

The importance of the Internet and social networks in the improvement of Communications

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Abstract – This work is intended to illustrate the existing technology and communications in the light of computer supported work that supports electronic communications. The existing technology solutions in the field of information and communication technology (ICT) are chosen and described in this text. Here you can find the concrete proposals that can help the discussion of problems and the formation of its final decision.

I. INTRODUCTION

With the development of human civilization, the problems that mankind encountered were increased and exceeded from the capacity of an individual to solve them. People became forced to band together and cooperate to seek for a solution. The need for a faster, easier and more successful communication resulted from this process and became a condition for any further progress, [4].

The quality of communication depends primarily on the social and emotional skills that man possesses. Era of information and advanced technological breakthroughs made communication a brand new and a very important dimension. The use of computer technology brought a far greater progress to us. The obvious fact is that computers reduced the distance, the shortened time, they are connecting millions of people and thus increase the focus on solving problems that are more complex, [4].

Intense changes in information and communication technologies (ICT) and parallel growth in the development of these technologies marks the beginning of the 21st century. The terms that were unknown a decade ago, have become a part of the everyday life, [6].

Computer support should provide better quality and more optimized by the process of working should enable the collection, creation, organizing and sharing information and resources among the actors in this process.

II. INTERNET

Internet as a term means network within the network or network interconnection of more PC's. The beginning of a web is associated to the 1961st and Dr. Leonard Klajnrok, a professor at MIT, and his „packet-switching technology” project. Others think that it started in 1969., when pseudo-independent agency for advanced research projects (Advanced Research Projects Agency - ARPA),

established by the U.S. government in Ministry of Defence of the United States, to develop strategic projects in communications, funded by a small group of computer programmers and electronic engineers to redesign the way computers work. The result of these efforts was the ARPANET, the first computer network. ARPANET was conceived as a network that is supposed to facilitate communication between military laboratory, government offices and universities, which are implemented in many projects of interest to the Army.

The internet crystallized in 1983 as it exists today, as World Wide Web, whose number is estimated at 150 million users.

Entering the twenty first century, online communication becomes a daily, one can say mandatory thing for many people. In the new millennium it is the more frequent verbal communication for the sake of avoiding the online version of the same thing.

Online communications became a world in itself, which threatens our „human” world where we are, at least for now, [7].

Some are viewing the Internet as an endless source of entertainment, the other want it to serve within their profession, acquired new knowledge and contact with colleagues around the world. In recent years an increasing number of commercial companies are trying to exploit an unexpected potential of the internet, as well as the cheap electronic distribution channels.

Modern banks are getting a stronger foothold in this new virtual world, using the cost-effectiveness of an information infrastructure for the smallest transactions by the internet automation of banking. Small innovative firms, and the whole consortium composed of the largest software manufacturer, hardware, telecommunication companies and such, are investing huge resources and efforts to develop new payment systems and transaction mechanisms on the Internet, such as those based on „smart” cards and digital money. It has, almost „overnight” crept into all spheres of life.

The internet has no owner, ie. no state or private institution does not own its whole. Some countries and companies, are owners of parts of communication channels, or equipment used, but the Internet has only one property - everybody is the owner of your computer that is connected to network and has the unrestricted right to use that computer and to store the

content that it thinks to be necessary. This means that each owner of a computer independently chooses which way to be connected to the network, what content is receiving from the network and what will send to others.

The Internet is a global computer network. Structurally, there are small networks that are mutually connected, and thus make this structure. The Internet is increasingly called global network information (large international-global directory data). The amount of information that those servers have is huge and it is difficult to evaluate and show how realistic it really is.

The Internet is a network of tens of millions of interconnected computers in different ways: in local networks, telephone lines, different types of cables, satellite links, cable TV connections etc. Regardless of the way that they are connected to the Internet, every computer in the network can communicate with any other computer connected to the network. In order to provide this, two conditions must be satisfied:

- Each computer must have a unique address on the network
- Computers for communication must use a unique „language“ - a protocol.

