Social Networking Site

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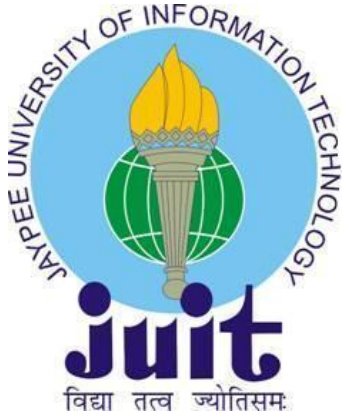

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STUDENT DECLARATION

We hereby declare that this submission is our own work and that, to the best of our knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institutes of higher learning, except where due acknowledgement has been made in the text.

Signature:

Name: **Anshul Tayal**

Enrollment No.: **101247**

Place:

Date:

CERTIFICATE

This is to certify that the project entitled **"Social Networking Site"** done by **Anshul Tayal** is an authentic work carried out by him at JUIT, during their 4th year period from July'15 2013 to May'15 2014, under my guidance. This project is submitted in partial fulfilment for the award of the degree of Bachelor of Technology (Computer Science & Engineering/ Information Technology) from Jaypee University of Information Technology, Waknaghat. The matter embodied in this project has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

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Signature:

Name: **Anshul Tayal**

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1. Introduction to Social Networking

Social Networking involves the use of the internet to connect users with their friends, family and acquaintances. Social networking websites are not necessarily about meeting new people online, although this does happen. Instead, they are primarily about connecting with friends, family and acquaintances you already have in real life. The most well known social networking sites are Facebook, Twitter, MySpace and Bebo. These sites allow you to share photos, videos and information, organise events, chat, download music and even play games like Scrabble and Chess online. Often, each of your "friends" (Facebook) or "followers" (Twitter) will be "friends" with several of your other "friends". Just like in real life, the connections between people aren't just one-on-one, but a network of connections. This online social network is very useful in spreading information, pictures and videos. For example, you can easily set up a web page with details and pictures of an event you might be planning, such as a school fete. The site allows you to easily send out invitations to other users of the social networking site. Then, if given the option by the host, those who are invited can send out more invites to their friends who might like to attend – hence, the network.

Just like other technology, for example mobile phones, social networking online can be a very effective tool for connecting with people. However, there are a few privacy and security issues it's worth keeping in mind.

1.1 Getting Started

If you are thinking about joining a social networking website, ask a friend or family member who already uses one of these sites to help set you up and show you some of the basics. It can seem a bit complex when you're getting started but once you have been using the website for a while you'll most likely find it fairly simple to navigate.

1.2 Your Profile Page

When you sign up to a social networking website you need to provide your email address to verify your identity. This will automatically create your own profile page. A profile page usually allows you to post your picture and a few general details about you, your interests, some comments from your friends and a list of your favourite music. You don't have to fill all the fields in your profile – think carefully about what you want people to know about you before you fill it in. You can usually adjust this information later on if you need to.

1.3 Privacy

Social Networking sites have a variety of privacy settings you can adjust. This means you can control who sees your profile page and other information you share on the site. Some people do not mind having their personal information available for anyone to view online. However, we strongly recommend that you don't publish your home address and be mindful of posting other personal information about yourself (including your birthday), or others - especially if you don't have their permission.

It's worth keeping in mind that if malicious parties have access to your full name and date of birth and using other available information – for example which suburb you live in - it is possible that you could fall victim to identity theft. Just as you wouldn't give your mobile number or bank details to anyone who asked, you should guard access to all the details of your social networking account. For more on this issue, visit the SCAMwatch website: http://www.scamwatch.gov.au/content/index.phtml/tag/identitytheft
Some people who use social networking sites prefer only to allow people they have officially become friends with to see their profile and other information. It is important to note that for most social networking sites (including Facebook and MySpace) the default privacy setting is *not* to hide your information when you sign up. If you don't want your profile and other information to be seen by people who you have not authorised to be your "friend" or "follower", you will have to check these settings and adjust them accordingly after you sign up – look around the page for a link to "Privacy" or "Settings".

1.4 Friends and "Friends"

The whole point of joining social networking websites is to be in touch with your friends and family. "Friends" in the context of social networking, and Facebook in particular, has a specific meaning. For example, for you to interact online with a friend, family member or acquaintance either one of you must first send a "friend request" to the other and then have that request accepted. Once accepted, the technology recognises you as "friends" and you can interact with each other online, so you can view the other person's profile page, see their pictures, and send them messages.

1.5 Safety

On the whole, nearly all the interactions that go on via Social Networking sites are safe. However, you need to be conscious of your safety and what you want people to see of yourself and your friends. Furthermore, everyone should remember these safety tips:

1) You are not obliged to accept a friend request from someone you don't know or do not want to be in contact with.
2) Be respectful of others privacy if and when posting photos or videos of them, or mentioning them where others might read about it.
3) Be aware that you can remove someone as a "friend" and / or block them from interacting with you even after you have "accepted" them.
4) Change your privacy settings so that only your friends can see your profile page.

1.6 Teenagers and Parents

Parents should encourage an open dialogue with their primary-school aged children and teenagers about what they are doing online by asking them which social networking sites they use. Parents signing up and creating their own profile is a good way to get to know how they work. NetAlert provides practical information and advice on how to keep children, and your family

2. Social networking service

A social networking service is a platform to build social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections. A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network.

The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Popular methods now combine many of these, with American-based services such as Facebook, Google+, Tumblr and Twitter widely used worldwide; Nexopia in Canada; Badoo, Bebo, VKontakte, Delphi (online service) (also called Delphi Forums), Draugiem.lv (mostly in Latvia), Hi5, Hyves (mostly in The Netherlands), iWiW(mostly in Hungary), Nasza-Klasa, Soup (mostly in Poland), Glocals in Switzerland, Skyrock, The Sphere, StudiVZ (mostly in Germany), Tagged, Tuenti (mostly in Spain), and XING in parts of Europe; Hi5 and Orkut in South America and Central America; Mxit in Africa; and Cyworld, Mixi, Orkut, renren, weibo and Wretch in Asia and the Pacific Islands.

2.1 Social impact

Facebook and other social networking tools are increasingly the object of scholarly research. Scholars in many fields have begun to investigate the impact of social-networking sites, investigating how such sites may play into issues of identity, privacy,[24] social capital, youth culture, and education.

Several websites are beginning to tap into the power of the social networking model for philanthropy. Such models provide a means for connecting otherwise fragmented industries and small organizations without the resources to reach a broader audience with interested users. Social networks are providing a different way for individuals to communicate digitally. These communities of hypertexts allow for the sharing of information and ideas, an old concept placed in a digital environment.

2.2 Features

2.2.1 Typical features

The Role of Networked Publics in Teenage Social Life", social networking sites share a variety of technical features that allow individuals to: construct a public/semi-public profile, articulate a list of other users that they share a connection with, and view their list of connections within the system. The most basic of these are visible profiles with a list of "friends" who are also users of the site. In an article entitled "Social Network Sites: Definition, History, and Scholarship," Boyd and Ellison adopt Sunden's (2003) description of profiles as unique pages where one can "type oneself into being." A profile is generated from answers to questions, such as age, location, interests, etc. Some sites allow users to upload pictures, add multimedia content or modify the look and feel of the profile. Others, e.g., Facebook, allow users to enhance their profile by adding modules or "Applications." Many sites allow users to post blog entries, search for others with similar interests and compile and share lists of contacts. User profiles often have a section dedicated to comments from friends and other users. To protect user privacy, social networks typically have controls that allow users to choose who can view their profile, contact them, add them to their list of contacts, and so on.

2.2.2 Additional features

Some social networks have additional features, such as the ability to create groups that share common interests or affiliations, upload or stream live videos, and hold discussions in forums.Geosocial networking co-opts Internet mapping services to organize user participation around geographic features and their attributes.

There is a trend towards more interoperability between social networks led by technologies such as OpenID and OpenSocial. In most mobile communities, mobile phone users can now create their own profiles, make friends, participate in chat rooms, create chat rooms, hold private conversations, share photos and videos, and share blogs by using their mobile phone. Some companies provide wireless services that allow their customers to build their own mobile community and brand it; one of the most popular wireless services for social networking in North America is Facebook Mobile.

2.3 Issues

2.3.1 Privacy

Privacy concerns with social networking services have been raised growing concerns amongst users on the dangers of giving out too much personal information and the threat of sexual predators. Users of these services also need to be aware of data theft or viruses. However, large services, such

as MySpace and Netlog, often work with law enforcement to try to prevent such incidents.

In addition, there is a perceived privacy threat in relation to placing too much personal information in the hands of large corporations or governmental bodies, allowing a profile to be produced on an individual's behavior on which decisions, detrimental to an individual, may be taken.

2.3.2 Data mining

Through data mining, companies are able to improve their sales and profitability. With this data, companies create customer profiles that contain customer demographics and online behavior. A recent strategy has been the purchase and production of "network analysis software". This software is able to sort out through the influx of social networking data for any specific company. Facebook has been especially important to marketing strategists. Facebook's controversial "Social Ads" program gives companies access to the millions of profiles in order to tailor their ads to a Facebook user's own interests and hobbies. However, rather than sell actual user information, Facebook sells tracked "social actions". That is, they track the websites a user uses outside of Facebook through a program called Facebook Beacon.

2.3.3 Notifications on websites

There has been a trend for social networking sites to send out only "positive" notifications to users. For example sites such as Bebo, Facebook, and MySpace will not send notifications to users when they are removed from a person's friends list. Likewise, Bebo will send out a notification if a user is moved to the top of another user's friends list but no notification is sent if they are moved down the list.

This allows users to purge undesirables from their list extremely easily and often without confrontation since a user will rarely notice if one person disappears from their friends list. It also enforces the general positive atmosphere of the website without drawing attention to unpleasant happenings such as friends falling out, rejection and failed relationships.

2.3.4 Access to information

Many social networking services, such as Facebook, provide the user with a choice of who can view their profile. This prevents unauthorized user(s) from accessing their information. Parents who want to access their child's MySpace or Facebook account have become a big problem for teenagers who do not want their profile seen by their parents. By making their profile private, teens can select who may see their page, allowing only people added as "friends" to view their profile and preventing unwanted viewing of the profile by parents. Most teens are constantly trying to create a structural barrier between their private life and their parents.

To edit information on a certain social networking service account, the social networking sites require you to login or provide a password. This prevents unauthorized user(s) from adding, changing, or removing personal information, pictures, and/or other data.

2.3.5 Potential for misuse

The relative freedom afforded by social networking services has caused concern regarding the potential of its misuse by individual patrons. In October 2006, a fake MySpace profile created in the name of Josh Evans by Lori Janine Drew led to the suicide of Megan Meier. The event incited global concern regarding the use of social networking services for bullying purposes.

