

## Role of Social Media in Advancing The Three Cs (Coordination & Cooperation & Collaboration)

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**Abstract.** In the current time, social media plays an important role in our lives in many ways and we can also see its use in the development and humanitarian aid fields. Also, social media encapsulates Internet-based applications filled with publicly available digital content that is created, reviewed, and directed by mass users. With these basic components, social networking enables interaction and communication among Internet users, allowing them to author, edit, and share numerous types of texts, pictures, videos and audios. They are able to classify and label the content as well. The most important element of social networking is that it allows for mass socialization; that is, the enablement of collective action by Internet users. This session is interested in attracting new topics covering the major role of social network in advancing the three Cs especially in academic institutions for developing nations.

**Keywords:** Social Media; Coordination; Cooperation; Collaboration

### 1. Introduction

Social networking sites enable users to submit themselves; create, and maintain social connections with others as well as express their own social networks. In this context, it was recommended that the use of the term "network" instead of "networking" to confirm

how to structure these applications to be used by users. Social media sites are used to formulate clear and accessible presentation of social connections although the reasons of different connections. Making the accumulation and social connections are the main focus of SNS activity. In this case, social media sites are applications that distinguish them from other sites. Social networking has seen tremendous growth in recent years. These networks provide suitable space for the exchange of multimedia information instantly between individuals and their neighbors in the social graph. Social networks provide a powerful reflection of the structure and dynamics of the society of the 21st century and the interaction of the Internet generation with both technology and other people. Indeed, the dramatic growth of social multimedia and user generated content is revolutionizing all phases of the content value chain including production, processing, distribution and consumption. It also originated and brought to the multimedia sector a new underestimated and now critical aspect of science and technology: social interaction and networking.

It clearly demonstrates the importance of this new field of rapidly evolving search technologies associated with many applications including Web services and exchange of content and communities, online

multimedia communication, multimedia, social research, and interactive services, entertainment, health care and security applications. Enough to generate new research called multimedia social computing, which is brought solid computing networking technologies and multimedia together with emerging social media research. Internet social services change the way we communicate with others, entertainment and live in reality. Social networking is one of the main reasons that a lot of people are becoming avid Internet users, and people who were up to the emergence of social networking could not find interest in the network [1]. This is a very strong indicator of what is happening on the Internet. Furthermore, this behavior when combined with social networking (communication between users through any online communities) a new era where multimedia Internet content exchange across social networking sites (SNSs) is a daily practice.

There are more than 200 known SNSs impact around the world today, and this number is growing rapidly. Many Web sites are existing and top pure SNSs provide some social networking capabilities [2]. With the exception of known as "first-level" social networking with hundreds of millions of users stretching around the world, there are also many smaller social networking sites that are equally popular within the limited geographic range of its members, within a city or country or continent. There are also many communities directed vertically collected users around a particular topic, so, they have many members who have dedicated themselves [3]. The most famous social networks currently in existence are: Facebook, Twitter, Myspace, blogger, Lenkrin, Skype and Sky Rocks. In addition, sites that help deploy artifacts and profile of the

dissemination of music, songs and poetry, such as YouTube. Benefits of the SNS also points to some potential opportunities for expanding and improving perceptions of "Cyber Citizenship" in policy and practice.

Cyber citizenship concept that is more beneficial to society as a whole, rather than a set of policies aimed at young people and requiring protection, protection in the digital landscape. In view point of the relationship between social networks and customer services 3Cs (cooperation and coordination and cooperation), we say that cooperation is the process of creating common of two or more individual interaction skills complementary to create common understanding that everything has in the past can come to own. Therefore, collaboration creates a shared process, product, or event. In this sense, there is nothing routine about this subject. Therefore, this paper reviews the current state-of-the-art in selected aspects of social networking, and offers a range of open research challenges in online social networking as well as focusing the investigation on the influence of social networks to make the 3Cs is more effective especially when acting in different applications such as: education, business, health, tourism, radio and other media.

## **2.The Three Cs Togetherness In Conjunction With Communication**

Social network services is the provision of direct services site, makes it easy to build social relations among people involved in specific activities. Most social networks are limited to scientific Web sites (Web) and provide users with social networking via the Internet through e-mail and Instant Messaging [4]. Social networks have been established with a view to social networking among individuals and groups with homogeneous concerns on Internet sites or the World Wide Web for the exchange of knowledge and

information with video, audio, picture and text including biographical files as well as customer service, such as online chatting and exchanging private messages and email.