III. SOCIAL NETWORKS

A man as an individual cannot survive on the planet on his own. This fact makes it to look for a friend. Everyone wants to be socially accepted, it wants to be heard and want someone to share happy and sad moments. Meeting people, gaining new friends in the 21 century, has never been easier and faster, even for the shy and introverted person, thanks to the Internet.

A few years ago, currently, the best known and most popular social networks, in 2002 the MySpace, and in 2004. the Facebook. The regular global network users, adopted the operation of these sites and social networks in general, surprisingly quickly. The best proof is the fact that Facebook reached the million number of members in less than a year, and today some 200 million people have a profiles on this site! Social networks are growing every day, and only last year Twitter recorded a growth of 664 percent.

Social networks are an increasingly popular way to communicate over the Internet and are increasingly being replaced by writing emails. The American company Nielsen conducted a survey on this subject, and the results show that 67 percent of Internet users regularly visited social networks, and a regular exchange of e-mails have 65.1 percent of them.

The openness of the standard can cause problems for the development of these service and take primacy over traditional email messages. You can connect in one place, all your contacts from different networks, such as the e-mails can be exchanged with users of different services (Yahoo, gmail, hotmail, etc.) and be better and faster informed. Social networks are a new form of communication, something more, better and easier than an e-mail, is considered by one of the designers of Gmail.

In addition to the largest, the well-known global social network, there are also less popular networks of local or national character. These are the ones that are basically a music content such as last.fm, designed for keeping business contacts such as LinkedIn, those that are not closely molded to those intended for the exclusive publication of short messages, where users are writing about what are they thinking right now, what they do or feel in that moment.

What people often do on social networks is writing and editing their status. A change of status, except on the site, can be obtained using a certain desktop applications, and also via SMS.

A. Facebook

Facebook is the largest and the most popular social network. Most of its 200 million users are those with less than 30 years, although the demographics is rapidly changing on behalf of the elderly.

Facebook was created seven years ago when a 19-year-old student Mark Zuckerberg, now chief executive officer of most visited social site in the world, formed together with two students from the University of Harvard, in order to make contact with your friends. He called it Facebook, by the yearbook that every freshman at the university received. Five years later, Zuckerberg became the youngest billionaire in the world, and Facebook a global phenomenon.

Facebook's headquarters is in Palo Alto, California, about 800 employees and it is bigger than its main competitor, MySpace by increasing its traffic by 127 percent, announced the global news agency. Since it began the campaign, Facebook is constantly improving its capabilities. From photo albums, users spending time together, leaving messages and other basic opportunities, Facebook has grown into an impressive platform for users that is offering many possibilities from month to month, and it is breaking his own records.

The largest number of Facebook users in Serbia, for a 72.63 percent, is at the age between 18-35, [3].

IV. RESEARCH ON THE USE OF SOCIAL NETWORKS

Collecting data in this study were implemented by the non-standard research sites of higher education institutions. Obtained Data were analyzed using statistical methods.

The survey was conducted by visiting sites of all five state universities in the Republic of Serbia. It is the University of Novi Sad, Belgrade, Kragujevac, Nis and Pristina with the head office in Kosovska Mitrovica.

In order to gain insight into what kind of communication are there, along side to the state University, there have been visited eight sites of private University. These are the following private universities: Educons University Sremska Kamenica, International University of Novi Pazar, Megatrend University, University Singidunum, Pan-European University Apeiron of Belgrade, University Business Academy in

