainment. He visits trade shows, conferences and seminars to make connections.

Yet he says social networking Web sites such as LinkedIn, Facebook and MySpace, which let people post their profiles and potentially link up with hundreds of others, isn't for him.

## **OTHER RESEARCH**

### *Networks and Network Structure*

Social network sites also provide rich sources of naturalistic behavioural data. Profile and linkage data from SNSs can be gathered either through the use of automated collection techniques or through datasets provided directly from the company, enabling network analysis researchers to explore large-scale patterns of finding, usage, and other visible indicators (Hogan, in press), and continuing an analysis trend that started with examinations of blogs and other websites. For instance, Golder, Wilkinson and Huberman (2007) examined an anonymized dataset consisting of 362 million messages exchanged by over four million Facebook users for insight into finding and messaging activities. Lampe, Ellison, and Steinfield (2007) explored the relationship between profile elements and number of Facebook friends, finding that profile fields that reduce transaction costs and are harder to falsify are most likely to be associated with larger number of friendship links. These kinds of data also lend themselves well to analysis through network visualization.

SNS researchers have also studied the network structure of Friendship. Analyzing the roles people played in the growth of Flickr and Yahoo! 360's networks, Kumar, Novak, and Tomkins (2006) argued that there are passive members, inviters, and linkers "who fully participate in the social evolution of the network". Scholarship concerning Live Journal's network has included a Friendship classification scheme (Hsu, Lancaster, Paradesi, & Weniger, 2007), an analysis of the role of language in the topology of Friendship (Herring et al., 2007), research into the importance of geography in Friending (Liben-Nowell, Novak, Kumar, Raghavan, & Tomkins, 2005), and studies on what motivates people to join particular communities

(Backstrom, Huttenlocher, Kleinberg, & Lan, 2006). Based on Orkut data, Spertus, Sahami, and Büyükkökten (2005) identified a topology of users through their membership in certain communities; they suggest that sites can use this to recommend additional communities of interest to users. Finally, Liu, Maes, and Davenport (2006) argued that Friend connections are not the only network structure worth investigating. They examined the ways in which the performance of tastes (favorite music, books, film, etc.) constitutes an alternate network structure, which they call a "taste fabric."

### **Bridging Online and Offline Social Networks**

Although exceptions exist, the available research suggests that most SNSs primarily support pre-existing social relations. Ellison, Steinfield, and Lampe (2007) suggest that Facebook is used to maintain existing offline relationships or solidify offline connections, as opposed to meeting new people. These relationships may be weak ties, but typically there is some common offline element among individuals who friend one another, such as a shared class at school. This is one of the chief dimensions that differentiate SNSs from earlier forms of public CMC such as newsgroups (Ellison et al., 2007). Research in this vein has investigated how online interactions interface with offline ones. For instance, Lampe, Ellison, and Steinfield (2006) found that Facebook users engage in "searching" for people with whom they have an offline connection more than they "browse" for complete strangers to meet.

### **Privacy**

Popular press coverage of SNSs has emphasized potential privacy concerns, primarily concerning the safety of younger users (George, 2006; Kornblum & Marklein, 2006). Researchers have investigated the potential threats to privacy

associated with SNSs. In one of the first academic studies of privacy and SNSs, Gross and Acquisti (2005) analyzed 4,000 Carnegie Mellon University Facebook profiles and outlined the potential threats to privacy contained in the personal information included on the site by students, such as the potential ability to reconstruct users' social security numbers using information often found in profiles, such as hometown and date of birth.

Acquits and Gross (2006) argue that there is often a disconnect between students' desire to protect privacy and their behaviours, a theme that is also explored in Stutzman's (2006) survey of Facebook users and Barnes's (2006) description of the "privacy paradox" that occurs when teens are not aware of the public nature of the Internet. In analyzing trust on social network sites, Dwyer, Hiltz, and Passerini (2007) argued that trust and usage goals may affect what people are willing to share—Facebook users expressed greater trust in Facebook than MySpace users did in MySpace and thus were more willing to share information on the site.

In another study examining security issues and SNSs, Jagatic, Johnson, Jakobsson, and Menczer (2007) used freely accessible profile data from SNSs to craft a "phishing" scheme that appeared to originate from a friend on the network; their targets were much more likely to give away information to this "friend" than to a perceived stranger. Survey data offer a more optimistic perspective on the issue, suggesting that teens are aware of potential privacy threats online and that many are proactive about taking steps to minimize certain potential risks. Pew found that 55% of online teens have profiles, 66% of whom report that their profile is not visible to all Internet users (Lenhart & Madden, 2007). Of the teens with completely open profiles, 46% reported including at least some false information.

## UTILIZATION IN BUSINESS

There are many ways that business' can use social networking web sites to their advantage but we are going to focus on three. The first aspect of a business that could use a social networking website for would be the hiring of employees. Such sites as Monster.com actually help many people searching for jobs and many companies looking for employees to find each other. It's as simple as creating your own resume and putting it out there. Monster.com then takes your resume and compares it to the needs and wants that companies have posted on the web site and connects the company with people who meet or exceed their posted standards. This a lot faster and involves a more broad spectrum of resources for which a company can use to find the perfect employee.

Another aspect of business affected by social networking websites is marketing. With the millions of people that use social networking web sites, what better way to market your product then by buying space on those web sites? Whether it's through banners or links millions of people will view your ads should they be placed on a social networking website. An example is that of 1up.com. Through its great reputation to gamers many gaming companies are willing to spend thousands of dollars for advertising space since they know that gamers who view the web site will most likely learn about their product. Not only is online advertising more effective than commercial advertising such as TV ads and magazines, it's also more cost effective and reaches far more people than other forms of advertising. An example of the effectiveness of internet advertising is YouTube.com in which experts have estimated that "Given its traffic levels, video streams and page views, some have

calculated that YouTube's potential revenues could be in the millions per month.”