In the work presented in [4], the author discusses the impact of social networks in strengthening the three Cs. Also, the author analyzes in detail the relationship between the three dependent client's services and social networks. It is recommended that Cooperation, Collaboration, Coordination, Communication are traditional and exchange words. When these words are mixed together, it achieved many results. Each term is different and each has strengths not only but also constraints.

Communication talking to people how to understand each other and how information is transferred (and not just "facts", but policies and prospects, rumors, emotions, failure, and all other tests) in organizations. Maybe the problem is less with the communication with their results. Even if we have the expression of perfect communication controls, the relationship to the outcome still fake. Formatting such communications starts with the assumption that there are different people, different units, create different units overlap and duplication and/or separation without formatting.

Unlike communication, coordination looks to inform each unit or part of the whole as to how and when it must act. Coordination is a framework used to ensure that otherwise disparate forces will all pull in harness. Among the major coordination problems in any large organization is that between central office and field units. In many cases, coordination boils down to two conditions: that people and units know what they are to do and when they are to do it; and that they see the relationship between what they do and what the coordinated whole achieves. So,

Coordination is concerned with efficiency [4].

Achieving an efficient Coordination of movement tells us something about the outcome of the transaction. Talk about a "well qualified" or team tells us that the friction is reduced but not achieving results. In fact, there could be a weak relationship between the coordination and results depending on the context [4]. If coordination with what third cooperation of our lives "C" Word.

Cooperation is the hallmark of the behavior of all companies with the corporate culture. Cooperation often becomes an invitation to increase socialization of culture, and is not intended for high performance. Also, one reverses a competitive cooperative. Organize contacts that fly continuously on all topics, which everyone knows and follows cues to tight coordination and full, and that all social rules, not necessarily high-performance group. What is missing is the relationship between the input and result. One of the reasons for the separation between cooperation and coordination, communication and great organizations is that these "C" words are, at best, and controls. They all support the control tendencies that are, at heart, and central. It is intended to achieve: to bring things together strongly as possible.

Collaboration is not about agreement. It is about creation; Collaboration is the process of shared creation: two or more individuals with complementary skills interacting to create a shared understanding that none had previously possessed or could have come to on their own. Collaboration creates a shared meaning about a process, a product, or an event. Collaboration differs from both the words "C" profile above. In contrast, not about the exchange of information. It uses information about to create something new. Unlike insight seeks coordination and cooperation varied and spontaneity, rather than structural harmony. Unlike collaboration thrives on differences and

requires sparks of opposition.

## 2.1 Challenges Imposed By Collaborative Communities

Currently, the main bottleneck for the Web is not the bottleneck, but communications bottleneck research [5]. Communities of leisure and communities of interest information exchange their space depending on their tasks instead of becoming lost while seeking information in "trash world wide". Collaboration requires more complex information structures which include the definition of information on a variety of levels, including levels of service quality. This allows information and storage place organized by other parties, the change tracking information.

Complete knowledge on space information is not the main challenge if metadata can be information sharing between cooperating parties. Computing everywhere become a model for the classic account beyond computing embedded systems. Users and systems require the principles of cooperation of most of those in the past. Ubiquitous systems require sophisticated support in mobility for devices, services, users, and networks, require context awareness within a wide range of changing situations, and deep support for collaborations among groups of people and systems. The last support must be based on facilities for conferencing and communicating as well as on facilities for storage, maintenance, delivery, and presentation of shared data, shared functions, and shared control. Collaborations may be performed in real-time or asynchronous [5].

The Collaboration adds a new dimension to modeling site. The site is not so important for fixed devices. It is based on special data structures that can encode and store

information site in an efficient and dynamic objects position, availability, and service level can be maintained, etc. Collaboration is also based on context-awareness, i.e. on representation of user needs and demands, of roles of users, of portfolio of users or groups of users, and of user profiles. Collaboration is based on dynamic and partially ad-hoc grouping of people and systems. In this case, Collaboration also requires calibration and adaptation of systems to changing situations[5].

Finally, Collaboration must be based on synchronization and on consistency support since it is based on shared data that might be created, modified, and deleted. Consistency support may be based on contracts contracted by collaborating parties. These contracts may, for instance, require certain mechanisms for data recharging and data synchronization depending on profiles and portfolio.

