



Open Society Social Networking And its impact ISA Activity





Introduction to the World of Social Networking

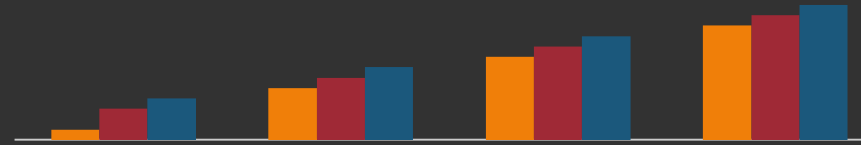




Human nature by default has been programmed to be socially active to a certain extent. Some people are more active, while others are less so!

However, people have always been looking for ways to connect and network with each other. And, in this age of digitisation, people have found ways to be socially active on the internet, which is possible with the advent of the numerous social networking platforms and apps.

Now, even people rely on sole virtual interaction on social media. People no longer need a personal handshake or face-to-face meeting.

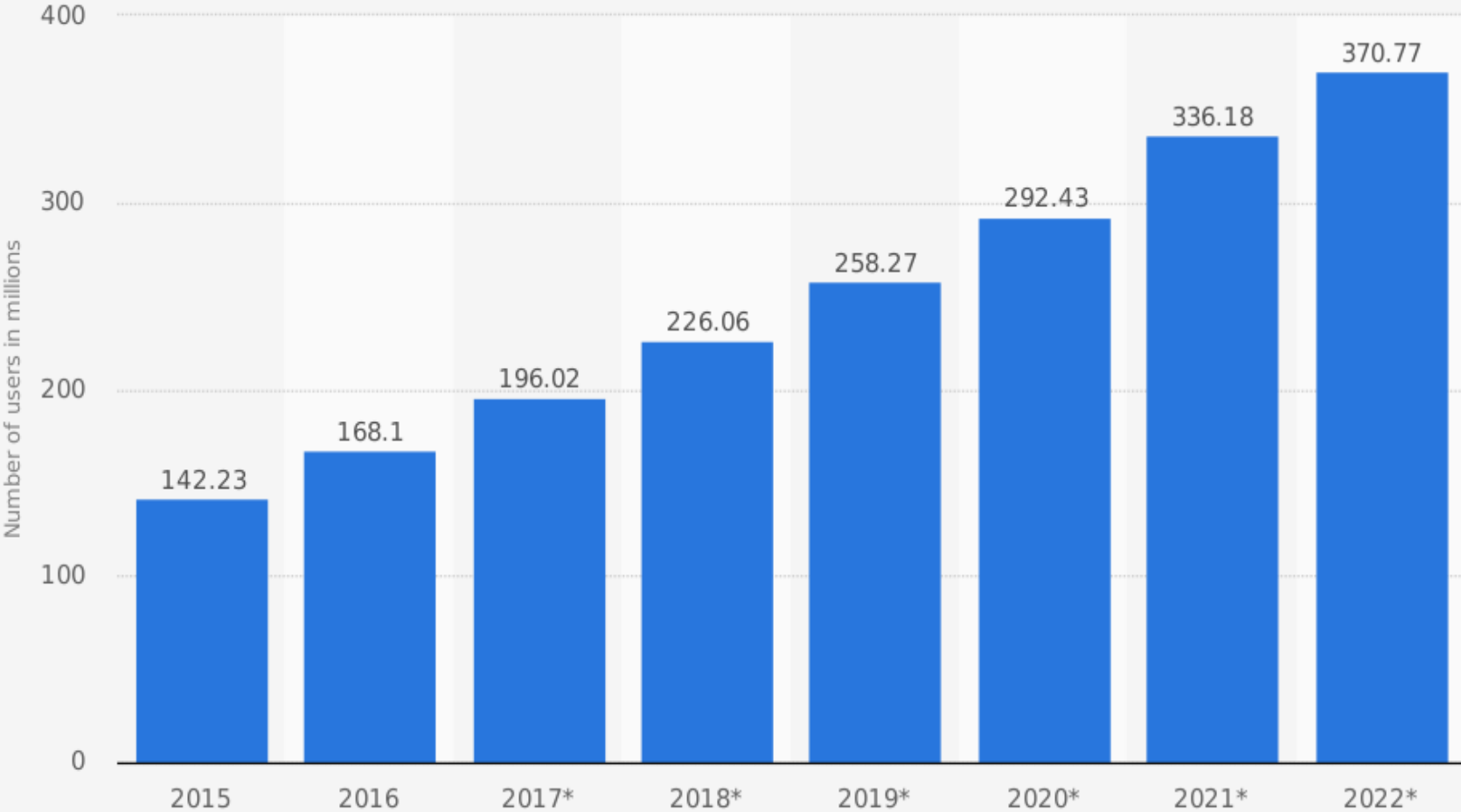


Social media sites have also grown in numbers by leaps and bounds. As per the statistics revealed on Statista, approximately 2 billion users used social networking sites and apps in 2017. And, with the increased use of mobile devices, this number is likely to cross the 2.9 billion mark by 2018.

So, in this presentation, we discuss some of the most popular social media sites that are being explored in India today. You can find out if your favourite social media platform is a part of this list and even learn about some really good online social platforms that you can start using today.



Number of social network users in India from 2015 to 2022 (in millions)



