ABSTRACT
The objective of this paper is to find the advantages and disadvantages of social networking in different parts of life either in personal, social, educational or professional. The paper also highlights anti-social activities increasing on these networks along with suggestions which can help the user to avoid the public from the risks involved in social networking. The study on social networks reveals that they are playing vital role in connecting people and reducing the barriers of resources, space and time for business meetings, learning and sharing information. It also come out that the use of social networking is good for all but on the other hand when it loose the control it may results in severe problems.

Keywords---- Social networks, Role of social networks, Illegal activities, Risks.

II. SOCIAL NETWORKS
Social networks allow user to communicate, collect & share their thoughts, ideas, photos and information’s with each other, either through internet on their computers or on mobile phones. “Social networking sites are becoming more popular by the day. Millions people daily use social networking sites such as facebook.com, LinkedIn.com, Myspace.com and Orkut.com. Some of them are used for professional contacts, e.g. LinkedIn, while others are primarily used for communication and entertainment. The structure of a social networking site is quite simple. Users register to the site, create their profile describing their interests and putting some personal information, and finally add friends/contacts to their profile. Social networking sites also support the creation of groups and networks.”

"Thanks to social networking sites, meeting someone in person has become a thing of the past ‘Poking’ has become the new handshake. Making friends and renewing old ones is easy. Thus, meeting people and staying connected with classmates and a friend, is a major benefit of social networking sites. Computer mediated discussions which creates the web of relationships are called social networking."
III. **TODAY’S ROLE OF SOCIAL NETWORKS IN DIFFERENT ARENA OF LIFE**

“Years ago when you referred to social networking, images of a happy hour cocktail or high tea with a group of friends would come to mind. Today, the term has gone electronic and sociologically provides some of the same concepts but in a different manner – face to face has become computer to computer.”[6] Some social networks has been developed for some special community groups such as children, people at schools or companies in specific regions, high schools, colleges etc. Currently social networking plays a momentous role in the world of digital information system.

**Society:**

Some of the social content sites can be accessed for news, journals, articles, video games. On some sites members can share photos, blogs, websites and other interests with friends. “Facebook is a kind of ‘fantasy land’ where people can make up anything they want to command attention, they can live an alternative life if they choose, and no one is wiser. The fact that people accept these profiles at face value, and choose people as friends based on these profiles says a lot about our society. For all our worries about information and identity theft, people are still seemingly naive when it comes to sites like Facebook, where they post intimate details with no thoughts to the consequences”.

**Education:**

Social networking allows students to share their knowledge and experience on their subjects, collect & distribute the information on their researches. “The many projects and services under the Web 2.0 umbrella are now a fact of the global information world...Wikipedia, having outpaced Encyclopedia Britannica in number of articles and world count, has become the most famous and at the same time most disparaged encyclopedia in centuries.” Further he explains “Our perceptions of Youtube, videos, blog posts and even books at Amazon.com’s site are shaped by popular interventions, ranking and responses.”[3] A large number of faculty using Web 2.0 to record, share and reveal their experiences. Students, scholars and researchers can easily read or listen to edu-bloggers, and through web 2.0 they get notes, articles, print books etc. for their study. Head and Eisenberg found in their survey that 25% of college students used social networking (blogs) resources for information gathering when course-related research contexts arise. On the other hand in everyday life research contexts arise Social networks (e.g. facebook) are being used from 57% of students and blogs are being used from 49% of students for information gathering in both cases. [2] “The students of Whittemore School of Business and Economics completed a survey on ‘social networking usage and grades among college students’ in which they surveyed all the colleges of University of New Hampshire. (College of Engineering and Physical Sciences, College of Liberal Arts, College of Life Sciences and Agriculture, College of Health and Human Services, Thompson School of Applied Sciences, and the Whittemore School of Business and Economics).

**Business:**

Business professionals have been using social network sites to promote their products and services, these are being used not only to promote their products and services but also to spread information and generate business relations. “Unlike other communication mediums, social networking sites not only provide the ability for users to communicate with each other but also enable users to find like-minded individuals. Once they discover each other, members can form ad hoc communities based on their mutual interests. Multiplied many times over, these individuals become the new power behind the old saying, ‘power of the masses.’ Thus social networking sites help shift power from the company to the consumer as the masses are able to channel and exert their influence. As social networking sites continue to grow in popularity, firms can no longer solely rely on traditional

**Social:**

In which they found that the majority (89 percent) of students use these networks for social reasons and entertainment. As a part of our educational system, Libraries are also privileged to have Social networks. A librarian / library professional can share information with patrons, faculty, staff and students in the easiest way possible, by the assistance of social networking, which offers a great way to do just that. With social networking tools, each can create bookmark collections, share notices, and more. Facebook, Ning, MySpace, Blog, LinkedIn and many more… There are so many tools which help to stay connected with students, library associations, authors, vendors etc… these are not only disseminate the information to lots of people at a time but also updating students and faculty on new arrivals as well as it facilitate to converse with the library staff also. “Ethical codes have become static and the publication schedule in the scholarly literature cannot keep pace with the challenges facing the library profession. A dynamic, democratic ethical discourse is needed to define a pragmatic ethics that will meet ongoing dilemmas facing libraries. Social networking tools, and blogs in particular, have become a means for facilitating that conversation through the advent of a community of contributors sharing their values, debating ideals, and creating a forum to address conflicting opinions. This world of library bloggers has created a structure for an ongoing ethical discussion for libraries today.” [1] Where social networking offers some advantages to the libraries it is also fact that “Libraries do not always have the technical expertise to ensure that any information conveyed through Facebook remains secure. Although the risk appears to be minimal, libraries need to evaluate their use of these applications in the Web 2.0 environment” [10]
mediums (print, radio, TV, etc.) to enforce public perception of their product. Conversely, these new communication channels also provide organizations with a way to discover and maintain a persistent connection with their most vocal constituents. By harnessing this social networking information, organizations can use it to help identify and maintain a persistent connection with their most vocal consumers, drive participation in product development, and improve brand sentiment. While some organizations may still question the business relevance of social networking, unmonitored conversations that impact their business are likely occurring online right now. And as many companies have learned, it is important to be involved in those conversations. In this case, ignorance is not bliss. Ultimately, social networks should be viewed as a channel that organizations need to monitor and engage in. [9]