## 2.2 New Paradigm Raised By Collaborating Communities

Collaboration requires a change in computing paradigms beyond programming [6]. Classical imperative programming uses tough and restrictive facilities of control. The way of computation may vary depending on the collaborating party. Collaboration is based on interference or more general on concurrency. Therefore, compositional development of languages cannot be maintained longer. Collaboration has often been restricted to communication or communication-based concurrency [6]. The distinction between this kind of concurrency and state-based concurrency cannot be used since collaboration also includes cooperation that requires Collaborating communities are often self-organizing. The organization is context-dependent and emergent. So, the organization of the community itself must be reflected by the collaboration itself.

Collaboration uses a more elaborated

concept of locality. Each party may use a specific communication interface that is partially agreed with other parties, may apply a number of restrictions to each of the parties, and may insist of a number of obligations that must be fulfilled by the parties. With the advent of Web-based, information systems are developed widely organized in cooperation and competition with classic systems [6]. They whenever replacing 'swarm intelligence' "beats the better, the more clearly defined models of partnership based on senior and junior parties, whenever appears on demand cooperation, for example, on contract, on the force about the availability of the settings, or on CDs, for example, the desire, interest or pleasure of entertainment packages.

### 2.3 User Participation In Collaborating Communities

User participation in collaboration typically follows a general workflow that consists of a formation phase of groups or societies in a working phase of collaborations and in a result of the collaboration. Any user in collaboration can be considered at the micro, meso or macro levels. The micro level characterization concentrates on the effects to a singleton user. The meso level is concerned with the groups and the impact the group has on its members or the member has on its groups. The Web forms regional, Tran's regional or worldwide societies [6]. These societies have an impact on the user development, on the collaboration and on the groups within these societies. The separation of collaboration into these three main workflows also allows specifying the impact of collaboration.

### 3.Social Networking As A Virtual Enterprise Community

E-collaboration technologies are a group set of internet-based communication tools, which support both cooperation and coordination among distant workers. Among these tools, the most common a[7]:

Bulletin board: a message board, where a conversation can be carried on over time;

Forums: the subject is set and the discussion is carried on, either with all participants online, or over time;

E-mail: the most common and widespread communication tool. Its main use is for text messages, normally relatively brief, often accompanied by attachments;

Chat: real-time text talk where messages appear on both users screens;

Whiteboard: whiteboards allow two or more people to view and draw on a shared drawing surface;

Audio/video conferencing: use of audio or video to enhance human presence in meetings;

Screen sharing: both people have the same view of the screen and possibly the remote user can take control of the other user's system;

Meeting scheduling tools: creating meeting agendas and lists of issues or using calendars for organizing meetings;

Presentation capability: users can conduct presentations, i.e. show and annotate PowerPoint slides;

Project management: projects and project milestones, meetings, memos and project interactions are tracked. Project management with the traditional meaning of the term, i.e. creating Gantt or Pert charts and calculating the project budget is not considered;

File and document sharing: documents and files are made available to a group of people;

Document management: document management includes sharing of documents. Documents are stored in a central server and

users can work on them, either using their local applications, or the tool's functionality;

Synchronous work on files/documents: files/documents can be edited simultaneously by a number of users, either on each other's screen, or on a whiteboard.

E-collaboration tools have often been studied according to their capability to support more or less complex communications. Media richness theory [8] is the mainstream approach to this kind of research. Summarizing, according to this theory different communication tools can transmit different volumes of data per unit of time (media richness). Face to face is considered the richest medium, while email is considered a poor medium. More data sent, the less ambiguous message leads. As a result, the theory provides for the adoption of rich media when mysterious tasks to media lean when it is unambiguous.

### 3.1.E-Collaboration Tools For Cooperation

Cooperation is easier by having relations 1) based on trust, 2) that feature identification (individual with) and 3) that support the resolution of the conflict. The emergence of such relationships in computer-mediated contexts following different patterns with respect to non-mediated cases. Study of virtual environments, Wegarvinba Leidner [9] have found that prevalent kind confidence appears is the so-called "swift trust", that is, confidence based on contextual information (such as a trusted advisor for it may work with customers the importance). This happens because the default members in institutions with a history of working together, and unlikely to work together again in the future. In this case cannot be expectations on others on the basis of personal knowledge.