Overview of Indian Social Networking 2016-17

1,255,777,000

TOTAL POPULATION



243,199,000

INTERNET USERS



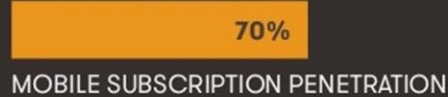
106,000,000

ACTIVE SOCIAL MEDIA USERS



886,300,000

ACTIVE MOBILE SUBSCRIPTIONS



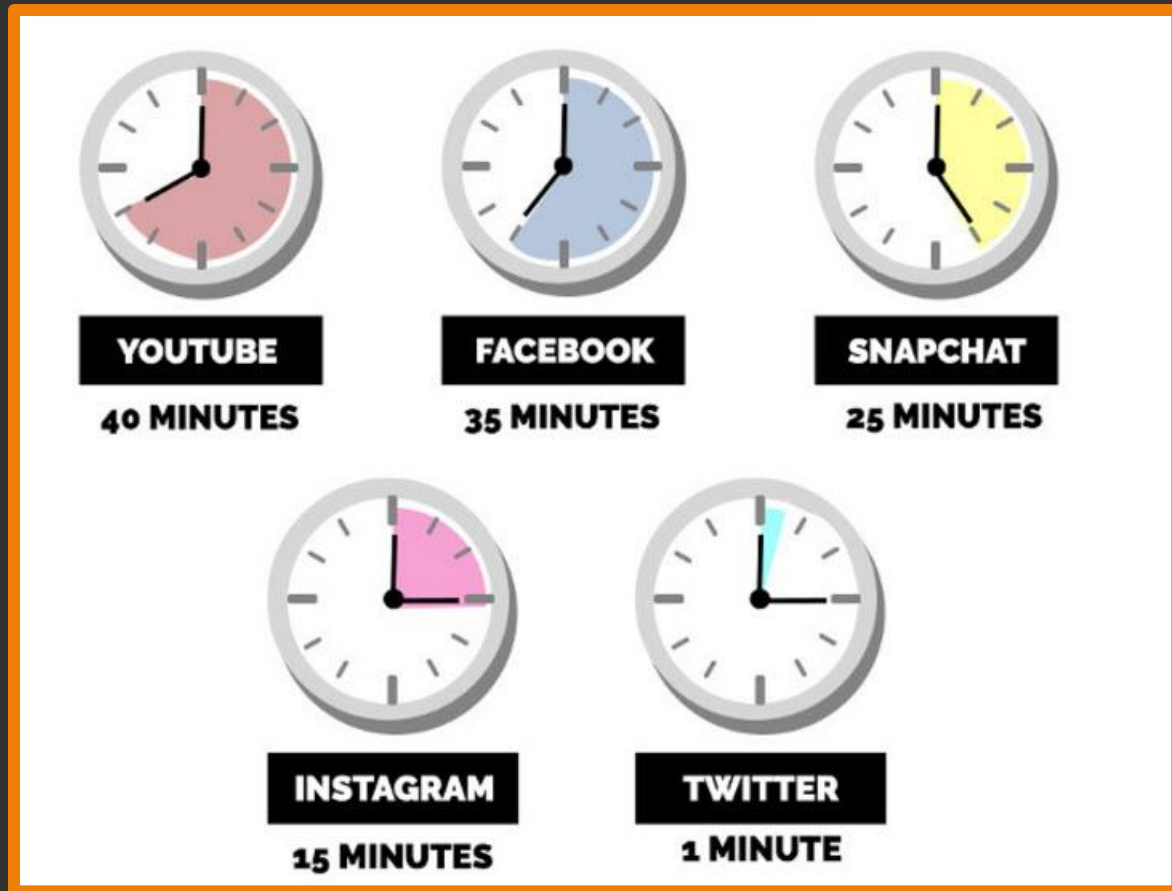
92,000,000

ACTIVE MOBILE SOCIAL USERS

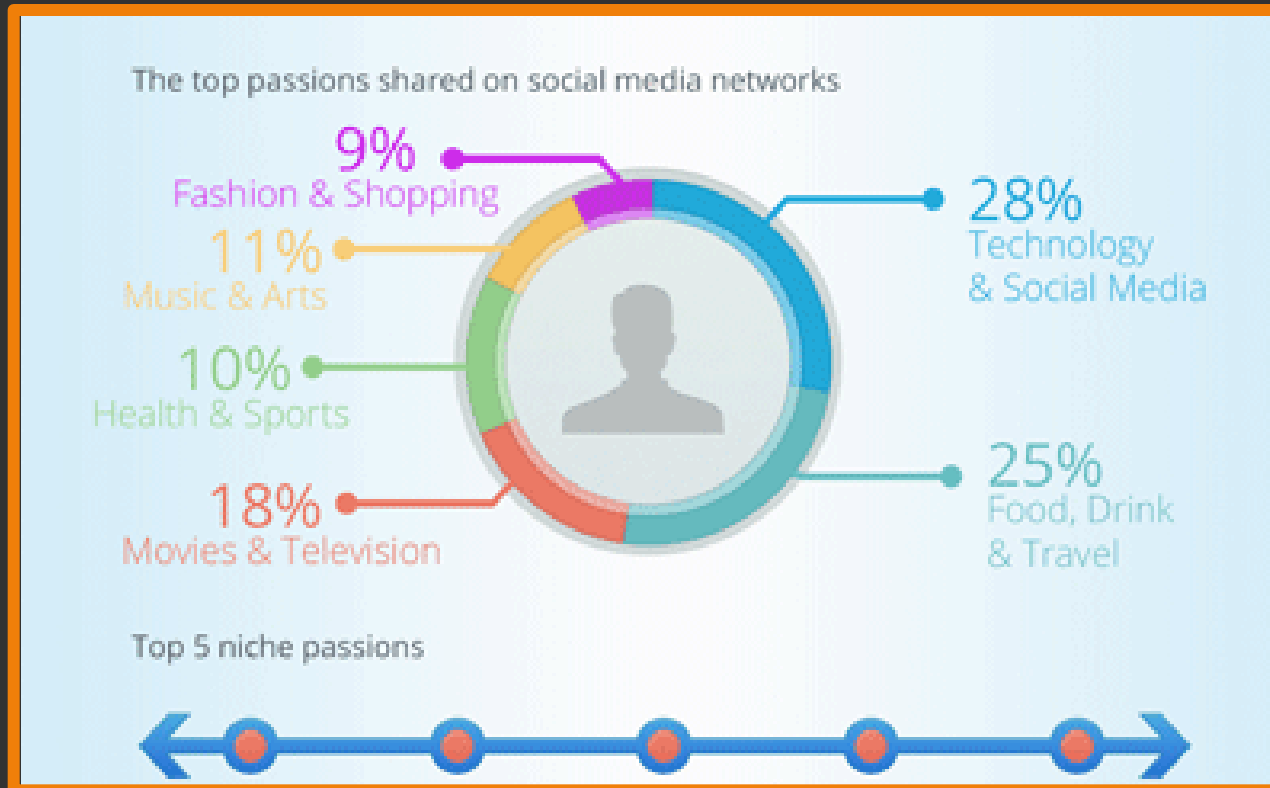


we
are
social

Average Time spent by Indian Users on Social Media



Topics searched by Indian Users on Social Media in Percentage



Advantages & Disadvantages of Social Media



Connectivity	Cyber-Bullying
Education	Hacking
Information and Updates	Addiction
Promotion	Fraud and Scams
Noble Cause & Awareness	Breach of Security & Health Issues
Helps Govt and Agencies Fight Crime	Glamorizes Drugs & Alcohol