(YouTube, 2007)

A third aspect of business that is affected by social networking websites is that of fair pricing. With so many businesses' out there creating virtually the same product it's easy for one to get lost in the broad spectrum of products. With social networking websites people can get advice from experts, gain knowledge of product through others who have used it, and get reviews on nearly anything that is mass produced today. This in turn is also great for businesses. With all this information out there concerning products it's easy for a company to look through it and see what customers want and for how much. This in turn leads to better products being made to suit the customers' needs and wants. Social networks have evolved into a mix of socializing and working, and lead to a degree of sacrificing privacy. Many businesses are struggling with the use of social networking sites and might benefit from the following changes. A necessary first step for any company is to create a social networking policy. By setting a policy, employees know the company's rules regarding the use of social networking sites. In addition to establishing a policy for employees, a company may want to determine how much use will be made of social networking sites for marketing purposes. A company should work with, not against, social networking websites. Working against social networking websites is unproductive. Companies that fight the advancing technology are fighting a losing Battle. Technology is constantly changing the environment in which a company operates and management should be aware of these changes. It is in the best interests of a company to know what websites are available to its employees, be willing to

grant access to certain websites to keep employees productive, and be able to monitor usage of social networking websites

Lot of literature is available now days on the social networking sites and their impact on the youth of any nation, children, adolescence and families as during the last 5 years, usage of such sites has increased among preadolescents and adolescents. According to a latest poll, 22% of teenagers log in more than 10 times a day on to their favourite social media site, and more than half percentage of adolescents log more than once a day (Steyer James, 2009). Infect research also states that parents need to be aware of the type; content and nature of social media sites as maximum of them are not suitable for children and adolescents. So, Pediatricians are now playing a vital role to help families understand these sites and their usage so as to monitor for potential

problems with sexing, cyberbullying, Facebook depression, and exposure to inappropriate content' (Keeffe, G.S. 2012). Social media sites allow many tasks that were not possible offline as making new friends, staying connected with friends and family, exchanging ideas and sharing pictures. Participation in social media offers adolescents deeper benefits that extend into their view of community, self, and the world. (Boyd, D. 2007) Today many parents are IT literate and use technology suitably well, comfortably and feel capable with the online sites that their children and adolescents are using. But some parents find it problematic to relate to their techno-savvy youngsters online. Such parents gradually lack an idea and connectivity with these new forms of socialization that play a vital role in their kid's lives. (Palfrey J & Gasser U, 2010). Out of 75% of teenagers owning cell phones, 25% use them for social media, 24% use them for instant messaging and 54% use them for texting

(Hindu S. & Patchin J., 2007). Youths and adolescents are at some risk as they navigate and experiment with social media because of their limited capacity for self-regulation and susceptibility to peer pressure. There are frequent online expressions of offline behaviors, as clique-forming, bullying, and sexual experimentation according to a recent research (Lenheart A., 2009).

### **IMPACT OF SOCIAL NETWORKING ON SOCIAL ISSUES:**

#### **CORRUPTION:**

It is the biggest crime harming societal values, morals and in core population. The 2010 statistics of Transparency International shows that 54% of Indians paid bribe in last year for getting their work done across different departments and sectors. This day-to-day corruption is posing a serious problem for people to live life in a normal way. Everybody is in some sense exposed to corruption either as a perpetrator or as a victim or as a beneficiary. Paid a Bribe ([ipaidabribe.com](http://ipaidabribe.com)) is one of the social networking website started by Janaagraha which aims to capitalize on the commonness of the practice and provides a platform to people to report their experiences and find what others have gone through.

#### **POWER OF FACEBOOK:**

Facebook, Twitter, YouTube, Orkut etc. are the most popular sites for having forum on social issues. More than 150 pages related to social issues like corruption, human rights, girls education etc have emerged in the last few months in social networking sites like facebook, Youtube, Orkut, etc. Surprisingly, maximum of such lot seem to be created by various enthusiasts.

#### **JOIN ANNA HAZZARE:**

Anna Hazare is a great revolutionist fighting against corruption and wrong practices in the society. In recent days he got lots of support and popularity from people who now pose him as their role model. 'Join Anna Hazare's Fast To Bring the Jan Lokpal Bill' is one of such page created by a Mohammed Zaid Shaikh, a Mumbai-based Facebook user. This page is followed/liked by more than 38,000 users which show that mass were in favour of Anna movement and gave this revolution strength and hit factor. Another such page 'India against Corruption' page has earned more than 3.2 lakh fans, so far. This number is growing in hundreds day by day. The power of social networking can be seen in various protests done by many social activists through the crowds they gathered.

#### **CONNOTATION OF BLOGS:**

Blog writing is a latest trend which serves as an online journal linking to varying news stories and sites. It allows individual or group of users to record their opinions and information. Now every hit personality or celebrity is maintain their blog logs and updating in a regular basis so as to enhance their popularity rate and get open views and suggestions from mass. Maintaining blogs also enables strengthening community ties and advancing key issues. People now don't rely much on traditional means of interaction instead they want to penetrate internet, social networking and derive the best output. For example, Amnesty International, an international human rights campaigner active in over 150 countries, earlier relied on traditional media e.g. newsletters and e-mail, to interact with their approximate 2.2 million members (<http://www.amnesty.org/en/who-we-are>) but it failed to create a bi-lateral channel of communication between staff and supporters so they switched to blog writing which dramatically helped in exchanging views of supporters as well as organization.

**INTEGRATING COMMUNITIES:**

Social networking sites helps in integrating all the parts of the country including subcultures and minority groups who otherwise never get the physical means and space to practice their views and beliefs. Through social networking sites individuals can communicate with others irrespective of meeting face to face or present at a specified time. As these individuals are not aware of things they can use these websites and can raise their voices and can also participate. As these social issues need regular discussion individuals can use networking sites to communicate periodically or regularly depending on your and others' requirements. So we can say in a country like INDIA social networking websites is acting as an officer who integrate individuals about social issues like corruption, girl's education, and Human rights etc

## ***CHAPTER 4: RESEARCH METHODOLOGY***

The project being undertaken is exploratory research. Where in all these approaches of exploratory research like:

It is a way to systematically solve the research problem. The research methodology includes the various methods and techniques for conducting a research. Research is the systematic design, collection and analysis and reporting of data and finding a solution to a specific situation or problem. D.Slesinger and M.Stephenson in the encyclopedia of social sciences defines Research as, “ **The manipulation of things, concepts or symbols for the purpose of generalizing to extend , correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art.**” Research is, thus, an original contribution to the existing stock of knowledge making for its advancement.

### **DATA COLLECTION METHOD:**

The data with respect to the study was collected in both ways, i.e.

- (i) Primary Data
- (ii) Secondary Data

Primary data mean original data that have been collected specially for the purpose in mind. As far as Primary Data is concerned, The Research was more of a sample survey; making the respondents fill the Questionnaire has collected the data. The respondents have personally filled the questionnaires and their attributes regarding the study were collected. For the purpose of Secondary Data, the researcher has reviewed the literature like books by famous authors, internet searching and different articles published in academics journals and magazines, newspapers, data from book etc.

**SAMPLE DESIGN:**

Sampling is that part of statistical practice concerned with the selection of individual observations intended to yield some knowledge about a population of concern, especially for the purposes of statistical inference. Each observation measures one or more properties of an observable entity enumerated to distinguish objects or individuals. Survey weights often need to be applied to the data to adjust for the sample design.