The means of communication plays a crucial role: it facilitates cooperation if able to deliver contextual information. Define facilitate several processes that are associated with the problem of cooperation: control the behavior of staff, performance group, outside the role behavior, and retain valuable staff. Raghuram et al [10] believe that the means of communication itself can be a source of identification: that is, employees using the same medium (face-to-face, email, instant messaging, and phone) tend to identify with each other and collaborate more easily.

This indicates that it is important to invest in technology and training in order to get a common view of the media, of the process, but also from the point of view of the symbolic view. With respect to the problem of conflict resolution, and have found that there is no significant difference in the ways the conflict arises in computer-mediated and mediated contexts [11]. However in the case of non-mediated contexts, conflict is overcome much more easily. As a result, making it easier to resolve disputes in contexts mediated by the media-rich and the possibility of repeated interactions

### 3.2.E-Collaboration Tools For Coordination

E-collaboration tools are a valid support also for coordination activities. Through these technologies, in fact, information can be distributed among remote workers and mutual knowledge can be developed. While bulletin boards, forums, web sites are suitable tools for information sharing, interactive tools as videoconferencing, chats, screen sharing are useful for knowledge building.

A relevant problem in virtual settings is that tacit knowledge is difficult to communicate through electronic channels. Storytelling, organizational narrations and knowledge maps are useful electronic supports for tacit knowledge transfer. In this case,

however, e-collaboration tools can be effectively complemented by more traditional organizational mechanisms as face to face meetings, periods of training, periodical visits at the headquarter.

To understand why e-collaboration tools topic watching different shows in different environments, in fact, it is necessary to consider how they interact with traditional management mechanisms. The effectiveness of e-mail, for example, can improve the teams with experience working together. Short training periods at the beginning and during the cooperation enrich the capabilities of communication medium. Electronic gadgets are no substitute traditional regulatory practices. Organizational and technological tools, that is, if designed correctly enhance each other [12]

Summarizing, while in stable settings, e-collaboration tools are primarily used to make operative interactions easier (exploiting the possibility of collaborative work among geographically distributed members) in virtual enterprises their role grows dramatically. Since members, in virtual settings, work together only to exploit a specific and temporary business opportunity, it is likely that they do not know each other. Therefore, not only operative interactions but also community building and knowledge building processes take place through electronic channels and e-collaboration tools in particular.

As the virtual enterprise proceeds in its life cycle, the role of e-collaboration technologies shifts from improving cooperation towards improving coordination. In a second phase, when cooperation has been achieved, e-collaboration tools are used to create a base of shared knowledge. In the last stages they are used to efficiently coordinate actions. We expect, then, that when a virtual

enterprise is constituted, rich, synchronous media will be used to negotiate goals, exchange opinions, and compare visions of the world.

As the default organization enters the stage, and need rich communication reduces the interactions mainly due to coordination problems. Asynchronously, and fat-free technologies, email is, in this case, be sufficient to support the interrelationship between individuals. The possibility of using e-collaboration tools in isolation from other regulatory mechanisms when a relationship grows. In the early stages of a default organization the necessary training, face-to-face meetings must be frequent and informal descriptions of processes and organizational structures are necessary support.

Respectively, when the members know each other and electronic communications are sufficient to support interaction, because members have developed reliable knowledge about the interests of its partners and competencies.

In summarizing, in the early stages of a default organization, when the need to build stronger cooperation, we expect that the richest e-media cooperation, and video and audio conferences will be used. These tools will be used only in part and structure will be completed by using the forces face to face. As the integration process proceeds, coordination issues become relatively more important. In the end, when you reach a good level of mutual knowledge and document management systems for operative coordination prevail over other mail collaboration

#### **4.Major Applications Of Social Networks In Daily Life**

No longer the role of social networking limited to communicate with friends and share discussions of social and political, but its role beyond that much where many companies in the exploitation of these sites promote their

products to connect with the target audience, as used by governments as well as the dissemination of data and information and receive feedback and comments by members of the community. For example, the academic level has started a lot of faculty members in universities and Arab using these networks to communicate with students in order to create a learning environment transparent and interactive where the student become an actor involved in the responsibility, not just a receiver of negative information take it from his/her teacher in the classroom.