2.3.6 Unauthorized access

There are different forms where user data in social networks are accessed and updated without a user's permission. One study highlighted that the most common incidents included inappropriate comments posted on social networking sites (43%), messages sent to contacts that were never authored (25%) and change of personal details (24%). The most incidents are carried out by the victim's friends (36%) or partners (21%) and one in ten victims say their ex-partner has logged into their account without prior consent. The survey found that online social network accounts had been subject to unauthorised access in 60 million cases in 2011.

2.3.7 Risk for child safety

Citizens and governments have been concerned with misuse by child and teenagers of social networking services, in particular in relation to online sexual predators. Overuse of social networking may also make children more susceptible to depression and anxiety.

Social networking can also be a risk to child safety in another way; parents can get addicted to games and neglect their children. One instance in South Korea resulted in the death of a child from starvation.

Law enforcement agencies have published articles with their recommendations to parents about their children's use of social networking sites.

2.3.8 Trolling

A common misuse of social networking sites such as Facebook is that it is occasionally used to emotionally abuse individuals. Such actions are often referred to as trolling. It is not rare for confrontations in the real world to be translated online. Trolling can occur in many different forms, such as (but not limited to) defacement of deceased person(s) tribute pages, name calling, playing online pranks on volatile individuals and controversial comments with the intention to cause anger and cause arguments. Trolling is not to be confused with cyber-bullying.

2.3.9 Online bullying

Online bullying, also called cyber-bullying, is a relatively common occurrence and it can often result in emotional trauma for the victim. Depending on the networking outlet, up to 39% of users admit to being “cyber-bullied”. danah boyd, a researcher of social networks quotes a teenager in her article, "Why Youth (Heart) Social Network Sites". The teenager expresses frustration towards networking sites like MySpace because it causes drama and too much emotional stress. There are not many limitations as to what individuals can post when online. Individuals are given the power to post offensive remarks or pictures that could potentially cause a great amount of emotional pain for another individual.

2.3.10 Interpersonal communication

Interpersonal communication has been a growing issue as more and more people have turned to social networking as a means of communication. Many teens and social networking users may be harming their interpersonal communication by using sites such as Facebook and MySpace. Stated by Baroness Greenfield, an Oxford University neuroscientist, "My fear is that these technologies are infantilizing the brain into the state of small children who are attracted by buzzing noises and bright lights, who have a small attention span and who live for the moment".

The convenience that social network sites give users to communicate with one another can also damage their interpersonal communication. Sherry Turkle, the founder and director of the MIT Initiative on Technology and Self, stated, “Networked, we are together, but so lessened are our expectations of each other that we feel utterly alone. And there is the risk that we come to see others as objects to be accessed--and only for the parts we find useful, comforting, or amusing”. Furthermore, social network sites can create insincere friendships, Turkle also noted, “They nurture friendships on social-networking sites and then wonder if they are among friends. They become confused about companionship”.

2.3.11 Psychological effects

As social networking sites have risen in popularity over the past years, people have been spending an excessive amount of time on the Internet in general and social networking sites in specific. This has led researchers to debate the establishment of Internet addiction as an actual clinical disorder. Social networking can also affect the extent to which a person feels lonely. In a *Newsweek* article, Johannah Cornblatt explains “Social-networking sites like Facebook and MySpace may provide people with a false sense of connection that ultimately increases loneliness in people who feel alone”. John T. Cacioppo, a neuroscientist at the University of Chicago, claims that social networking can foster feelings of sensitivity to disconnection, which can lead to

loneliness. However some scholars have expressed that concerns about social networking are often exaggerated and poorly researched .

2.3.12 Patents

There has been rapid growth in the number of U.S. patent applications that cover new technologies related to social networking. The number of published applications has been growing rapidly since 2003. There are now over 3,500 published applications. As many as 7,000 applications may be currently on file including those that haven't been published yet. Only about 400 of these applications have issued as patents, however, due largely to the multi-year backlog in examination of business method patents and the difficulty in getting these patent applications allowed.

2.3.13 Worker's rights

What types of speech workers are protected from being fired for on social networking websites has been an issue for American companies with over 100 complaints as of 2011 on this topic having been made to the National Labor Relations Board (NLRB). The National Labor Relations Act protects workers from being fired for "protected concerted activity", which prevents workers from being fired for collective action, while allowing companies the right to fire workers for individual actions they take against the company. Companies are concerned with the potential damage comments online can do to public image due to their visibility and accessibility, but despite over 100 cases being presented thus far to NLRB only one has led to a formal ruling, leaving uncertainty as to the boundaries of what types of speech the NLRB will ultimately put in place.

2.3.14 Decentralized architecture

Most of the existing SNS sites use one or multiple dedicated data centers to serve all its users. Such infrastructure-based systems faces over-provisioning during non-peak hours, while may encounter service outage during peak hours, due to the highly dynamic of SNS users' activities. There are several proposals, leveraging a decentralized architecture to ensure the scalability of SNS sites with low infrastructure cost. These proposals include FethruaOSN, and Cuckoo.

2.3.15 Virtual identity suicide

There is a growing number of social network users who decide to quit their user account by committing a so-called virtual identity suicide or Web 2.0 suicide. A 2013 study in the journal*CyberPsychology, Behavior, and Social Networking* investigated this phenomenon from the perspective of Facebook users. The number one reason for these users was privacy concerns (48%), being followed by a general dissatisfaction with the social networking website (14%), negative aspects regarding social network friends (13%) and the feeling of getting addicted to the social networking website (6%). Facebook quitters

were found to be more concerned about privacy, more addicted to the Internet and more conscientious.

2.4 Investigations

Facebook is increasingly being used by school administrations and law enforcement agencies as a source of evidence against student users. This site being the number one online destination for college students, allows users to create profile pages with personal details. These pages can be viewed by other registered users from the same school, which often include resident assistants and campus police who have signed up for the service. One UK police force has sifted pictures from Facebook and arrested some people who had been photographed in a public place holding a weapon such as a knife (having a weapon in a public place is illegal).

2.5 Application domains

2.5.1 Government applications

Social networking is more recently being used by various government agencies. Social networking tools serve as a quick and easy way for the government to get the opinion of the public and to keep the public updated on their activity. The Centers for Disease Control demonstrated the importance of vaccinations on the popular children's site Why vile and the National Oceanic and Atmospheric Administration has a virtual island on Second Life where people can explore underground caves or explore the effects of global warming.[121] Likewise, NASA has taken advantage of a few social networking tools, including Twitter and Flicker. They are using these tools to aid the Review of U.S. Human Space Flight Plans Committee, whose goal it is to *ensure that the nation is* on a vigorous and sustainable path to achieving its boldest aspirations in space.

2.5.2 Business applications

The use of social networking services in an enterprise context presents the potential of having a major impact on the world of business and work (Fraser & Dutta 2008).

Social networks connect people at low cost; this can be beneficial for entrepreneurs and small businesses looking to expand their contact bases. These networks often act as a customer relationship management tool for companies selling products and services. Companies can also use social networks for advertising in the form of banners and text ads. Since businesses operate globally, social networks can make it easier to keep in touch with contacts around the world.

2.5.3 Dating applications

Many social networks provide an online environment for people to communicate and exchange personal information for dating purposes. Intentions can vary from looking for a one time date, short-term relationships, and long-term relationships.

Most of these social networks, just like online dating services, require users to give out certain pieces of information. This usually includes a user's age, gender, location, interests, and perhaps a picture. Releasing very personal information is usually discouraged for safety reasons. This allows other users to search or be searched by some sort of criteria, but at the same time people can maintain a degree of anonymity similar to most online dating services. Online dating sites are similar to social networks in the sense that users create profiles to meet and communicate with others, but their activities on such sites are for the sole purpose of finding a person of interest to date. Social networks do not necessarily have to be for dating; many users simply use it for keeping in touch with friends, and colleagues.

2.5.4 Educational applications

Social networks focused on supporting relationships between teachers and their students are now used for learning, educator professional development, and content sharing. Ning for teachers,TermWiki, Learn Central,[129] TeachStreet and other sites are being built to foster relationships that include educational blogs, eportfolios, formal and ad hoc communities, as well as communication such as chats, discussion threads, and synchronous forums. These sites also have content sharing and rating features.

2.5.5 Finance applications

The use of virtual currency systems inside social networks create new opportunities for global finance. Hub Culture operates a virtual currency Ven used for global transactions among members, product sales and financial trades in commodities and carbon credits. In May 2010, Carbon pricing contracts were introduced to the weighted basket of currencies and commodities that determine the floating exchange value of Ven.

2.5.6 Medical and health applications

Social networks are beginning to be adopted by healthcare professionals as a means to manage institutional knowledge, disseminate peer to peer knowledge and to highlight individual physicians and institutions. The advantage of using a dedicated medical social networking site is that all the members are screened against the state licensing board list of practitioners.

3. ***Problem Statement***

Per a Middle State's technology objective, teachers at Bishop McDevitt High School must be trained in how to incorporate technology into the curriculum. Many administrators and teachers at Bishop McDevitt do not believe that social networking tools have value in education. A study by researchers at University of Minnesota "found that, of the students observed, 94 percent used the Internet, 82 percent go online at home and 77 percent had a profile on a social networking site." (University of Minnesota, 2008) "[S]tudents report that one of the most common topics of conversation on the social networking scene is education. Almost 60 percent of students who use social networking talk about education topics online and, surprisingly, more than 50 percent talk specifically about schoolwork." (National School Boards Association, 2007, 1) This research review will investigate the effects of using social networking technologies as a learning tool across the curriculum to motivate and engage students, thereby deepening student understanding and improving student achievement.

4. ***Motivation***

Studies suggest that SNS usage in general, and *Facebook* in particular, differs as a function of motivation. Drawing on uses and gratification theory, media are used in a goal-directed way for the purpose of gratification and need satisfaction which have similarities with addiction. Therefore, it is essential to understand the motivations that underlie SNS usage. Persons with higher social identity (*i.e.*, solidarity to and conformity with their own social group), higher altruism (related to both, kin and reciprocal altruism) and higher telepresence (*i.e.*, feeling present in the virtual environment) tend to use SNSs because they perceive encouragement for participation from the social network . Similarly, the results of a survey comprising 170 US university students indicated that social factors were more important motivations for SNS usage than individual factors .More specifically, these participants' interdependent self-construal (*i.e.*, the endorsement of collectivist cultural values), led to SNS usage that in turn resulted in higher levels of satisfaction, relative to independent self-construal, which refers to the adoption of individualist values. The latter were not related to motivations for using SNSs .