- a) **Universe:** The universe of the study consists of all the users of social networking sites.
- b) **Population:** The population consists of all Delhi users of social networking sites.
- c) **Sample Unit:** It refers to the smallest possible individual eligible user of social networking sites. In the current study the sampling unit is user of social networking sites.
- d) **Sample Size:** 100 users of social networking sites constitute the sampling size.
- e) **Sampling Technique:** The selection of the respondents as done on the basis of convenience sampling.

**METHOD USE TO PRESENT DATA:**

**Data Analysis & Interpretation** – Classification & tabulation transforms the raw data collected through questionnaire into useful information by organizing and compiling the bits of data contained in each questionnaire i.e., observation and responses are converted into understandable and orderly statistics are used to organize and analyze the data.

- ◆ Simple tabulation of data using tally marks.

- ◆ Calculating the percentage of the responses.
- ◆ Formula used = (name of responses / total responses) \* 100

Graphical analysis by means of pie charts bar graphs etc.

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## ***CHAPTER-5: ANALYSIS AND INTERPRETATION***

### **Evaluation of the Study:-**

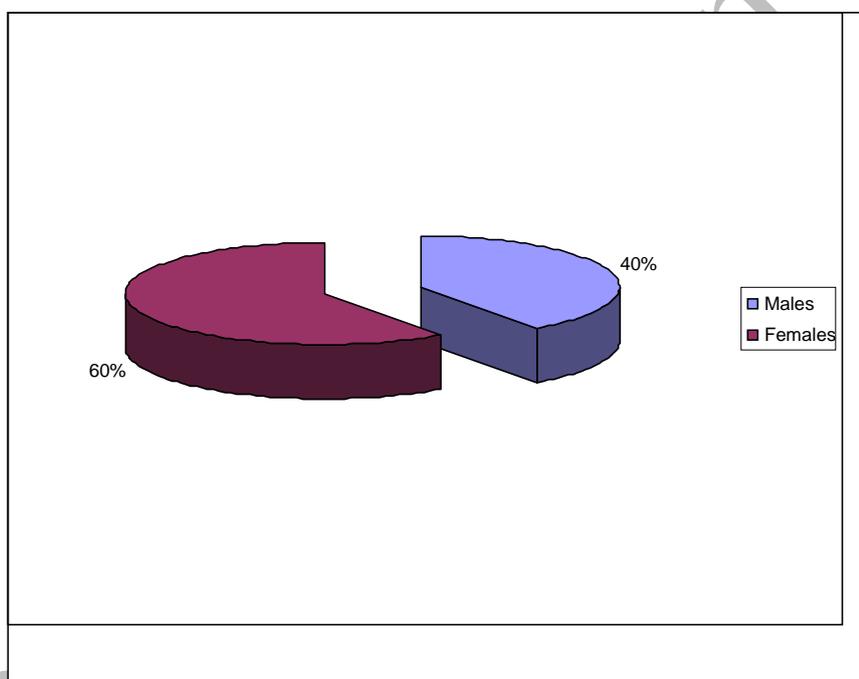
A detailed analysis of the study is necessary and is to be considered in order to compare the actual theory with that practical the variants of which may form the basis for improvements. Keeping this point in view and to fulfill the evaluation variants of which may form the basis for objectives of the studies an attempt has been made to segment the various respondents on the basis of some aspects collected from them through questionnaire. There are depicted through tables and graphs.

The copy of questionnaire administered is enclosed and the sample size was 100 respondents are enclosed at the end of this project. All the calculations and numerical interpretations are for 100%

The popularity of the social networking sites is immense, especially amongst the youth. The sample chosen had a majority of students from the colleges. Analysis of the data tells us that 95 of the students uses at least one of the networking sites.

**Table - 1**

Male	40%
Female	60%



### How many sites do the respondents use?

50% of respondents use only 1 site regularly, 7.5% using no such networking sites.

Out of the ones who use more than one site, 25% amongst them use two sites and 15% use three sites with an exception of 2.5% use four and above networking site.

**Table - 2**

Options	sites used	percentage
a	4 or above	2.5
b	3	15
c	2	25
d	1	50
e	0	7.5

By this we infer that although these networking sites are getting very popular these days, most of the students use one site with the second majority being of those who use two networking sites.

Now we will analyze which sites are the most popular ones.

**Table - 3**

Sites	Users
Only Orkut	11
Orkut	21
Facebook	22
Yaari	1
My space	3
Hi5	7

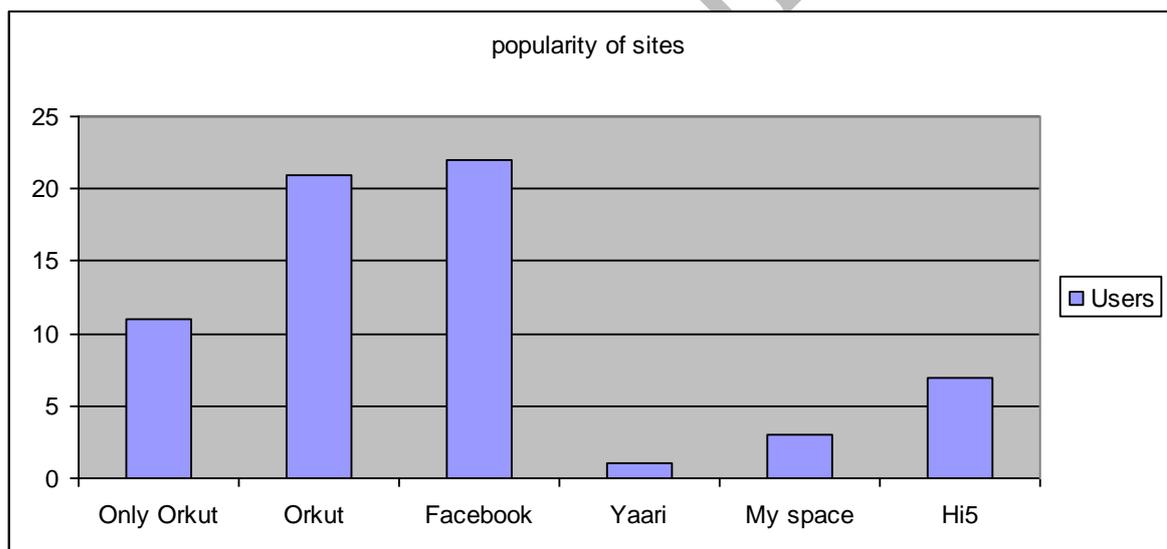
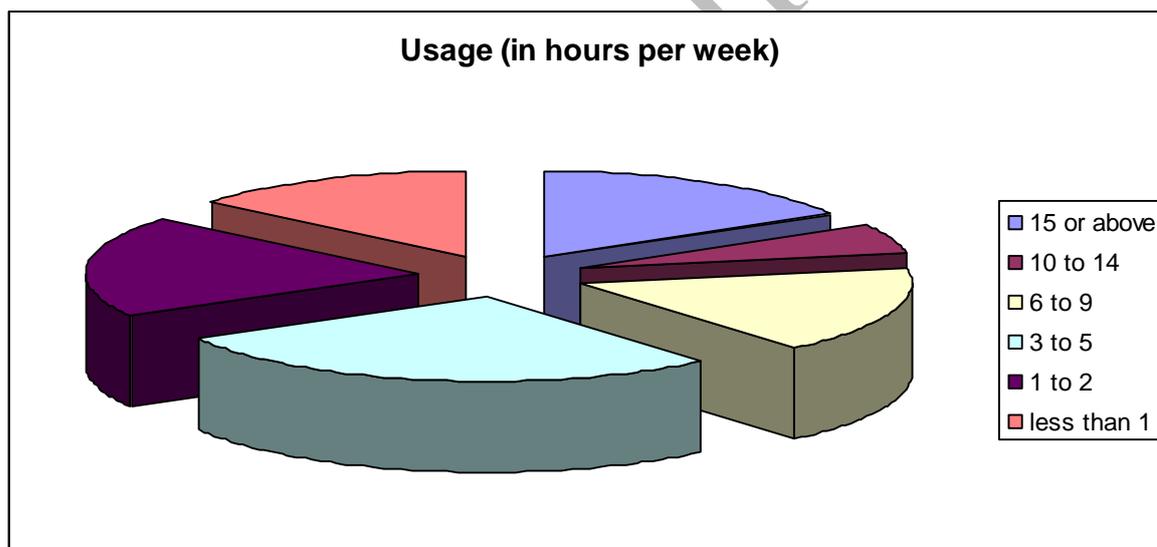


