

Course Name : O Level(B3-1st sem.)

Subject : ITT&NB

Topic : Social Networking &
Introduction to Blogs

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Social networking

Social networking websites and application allow users to be part of a virtual community. These websites provide users with simple tools to create their profile with text and pictures. A typical profile includes basic information about the user, at least one photo and comments published by the user. After creating a profile, users can add friends, send message to other users and leave comments directly on friend's profile or their post section.

Some popular social networking websites and applications are given below:-

Facebook

Facebook is a social networking platform where users can post comments, share photographs and text post links to news or other interesting content on the web, chat and watch short-form video. Facebook is a popular free social networking platform. It was created by Mark Zuckerberg along with Edward Saverin and officially launched on February 4, 2004.

Features of facebook

- Facebook allows maintaining a friend list and applying privacy settings.
- Facebook allows uploading photos and maintaining photo albums that can be shared with friends.
- Facebook supports interactive online chat and the facility to comment on friend's profile pages.
- You can steam video live using Facebook live.

Twitter

Twitter is online news and social networking site where people communicate in short messages called tweets. Tweeting is posting short messages for followers on Twitter. Anyone can join twitter with a free account and Twitter name. Tweets size can be up to 140 characters . Twitter, is launched in 2006.

Instagram

Instagram is a free social networking app (owned by Facebook) made for sharing photo and video from a smart phone like Apple iOS, Android and Windows Phone. We can upload photos or videos to our service and share them with their followers or with a selected group of friends. They can also view, comment and like posts shared by their friends on Instagram.

Linkedin

LinkedIn is a business and employment oriented service that operates via websites and mobile apps. It was founded on December 28, 2002 and launched on May 5 2003. It is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.

Instant Messaging

An instant message (IM) is a real-time, text-based communication similar to chat. IM uses a shared software client between or among two or more people using personal computers, iPhones or other devices. The communication is done over a network, often the Internet, and may include advanced modes with live voice or video. File transfers are also sometimes allowed but are limited in size.

Some popular instant messaging applications are given below:

WhatsApp

WhatsApp is the most popular instant messaging application in smart phones. WhatsApp uses the internet to send messages, images, audio or video. WhatsApp is Created in 2009 and later acquired by Facebook in 2014. Using WhatsApp application, user can make video calls, make group of their friends, families or colleagues to chat in a group. The maximum number of group participants is 256 users in signal group. WhatsApp is available in most of mobile operating systems and can be accessed using web browser.

Facebook Messenger

Facebook Messenger is a free mobile app used for instant messaging . This app is free to download and the user can communicate with friends on facebook and with their phone contacts. It allows Facebook users to connect with each other and send instant messages, emoji, photos, videos, and perform other light tasks. It is separate application from the facebook application.

Telegram

Telegram is a messaging app that works over the internet, just like WhatsApp or Facebook Messenger. Telegram was launched in 2013 **by Nikolai and Pavel Durov** . Users can send message for free of charge by using Wi-Fi connection or mobile data. Telegram's main feature is its security. It claims all its activities including chats, groups and media are encrypted. Telegram can be used on smartphones, Tablets, Laptops and Desktop computers. It is available for many Operating systems like Windows, iOS etc.

Introduction to Blogs

A blog is an online journal or informational website, displaying information in the reverse chronological order with, latest posts appearing first. It is a platform where a writer or even a group of writers share their views on an individual subject.

Exercise:

1. Write short notes on social networking websites and applications.