**In further slides we have the top “Social Networking Sites” in
INDIA
On popularity basis & few facts about them**



1. FACEBOOK

This is easily the largest social networking site in the world and one of the most widely used. And, Facebook was perhaps the first that surpassed the landmark of 1 billion user accounts.

Apart from the ability to network with friends and relatives, you can also access different Facebook apps to sell online and you can even market or promote your business, brand and products by using paid Facebook ads.

Founded – February 2004

Founders – Mark Zuckerberg, Dustin Moskovitz, Eduardo Saverin, Andrew McCollum, Chris Hughes

Headquarter – Menlo Park, California, United States

Revenue – \$27.64 billion USD

**Number of active users in India: 241 million
approximately**

2. WHATSAPP

Despite having been acquired by Facebook in 2014, this instant messaging platform exists as an independent entity.

It arrived on the scene much later than Facebook, but has been able to capture the imagination of millions of people across the world by giving them the ability to communicate and share instantly with individuals and groups. The WhatsApp call feature is just the icing on the cake!

Founded – January 2009

Founders – Brian Acton and Jan Koum

Headquarter – Mountain View, California, United States

Revenue – \$22.04 billion USD

**Number of active users in India: 200 million
approximately**



WhatsApp

3. INSTAGRAM

Instagram was launched as a unique social networking platform that was completely based on sharing photos and videos. This photo sharing social networking app thus enables you to capture the best moments of your life, with your phone's camera or any other camera, and convert them into works of art.

This is possible because Instagram allows you to apply multiple filters to your photos and you can easily post them to other popular social networking sites, such as Facebook and Twitter. It is now part of the Facebook empire

Founded – 6th October 2010

Founders – Facebook, Kevin Systrom, Mike Krieger

Headquarter – 1 Hacker Way, Menlo Park, CA 94025, USA

Revenue – \$3.2 billion USD

**Number of active users in India: 750 million
approximately**



4. TWITTER

This social networking site enables you to post short text messages (called tweets), containing a limited number of characters (up to 140), to convey your message to the world. With the growing craze for online shopping, Twitter also makes it possible to promote your businesses and even shop directly through tweets.

Founded – 21st March 2006

Founders – Jack Dorsey, Noah Glass, Biz Stone, Evan Williams

Headquarter – San Francisco, California, United States

Revenue – \$2.52 billion USD

**Number of active users in India: 23.2 million
approximately**



5. GOOGLE+

Owned by the tech giant Alphabet (Google), this interest-based social networking platform enables you to stay in touch with people by sharing messages, photos, videos, useful links to sites and so on.

It also extends support for video conferencing through Hangouts and allows businesses to promote their brands and products through Google+ business pages.

Founded – 28th June 2011

Founders – Vic Gundotra & Bradley Horowitz

Headquarter – Mountain View, California, United States

Revenue – \$9.72 billion USD

**Number of active users in India: 43 million
approximately**



6. SKYPE



Skype, owned by Microsoft, is one of the most popular communication-based social networking platforms. It allows you to connect with people through voice calls, video calls (using a webcam) and text messaging.

You can even conduct group conference calls. And, the best part is that Skype-to-Skype calls are free and can be used to communicate with anyone, located in any part of the world, over the internet.

Founded – 2003

Founders – Niklas Zennström & Janus Friis

Headquarter – Luxembourg City, Luxembourg

Revenue – \$2.8 billion USD

**Number of active users in India: 9.7 million
approximately**

7. SNAPCHAT

This is an image messaging social platform that enables you to chat with friends by using pictures. It allows you to explore news and even check out live stories that are happening around the world.