Table – 4

Hours per week	Respondents
15 or above	6
10 to 14	2
6 to 9	6
3 to 5	10
1 to 2	7
less than 1	5



Orkut is a hand down winner in this regard. One major interpretation here is that 52.5 users who use only 1 networking sites 55% of them use orkut. Considering the overall data, 61.11% students seem to use facebook site which makes it the most popular one. The second most popular is orkut followed by Hi5 and my space.

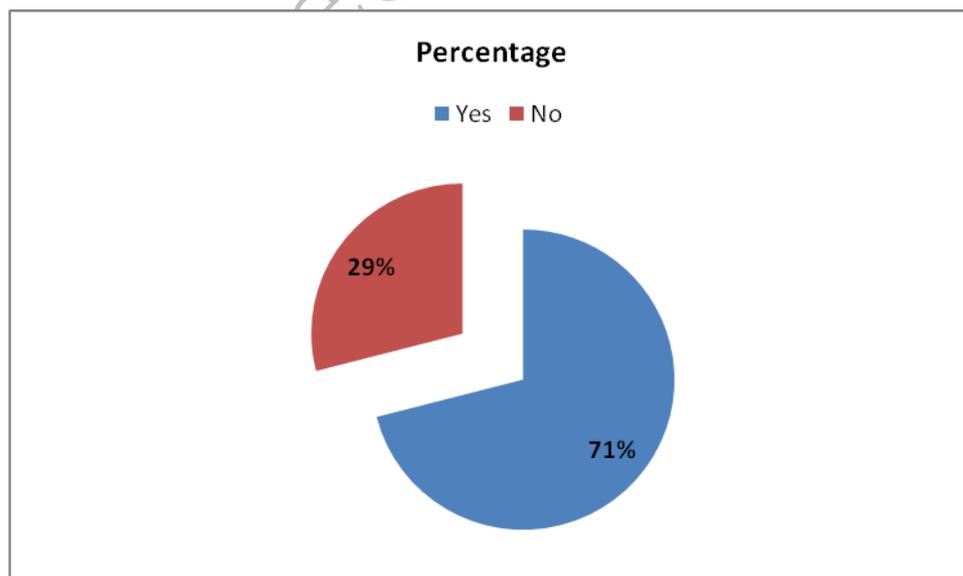
The number of hours spent on these networking sites should be analyzed here to determine what impact it would have on the users. The more the time spent, more probability of these sites being beneficial is there.

The majority of the students spend on an average of about 3 to 5 hours every day surfing these networking sites. Amongst those about 19.44% users spend more than 1 hour every week, ranging between 10 to over 15 hours being spent every week.

The next question that arises is what else these students would be doing if not surfing on these sites during that time. When we asked that question during the survey, we arrived at a number of such things.

**5. Do you feel that social networking site really a help for crating social reforms in the society?**

Criteria	Percentage
Yes	71%
No	29%



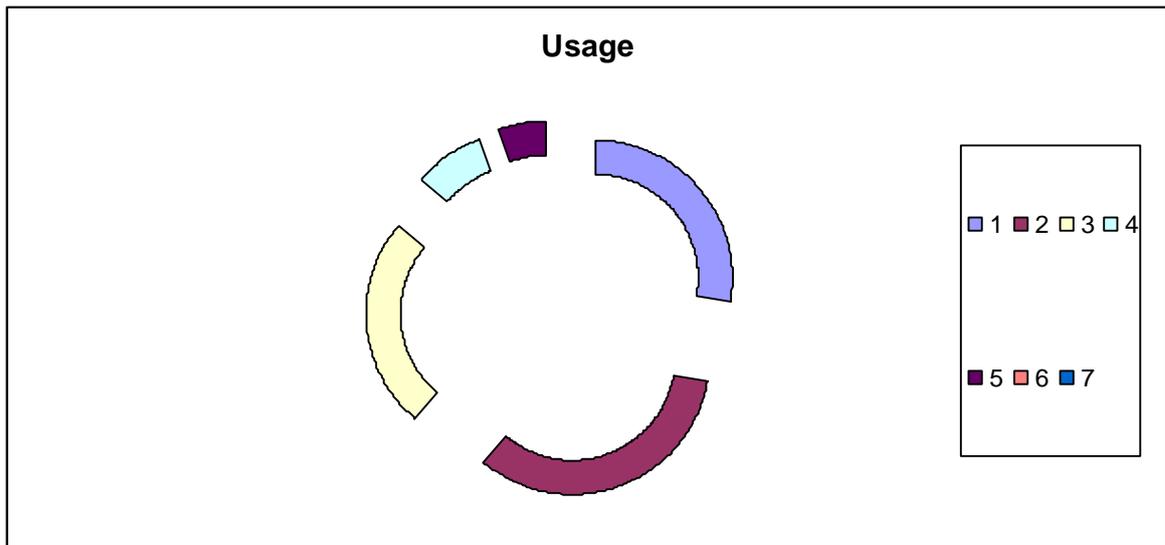
Most of the respondents feel that social networking site really a help for crating social reforms in the society.

