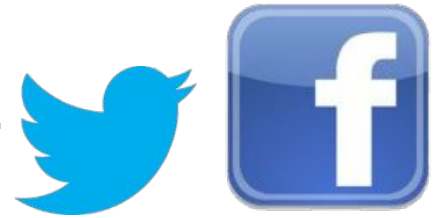


CURRENT ISSUES OF SOCIAL NETWORK SERVICES

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INTRODUCTION

The development and the application of Social Network Services have a great impact on the communication and social life [1]. This chapter looks specifically at the popular Social Network Services development around the world and highlights the major issues on the ways to use the services. The impact of those issues on communication and social life are explored. In addition, two specific cases are reported to reflect the implications of the importance on the appropriate ways to use the services.

DEVELOPMENT OF SOCIAL NETWORK SERVICES

Nowadays, millions of users have integrated the Social Network Services into their daily practices. The most popular ones include Facebook, Twitter, Google+ and LinkedIn [2]. Facebook has attracted over 750 million active users in 2011. The majority of users use Facebook for connecting with friends. The users create status updates about what they are doing or thinking. For instance, the users may put hobby of gardening or share their interests in music and art on Facebook. Facebook includes many multimedia sharing features like sharing photos, videos, messages, and links. Other features of Facebook include games and applications (apps).

Twitter falls in second place of the market with over 175 million registered users in 2011. Twitter opens a huge door to networking by allowing users to connect new people or community. This strategy of development of Twitter is different from Facebook that focuses on reconnecting the users with community the users already know. The user interface of biography page of Twitter reveals the beauty of brevity which is simpler without any games to play or special groups to join as with other applications.

Google+ is the fastest growing social network

service with over 20 million registered users in 2011.

LinkedIn

The advantage of the development

friendster

of Google+ is the potential huge customers with nearly 200 million who use Gmail for email.

LinkedIn provides platform to engage professionals that is a different approach from Facebook, Twitter and Google+ which focus in the development of purely social networking sites. LinkedIn provides solutions for career postings and recruiting.

In LinkedIn, the profiles are formal and reflect professional attributes appropriately. Employers can find insightful information about candidate's background that facilitates the validation of professional credentials. Currently, the registered users of LinkedIn are over 100 million in 2011. LinkedIn becomes a powerful recruitment tool that tops the list as the best professional recruitment source for employers.

APPLICATION OF SOCIAL NETWORK SERVICES

Three major issues on the ways to use the Social Network Services are discussed, they are related to Business Issue, Public and Security Issues on Communication, and Social Life Issue.

3.1 Business Issues on Social Network Services

The key technological features provided by different Social Network Services are fairly consistent. However, the strategies in the development of the services are quite different due to the cultures that emerged around the services are varied. Apart from the major services introduced in the previous section, other services gather strangers based on shared interests, political views, or activities. Some services cater to