Founded – 8th July 2011

Founders – Evan Spiegel

Headquarter – Venice, Los Angeles, California, United States

Revenue – \$207.9 million USD

**Number of active users in India: 16.32 million
approximately**

8. YOUTUBE



YouTube is the world's largest video-sharing social networking site that enables users to upload and share videos, view them, comment on them and like them. This social network is accessible across the globe and even enables users to create a YouTube channel where they can upload all their personally recorded videos to showcase to their friends and followers.

Founded – 14th February 2005

Founders – Jawed Karim, Chad Hurley, Steve Chen

Headquarter – San Bruno, California, United States

Revenue – \$7.8 million USD

**Number of active users in India: 149.6 million
approximately**

9. PINTEREST

This is a photo sharing and visual bookmarking social media site or app that enables you to find new ideas for your projects and save them. So, you can do DIY tasks or home improvement projects, plan your travel agenda and so on by using Pinterest.

Founded – March 2010

Founders – Ben Silbermann

Headquarter – San Francisco, California, United States

Revenue – \$11 billion USD

**Number of active users in India: 56 million
approximately**



10. LINKEDIN



LinkedIn is easily one of the most popular professional social networking sites or apps and is available in over 20 languages. It is used across the globe by all types of professionals and serves as an ideal platform to connect with different businesses, locate and hire ideal candidates, and more.

Founded – 2002

Founders – Reid Hoffman, Konstantin Guericke, Jean-Luc Vaillant, Allen Blue

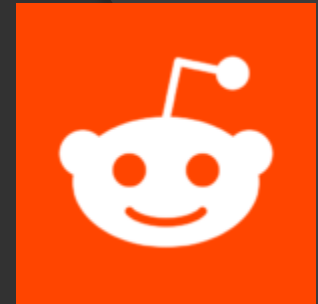
Headquarter – Mountain View, California, United States

Revenue – \$1.1 billion USD

**Number of active users in India: 4.3 million
approximately**

11. REDDIT

This social media platform enables you to submit content and later vote for the content. The voting determines whether the content moves up or down, which is ultimately organized based on the areas of interest (known as subreddits).



Founded – 23rd June 2005

Founders – Alexis Ohanian & Steve Huffman

Headquarter – San Francisco, California, United States

Revenue – \$10 million USD

**Number of active users in India: 29.6 million
approximately**

12. FOURSQUARE



This is a local search- and discovery-based social media platform that enables you to find the ideal places (based on your location) to go to with friends and loved ones. It also gives appropriate search results for the best food outlets, night entertainment places and more in your area. The social networking feature is now available in a separate app named Swarm.

Founded – May 2014

Founders – Dennis Crowley

Headquarter – New York City, New York, United States

Revenue – \$101 million USD

**Number of active users in India: 3.4 million
approximately**

13. MYSPACE



This is a music-focused social networking site and provides an interactive and user-submitted network of friends. It also provides blogs, groups, personal profiles, pictures, videos and so on.

Founded – 1st August 2003

Founders – Tom Anderson, Chris DeWolfe, Jon Hart

Headquarter – Beverly Hills, California, United States

Revenue – \$109 million USD

**Number of active users in India: 2.9 million
approximately**

14. REVERBNATION

This is the ideal social networking platform for musicians and professionals to connect with others in the music industry. It offers different tools to musicians to manage their careers and offers them the right access to their music industry partners and fans.



Founded – 31st October 2006

Founders – Mike Doernberg, Lou Plaia, Jed Carlson, Steve Jernigan

Headquarter – Durham, North Carolina, United States

Revenue – \$14.6 million USD

**Number of active users in India: 6.47 million
approximately**

15. MY HERITAGE



This is an online genealogy social platform which supports more than 42 languages and empowers its users to create family trees, upload and browse through family photos and manage their own family history. It could also be used by people to find their ancestors and get more information about them.

Founded – 2003

Founders – Gilad Japhet

Headquarter – Bnei Atarot, Israel

Revenue – \$1 million USD

**Number of active users in India: 2.8 million
approximately**

16. DEVIANTART



DeviantArt is regarded as the largest online social networking community for art lovers and artists. It enables users to take photos of their artwork and share them with others.

Founded – 7 August 2000

Founders – Angelo Sotira, Matt Stephens, Scott Jarkoff

Headquarter – Los Angeles, California, United States

Revenue – \$36 million USD

**Number of active users in India: 1.3 million
approximately**

17. FLICKR



This is another highly popular photo-sharing website. It serves as a platform to upload numerous high quality images, especially by photographers or people who love photography. It is also an efficient online photo management and sharing service.