Another study by Barker presented similar results, and found that collective self-esteem and group identification positively correlated with peer group communication via SNSs. Cheung, Chiu and Lee assessed social presence (*i.e.*, the recognition that other persons share the same virtual realm, the endorsement of group norms, maintaining interpersonal interconnectivity and social enhancement with regards to SNS usage motivations). More specifically, they investigated the We-intention to use *Facebook* (*i.e.*, the decision to continue using a SNS together in the future). The results of their study indicated that We-intention positively correlated with the other variables.

Similarly, social reasons appeared as the most important motives for using SNSs in another study. The following motivations were endorsed by the participating university student sample: keeping in touch with friends they do not see often (81%), using them because all their friends had accounts (61%), keeping in touch with relatives and family (48%), and making plans with friends they see often (35%). A further study found that a large majority of students used SNSs for the maintenance of offline relationships, whereas some preferred to use this type of Internet application for communication rather than face-to-face interaction .

The particular forms of virtual communication in SNSs include both asynchronous (*i.e.*, personal messages sent within the SNS) and synchronous modes (*i.e.*, embedded chat functions within the SNS).On behalf of the users, these communication modes require learning differential vocabularies, namely Internet language . The idiosyncratic form of communication via SNSs is

another factor that may fuel potential SNS addiction because communication has been identified as a component of the addiction specificity etiology framework. Therefore, it can be hypothesized that users who prefer communication via SNSs (as compared to face-to-face communication) are more likely to develop an addiction to using SNSs. However, further empirical research is needed to confirm such a speculation.

Moreover, research suggests that SNSs are used for the formation and maintenance of different forms of social capital . Social capital is broadly defined as *"the sum of the resources, actual or virtual, that accrue to an individual or a group by virtue of possessing a durable network of more or less institutionalized relationships of mutual acquaintance and recognition"* . Putnam differentiates bridging and bonding social capital from one another. Bridging social capital refers to weak connections between people that are based on information-sharing rather than emotional support. These ties are beneficial in that they offer a wide range of opportunities and access to broad knowledge because of the heterogeneity of the respective network's members. Alternatively, bonding social capital indicates strong ties usually between family members and close friends.

SNSs are thought to increase the size of potential networks because of the large number of possible weak social ties among members, which is enabled via the structural characteristics of digital technology . Therefore, SNSs do not function as communities in the traditional sense. They do not include membership, shared influence, and an equal power allocation. Instead, they can be conceptualized as networked individualism, allowing the establishment of numerous self-perpetuating connections that appear advantageous for users. This is supported by research that was carried out on a sample of undergraduate students. More specifically, this study found that maintaining bridging social capital via participation in SNSs appeared to be beneficial for students with regards to potential employment opportunities in addition to sustaining ties with old friends. Overall, the benefits of bridging social capital formed via participation in SNSs appeared to be particularly advantageous for individuals with low-self esteem. However, the ease of establishing and maintaining bridging social capital may become one of the reasons why people with low self-esteem are drawn to using SNSs in a potentially excessive manner. Lower self-esteem, in turn, has been linked to Internet addiction.

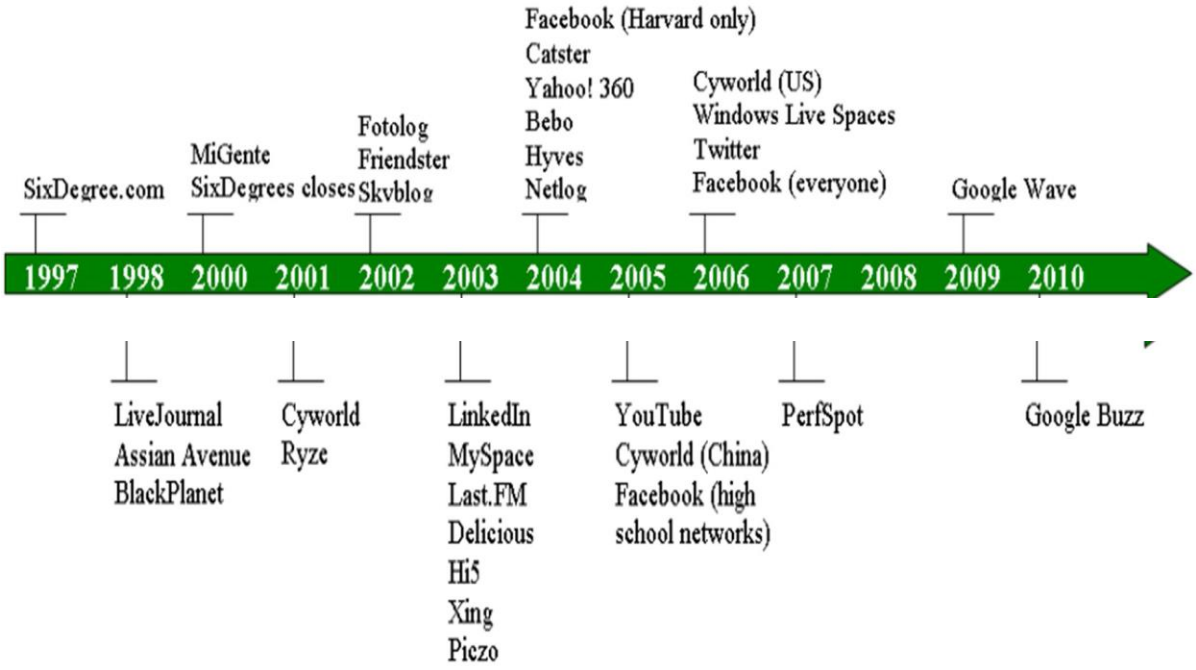
Moreover, there appear certain limitations to the studies presented. Many studies included small convenience samples, teenagers or university students as participants, therefore severely limiting the generalizability of findings. Thus, researchers are advised to take this into consideration and amend their sampling frameworks by using more representative samples and thus improve the external validity of the research.

5. *Literature & Theoretical Review*

This chapter presents a literature review on the history of SNS, Facebook, motives and usage patterns of SNS and other influencing factors**.**

5.1 Social Network Sites

SNS are the latest stages in the development of internet, further known as a Web 2.0. It is driven by the user and combined with others. This new trend goes beyond the personal web pages (Smith & Kidder, 2010). It provides an opportunity for users to present themselves and start or keep up connections with others. Nowadays SNS and blogs represent 10% of the total time spent on internet (Pallis, Zeinalipour & Dikaiakos, 2011). The most widely used SNS are Facebook, MySpace, LinkedIn, and Twitter (Smith & Kidder, 2010). SNS can be defined 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"(Boyd & Ellison, 2007, p. 211). The first social networking site, SixDegrees.com, was introduced in 1997 and it later expanded into a number of sites. (Boyd & Ellison, 2007). Figure 1 represents the timeline of SNS.



5.1.1 Overview of Facebook

An insight into the origin, functions and evolution of Facebook can be gained by looking at the following quotation. Facebook is "Developed in 2004 by

former Harvard undergraduate student Mark Zuckerberg, which allows users to add friends, send messages, and update personal profiles in order to notify friends and peers about themselves. Facebook users can also form and join virtual groups, develop applications, host content, and learn about each other's' interests, hobbies, and relationship statuses through users' online profiles."(Quan-Haase & Young, 2010, p. 352). Further Facebook is the largest multilingual SNS which can be accessed on both web and mobile devices (Grosseck, Bran, & Tiru, 2011). It is the most interested SNS among researchers due to its high usage and technological feasibility (Ellison et al., 2007).

5.2 Usage patterns and Infusing Factors

A number of scholars have studied about different aspects of SNS such as motivations, usage patterns, demographic factors, personality etc. Table 2 summarizes some previous studies under the headings of author, independent variable, dependent variable, analytical method, setting, and results.

5.3 Characteristics of previous studies

As per above Table, many are US based studies (Eg. Ellison, Steinfield, & Lampe, 2007; Glynn, Huge, & Hoffman, 2012; Junco, 2012; Lee, Lee, & Choi, 2012 etc..). There are few studies in the Asian context, such as Lin and Lu's (2011) study about Taiwan Face Book users, Korean based study by Kwon & Wen in (2010), and Cheung, Ching & Lee's (2012) study of Hong Kong students. Following are some examples from other parts of the world. Personality impact on SNS usage among Israel students was studied by Amichai-Hamburger & Vinitzky, in (2010). Tosun (2012) selected Turkey as his research setting. Moradabadi, Gharehshiran, & Amrai (2012) described about motivations to use Facebook among Iranian students. Most researches selected students as their respondents (Cheung et al., 2011; Ellison et al., 2007; Glynn et al., 2012; Lampe, Wohn, Vitak, Ellison, & Wash, 2011; Smock et al., 2011; Wang et al., 2012). However there are few studies about general SNS users too. Lin & Lu, (2011) selected Taiwan Facebook users as his population. People those who are using commercial social network services run by Korean companies were selected by Kwon & Wen, (2010). Ryan & Xenos, (2011) studied about Australian internet users. When referring to the previous studies most of them are quantitative studies (Cheung et al., 2011; Kwon & Wen, 2010; Lampe et al., 2011; Lin & Lu, 2011; Smock et al., 2011). There are few qualitative studies too (Brandtzæg et al., 2010; Pai & Arnott, 2012**).**

5.3.1 Social network site usage (General use and specific features)

Internet self-efficacy, need to belong, and collective self-esteem positively affect the attitudes towards SNS and willingness to join it (Gangadharbatla, 2010). On the other hand, usefulness and enjoyment have positive direct effect on continued intention to use (Lin & Lu, 2011). According to Kwon & Wen (2010) perceived ease of use, perceived usefulness and perceived encouragement have positive effects on actual use of SNS. Social presence has the strongest impact on We-Intention to use Facebook (Cheung et al., 2011). Passing time/escapism and self-presentation are affecting the attitude towards playing Social Network Games (SNG) positively (Lee et al., 2012). As has been shown by Quan-Haase & Young, (2010) pastime, affection, and social information are positively related to Facebook profile updates. Socializing, status seeking, prior social media sharing experience are positively associated with users' intention to share news in social media (Lee & Ma, 2012). Moreover 34 entertainment and challenge/competition motives significantly predict the intention to visit friends' spaces in a SNG. (Lee et al., 2012). Facebook groups are used less by individuals those who are motivated by social interaction, and more by those who are motivated by expressive information sharing (Smock et al., 2011).

5.4 Hardware Specifications:

- Processor Name: Dual Core
- Processor Speed: 3.2 GHz
- RAM: 1 GB
- Hard Disk Capacity: 80 GB
- Display Device: 14' to 19' Inch Monitor
- Keyboard Type: PS2 or USB
- Mouse Type: PS2 or USB

5.5 Software Specifications:

- Technology Implemented: Apache Server
- Language Used: PHP 5.2
- Database: My SQL 5.2
- User Interface Design: HTML, AJAX
- Web Browser: Mozilla,IE8,Chrome

5.6 HTML

HTML5 is a markup language used for structuring and presenting content for the World Wide Web and a core technology of the Internet. It is the fifth revision of the HTML standard (created in 1990 and standardized as HTML 4 as of 1997) and, as of December 2012, is a candidate recommendation of the World Wide Web Consortium (W3C). Its core aims have been to improve the language with support for the latest multimedia while keeping it easily readable by humans and consistently understood by computers and devices (web browsers, parsers, etc.). HTML5 is intended to subsume not only HTML 4, but also XHTML 1 and DOM Level 2 HTML.