What is it that attracts the students to spend time surfing rather than doing other things mentioned above. Some said it was because they could make more friends, some said it was easier for them to stay in touch with their existing friends, for others it was to find old friends, to share a love relationship with or to find and interact with people with common interests.

**Let us see what made these sites the most attractive:**

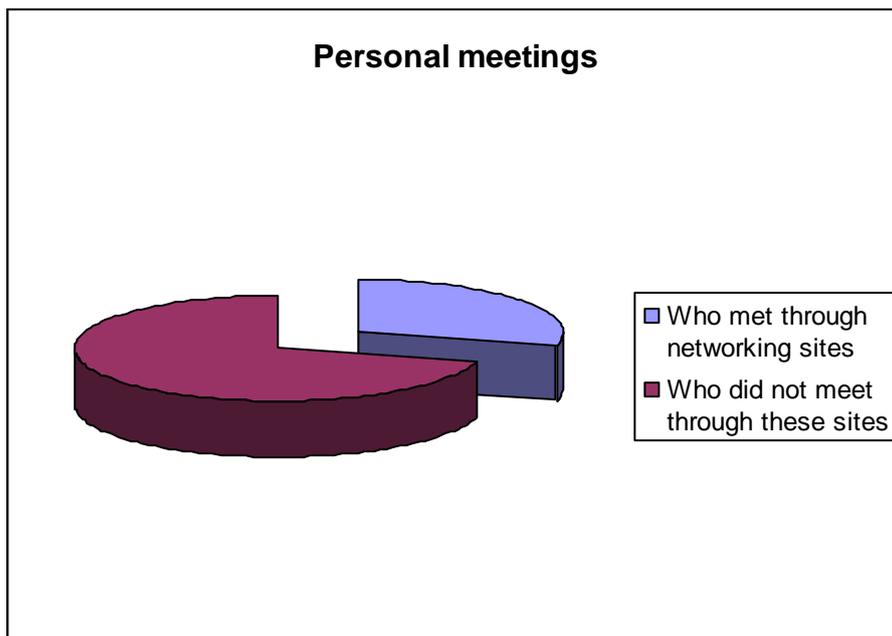
**Table – 6**

<u>Usage</u>	<u>Percentage</u>
to make new friends (1)	27.77
to find old friends(2)	33.33
to communicate with existing friends(3)	25
for relationships(4)	8.33
to find people with common interests(5)	5.55



This shows that the desire to find old friends along with the need to communicate with the existing friends is making more and more students use these networking sites. In only rare case, people are looking for relationships over there. Also 27.77% use these sites for making new friends.

**The impact on youth can also be determined by analysing if these people have met anyone in personal through these networking sites.**



About 29% of the users have met someone personally through these networking sites which is a huge number as it takes a lot of trust in meeting someone personally. Here, the question arises regarding safety and trust as a lot of people fake their profiles.

For some, these networking sites make them feel comfortable in their sexuality. For 98% is easier for them to be themselves while interacting through these sites. It raises question as to how real they are while they act with people in personal or in their normal routine life

The networking sites for sure have some beneficial effects on the users. Lets examine now how these social sites have benefited the users.

**Table – 7**

<b><u>BENEFITS</u></b>	<b><u>USERS</u></b>
More friends	25%
Better connectivity	63%
Found my life partner	1%
Enjoy leisure or time when I am alone	22%
Link with prospective recruiters	7%

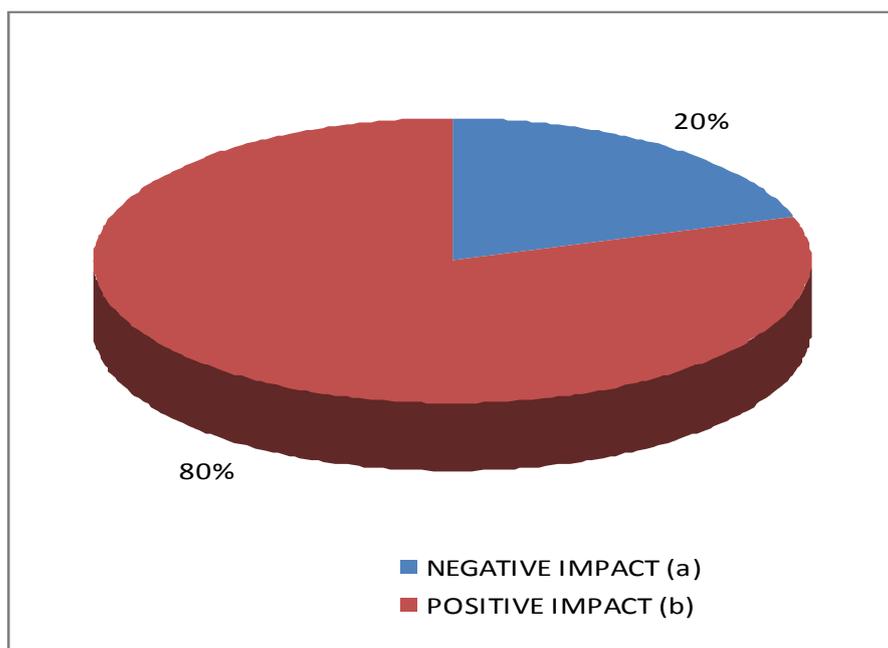
Better connectivity is what these sites definitely provide. Also people seem to have more friends through their use. It happens due to finding out old friends and also remaining in close connection with the old as well as the existing friends. This also gives its users a way to enjoy themselves or the leisure time when they are alone. They can be themselves and also remain in touch with friends at the same time.

Another benefit is the opportunity to connect with the prospective recruiters and to find employment through these sites. Only an exception of 1% found their life partners through this.

As per the survey, 80% of the people find that there is no as such negative impact in their personal life. Only 20% of the sample population feels that there is a negative impact on their personal lives.