Founded – February 2004

Founders – Stewart Butterfield and Caterina Fake

Headquarter – Vancouver, British Columbia, Canada

Revenue – \$56 million USD

**Number of active users in India: 5.8 million
approximately**

18. VINE

This is an entertainment-based, short-form video sharing social media site where members can easily share videos that are six seconds long. It belongs to the Twitter family and allows easy integration with other social networking platforms to share and watch videos.

Founded – June 2012

Founders – Dom Hofmann, Rus Yusupov and Colin Kroll

Headquarter – San Francisco, California, United States

Revenue – \$200 million USD

**Number of active users in India: 3.54 million
approximately**

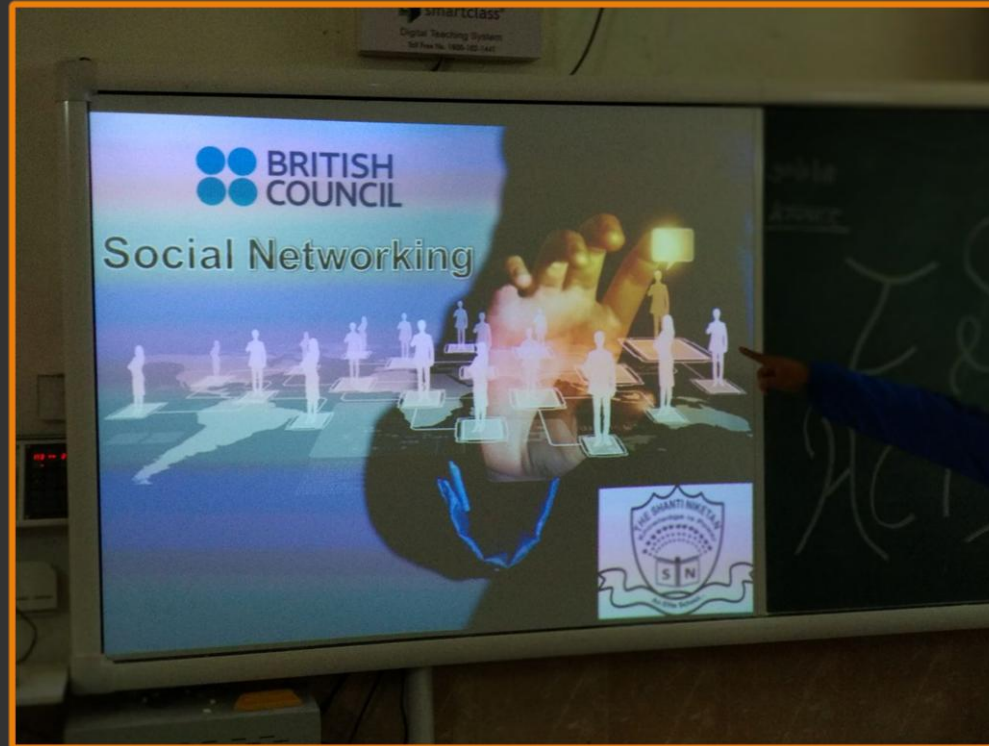


“Social Media” in a nutshell Donut

- 
- Twitter  I'm eating a #donut
 - Facebook  I like donuts
 -  This is where I eat donuts
 - Instagram  This is a vintage photo of my donut
 - YouTube  Here I am eating my donut
 - LinkedIn  My skills include eating donuts
 - Pinterest  Here's a recipe for making donuts
 - Last FM  Now listening to “Donuts”
 - Google+  I've joined a circle of donut-eating enthusiasts
 - Reddit  There's a conspiracy around donut eating



