

Effect Of Social Networking

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ABSTRACT

Social networking is the network which is used to connect with other peoples through website such as twitter, linked, face book, YouTube through social network where the people can share their views and innovations, and people can discuss about particular issue, hopes, dreams can be shared with other people. through social network the people can do business via, olx etc...online communities represent a growing class of marketplace communities where participants can provide and exchange information on products /service or common interests in this project we develop a framework that explores the process of how a firm online community enhances consumers brand commitment key words brand commitment online communities online communities commitment, social networking.

MEANING

Social network is a way of online connects the peoples. social network is a description of the social structure between actors, mostly individuals or organizations. It indicates the ways in which they are connected through various social familiarities ranging from casual acquaintance to close familiar bonds. Communicating the friends and business commitments. Social networks are facebook, linkedin, google. Etc

SOCIAL NETWORK AND KNOWLADGE MANAGEMENT SYSTEM

What ties Information Architectur, Knowledge Management and Social Network Analysis more closely together is the reciprocal relationship between people and content.

SOCIAL NETWORK ANALYSIS

1. Degree Centrality:

The number of direct connections a node has. What really matters is where those connections lead to and how they connect the otherwise unconnected.

2. Betweenness Centrality:

A node with high betweenness has great influence over what flows in the network indicating important links and single point of failure.

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3. Closeness Centrality:

The measure of closeness of a node which are close to everyone else. The pattern of the direct and indirect ties allows the nodes any other node in the network more quickly than anyone else. They have the shortest paths to all others

SOCIAL NETWORK ANALYSIS AND KNOWLADGE MANAGEMENT SYSTEM

1. Bottlenecks - Central nodes that provide the only connection between different parts of the network.

- Number of links - Insufficient or excessive links between departments that must coordinate effectively.
- Average distance - Degrees of separation connecting all pairs of nodes in the group.

APPLICATION OF SOCIAL NETWORK ANALYSIS:

- Determine influential journalists and analysts in the IT industry.
- Map executive's personal network based on email flows.
- Discover the network of Innovators in a regional economy.
- Analyze book selling patterns to position a new book and many more.

TECHNOLOGY:

There are more catogories of technology:

- ✓ Email
- ✓ Blogs
- ✓ Social Networking Software like facebook, LinkedIn, etc.

REASONS:

- Viable / Necessity
- 21st Century Skills / State Standards

- Media Literacy
- Student interest
- Project sharing
- Compete with U.K., India, China

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