#### **4.1.Social Networking As A Powerful Tool In Education**

In [13], author provides the basis for a change in social networking behavior of university students with the passage of time and its attempts to reduce the complexity of many techniques and technological possibilities by a combination of controlled factors. This study explores the use of SNS, preferences and types of "friends", and uses the SNS as well as the possibilities of communication technologies for academic purposes. Also used the learning preferences in order to determine whether such preferences have an impact on students. From this work [13] which was oriented to benefit the university students, we reach to the following facts and finding: 99.1% identified that they use Facebook (.9% have not used the site). Facebook was identified as being the most preferred SNS by 81.5% and the most commonly used at some 14 times per week. Many other well-known social network sites were less preferred (MySpace 1.0% first preference and .8 times per week; Twitter 0.5% and 5.0 times; YouTube 6.8% and 4.1 times). Although different in its nature, YouTube received 44.8% (n=364) of second preference indications. Of the students who

reported using Facebook, 54.7% (n=444) use it on average seven times a day, 17.5% (n=130) once a day and 13.1% (97) three times a week. On average, students are using their preferred SNS about 1.4 hours per day.

Whether or not their time on the site is to browse, check activity or to idle is unknown. Also, the findings indicate that within this population some students are open to the idea of having their most preferred social networking application to be used for formal university practices (42.1% maybe; 20.9% yes). However, 31.5% of students do not welcome the concept. Some 5.5% of students said that they would possibly use a SNS that was separate to their preferred site. On the other hand, with regard to the SNS in schools, there is a lot of interest from schools and universities where the public can TAFE SNS and social media such as blogs to benefit or complement formal education and enhance learning outcomes [14].

Integrate now while e-learning in educational settings most frameworks and use less comprehensive SNS used. To access, SNS varies according to the educational level of the State and with other States to block access to social media SNS services. As a result, there is a paucity of evidence on the impact of the SNS to formal education youth [15]. However, being rolled out pilot projects and research undertaken which highlights all the capabilities and the need for social services, programs, and practices need to be integrated in schools and higher education frameworks [16]. As the SNS used to expand opportunities for formal education through geographical contexts; studies conducted in the workplace about the role of information and communication technology in learning and development find:

Youth in particular value the social and interactive opportunities for learning;

Access to virtual communities or online is

more important than the physical education environment [17]. Rapid Share and SNS can support and extend learning and discussion outside the official grade [17]; and Peer-based learning is a key feature of the way in which youth turning out-of-school learning and official organizations. This context is characterized by reciprocity, where participants feel that they can both produce and evaluate knowledge and culture [18].

It has been shown that evaluations of strategies of e-learning platforms SNS allow for the extension of learning discussion outside the classroom official, and enhance learning and thus deeper youth not only to deal with the material for a longer period, but is likely to relate to it and incorporate it into their daily lives [14]. It is important to note that it has not seen the benefits of educational SNS on an equal footing of all young people. Certain groups of learners, such as young people, and those of social and economic backgrounds low and those living in remote areas, faces continuing challenges of Internet access and literacy [19]. Make the most of the SNS for these groups require special treatment and access digital literacy. Even now, where they are promoting access and skills, social media SNS can promote interaction between marginalized youth with their teacher and increase their confidence in the educational activities [20]. Use different forms, for example, with file attachments or multimedia attachments clip art enable individuals to express themselves and explain the language when faced with cultural, social, or learning barriers.

#### **4.2.Social Networking As A Smart Business Environment**

Business relies on the end user. With changing consumer behavior of campaign and

social media; it is inevitable that companies have to adapt to the new standards. According to a report in 2012 and social media marketing industry, 94% of all international companies are using social media to drive digital marketing efforts. Social media can be used effectively in many ways to create a buzz, and communicating with clients, customers and gather ideas, and also for customer service and support. Social listening is also an important area which helps to understand consumers, employees and the community [21]. Social listening tools bring data that can be used to provide a better service everywhere.

Many of the leading brands in the world have used social media to their advantage. For example, Ford used to create a buzz about the Ford Fiesta. Online campaign began about 18 months ago and released holiday in the U.S. market. Ford gave 100 social media influencers on the European model of the car and asked them to document their experiences on various social channels. The Fiesta video campaign garnered 6.5 million views on YouTube, bringing in 50,000 information requests from non-Ford drivers. The car sold 10,000 units in the first six days when it came out in 2010 [21].