HTML is a language for describing web pages.

- HTML stands for Hyper Text Markup Language
- HTML is a markup language
- A markup language is a set of markup tags
- The tags describe document content
- HTML documents contain HTML tags and plain text
- HTML documents are also called web pages

HTML Versions

Since the early days of the web, there have been many versions of HTML:

Version	**Year**
HTML	1991
HTML+	1993
HTML 2.0	1995
HTML 3.2	1997
HTML 4.01	1999
XHTML 1.0	2000
HTML5	2012
XHTML5	2013

5.7 CSS

When a browser reads a style sheet, it will format the document according to it.

Three Ways to Insert CSS

There are three ways of inserting a style sheet:

- External style sheet
- Internal style sheet
- Inline style

External Style Sheet

An external style sheet is ideal when the style is applied to many pages. With an external style sheet, you can change the look of an entire Web site by changing one file. Each page must link to the style sheet using the <link> tag. The <link> tag goes inside the head section:

```
hr {color:sienna;}
p {margin-left:20px;}
body {background-image:url("images/back40.gif");}
```

Internal Style Sheet

An internal style sheet should be used when a single document has a unique style. You define internal styles in the head section of an HTML page, by using the <style> tag, like this:

```
<head>
<style>
hr {color:sienna;}
p {margin-left:20px;}
body {background-image:url("images/back40.gif");}
</style>
</head>
```

Inline Styles

An inline style loses many of the advantages of style sheets by mixing content with presentation. Use this method sparingly! To use inline styles you use the style attribute in the relevant tag. The style attribute can contain any CSS

property. The example shows how to change the color and the left margin of a paragraph:

This is a paragraph.

Multiple Style Sheets

If some properties have been set for the same selector in different style sheets, the values will be inherited from the more specific style sheet. For example, an external style sheet has these properties for the h3 selector:

h3
{
color:red;
text-align:left;
font-size:8pt;
}

And an internal style sheet has these properties for the h3 selector:

The color is inherited from the external style sheet and the text-alignment and the font-size is replaced by the internal style sheet.

Multiple Styles Will Cascade into One

Styles can be specified:

- inside an HTML element
- inside the head section of an HTML page
- in an external CSS file.

Generally speaking we can say that all the styles will "cascade" into a new "virtual" style sheet by the following rules, where number four has the highest priority:

1. Browser default
2. External style sheet
3. Internal style sheet (in the head section)
4. Inline style (inside an HTML element)

So, an inline style (inside an HTML element) has the highest priority, which means that it will override a style defined inside the <head> tag, or in an external style sheet, or in a browser (a default value).

5.8 Java Script

JavaScript is the world's most popular programming language. It is the language for HTML, for the web, for servers, PCs, laptops, tablets, phones, and more. JavaScript is a Scripting Language. A scripting language is a lightweight programming language. JavaScript is programming code that can be inserted into HTML pages. JavaScript code can be executed by all modern web browsers. JavaScript is easy to learn.

JavaScript: Reacting to Events

The alert () function is not much used in JavaScript, but it is quite handy for trying out code. The onclick event is only one of the many HTML events you will learn about in this tutorial.

JavaScript: Changing HTML Content

Using JavaScript to manipulate the content of HTML elements is a very common. JavaScript Functions and Events The JavaScript statements, in the example above, are executed while the page loads. More often, we want to execute code when an event occurs, like when the user clicks a button. If we put JavaScript code inside a function, we can call that function when an event occurs.

External JavaScripts

Scripts can also be placed in external files. External files often contain code to be used by several different web pages. External JavaScript files have the file extension .js. To use an external script, point to the .js file in the "src" attribute of the <script> tag:

```
<!DOCTYPE html>
<html>
<body>
<script src="myScript.js"></script>
</body>
</html>
```

5.9 PHP

PHP is a server-side scripting language designed for web development but also used as a general-purpose programming language. PHP is now installed on more than 244 million websites and 2.1 million web servers. Originally created by Rasmus Lerdorf in 1995, the reference implementationof PHP is now produced by The PHP Group. While PHP originally stood for Personal Home Page, it now stands for PHP: Hypertext Preprocessor, a recursive acronym. PHP code is interpreted by a web server with a PHP processor module, which generates the resulting web page: PHP commands can be embedded directly into an HTML source document rather than calling an external file to process data. It has also evolved to include a command-line interfacecapability and can be used in standalone graphical applications. PHP is free software released under the PHP License, which is incompatible with the GNU General Public License (GPL) due to restrictions on the usage of the term PHP. PHP can be deployed on most web servers and also as a standalone shell on almost every operating system and platform, free of charge.

- PHP is an acronym for "PHP Hypertext Preprocessor"
- PHP is a widely-used, open source scripting language
- PHP scripts are executed on the server
- PHP costs nothing, it is free to download and use
  PHP files can contain text, HTML, CSS, JavaScript, and PHP code
- PHP code are executed on the server, and the result is returned to the browser as plain HTML
- PHP files have extension ".php". PHP can generate dynamic page content
- PHP can create, open, read, write, and close files on the server
- PHP can collect form data
- PHP can send and receive cookies
- PHP can add, delete, modify data in your database
- PHP can restrict users to access some pages on your website
- PHP can encrypt data

With PHP you are not limited to output HTML. You can output images, PDF files, and even Flash movies. You can also output any text, such as XHTML and XML.

- PHP runs on various platforms (Windows, Linux, Unix, Mac OS X, etc.)
- PHP is compatible with almost all servers used today (Apache, IIS, etc.)
- PHP supports a wide range of databases
- PHP is free. Download it from the official PHP resource: www.php.net
- PHP is easy to learn and runs efficiently on the server side

5.10 MY SQL

SQL is a standard language for accessing and manipulating databases.

- SQL stands for Structured Query Language
- SQL lets you access and manipulate databases
- SQL is an ANSI (American National Standards Institute) standard
- SQL can execute queries against a database
- SQL can retrieve data from a database
- SQL can insert records in a database
- SQL can update records in a database
- SQL can delete records from a database
- SQL can create new databases
- SQL can create new tables in a database
- SQL can create stored procedures in a database
- SQL can create views in a database
- SQL can set permissions on tables, procedures, and views

Although SQL is an ANSI (American National Standards Institute) standard, there are different versions of the SQL language. However, to be compliant with the ANSI standard, they all support at least the major commands (such as SELECT, UPDATE, DELETE, INSERT, WHERE) in a similar manner.

Using SQL in Your Web Site

To build a web site that shows data from a database, you will need:

- An RDBMS database program (i.e. MS Access, SQL Server, MySQL)
- To use a server-side scripting language, like PHP or ASP
- To use SQL to get the data you want
- To use HTML / CSS

RDBMS

RDBMS stands for Relational Database Management System. RDBMS is the basis for SQL, and for all modern database systems such as MS SQL Server, IBM DB2, Oracle, MySQL, and Microsoft Access. The data in RDBMS is stored in database objects called tables. A table is a collection of related data entries and it consists of columns and rows.

5.11 AJAX

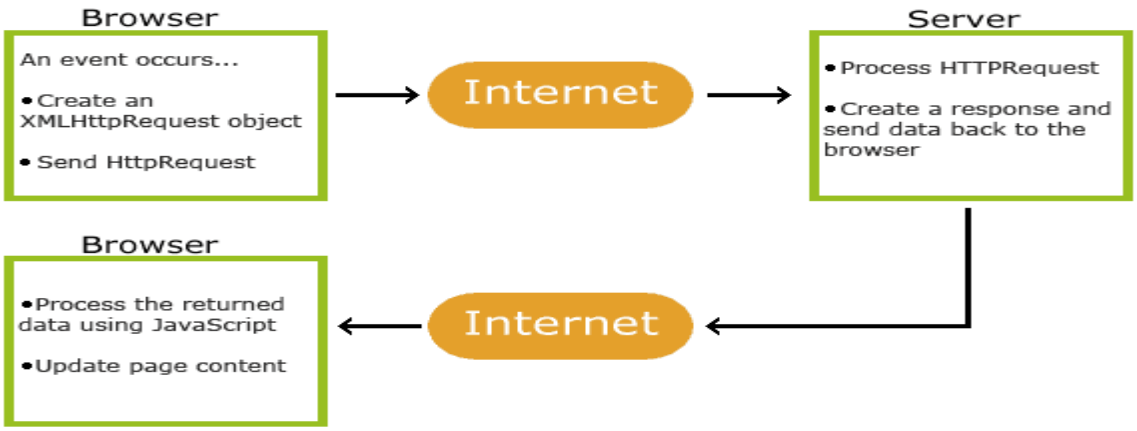
AJAX is about updating parts of a web page, without reloading the whole page. Before you continue you should have a basic understanding of the following:

- HTML / XHTML
- CSS
- JavaScript / DOM

AJAX = Asynchronous JavaScript and XML.

AJAX is a technique for creating fast and dynamic web pages. AJAX allows web pages to be updated asynchronously by exchanging small amounts of data with the server behind the scenes. This means that it is possible to update parts of a web page, without reloading the whole page. Classic web pages, (which do not use AJAX) must reload the entire page if the content should change. Examples of applications using AJAX: Google Maps, Gmail, Youtube, and Facebook tabs.

AJAX Works



AJAX is based on internet standards, and uses a combination of:

- XMLHttpRequest object (to exchange data asynchronously with a server)
- JavaScript/DOM (to display/interact with the information)
- CSS (to style the data)
- XML (often used as the format for transferring data)

5.12 XAMPP

Xampp is a free and open source cross-platform web server solution stack package, consisting mainly of theApache HTTP Server, MySQL database, and interpreters for scripts written in the PHP and Perl programming languages.

Etymology

XAMPP's name is an acronym for:

- X (to be read as "cross", meaning cross-platform)
- Apache HTTP Server
- MySQL
- PHP
- Perl

Requirements and features

XAMPP requires only one zip, tar, 7z, or exe file to be downloaded and run, and little or no configuration of the various components that make up the web server is required. XAMPP is regularly updated to incorporate the latest releases of Apache, MySQL, PHP and Perl. It also comes with a number of other modules including OpenSSL and phpMyAdmin. Self-contained, multiple instances of XAMPP can exist on a single computer, and any given instance can be copied from one computer to another. It is offered in both a full, standard version and a smaller version.