Table – 8

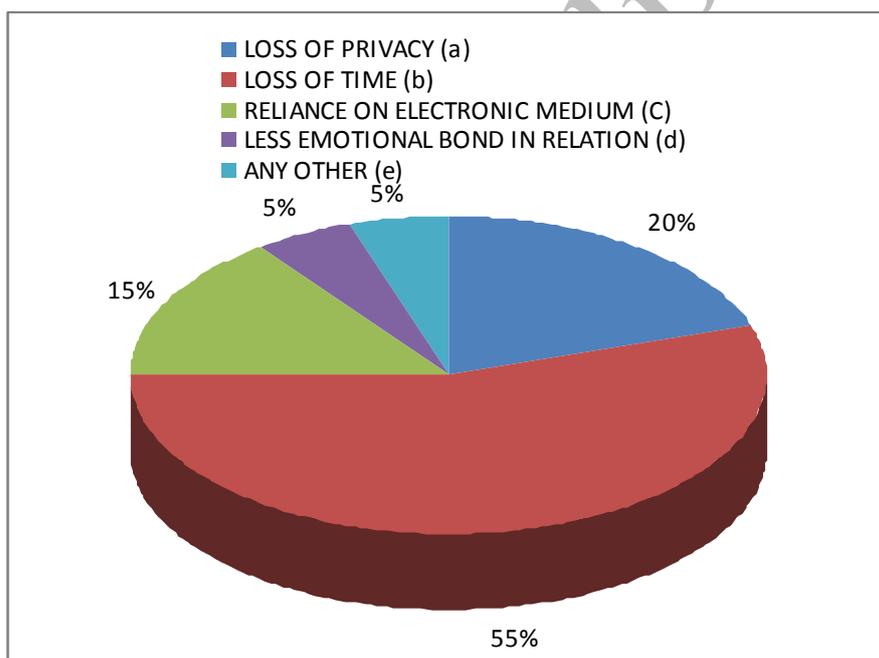
<b>NEGATIVE IMPACT</b> (a)	20
<b>POSITIVE IMPACT</b> (b)	80



From that of 20%, 55% feels that loss of time is the major cause of negative impact while 20% feels its loss of privacy and 15% feels that it makes them more dependent on electronic medium. Only 5% of the 20% people feel that it creates some emotional disturbance or less emotional bonding in relationships.

Table – 9

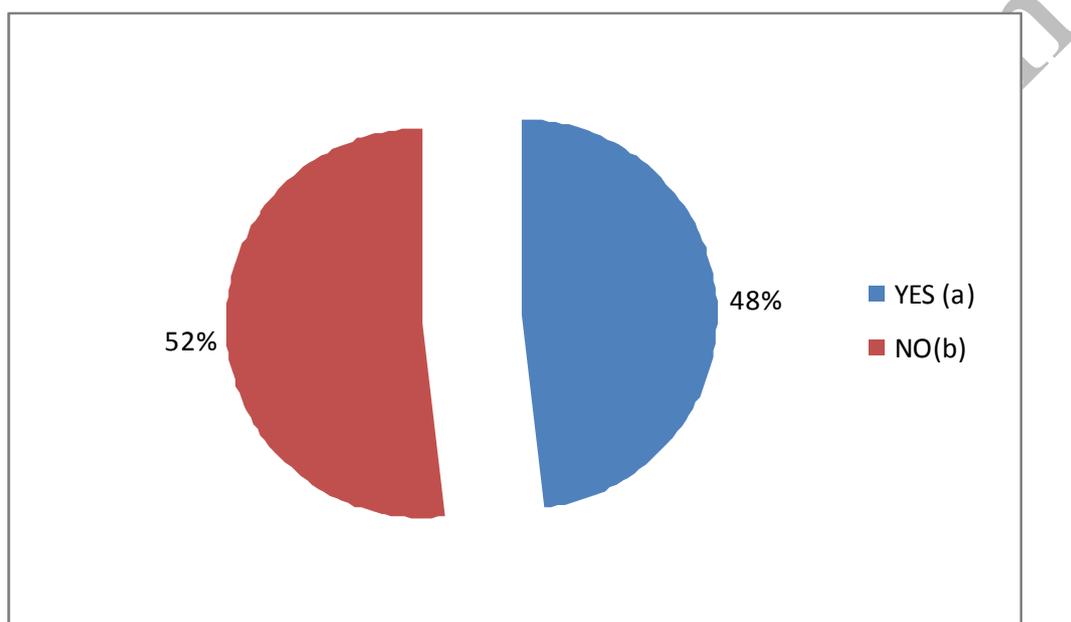
IF YES	%AGE
LOSS OF PRIVACY (a)	4
LOSS OF TIME (b)	11
RELIANCE ON ELECTRONIC MEDIUM	3
LESS EMOTIONAL BOND IN RELATION (d)	1
ANY OTHER (e)	1



There was **no clear view** that came out of the survey regarding the stand whether parent's discretion and monitoring is required while their children use these social networking sites. Because 48% of the respondents thought that it is required while 52% said that they don't think it is correct.

**Table – 10**

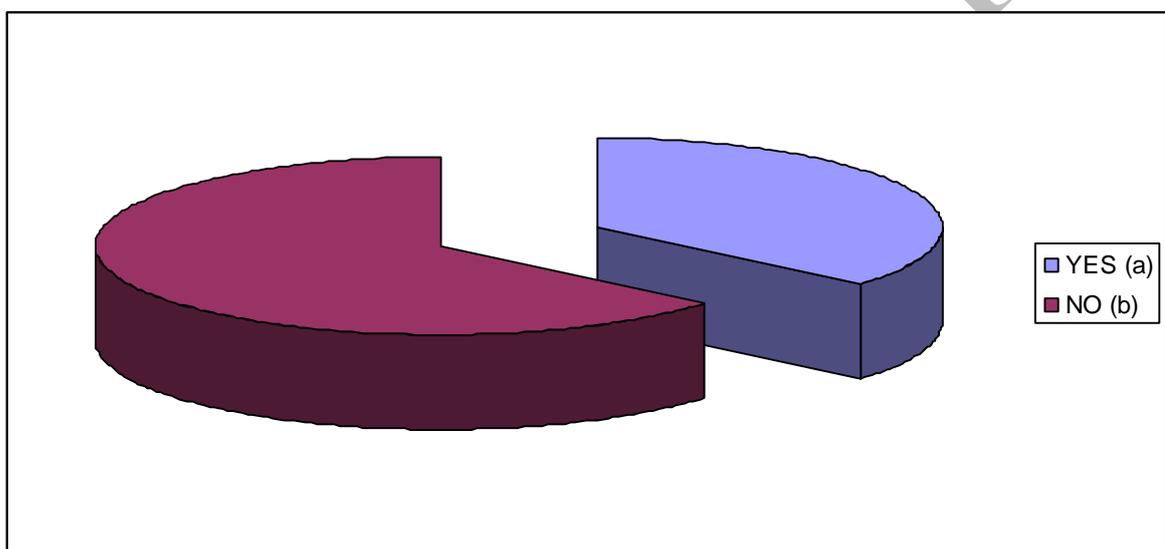
PARENT'S DISCRETION AND MONITERING REQUIRED	
YES (a)	48
NO(b)	52



The survey also shows that only 13 people feel that social networking sites invade in their privacy. When we looked at the specific question asking about if parents discretion and monitoring is required in this case for children using these sites, we get almost 48 saying definitely yes. So we see that these things indicate that there is no as such anything wrong with the social networking sites and people find it useful too.

