Social networking

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Abstract: Do social-networking sites such as Facebook, MySpace, and Twitter improve a young person's social life or serve as a substitute for a real social life? A social networking is an online service, platform, or site that focuses on building and reflecting of social networks or social relations among people, who share interest or activities. Social Networking is current phenomenon which has developed a great importance now a days. It has some good as well as some bad aspects. Our study aims at identifying what are the usage of social networking in cloud computing, and what benefit we get by using social networking cloud.

Keywords: Platform for cloud comuting, Information sharing, Individual centered service, Social media, End of privacy, Group centered.

Introduction

A social networking is a type of service. We can say that it is an online service, platform, or site that focus on facilitating the building of social networks or social relations among people who, share interests, activities, backgrounds, or real life connections. A social network service consists of a representation of each user, his social links, and variety of additional services. Most social network services are web based and provide means for users to interact over the internet, such as email and instant messaging. Online community services are sometimes considered as social network service, through 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, activities, events, and interests within their individual networks.
We can define social networking as:
"It is the development of social and professional contacts; sharing of information and service among people with a common interest."

Social networking cloud computing

There are millions of people worldwide who have access to internet and also have one or more accounts on different social media websites.
Ever since it has appeared, social media has had a major impact on the way individuals communicate and social network have become a great platform for communication and sharing which reflect real world relationships.
With the help of social networking cloud we can achives lot of things which are given below.
a. With cloud computing, no one knows where the data is located.
b. Social network enables the easy connections of people.
c. Cloud computing will change the way we use information.
d. Social network pose threats to children and young adults.
e. Cloud computing is always less expensive on premises computing.
f. Social networks increase the efficiency of collaboration.
g. Cloud computing is only one more new hype in the it industry.
h. Social networks are end of privacy
i. Cloud computing will help to create new employment and innovation.
j. Social networks will disrupt offline social relations.

For social networking cloud the social websites plays an important role. Social networking sites give a platform to the user to create their own virtual social space where they can upload or publish their own information.

Some popular and leading social networking sites are given below:
1. Facebook: Facebook provides many types of software which allows millions of user to upload millions of photograph and tweak them and tag them and share them. We need someplace to store those photographs and we need to be able to handle thousands or millions of user to upload those photographs and we need be able to handle thousands or millions of users swarming over our websites or applications everyday without it going

down. Facebook putts all data into sort of cloud storage. For this lots of hardware and software a are required but user dosen't care. So by using facebook means, we are using the services paas (platform as a service) and Saas (software as a service)of cloud.

2. Twitter: Twitter is also providing all the three services of cloud named as Iaas (infrastructure as a services).

3. Google: It provides search engine for searching so that we can search millions of data in few seconds. So it is providing Saas(software as a services)of cloud.

4. Youtube: It provides search engines and storage to user so it is providing all three services of cloud named as Iaas (infrastructure as a service), Paas (platform as a service)and Saas (software as a services).

Benefits of using social networking cloud

The main or top six benefits are given below.

1. Increased speed in responding to unforeseen events: With cloud deployments, capacity and location planning are no longer in the hands of the customer, but are the responsible of the cloud vendor. This allows companies to respond quickly to any business changes that may arise unexpectedly because operations are handled by cloud vendor.

2. Easy to get greatest latest updates: Software updates renewals are also handled by the cloud vendor and occur several times a year at no cost to the customer. This ensures that the user interface remains modern and up to date with business demands.

3. Adaption is quick and simple: Users access cloud applications on standard web browsers anytime, anywhere. Using web style user interfaces, like that of yahoo, allows for more widespread adoption across the company without the need for detailed training.

4. Improved information security: One of the top concerns of cloud skeptics is the fear of sacrificing data security when allowing company data to exist outside the internal firewall. Well according to success factor, security is actually increased when using cloud solutions due ti strict ISO security standards that cloud providers must adhere to, in addition to the regular audits. This means no more worrying about lost laptops with confidential data and treacherous hacking threats.

5. Deployment time decreases from years to month: Time to value with cloud solutions is significantly lower than with on-premise applications. A "go live" for cloud solutions takes typically 2-3 quarters, whereas on-premise solutions require 2-3 years to implement. Not only is implementation time reduced, but the IT resources required to roll-out cloud solutions are much less.

6. Lower risk with subscription based cost model: With pay-as-you-go, subscription based cost structure, cloud services require lower initial investment and typically much lower over wall cost than on-premise. In addition, cloud solutions provide an "easy out" if the customer is dissatisfied with the product. Therefore, the business risk is in the hands of the cloud vendor and not the company itself.

Conclusion

For social networking cloud the social websites play an important role. Social networking sites give a platform to the user to create their own virtual social space where they can upload or publish their own information.

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