Use

Officially, XAMPP's designers intended it for use only as a development tool, to allow website designers and programmers to test their work on their own computers without any access to the Internet. To make this as easy as possible, many important security features are disabled by default.[2] In practice, however, XAMPP is sometimes used to actually serve web pages on the World Wide Web. A special tool is provided to password-protect the most important parts of the package. XAMPP also provides support for creating and manipulating databases in MySQL and SQLite among others. Once XAMPP is installed, it is possible to treat a localhost like a remote host by connecting using an FTP client. Using a program like FileZilla has many advantages when installing a content management system (CMS) like Joomla or Wordpress. It is also possible to connect to localhost via FTP with an HTML editor.

The default FTP user is "newuser", the default FTP password is "wampp". The default MySQL user is "root" while there is no default MySQL password.

Components

XAMPP 1.8.3 for Windows, including:

- Apache 2.4.4
- MySQL 5.6.11
- PHP 5.5.3
- phpMyAdmin 4.0.4
- FileZilla FTP Server 0.9.41
- Tomcat 7.0.42 (with mod_proxy_ajp as connector)
- Strawberry Perl 5.16.3.1 Portable
- XAMPP Control Panel 3.2.1 (from hackattack142)

XAMPP 1.8.3 for Linux, including:

- Apache 2.4.4
- MySQL 5.6.11
- PHP 5.5.3
- phpMyAdmin 4.0.4
- OpenSSL 1.0.1e

XAMPP for Solaris

XAMPP for Mac OS X

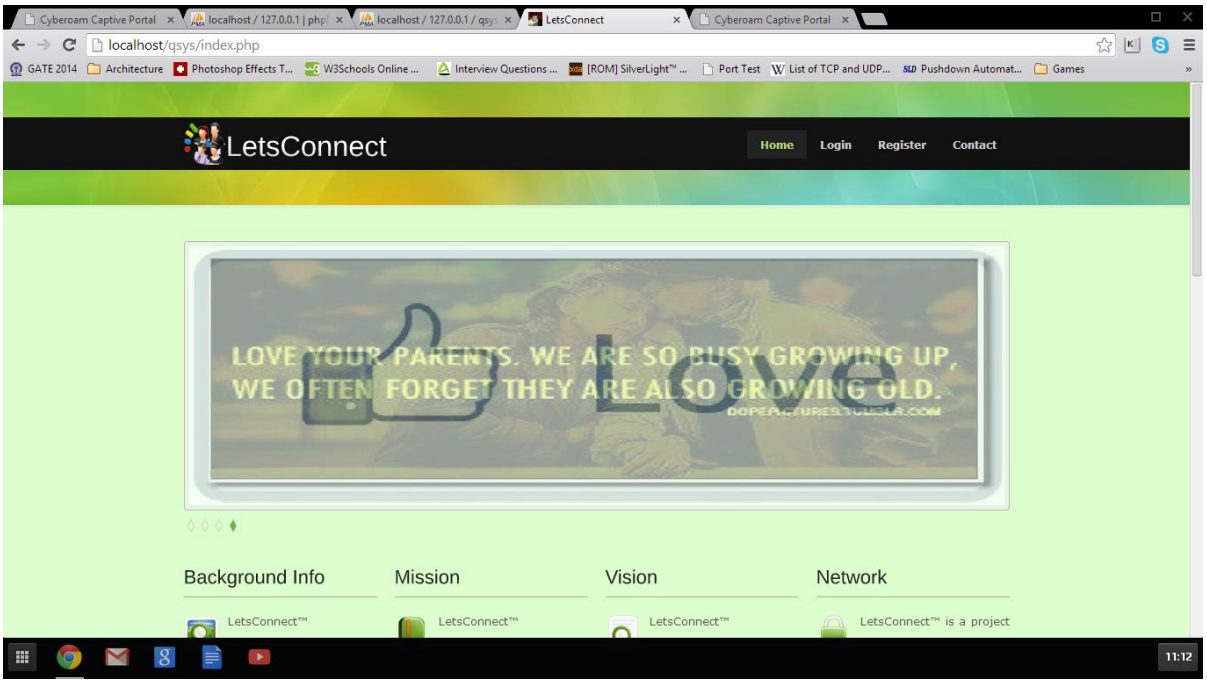
6. ***Work Done***

The Site is working well with the following modules :-

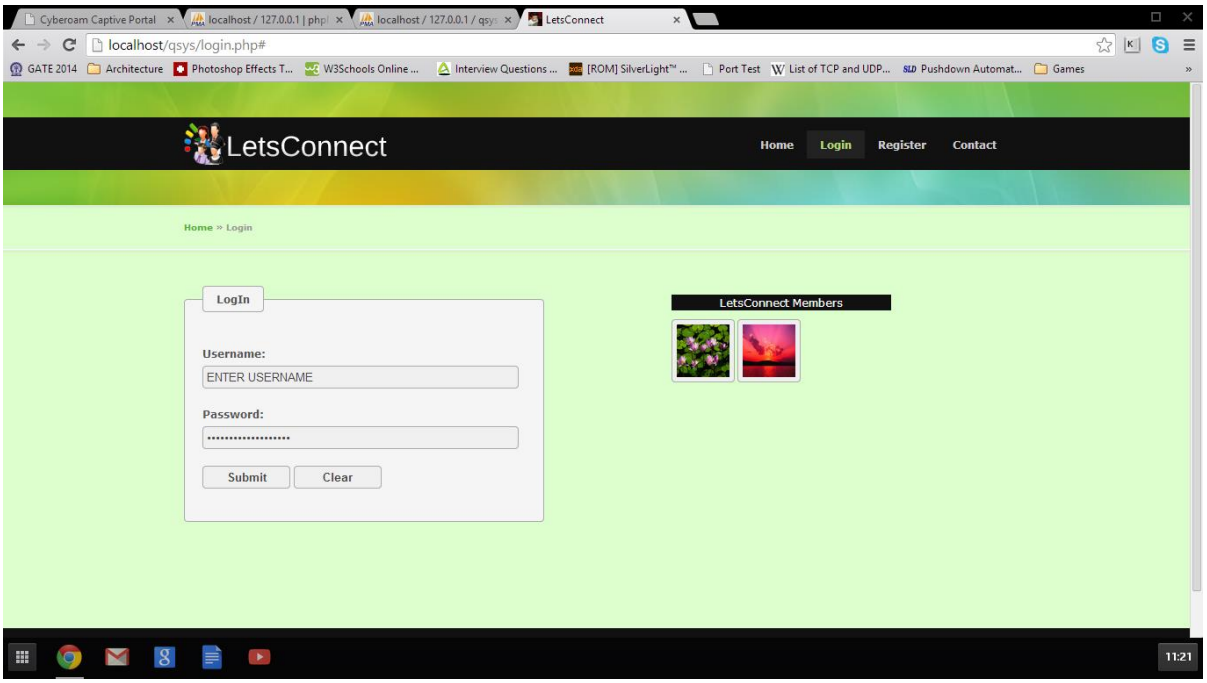
- Register
- Login
- Update Profile
- Upload Images
- Change Profile Picture
- Connect with Friend
- Search a Friend
- Delete Profile
- Add Profile