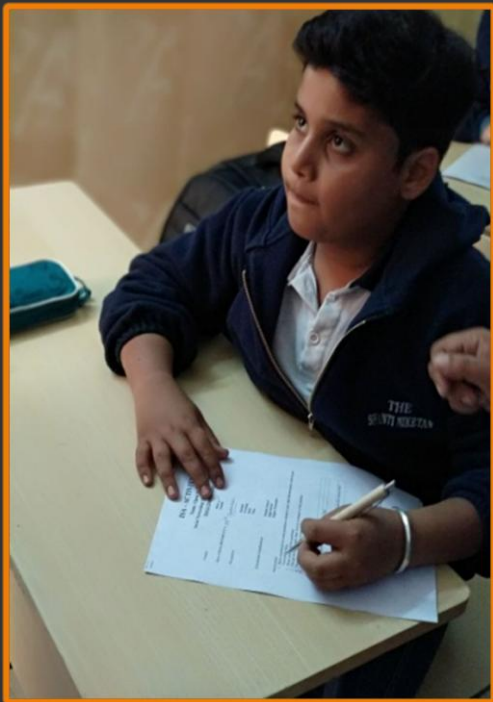
ISA Activity Spectrum through “The Shanti Niketan”



Activity initiation across classrooms through smart board presentations



Survey Initiation and Questionnaire





Data Analysis and Group Discussion





FEEDBACK FROM THE SURVEY CONDUCTED AT THE INSTITUTION

1. Students took part in the activity with utmost enthusiasm.
2. Being the most popular topic “Social Networking” activity got a great response.
3. Some surprisingly new statistics came up as we live in the fast pace changing technology era.
4. Social Media has been a great gap covering bridge which has boosted the mediums of globalization in the education sector.



Teacher's Report

Online social networking includes much more than Facebook and Twitter. It is any online use of technology to connect people, enable them to collaborate with each other, and form virtual communities, says the educators we met. Social networking sites may allow visitors to send e-mails, post comments, build web content, and/ or take part in live chats.

Social networking has quickly transformed how people of all ages work, play and shop—and even how our choices work. A 2016 Study illustrates that it has become an integral part of the world beyond contemporary study method schools followed previously. In the study, used among Millennial (ages 10 to 16) rose from 67% to 83%, every generation above age 30 and older more than doubled its participation, and adults of the age 40 and older quadrupled their participation (from 4 percent to 16 percent).

Among students surveyed in “The Shanti Niketan School” study, 96% of those with online access reported using social networking, and half said they use it to discuss schoolwork, staying in touch with the peers and also even for research purposes. As we observed “Social Networking Integration” has also helped children of all ages in boosting their creativity and also the team work spirit.



Words from the Mentors

“Like all technology, Social media is neutral but is best put to work in the service of building a better world.”

Dr.Usha Chelani



“Social Media is all about creating a lobby of knowledge at the bank of globalization.”

Mr.Harshit Adhikari

Social media is more about “Sociology” and “Psychology” than technology.

Ms.Deepika



Questionnaire Format

ISA – Activity

Name – Open Society
 Social Networking (SNS) and its impact
Survey Questionnaire

Gender Male
 Female

Date of Birth (DD/MM/YYYY)

Occupation: Student
 Working
 Both
 None

Educational Qualifications Middle School
 High School
 Higher Education

Instructions:

1. Below mentioned are some questions related to your daily life interaction with Social Networking Sites.
2. Please answer all the questions.
3. Though there is no time limit, but try to finish it at the earliest.
4. There is nothing right or wrong in it.
5. Your views will be kept confidential.

S.No.	Question
1.	Are you a member of a Social Networking Site? <input type="checkbox"/> Yes <input type="checkbox"/> No
2.	If your answer to the above question is No, then choose the reason why? (You can choose more than one) <input type="checkbox"/> I don't know what a social network is <input type="checkbox"/> I am not interested in joining social networking <input type="checkbox"/> I joined once, but I didn't enjoy it <input type="checkbox"/> It's against my culture <input type="checkbox"/> No Privacy List any other reasons: :- _____
3.	How many social networking sites communities/ groups are you a member of? <input type="checkbox"/> None <input type="checkbox"/> 1-5 <input type="checkbox"/> 5-10 <input type="checkbox"/> 10-15

