

A Comparative Study about Different Social Networking Sites

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Abstract- Social network sites are gaining attention due to its popularity in the society. It will provide users a platform to maintain existing relationships with their friends reconnect with old friends and make new friends with the help of communication network called internet. Through Social Networking Sites users can express their views, ideas and share them with other people. The users can connect with other users through their shared interest, views, profiles and their activities. Every social networking site has its own main features. Some sites are able to attract and diverse the audience while other sites attract people through their common language, sexual, nationality based identities and religion. The sites also differ from each other depending on their features, information and tools of communication such as blogging, color, comments, post, likes, rating and mode of connectivity. They also provide mobile applications for smooth functioning of network so that user don't face any problem.

Keywords- SNS (Social Networking Site), WWW (World Wide Web), A4AI (alliance for affordable internet), app (application).

I. INTRODUCTION

Social Networking is the way the 21st century communicates now. The society thinks that if you are not using SNS then you do not exist [3]. These sites have attracted millions of users worldwide and many people use these sites in their daily practices. It will help users to maintain existing relationships with their current friends reconnect with old friends and share their ideas, pictures, messages or thoughts with each other. It provides very fast spread of information as compared to any real life network. Social networking sites offer people new and varied ways to communicate via the web, mobile phones or personal computers. Social Networking Site helps users to express themselves, share their interests, connect with friends and much more. They allow people to easily and simply create their own online page or profile and to construct and display an online network of contacts, often called 'friends' [10]. Users of these sites can communicate via their profile both with their 'friends' and with people outside their list of contacts. This can be on one-to-one basis such as emails or in a more public way such as a comment posted, so that others users can also see. Social network sites are increasingly attracting the attention of academic and industry researchers by their affordances and reach. It also helps strangers to connect with each other based on their common interests, political views, or activities. With the help of SNS we can easily share information and communicate with each other with the help of different communication tools such as mobile connectivity, blogging, and photo/video-sharing. Participants may use the sites to interact with people they already know or to meet new people [1]. Users can also join virtual groups

with the help of social networking sites based on their interests, common classes and can learn from each other tastes, hobbies, and romantic relationship status through the profiles. Here in this paper there are benefits and features of social networking sites.

II. METHODOLOGY

A. TWITTER

ADVANTAGES

- It allows us to share ideas & express thoughts.
- It can be a platform to share contents for publicizing like photography or writing.
- It provides an easy access to games and applications.
- It contains a feed in reminder which reminds the user of his friend's birthday so he/she will never miss out their birthdays.
- The user can instantly send a single message to a group of many people.
- Hoot suite allows you to update your tweets automatically without being logged in on a regular basis.
- Twitter also offers free widgets and applications for its users [9].
- Twitter can also be used on mobile phones and twitter app is also available for smart phones.
- Twitter has a very high level security, so your personal contents are kept secured.
- A user can interact directly with the appropriate market he wants to target.
- It is free for advertisement.
- 554.7 million People use twitter.

DISADVANTAGES:

- It is not affective for visual contents.
- Most of the accounts on twitter are inactive or they are not used on regular basis.
- Often it is overloaded and the site is shutdown for a while.
- The users receive many spam messages on twitter.
- A user can only tweet or only share pictures. Whereas facebook offers many other features [6].
- If a user wants to promote something than he/she should have many followers to get success.
- A user can only tweet something which is of 140 characters.
- Twitter is very addictive and kills lots of time.

B. FACEBOOK

ADVANTAGES:

- A person who claims his age at least 13 yrs can officially register himself as a user of facebook .
- The facebook approximately takes 20,000 profiles offline everyday as part of cyber security.
- It is part of The Alliance for Affordable Internet (A4AI).
- The facebook has vast information about their users so they can target the advertisement wisely and affectively according to the user.
- A featured called Newsfeed is introduced which highlights information about events, birthdays and profile changes [8].
- A blogging feature Facebook Notes is also included. It allows tags and embeddable images.
- A platform of messaging was also included, codenamed "Project Titan ".
- A user can chat with their friends through facebook messenger and it also has the ability to make voice calls with their friends all over the world
- A user can use "Subscribe "button on any page and the user will now be updated about the page .
- The user is provided with a like button through which the user can express their appreciation of content [12].