Some Images

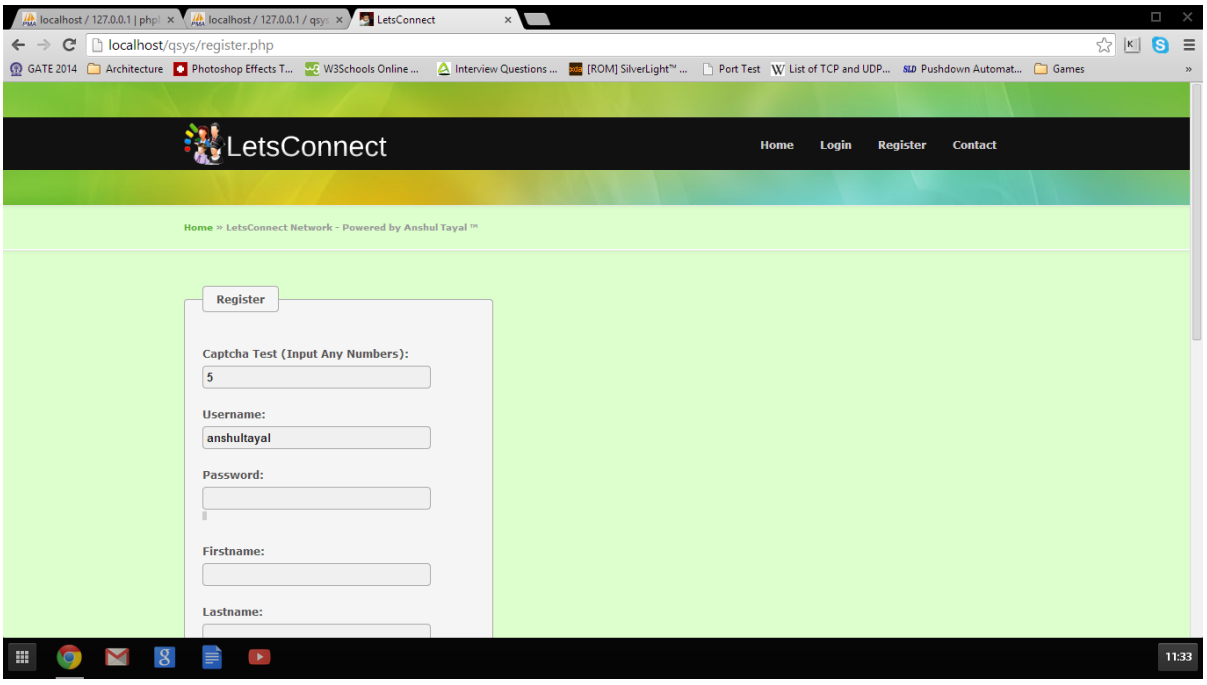
Index.php

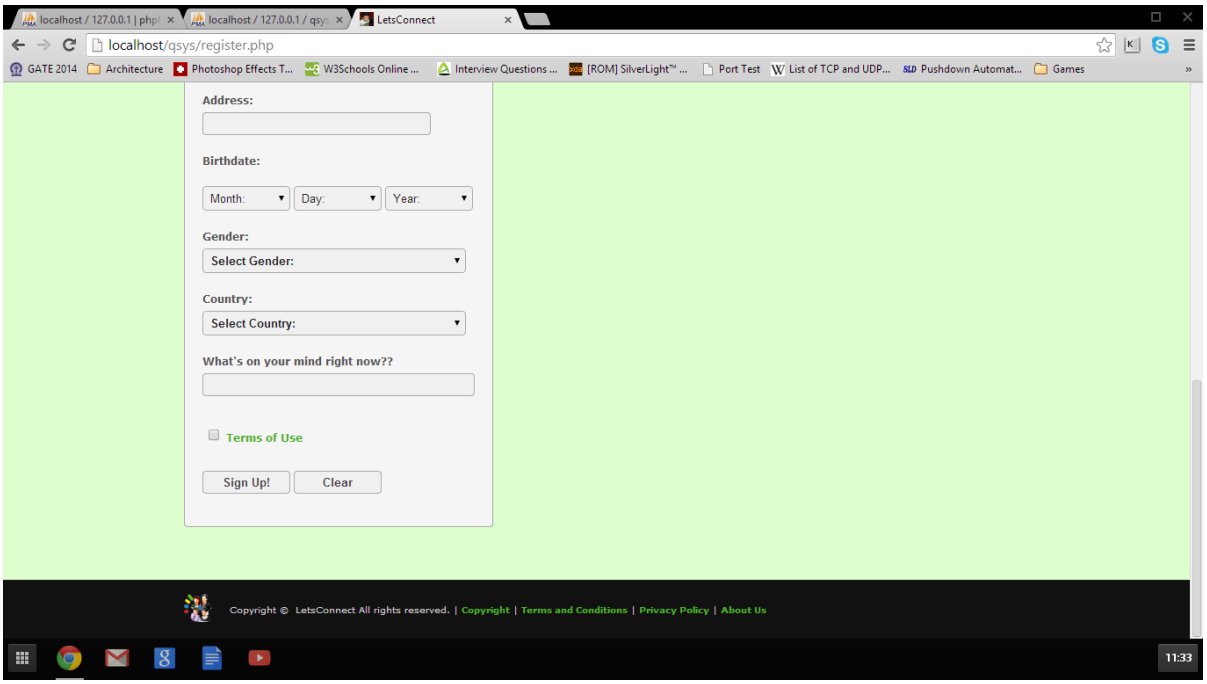


Login.php



Register.php




localhost / 127.0.0.1 | php
localhost / 127.0.0.1 / qsys
LetsConnect
localhost/qsys/register.php
GATE 2014
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Photoshop Effects T...
W3Schools Online ...
Interview Questions ...
[ROM] SilverLight™ ...
Port Test
List of TCP and UDP...
Pushdown Automat...
Games
Address:
Birthdate:
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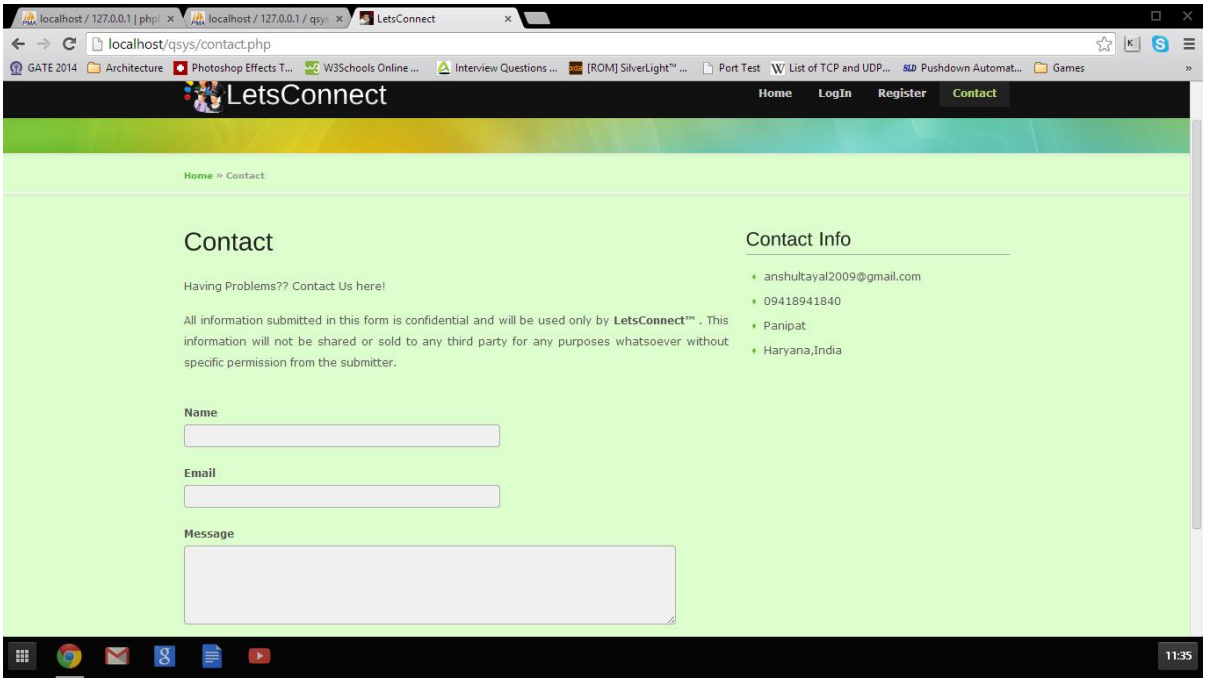
Day:
Year:
Gender:
Select Gender:
Country:
Select Country:
What's on your mind right now??
Terms of Use
Sign Up!
Clear
Copyright © LetsConnect All rights reserved. | Copyright | Terms and Conditions | Privacy Policy | About Us
11:33

Contact.php


localhost / 127.0.0.1 | php
localhost / 127.0.0.1 / qsys
LetsConnect
localhost/qsys/contact.php
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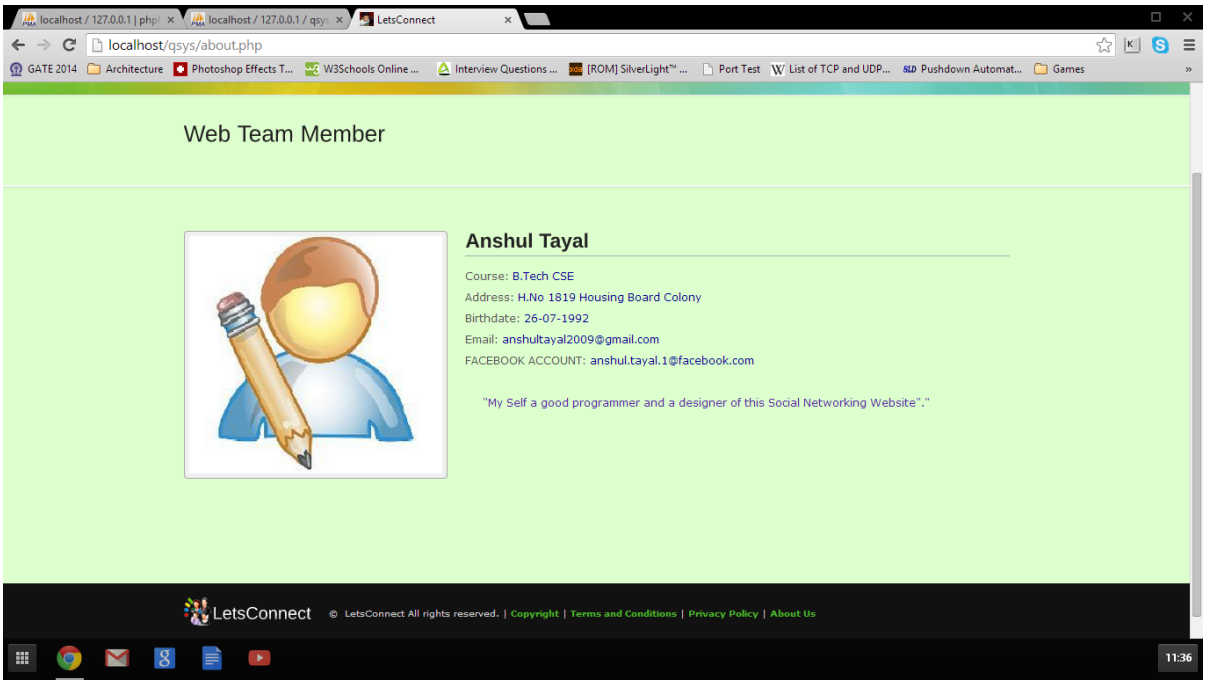
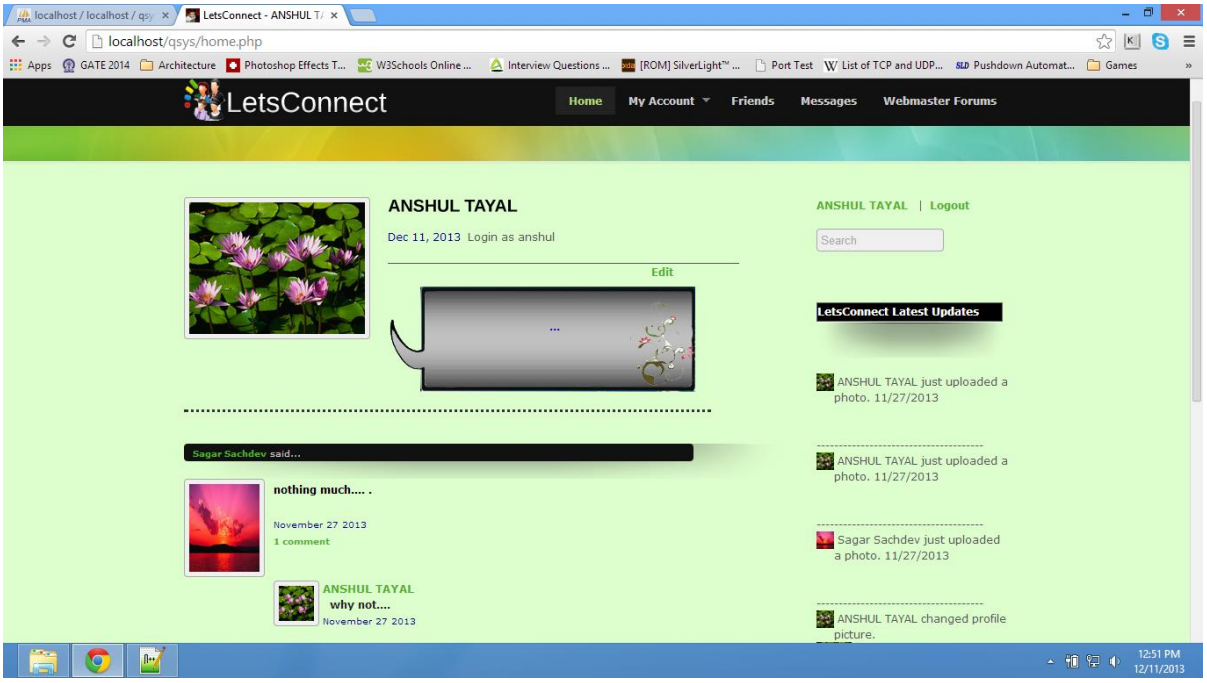
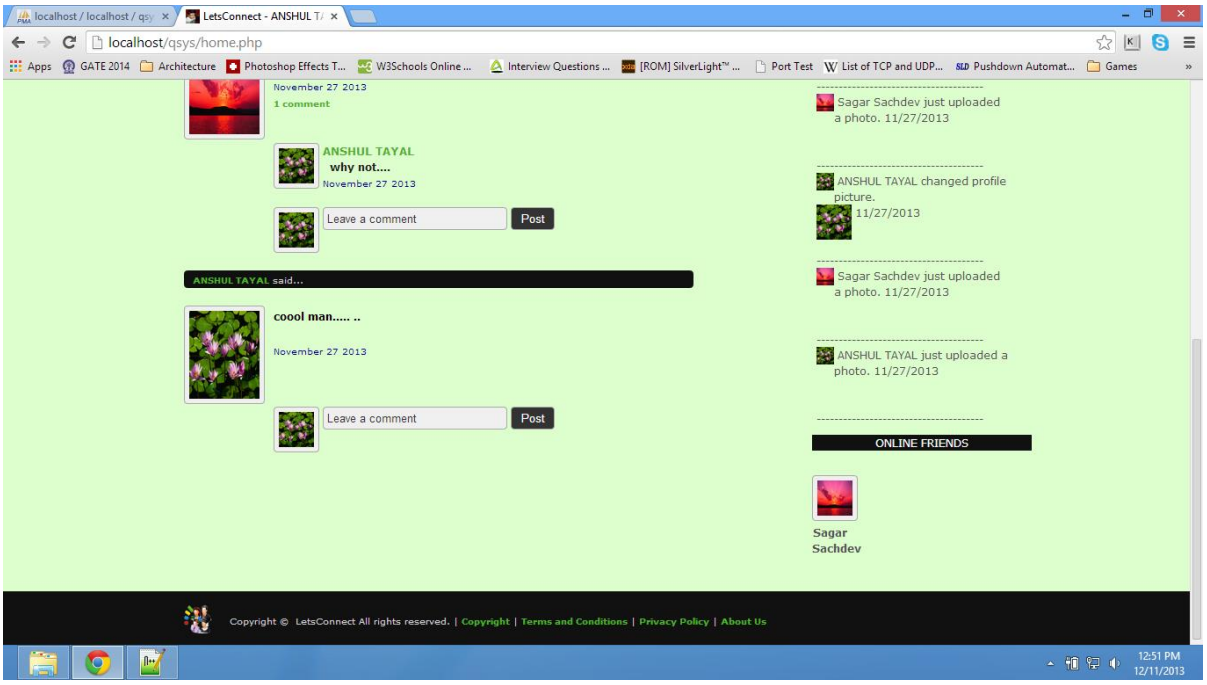
Architecture
Photoshop Effects T...
W3Schools Online ...
Interview Questions ...
[ROM] SilverLight™ ...
Port Test
List of TCP and UDP...
Pushdown Automat...
Games
LetsConnect
Home
LogIn
Register
Contact
Home » Contact
Contact
Having Problems?? Contact Us here!
All information submitted in this form is confidential and will be used only by LetsConnect™ . This information will not be shared or sold to any third party for any purposes whatsoever without specific permission from the submitter.
Name
Email
Message
Contact Info
anshultayal2009@gmail.com
09418941840
Panipat
Haryana,India
11:35