Similarly, Dell Idea Storm site more than 17,000 ideas for new or improved products, which had been adopted nearly 500 ideas. Some of these ideas include keyboards with backlighting, which is the best to work on board the aircraft. Dell uses a storm idea to get customer feedback on its own ideas as well. Comcast, the largest cable operator and Internet service provider Home Online leverages Twitter to track complaints try to solve their problems [21]. Blog and viewing about 6,000 jobs in the day engage in talks with 200-300 people to solve their problems. Wipro also use a combination of channels and social media such as Twitter, Facebook and LinkedIn to share best practices with customers and evangelizing the technologies that help them do business better.

Wipro uses multiple platforms such as

Wipro resort to communicate with their employees. Through this platform, Wipro conducted successfully run Wipro employee initiative, and perhaps the greatest long-companies in the world. Wipro Earthian help schools to adopt sustainable practices) was one of the most successful having links on Facebook, received more than 65,000 fans). Organizations can no longer take days to analyze consumer inquiries or grievances, but if they were ready for the backlash. 6Word-of-mouth has gained new meaning shared with one piece of advice good or bad instantly with millions around the world. Social has had a profound effect on product launches, gone are the days when emerging markets had to wait for a year for a product to be launched in the country. It is now available in a matter of months if not a launch at one time.

If used well can social media help companies build emotional link with people, thus creating a profound impact on both clients and staff. Consumers can become partners, helping to tell the story of the brand and participated in creating products and services that drive the ultimate success of the bottom line [21]. Partners and employees feel empowered in addition to company morale and investment portfolio. However, the role of social media in business is influenced by two factors the relevance if information gathered and the control over information disseminated. Tracking monitoring and analyzing this deluge of data generated by social media has become a mammoth task on its own. Organizations are increasingly turning towards social media listening and analytics technologies to help them manage their social presence. As this trend grows, companies who can harness this medium to establish customer connect will be the business leaders of tomorrow.

### **4.3. Social Networking In Political Mobilization**

Work submitted in [22] examined the role of social media networks in Egyptian uprisings of the January and February 2011, using content analysis of the primary sources of social media, as well as consideration of the cross-section of the secondary source accounts of mainstream media and academic journals. Although there is a range of opinion on how social media is affecting the generation and political mobilization in Egyptian uprisings, it was shown in this work that the main roles are to provide organizational infrastructure, as a form of alternative press, and also generate awareness domestically and internationally of the ongoing revolution.

By analyzing the way they use the tools of social media activists through existing communication theories, one can see how the properties inherent in social media and the Internet were able to strengthen the requirements for collective action. However, despite its success in organizing uprisings, it seems from the current situation in Egypt that social media was less useful in translating the needs and demands of protesters in political reality [22]. And for further study of the use of social media in Egyptian political life at some point after the uprising to investigate the role of social networks in the creation of new political parties, civil society groups, a process that proved to be the main obstacle to the protesters acquire political legitimacy.

Give the creators of social media that were aware of liberators in the Arab spring major media attention, and treated as experts in the field. In 2009, as a result of media excitement on the use of Twitter in the green movement and consideration is being given to the location of the mini and creators for notation of the Nobel Peace Prize, a move that probably hurts them behind social media tools. It is important to remember in any analysis of the Internet its role in politics, and this throughout history, there have always been those individuals willing to decide that enough

is enough, and take the risk of being subjected to torture, imprisonment or death to stand up to the powers that express their opposition publicly.

The founders of Facebook, Twitter, and YouTube did not create their products with a view to start revolutions and drop the dictators, although they may feel they played a role in this process by providing these vehicles for change, these revolutions begin in the minds and imaginations of those driving by. They choose their means for communicating, whether print, radio, and blogging or just word of mouth.

#### **4.4. Social Networking As A New Paradigm In Tourism**

Social media platforms are new media, maybe not the media and future technologies are evolving all the time, but the current media. They offer tourists the opportunity to express themselves, share content and ideas and experiences that other tourists may use as a reference in planning travel, which is greatly appreciated among tourists due to the high requirements of the information they need [23]. Social media platforms are used along the decision-making process on the tourism products and three generations of users.

However, its use varies between the different stages of the process as well as between generations. In the stages before buying social media is the main source of information. Tourists when searching for information are eager to read experiences perceived as far from marketer's tourists and user-friendly information bias, more credible and reliable, that provide two-sided view. A wide number of platforms are used: forums, blogs and social networks to get contact information, while opinion platforms for accommodation [23].