DISADVANTAGE:

- It is very addictive and kills our precious time. Any user can easily create and use a fake profile so fake profile has become a disadvantage of facebook .
- Several groups are created to abuse or violate a particular religion, nation or personality.
- It creates problems in marriage life. They face conflicts due to their facebook activities.
- It brings bad impact on the result of a student [9].
- The personal information of any person can be taken easily through their facebook profile.
- Unknown people can track activities of any user.

C. GOOGLE+

ADVANTAGES:

- The user interface is very simple, sleek and clean.
- A user cans easily video chat with a specific person or with a circle [11].
- The user's contacts are organized easily in the user determined groups.
- It grabs the information needed by the user from around the web.
- It also updates the photos and videos easily with mobile app.

- A user can comment or follow without any moderation and hence makes his personality unique from others.
- It also provides latest Google news in the Google sparks.
- It helps connect a user with other people of same interest or profession so it makes a user more viral between those people [4].
- It helps a user to make business deals easily with the face to face interactions with the other users and hence gaining more trust with their clients.
- Google plus integrates its Google browser and Gmail.

DISADVANTAGE:

- It is not integrated with YouTube.
- It doesn't support photo organization.
- The user cannot customize the timeline comments.
- It is not compatible with Google apps accounts.
- It is mostly used for professional work rather than for entertainment.
- It makes a user visible to everyone, so the privacy is affected.
- It doesn't allow a user to sync his facebook , twitter and LinkedIn with Google plus .

D. PINTEREST

ADVANTAGE:

- It is a site mainly used for sharing photographs .
- It is beneficial for designers, fashion companies and lifestyle magazines.
- It is a great tool if a user wants to plan an event and wants to collate many elements at a single place.
- Its early adopters were basically women and designers. Now many common people use it for ideas.
- It is easy to use and is very attractive to adopt.
- It can be used as a valuable book marking tool and a way to create mood boards.
- The image posted is of large display so they look attractive.
- The user can have a check on the leads and influential followers in the field of décor, food or fashion.
- A user can promote its business by posting pictures of his product so that many people visit it and hence show interest in the product.

DISADVANTAGE:

- Many low price companies make catalogs for more publicity.
- There are privacy concerns as it forces a user to link with his facebook or twitter account [13].
- They face a lot of problem because of copyright images.

- All the companies and blogs are not available on the site. So user may miss the best option.
- It uses “Terms of Use “which states that user is responsible for the copyright of the photographs.

E. LINKEDIN

ADVANTAGE:

- It helps a user to connect a person having the same profession.
- They provide us with the opinions of the people of same profession. These opinions are experienced opinions and can be used in taking appropriate decisions.
- It provides a user with a question and answer section where a user is free to ask a question from another user.
- A user can gather information of any company from LinkedIn and hence it will

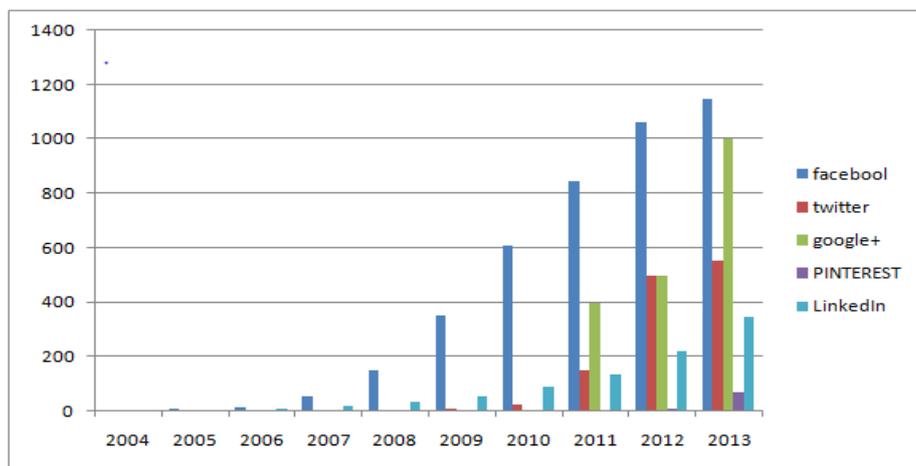
help him to get selected for the job in that company.