Aboutus.php



Home.php




localhost / localhost / qsy
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localhost/qsys/home.php
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November 27 2013
1 comment
ANSHUL TAYAL
why not....
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Leave a comment
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November 27 2013
Leave a comment
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Sagar Sachdev just uploaded a photo. 11/27/2013
ANSHUL TAYAL changed profile picture.
11/27/2013
Sagar Sachdev just uploaded a photo. 11/27/2013
ANSHUL TAYAL just uploaded a photo. 11/27/2013
ONLINE FRIENDS
Sagar Sachdev
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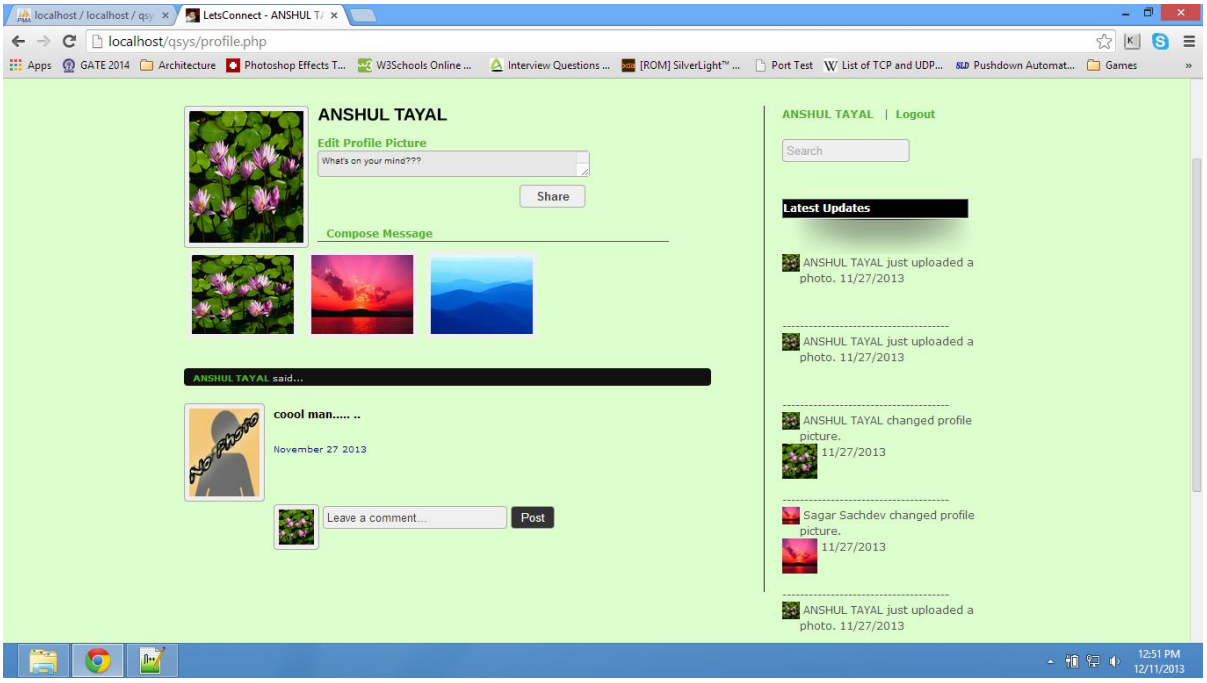
12/11/2013

Profile.php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localhost/qsys/profile.php
Apps
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Photoshop Effects T...
W3Schools Online ...
Interview Questions ...
[ROM] SilverLight™ ...
Port Test
List of TCP and UDP...
Pushdown Automat...
Games
ANSHUL TAYAL
Edit Profile Picture
What's on your mind???
Share
Compose Message
ANSHUL TAYAL said...
coool man..... ..
November 27 2013
Leave a comment...
Post
ANSHUL TAYAL | Logout
Search
Latest Updates
ANSHUL TAYAL just uploaded a photo. 11/27/2013
ANSHUL TAYAL just uploaded a photo. 11/27/2013
ANSHUL TAYAL changed profile picture.
11/27/2013
Sagar Sachdev changed profile picture.
11/27/2013
ANSHUL TAYAL just uploaded a photo. 11/27/2013
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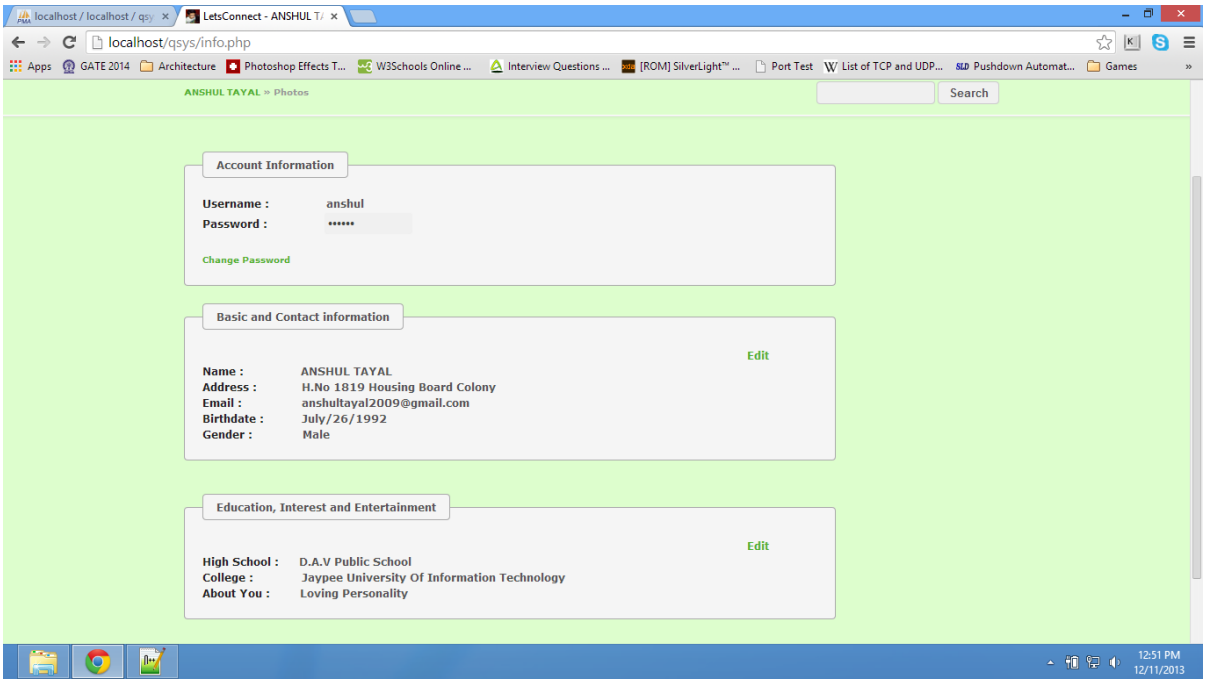
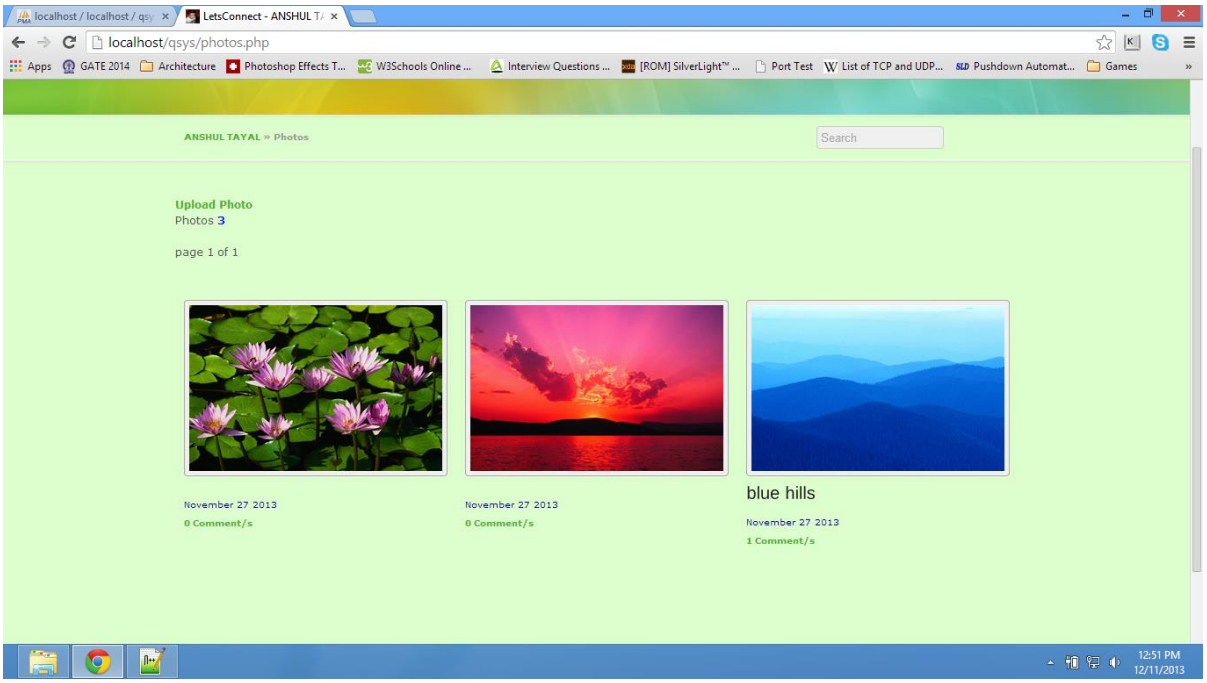
12/11/2013

