

Much ado about Social Media Networking



By Fevi Yu

Social media networking has evolved to become an important part of our daily lives, profoundly changing the way we live.

Social networking sites are web-based services that allow individuals to:

1. Create a public or private profile within given parameters
2. Connect with friends, acquaintances, co-workers and even strangers
3. View and traverse their list of connections

Since their introduction these sites have attracted millions of people who have integrated these sites into their daily lives. Every site has its own attraction and functionality, but while key features are fairly consistent, the cultures that emerge around social networking sites are varied. Although there are many other social media networking sites out there, these are some of the more popular ones, categorised in order to allow a better understanding of their services.

Communication

Blogs – A blog is an online journal. The social aspect of the blog is its feature of allowing random comments and interaction between the blogger and the audience. Most popular blog sites are: blogger.com, livejournal.com, typepad.com

Micro Blogs – Same definition as a blog but very limited in the amount of information to be shared. Twitter only allows 140 characters. Most popular micro-blogging sites are: twitter.com, plurk.com, jaiku.com

Social Networking – An online website that allows you to connect with friends, family and colleagues as well as meet people with similar interests. Most popular social networking sites are: Bebo.com, Facebook.com, LinkedIn.com

Social Network Aggregation – Pulls information from different social networking sites into a single location. Most popular Network Aggregators are: FriendFeed.com, Nutshellmail.com

Collaboration

Wikis – A website that allows multiple users to create, modify and organise web page content in a collaborative manner. Most popular wikis are: wikipedia.com, wetpaint.com

Social Bookmarking – An online version of local bookmarking or 'favourites' but it is more advanced because you can comment, discuss, recommend, etc on others bookmarks, tags, etc. Samples of the most popular Social Bookmarking Networks are: delicious.com, stumble-upon.com, reader.google.com

Social news – Websites where users can submit and vote on news stories and post links. Most popular social news sites are: Digg.com, Mixer.com, Reddit.com

Opinion Sites – Sites where opinions on products and services are given, with even the opinions attracting opinions. The most popular opinion sites are: Yelp.com, epinions.com

Photo-Sharing – The publishing of digital photos online allows users to share them with others. The most popular photo-sharing websites are: Flickr.com, Zoomr.com, Photobucket.com

Video Sharing – The same as photo-sharing but using Video. The most popular video-sharing sites are: Youtube.com, Vimeo.com, Sevenload.com

Livecasting – Watch live videos online and interact with your hosts. This might just replace television as we know it. The most popular livecasting websites are: Ustream.tv, Justin.tv, stickam.com **WH**

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