



**B.Ed 4th
Semester**

What is Social Networking?

It is a tool by which a person can communicate with another person through different websites and Application.

It has the ability to expand social contact.

Can accelerate business processes.

It widens the path of customer relations.

Can raise motivation and job satisfaction among staff.



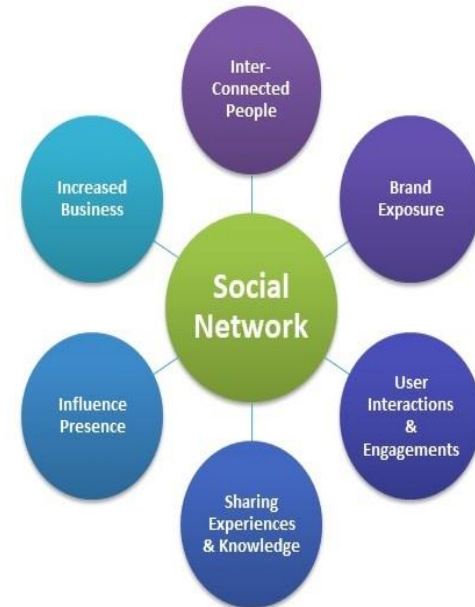
Characteristics of Social Networking

- It always provides a simple user interface.
- They allow user to create a new profile.
- They are open to feedback and participation.
- They allow us to upload audio , video and pictures.
- They exchange variety of information among different peoples.
- They provide the services like chat rooms, discussion forums etc.



Advantages of Social Networking

- They help us to create global relationship.
- They help us in the process of knowledge acquisition and distribution.
- They help to exchange information quickly.
- They help people with similar mindset and interest.
- It provides a platform for interconnection of professionals around the world.



Bad effects of Social Networking

- Biggest problem is security threat.
- There is a probability of cyber crime.
- They provide wrong information many times.
- People are getting addicted to the virtual world.
- There are certain kind of mental and physical problem that can arise due to spending too much time on Social Networking Site.



Thank 😊

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