**Table – 11**

IF THERE IS INVASION OF PRIVACY		
YES (a)		13
NO (b)	23	



It clearly shows that social networking sites are having no crucial negative impact on people's life.

### **Influence of networking sites on lifestyle:**

Social networking sites have some or the other sort of influence on the lifestyle of the people. While some people did not feel that it influences the lifestyle as they use these networking sites just for connecting with friends and did not feel its influence on their lifestyle.

On the other hand, those who feel that it has some influence on their lifestyle had a lot to share. The responses suggest that some people have got addicted to the networking sites and use them more often and as such their life is completely influenced by these. People find it trendy to use these networking sites and being a member of the sites is considered trendy and in vogue thing. Some people surf these sites to interact with people with similar preferences and it helps in their decision-making ability. They take the views and suggestions of the people before taking any such decisions and feel quite comfortable with it. Some people get knowledge about latest trends in fashion, electronic gadgets etc.

The most staggering influence of these networking sites for some people is the use of abbreviated words like 'd' for 'the' and likewise. They tend to use the similar words in their day to day life and even in official communication and often have suffered due to this. For students, it often comes across during exams.

Some people use abusive words to vent out their feelings on these networking sites and the same has been seen in their personal life of late. Certain people often use

communities to dishonour their teachers and bosses or use bad-mouthing words for even celebrities and sports stars.

### **Negative/bad experience from networking sites:**

Generally the networking sites have been of great utility to the users and they have found it of immense importance. But some people have had bad experiences from these networking sites. These bad experiences have been seen observed more by the female users than male users. The verification of genuine identity of the people is a problem. Many users have suffered from the same. People pose as someone else and tend to seek personal or confidential knowledge. This has led to breach of trust of a section of respondents. The albums are accessible to everyone and as such the pictures can be easily copied and have even been distorted in some cases and put on fake profiles. Same is the case with scrapbooks or message boxes which is visible to everyone. Information meant for one person is visible to everyone and is often harmful in relations. Some unknown people also put their comments on the scrapbooks to attract undue attention. The language is also offensive on many occasions.

The communities have even created furore over national and religious sentiments. Due to absence of any strict monitoring, communities targeted to humiliate one or the other community has mushroomed. Communities like “I hate Muslims” or “I hate Hindus” have created differences among the people and have often invited unwanted tension and rift. Some community had an Indian flag burning which shook the entire users of India and the national sentiments as a whole.

**Other insights:**

Social networking sites have become a way of expression for some individuals. They feel that life would have been incomplete without these sites. These have shrunk the entire world and provided a common platform for all. Some people find it very important in this age of ever changing world where people move from one place to another very frequently. It has also bridged borders and brought about cross-cultural understanding and sensitivity. The need is to utilize it effectively for good reasons and find ways to curb its negative influence. The situation also demands some kind of moral trafficking and policing to regulate its use. Even the use of a social security number or some unique national identity could be asked for while opening an account to prevent its misuse. Privacy is a concern which some of the sites like Orkut have got sensitized to and are providing security option to the users as to enable them use it as per their own discretion and avoid mishandling of their information or pictures, etc.

All the uses of these networking sites vary from person to person and their mentalities. Like each system has its good things as well as bad things, these sites also have both the aspects. It now depends on the individual how well they are going to use the same. Effective utilization is the source to gaining maximum advantage out of these networking sites.

## ***CHAPTER-6: LIMITATIONS***

1. The sample size that we have taken is 100 which we are assuming that it is homogeneous and enough to carryout the research.
2. Most of the sample population consists of students and hence our research mainly focuses on students using social networking sites.
3. The analysis done is mainly judgmental in nature.
4. The concept of social networking sites is not very old in India thus not much of research has been done in regards to its effects.
5. The expertise of the questionnaire design is limited.
6. The underlying assumption is that the survey conducted in limited area represents the general psyche of the users of the social networking site.

## **CHAPTER-7: SUGGESTIONS**

Some ideas for future research for social networking websites would be personal contact offices to register on these sites to determine the legitimacy of the person who is trying to register. Although this would most likely end up a great hassle, it would provide the best security out there for people who are trying to have safe fun and connect with people that share similar interests and ideas.

Another future tool social networking websites could use would be a licensing agreement with certain parties to prevent copyright infringement from happening on the Internet.

### **Here are some ‘Golden Rules of Networking’ that we suggest to be followed:**

1. Help without expecting immediate returns – you never know, if the small favour you give to other person might get you his recommendation for the coveted position in his company a few years down the line.
2. Pursue excellence in all you do – ensure that people recommend you because of your good work
3. Be genuine – people will see through your façade sooner or later

#### **To summarize at this point-**

1. Use each interaction with someone as an opportunity to network – to build a relationship
2. Base these interactions on the 3 principles to increase your effectiveness at networking.

## **CHAPTER-8: 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 hi5.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 web sites, there are also major issues that the sites must address such as the 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 era because they connect so many people.

The work described above contributes to an on-going dialogue about the importance of social network sites, both for practitioners and researchers. Vast, uncharted waters still remain to be explored. Methodologically, SNS researchers' ability to make causal claims is limited by a lack of experimental or longitudinal studies. Although the situation is rapidly changing, scholars still have a limited understanding of who is and who is not using these sites, why, and for what purposes. Such questions will require large-scale quantitative and qualitative research. We hope that our findings and the work described here will help build a foundation for future investigations of these and other important issues surrounding social network sites.

The Anna effect on social networking is so predominant that within half an hour of his release nearly 3000 people left their comment on **'India against**

**corruption**'page on Facebook. The point to be noted here is that this page had only a few members during April and the number has swelled to nearly 4 lacs at the moment. So the battle is between Gandhian Anna versus corrupt government but the battle is also between tech-savy Anna versus the archaic methods of government