This broad use of social media platforms will be very interesting for companies to increase their presence through social media marketing strategies. To post purchase, phases of social platforms are not used anymore as a primary source of information but as a secondary source to gather information and contents. Collect information for specific details of destination or service, and uploaded to the social network friends information and online communities and forums for the exchange of experiences, photos, videos and other as well as assist passengers to plan their experience.

There is a largely used platforms relevant social tourism along the decision-making process of the tourists, so it's great interest to marketers to examine how these new generations of tourists use and disposal of these platforms. Finally, the general conclusions will be concluded with an interesting quotation that says: we must not look at technology as our guide to success in the future, but for the consumer. The winners will be those media that can easily fit into people's lives, which is readily available, and it builds on the existing behavior rather than change overnight. Thus, if tourists feel more confident using social media platforms, the focus should be on them to better understand consumer behavior in order to attract them and provide them with the information they need and require.

#### **4.5. Social Networking In Medical And Health**

The adoption of social media tools by ordinary people is increasing rapidly. Consumers are also increasingly looking online for health information, 59% of all adults (80% of adult Internet users). In contrast, 21% of hospitals in the United States are active on social media, despite the fact that most of their patients (consumers) are already using these places-often looking for health information.

Work submitted in [24] educates the reader on

social media tools that are used in health care today (a snapshot in time, they quickly develop) as well as the ideas and proposals of stakeholders that want to start in this new arena. What specifically are consumers doing with health information online? The following statistics are obtained regarding the application of SNS in health [24]:-

- 25% of all adults have read someone else's experience or commentary about health issues in a blog, news group, or website
- 19% have watched an online video about health issues
- 18% have consulted online reviews of drugs or medical treatments
- 12% have consulted online reviews of doctors or other providers
- 11% have consulted online reviews of hospitals or other facilities

This is the intent of this work [24] to assist health care stakeholders to grow in their knowledge of social media, and efficiency, and begin to engage actively with consumers through social media. Many health care providers and medical facilities, that had not been involved with social media professionally, trying to determine their first steps, if more ambitious and workout at that, consider a more formal strategies.

## 5. Current Trends And Research Challenges & Future Shape With Social Networking

This section displays the open research challenges currently being investigated by the research community. These are only few of the dozens of research challenges facing the research community towards seeking social Internet everywhere, intuitive and safe. Communities' discovery and analysis in large scale online and offline social networks as

social networks will continue to evolve, discovering communities and constructing specific social graphs from large scale social networks will continue to be a dynamic research challenge [25].

Social and ethical issues in the world of interlaced as in all small or large community, and online social communities face critical social and ethical issues that need special care and treatment. Personal information exchange and protection of child abuse and many other problems to be studied and respond appropriately [26]. Searching blogs, tweets, and other social media searching is still an open issue since posts are very small in size but frequent, with little contextual information and sometimes extremely temporal [4]. Moreover, different users have different needs when it comes to the consumption of social media. Real time search has to balance between quality, authority, relevance and timeliness of the content. Traffic prediction for dimensioning media applications; Investigation of how to exploit knowledge of social network relationships to predict how media consumption may be correlated between groups of users. This information can be used to dimension media servers and network resources to avoid congestion and improve QoS.

Social, mobile, pervasive content sharing and live media distribution since users act as prosumers, content sharing and distribution needs will continue to increase. Mobile phones, digital cameras and other pervasive devices produce huge amounts of data that users want to distribute if possible in real time [27, 28]. Spam, opinions and adversarial interactions in social media Spam detection and advertisement detection are research challenges that need extra attention from the research community. Since users and data production increase, spam (irrelevant information) and advertisements will continue growing [1]. In addition, the importance of social networks to influence the opinions of

the users should be protected with the adequate mechanism to avoid biased and fake opinions due to the relevance to the businesses.

Personalization for social interaction in order to improve social interaction and enhance social inclusion, personalization engines that locate peers with possibly common likes, dislikes or developing trends should be engineered. Towards more efficient search engines that will be able to serve the users only with relevant content, personalization algorithms have to be studied in a greater extent.

Dynamics and evolution patterns of social networks, trend prediction research in dynamics and trends in social networks will provide more valuable tools for information extraction that may be used for content management and delivery, epidemic predictions or recommender systems [2, 3]. Information diffusion in Social Networks; research in Information diffusion is more than ever needed since the domination of social networks as a communication platform [27, 28]. Use of Social Networks for business and marketing; social networking introduced novel collaboration paradigms between network users and serious study is conducted on the use of such platforms for internal business purposes. However, one of most prominent research challenges is how to use social networking for external communications, customer support and of course targeted marketing [29].