- A user can also connect with new clients and hence expand his business and get more opportunities on a social media [5].
- Many companies advertise on LinkedIn. So a user can get in touch with the new companies.
- A user gets news about their old friends and clients whenever any action is done by them.
- A user can increase his contact all over the globe.
- User can get experts opinions and advices on LinkedIn.

DISADVANTAGES:

- Every user is not actively engaged in LinkedIn .
- It gives authorization to a user to control its privacy settings.
- Users use it as a advertising megaphone. So it contains a lots of SPAM contents.

III. RESULT AND DISCUSSION



In bar chart 1= 1 Million

Fig. 1. Number of active user in years 2004- 2013

	Facebook	Twitter	Google+	PINTEREST	LinkedIn
2004	1 million	0 million	0 million	0 million	2 million
2005	5.5 million	0 million	0 million	0 million	4 million
2006	12 million	0 million	0 million	0 million	8 million
2007	50 million	0 million	0 million	0 million	17 million
2008	150 million	6 million	0 million	0 million	32 million
2009	350 million	8 million	0 million	0 million	55 million
2010	608 million	26 million	0 million	0 million	90 million
2011	845 million	150 million	400 million	0 million	135 million
2012	1060 million	500 million	500 million	11.7 million	220 million
2013	1150 million	554.7 million	1000 million	70 million	345 million

The comparative study about social networking sites shows that the facebook has the maximum number of users that is

1150 million till 2013 and it is increasing with the maximum growth rate.

TABULAR REPRESENTATION OF SNS:

Features	Facebook	Twitter	Google+	PINTEREST	LinkedIn
Industry Impact	Business 2 Consumer	Business 2 Consumer/ Business 2 Business	Business 2 Consumer	Business 2 Consumer	Business 2 Business
Social Media Focus	<ul style="list-style-type: none"> Sharing of news Content Stories 	<ul style="list-style-type: none"> Sharing of news Content Stories 	<ul style="list-style-type: none"> Sharing of news Content Stories 	<ul style="list-style-type: none"> Sharing of interesting products / Web sites 	<ul style="list-style-type: none"> Sharing of company Sharing industry news
Viral brand exposure opportunities	<ul style="list-style-type: none"> Likes Comments on content 	<ul style="list-style-type: none"> Re-tweets of followers 	<ul style="list-style-type: none"> Share comments and add to circle activity 	<ul style="list-style-type: none"> Likes Comments Re-pins 	<ul style="list-style-type: none"> Likes/ Comments on news Group discussion Company follows
Impact on website traffic	<ul style="list-style-type: none"> Direct links from content posted E-commerce Store apps 	<ul style="list-style-type: none"> Direct links from content posted 	<ul style="list-style-type: none"> Direct links from content posted It influences google search result 	<ul style="list-style-type: none"> Direct links from content posted 	<ul style="list-style-type: none"> Direct links from content posted
Advertising opportunities	<ul style="list-style-type: none"> Facebook adds Premium adds Sponsored Stories 	<ul style="list-style-type: none"> Promoted tweets Promoted trends Promoted accounts 	<ul style="list-style-type: none"> Not Available 	<ul style="list-style-type: none"> Not available 	<ul style="list-style-type: none"> LinkedIn adds
People	Friends	Followers/ Following	Circles	Connections	Connections
Relationships	Two way	One way	One way	Two way	Two way
Post likes	Likes	Favorites and re-tweets	1+	Yes	No
Private messages	Yes	Yes	No	Yes	No
Video chats	One to one	No	One to many	No	No
Text chat	Yes	No	Yes	No	No

CONCLUSION

Social networking sites offer a vast area for communication with the help of internet, through their personal computer or their mobile phone. The Social Networking Site users have the ability to communicate with other users which are in their online network of contacts. The academic and industry researchers are also getting attracted to social networking sites because it provides a vast area of communication and provides many users from different profile at the same place [2].

Every social networking site has its own main features. There are many social networking sites available to the users among which the most preferred site is Facebook. The annual growth rate of facebook is very high as compare to other social networking sites [7]. It provide users with many features like news feed, blogging, showing birthdays, profile changes, allow tags, embeddable messenger and many more. The main feature which makes facebook more reliable and popular then other site is the security of the personal information of the user of the site. The security is taken as the main priority by the facbook and it is kept as the main concern. The facebook never

disclose the information of the users until users' permission which makes it much better sites from other.

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