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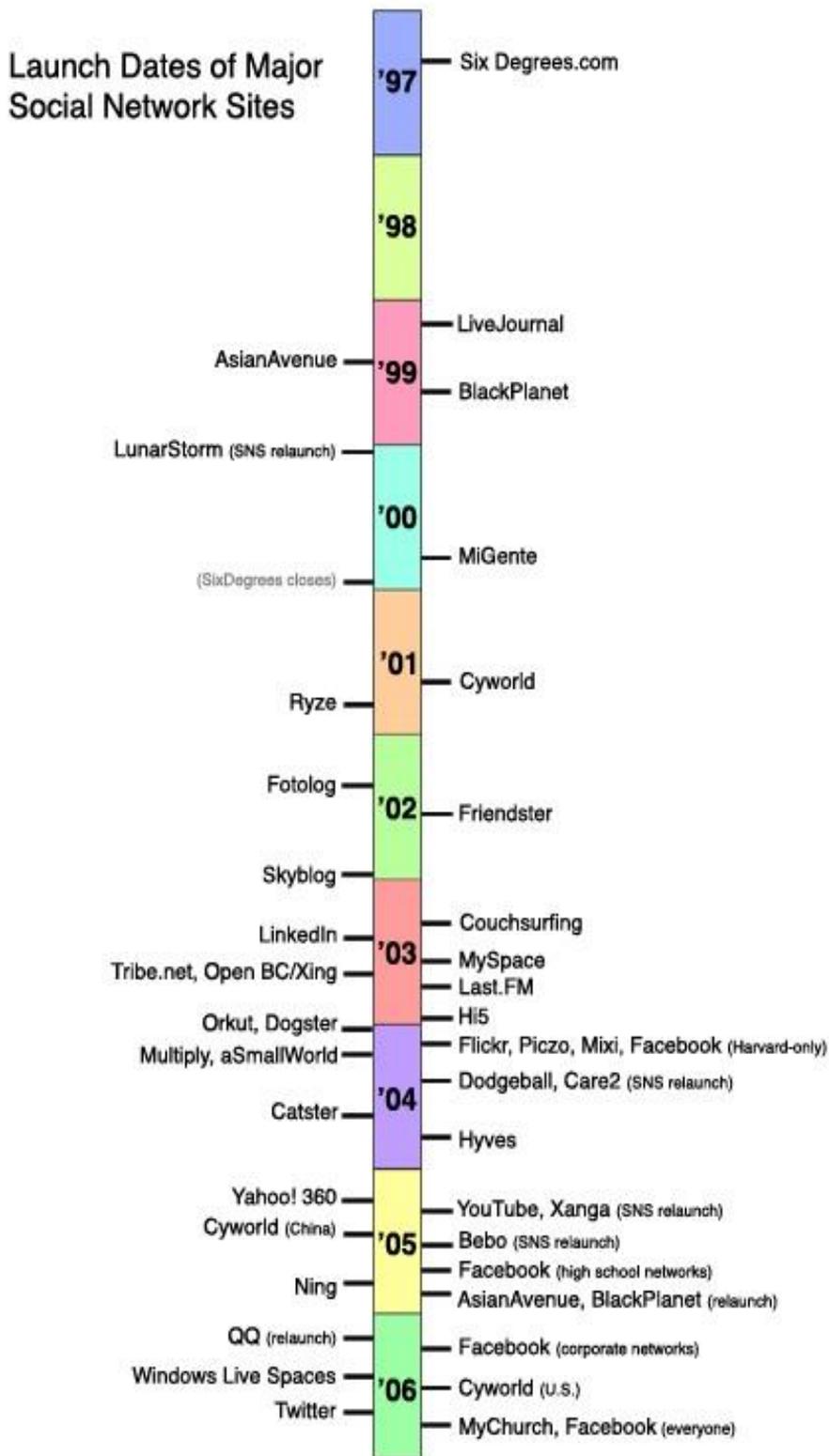
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**ANNEXTURE**



## Questionnaire

Dear Respondents,

I am ....., a student of ....., as a part of my curriculum; I am to take a research Project on **“EFFECTIVENESS OF THE SOCIAL NETWORKING SITES FOR CREATING SOCIAL REFORMS:-A CASE STUDY OF ANNA HAZARE.”** To enable to undertake above mentioned study, I request you to give your fair views. Your insights and perspective are important and valuable for my research.

**Policy on Confidentiality:** Please feel free to give your honest responses. The confidentiality of the information provided by the respondent is completely assured.

**1. Do you use any social networking sites?**

Yes

No

If yes, continue. Otherwise terminate.

**2. Kindly name the Social networking sites that are currently used by you as per your frequency of usage. (No 1 –site you use most, No-4 site you use least)**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

**3. On average how much time you spend on social networking site in a day?**

Less than 30 mins

30-60 mins

More than 60 mins

Above 2 hrs

**4. Do you feel that social networking site really a help for crating social reforms in the society?**

Yes

No

**5. What do you use SNS site for? (Rank 1= Highest)**

Particulars
Stay upto date with friends
Promote my business
To fetch new deals and discounts
Research product and services
To explore what Social networking site is all about

Rank
<input type="text"/>

**6. Where do you see ads or promotions of various companies the most on your social networking sites? Kindly rank (Rank 1 = Highest)**

Particular
Profile Page
Photo albums
Events
Messages
Applications

Rank
<input type="text"/>

**7. What is your reaction on viewing the social reforms? (IF OPTION 1 THEN MOVE TO QUESTION NO 14)**

I never pay attention to the **social reforms** advertisement

On seeing ad I just take the overview of the information

If ad attracts me I visit the website and gather information about the information

I always pay attention to all ads and try to update my information

I pay attention to ad & take steps to purchase the product if it suits me.


**8. If you pay attention to ad then what kind of ads do you generally click on?**

(You can choose multiple options)

Matrimonial

Tour and travel

Job Search

Finance

Event related (Eg IPL)

Product Related

Others Please specify \_\_\_\_\_

**9. What position of ad catches you attention generally? Kindly rank (1= Highest Attention Catching)**

Particulars	Rank
Horizontal band running on top of page	<input type="text"/>
Horizontal band running on bottom	<input type="text"/>
Ads display on right hand side of page	<input type="text"/>
Ads displayed on left hand side of the profile	<input type="text"/>

**10. What type of ads attracts your attention the most? (Tick the appropriate option)**

Particulars

Very attractive

Attractive

Neutral

Unattractive

Very unattractive

Animated ads	_____	_____	_____	_____	_____
Banner ads	_____	_____	_____	_____	_____
Special offers and discounts	_____	_____	_____	_____	_____
Colours scheme	_____	_____	_____	_____	_____

**11. What was the last advertisement you remember that you saw on your most visited site?**

---

**12. What was the most attractive feature according to you in that advertisement?**

Product itself	<input type="checkbox"/>	Display	<input type="checkbox"/>
Brand ambassador	<input type="checkbox"/>	Punch line	<input type="checkbox"/>
Others please specify	_____		

**13 Kindly refer the last information that or if have been made by you after viewing ad on social networking site**

---

**14. What are the possible reasons of not viewing ad on SNS?**

I don't like advertisement on SNS as it is to promote social networks	<input type="checkbox"/>
Ads irritate me. They spoil the look of website.	<input type="checkbox"/>
I am here to spend my time with friends and I don't want to waste time on ads	<input type="checkbox"/>
My attention is distracted from my friends	<input type="checkbox"/>

\*\*\*\*\*Thank you\*\*\*\*\*

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