4.	Please select all social networks for which you have created a personal profile (You can choose more than one) <input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> YouTube <input type="checkbox"/> Windows Live <input type="checkbox"/> Hi5 <input type="checkbox"/> Flickr <input type="checkbox"/> Blogger.com <input type="checkbox"/> Multiply <input type="checkbox"/> MySpace <input type="checkbox"/> Google Buzz List any other Social network platform: :- _____
5.	How do you access your social network account? (You can choose more than one) <input type="checkbox"/> PC <input type="checkbox"/> Laptop <input type="checkbox"/> Smartphone <input type="checkbox"/> iPod \ iPad or Tablet Others: :- _____
6.	How long have you been using social networking sites? <input type="checkbox"/> Less than a month <input type="checkbox"/> 1 - 6 months <input type="checkbox"/> 7 months to a year <input type="checkbox"/> More than a year
7.	On average, how much time do you spend daily on a social networking sites? <input type="checkbox"/> Less than 1 hour <input type="checkbox"/> 1 - 6 hrs per day <input type="checkbox"/> 6 - 10 hrs per day <input type="checkbox"/> More than 10hrs
8.	How many contacts/friends do you have on the social networking sites? <input type="checkbox"/> Less than 10 <input type="checkbox"/> 10 – 50 <input type="checkbox"/> 51- 100 <input type="checkbox"/> More than 100
9.	Do you accept strangers who try to friend you in social networking sites? <input type="checkbox"/> Yes <input type="checkbox"/> Sometimes <input type="checkbox"/> No

10.	<p>What information you include on your social network profile?</p> <p><input type="checkbox"/> Email</p> <p><input type="checkbox"/> Real name</p> <p><input type="checkbox"/> Hobbies</p> <p><input type="checkbox"/> Town</p> <p><input type="checkbox"/> Status</p> <p><input type="checkbox"/> Mobile</p> <p><input type="checkbox"/> Pictures</p> <p><input type="checkbox"/> Videos</p> <p><input type="checkbox"/> Date of Birth</p> <p><input type="checkbox"/> Interests</p> <p><input type="checkbox"/> Religion</p> <p>Others:</p> <hr/>
11.	<p>Why do you use an online social network? (you can choose more than one choice)</p> <p><input type="checkbox"/> To find information</p> <p><input type="checkbox"/> To play games</p> <p><input type="checkbox"/> To make professional and business contacts</p> <p><input type="checkbox"/> To keep in touch with family and friends</p> <p><input type="checkbox"/> To make new friends</p> <p><input type="checkbox"/> To get opinions</p> <p><input type="checkbox"/> To share videos/ pictures/ music</p> <p><input type="checkbox"/> To share your experience</p> <p>List any other reasons:</p> <p>:-<hr/></p>
12.	<p>How does online networking affect your social life?</p> <p><input type="checkbox"/> Does not have an effect on face to face communication</p> <p><input type="checkbox"/> Somewhat has an effect on face to face communication</p> <p><input type="checkbox"/> Replaces most face to face communication</p>
13.	<p>Have you ever been a victim of on-line bullying (offensive comments or emails)?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>
14.	<p>Are your parents aware of your social networking activities?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>
15.	<p>Do you think social networks are important?</p> <p><input type="checkbox"/> Strongly agree</p> <p><input type="checkbox"/> Agree</p> <p><input type="checkbox"/> Fair</p> <p><input type="checkbox"/> Disagree</p> <p><input type="checkbox"/> Strongly disagree</p>
16.	<p>Are you with using social networking technology for learning in schools/colleges?</p>

	<p><input type="checkbox"/> Strongly agree</p> <p><input type="checkbox"/> Agree</p> <p><input type="checkbox"/> Fair</p> <p><input type="checkbox"/> Disagree</p> <p><input type="checkbox"/> Strongly disagree</p>
17.	<p>Do you think privacy policies are effective in social networking sites?</p> <p><input type="checkbox"/> Strongly agree</p> <p><input type="checkbox"/> Agree</p> <p><input type="checkbox"/> Disagree</p> <p><input type="checkbox"/> Strongly disagree</p>



Source of Information

1. Survey conducted across institutions
2. Personal Interviews
3. Group Discussions

Websites –

www.wikipedia.com

www.Statista.com

www.Sourceweb.com

www.Trafficmonitor.com

Reports –

Buzz Feed India

Social Media Monitoring Forum

Annual Reports From World Economic Forum,
Facebook, Skype, Twitter, Blogger's forum
etc.