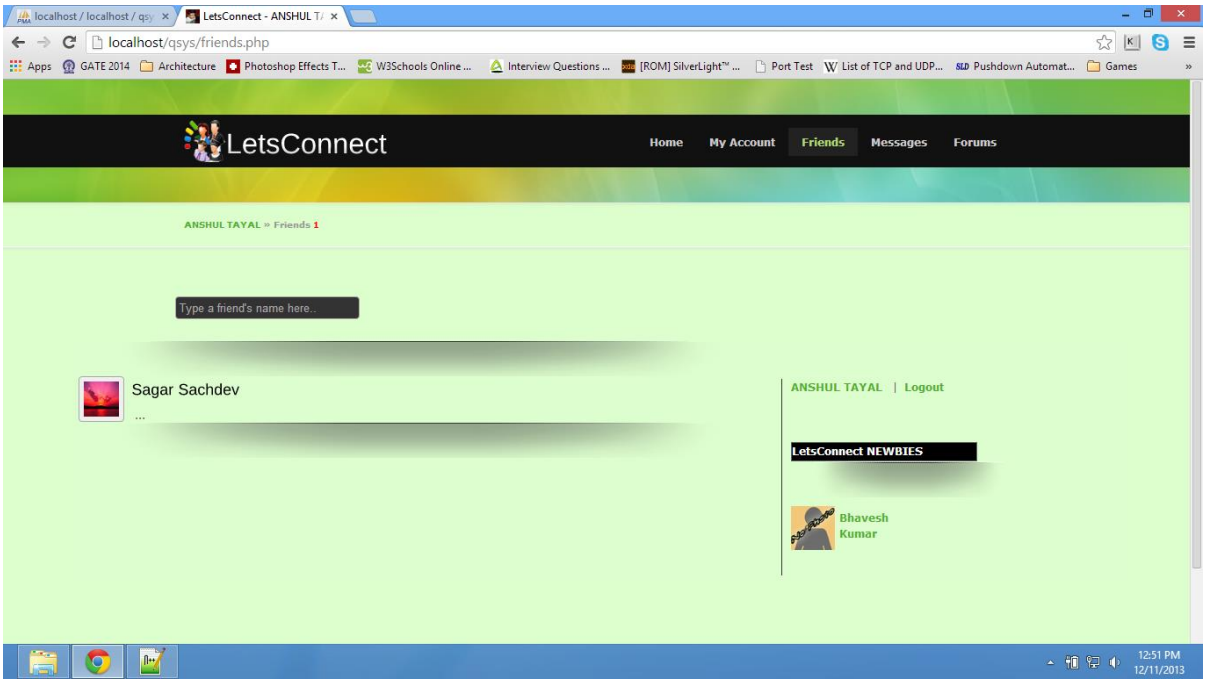
Info.php



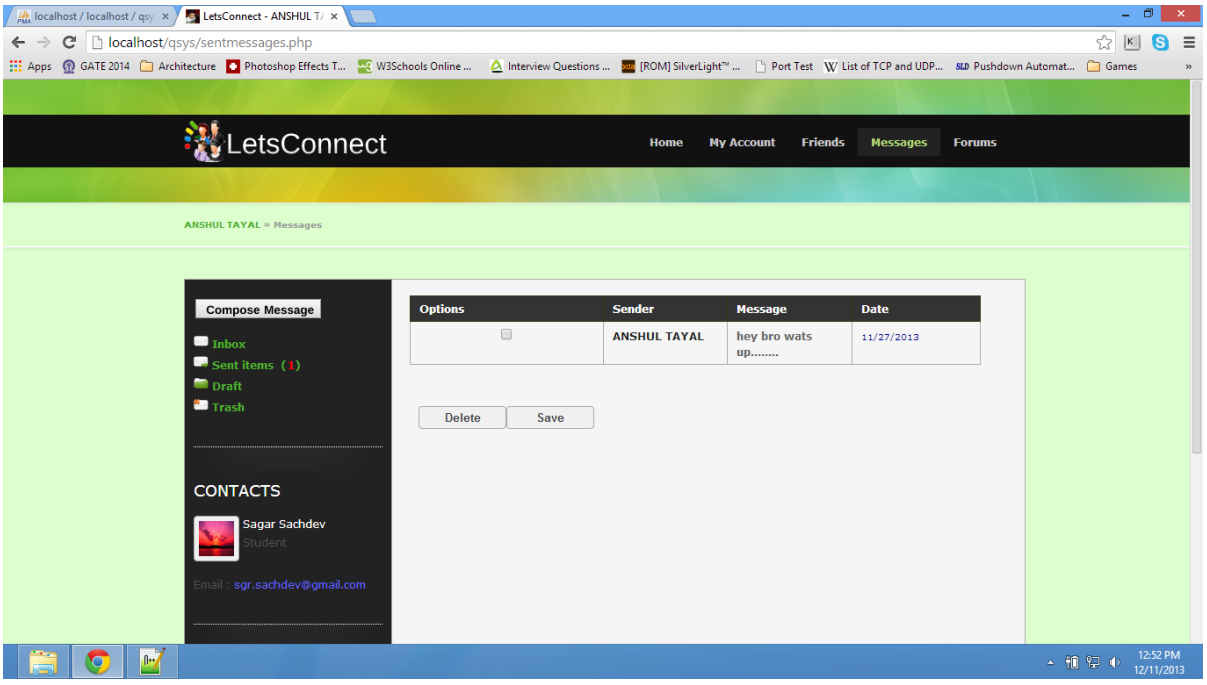
Photos.php



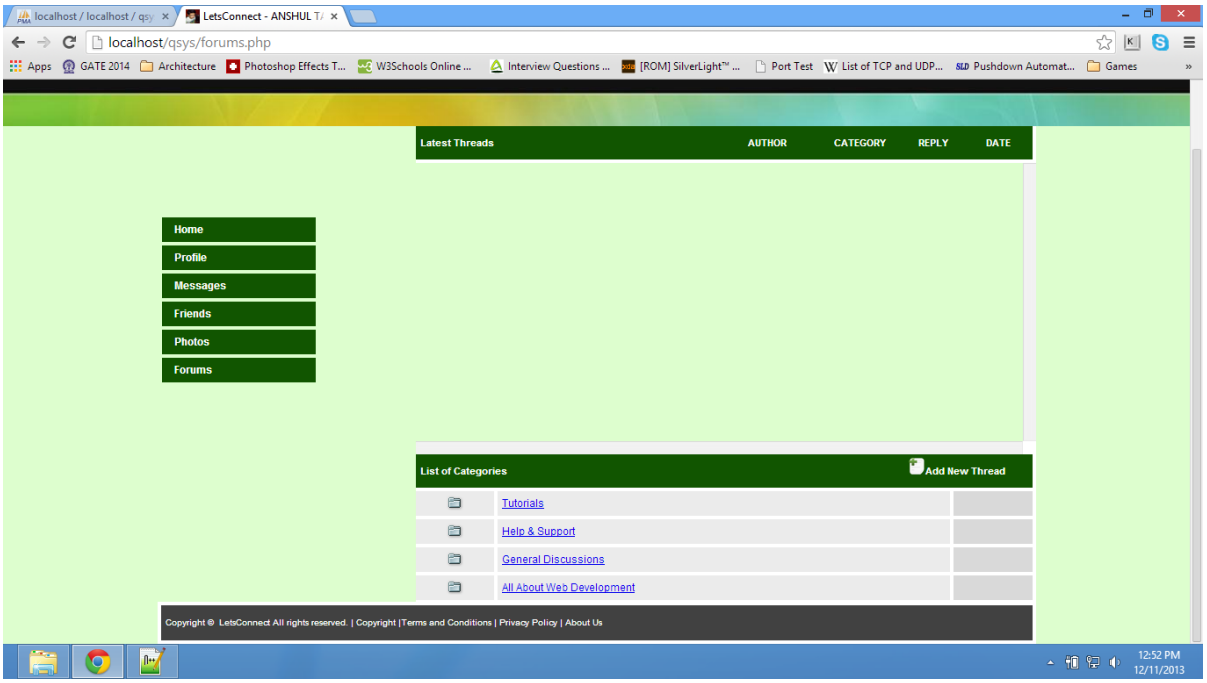
Friends.php



Sentmessages,php



Forum.php


localhost / localhost / qsy
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localhost/qsys/forums.php
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Photoshop Effects T...
W3Schools Online ...
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Port Test
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Pushdown Automat...
Games
Latest Threads
AUTHOR
CATEGORY
REPLY
DATE
Home
Profile
Messages
Friends
Photos
Forums
List of Categories
Add New Thread
Tutorials
Help & Support
General Discussions
All About Web Development
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12/11/2013

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