“These networking sites also provide a better alternative to big budget marketing. You won’t have to spend hundreds or thousands of dollars to make your product known to the public. All that you need to do is get registered with a social networking site, invite people to add you up, and then voila! Your marketing strategy is at work!” [8]

Organizations:

A well-tuned online social network within an organization can enhance the collective knowledge of the employee and share their experiences, their practices and their effort towards the job. “In order to develop a strategy for its future, an $8-billion energy company needed to identify the forces that would influence its industry. Previously, the company had used outside consultants to conduct a scenario building process with the top 15 corporate officers. Results were disappointing - final reports sat on the shelf. To make a real difference this time, the process had to go deeper and involve more people across the company to get grass-roots buy-in for recommended changes. It wasn't feasible to convene an all-hands meeting, and the company was in a hurry. So they opened an online network to connect people at all levels and from all parts of the company in a discussion about the business environment, economic trends, and technology developments that could affect their ability to succeed. In addition to the expected benefits of generating an abundance of ideas and engaging a broad range of people in the company in the strategic planning process, the online network had a profound effect on the organization. During the course of the project, a major crisis occurred when there was a break in the pipeline…As one participant put it, “For the first time I know what’s in the minds of my colleagues on a day-to-day basis.” [7]

Public Sector:

Social networking is also very useful for public sector. It creates the relationship among the publicly owned bodies and populace which are located in remote areas. Urban as well as rural citizens are also benefited by this technology at all. “Existing usage of social networking by the UK government and other public sector areas includes the use of YouTube to disseminate information to the public on areas such as Transformational Government and service consolidation. There is also the integration of CCTV systems into community services, as with the West Lancashire Safety Partnership, where the community is encouraged to help with watching live CCTV over the internet and reporting anything to the police. Blogs are becoming heavily utilized by individual politicians (generally heavily moderated and controlled via their central office), with the aim of getting more ‘personal’ messages out to the public in a shorter time than has historically been possible through other websites or direct mailing systems…. Social networking can help public sector bodies interact to a far greater extent with citizens as well as with internal and external resources.

IV. ANTI SOCIAL & ILLEGAL ACTIVITIES ON SOCIAL NETWORKS PLATFORM

Someone said that “Excess of everything is bad” and this is a universal truth. Social networking is not apart from this saying. Some people most of them females are generally complaints that misuse of the personal information by other users, security problems are the causes for the troubles arrived in their lives. Anthanospoulos et al... stated that “We define antisocial networks as a social network, deviously manipulated for launching activities connected with fraud and cyber-crime.” [7] Secret life becomes dangerous only when combined with toxic elements such as severe psychological abnormalities or extreme antisocial behavior. Technology can enhance the secrecy, especially when parents remain uninformed or fail to articulate clear values and enforceable rules. Proper modeling by parents is also important, for example in the area of file sharing and copyright infringement. A parent who demonstrates restraint in the face of the gap that exists between the law and technology provides implicit advice that one should be cautious when using new technologies. Also, most of the information put on the social networking sites is fake, concocted or half truths. While going through these information’s, we feel annoyed on one hand and also develop the same habit of posting misleading information on the other. This way it adds negatively to socio-psychological behavior of the human being. The people are getting addicted to these sites day-by-day. The numbers of users is on the rise. This proves that e-world is taking its toll over the real world. The people are getting secluded. For the sake of numbers, they have lots of friends, but in reality they are devoid of good friends. This again, affects human behavior. People are becoming individualistic. Social values are vanishing.

V. SOME POINTS TO BE REMEMBERED AT THE TIME OF REGISTRATION ON SOCIAL NETWORK SITES:

- Do not post personal information,
• Including your cell phone number,
• Residential address,
• Social plans, etc. unless you are ready for anyone to find you/track you down, any time of the day or night.
• Do not post anything that might be discomforting you in a potential employment situation. People have been denied work because of information found on social networking sites.
• Utilize the "Privacy" settings on your social network account—you can adjust your privacy settings so as to control who has access to your personal information.

VI. CONCLUSION

This paper concludes that in the digital information system, social networks are performing significant role. In fewer seconds, we can get the most recent information from the person sitting in the far country. So, Social networks are not only a boon, it proved panacea for the entire digital information world. Wisely use of this technology is recommendable for achieving all advantages it offers. After screening the whole scenario it can be said that if Social networking is in control, it will prove a boon for the entire information world but on the other hand if it is uncontrolled it can be a cause of self disturbance, insecurity and melancholy. It will prove not only unproductive but risky also.

REFERENCES