Social gaming and social television; research is needed on better mass feedback mechanisms for both social gaming and social television. For social gaming as “serious game” is a research challenge. Immersive Social Networks; Immersive social networks will be the future web platforms for social interaction, communication and infotainment.

Immersion will provide an intuitive environment and enhance user experience in order to let the users socialize and interact in a more natural way.

Social media has exploded as a category of online discourse where people create content, share it, bookmark it and network at a prodigious rate. Examples include Facebook, MySpace, Twitter and JISC listservs on the academic side. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agendas in topics that range from the environment and politics to technology and the entertainment industry. Since social media can also be construed as a form of collective wisdom, we decided to investigate its power at predicting real-world outcomes. Surprisingly, we discovered that the chatter of a community can indeed be used to make quantitative predictions that outperform those of artificial markets.

These information markets generally involve the trading of state-contingent securities, and if large enough and properly designed, they are usually more accurate than other techniques for extracting diffuse information, such as surveys and opinions polls. Specifically, the prices in these markets have been shown to have strong correlations with observed outcome frequencies, and thus are good indicators of future outcomes [4, 5]. In the case of social media, the enormity and high variance of the information that propagates through large user communities presents an interesting opportunity for harnessing that data into a form that allows for specific predictions about particular outcomes, without having to institute market mechanisms. One can also build models to aggregate the opinions of the collective population and gain useful insights into their behavior, while predicting future trends.

Moreover, gathering information on how people converse regarding particular products

can be helpful when designing marketing and advertising campaigns [1, 3]. Social media can be utilized to forecast future outcomes[30]. Specifically, using the rate of chatter from almost 3 million tweets from the popular site Twitter, [30] constructed a linear regression model for predicting box-office revenues of movies in advance of their release. Then it was showed that the results outperformed in accuracy of the Hollywood Stock Exchange and that there is a strong correlation between the amounts of attention a given topic has (in this case a forthcoming movie) and its ranking in the future.

## 6. Concluded Remarks And Future Works

Social networking sites can be valuable sales and marketing tools as well as fun diversions. This paper examined social networks as a new multidisciplinary research field that bridges social science and multimedia computing. It introduced the most important aspects of social networks by considering four main aspects: state of the art overview, trends, challenges and open questions.

So, this study concluded result showing the impact of social networking on the various audiences of different communities, as there is no longer Internet surfers indispensable for providing news and comprehensive coverage and urgent information and knowledge useful where they can performing conversation (chat) with friends and family and colleagues to study and work and share files, photos and video clips, adding that it is an open field for the exchange of views and comments on the opinions and responses to those comments, and create a new virtual friendships and break, culture and entertainment.

Online social networks such as Facebook, MySpace and Bebo have grown at an

astonishing rate. Social networks can bring great benefits to business in areas such as recruitment, creative activity and customer support. Social networking can also exert a serious drain on workplace productivity with estimates of 233 million working hours a month being lost. Social networks also pose significant security issues both in terms of operational information not being encrypted or backed up and also malware being injected into such websites.

Legality and compliance with industry or government regulations can also be affected when information confidential to the employer is posted in the public domain; a task made all too easy by the existence of social networking websites Whilst organizations are legally free to do so, banning social networking websites in the work place is likely to be both ineffective and counterproductive allowing staff controlled, regulated access to social networks is the best balance and expected conduct should be communicated via an Internet acceptable use policy.

This paper reviews the current state-of-the-art in selected aspects of social networks and presents a set of open research challenges related to online social networks. The challenges suggest that significant further research [1] is required in the following areas:

- Social graph analysis
- Social media search and management
- Exploiting social graphs for predicting traffic demands and dimensioning media applications for personalizing search and recommending content
- Identity algorithms
- Mobile social networks
- Social ranking and opinion sites
- Business and social networking

Architectures for open and federated social network platforms

Used effectively, social networking sites

can enable marketing professionals, salespeople, and customer service agents to develop meaningful relationships with customers in new ways. But the true value from social networking can't be achieved in isolation. Rather, organizations need to take stock of their core business processes and customer management initiatives and identify how social networking can further enhance and extend those initiatives.

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