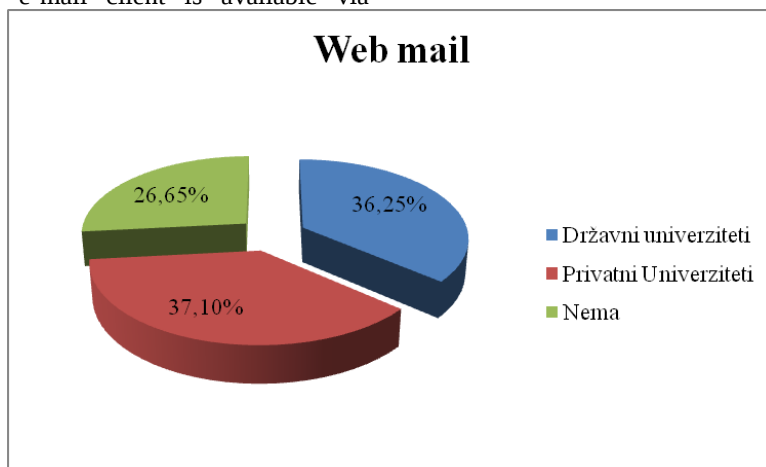
Novi Sad, Alfa Belgrade University, Union University, Metropolitan university.

By visiting the sites of these Universities, the student forums and discussion groups were researched where there was more information. On the official sites of some faculty can not be seen any these information at first glance.

WebMail is a web application to access e-mail inbox, which liberates the need for installing and adjusting the settings of traditional e-mail clients (like Outlook, Outlook Express, Thunderbird, etc.). All the functionality offered by traditional e-mail client is available via

WebMail – to send, receive and read together with additional files, to save your contacts in Address Book, add a signature to outgoing messages, print e-mails using the printer and so on.

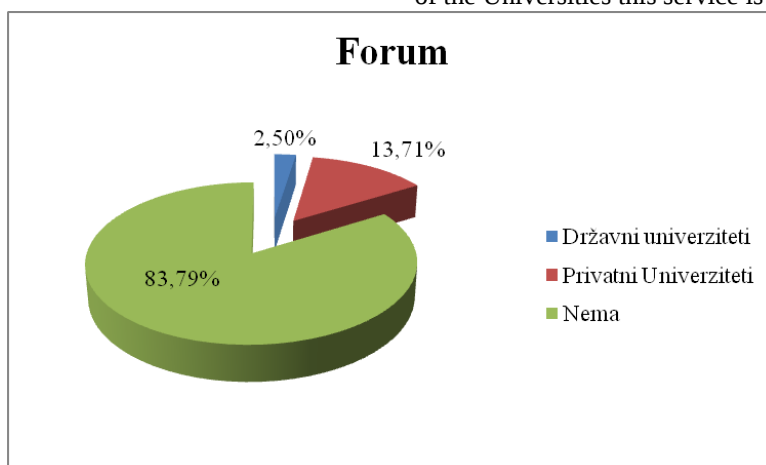
Messages that are read by WebMail remain in the e-mail inbox, while not removed or downloaded to the computer via e-mail client. E-mail messages are available at any time and anywhere from any computer connected to the internet. It can send and receive mail from home, friends, cyber café or while on vacation...



PICTURE 1. GRAPHIC REPRESENTATION OF WEB MAIL COMPARISON

Based on the graphic it can be concluded that this service is represented on the private universities with 37.10%, while the representation of the state universities is 36.25%. At 26.65% of the Universities this service is not represented.

In the 2. picture there is an overview of the availability of student forums. Based upon the graphic it can be concluded that this service is represented in private Universities with 13.71%, while the representation of the state universities is 2.50%. At 83.79% of the Universities this service is not represented.



PICTURE 2. THE GRAPHIC OF THE STUDENT FORUM AVAILABILITY COMPARISON

The results of research on the use of social networks suggests that there is a necessity to change the system in the way of communication, [2].

Using webmail, forums and social networks is increasing and so in addition to discussions, games and useful contacts and exchange of information.

Blog AdriaTalk.com has done research on the use of social networks in Serbia. Most used social network in Serbia is **Facebook** with a 1.2 million unique visitors per month.

MySpace has seen a considerable decline in popularity among the fans online in Serbia, but it is still at a high second place with 290 thousand monthly

visitors. The following is a popular site for sharing and storing images **Flickr** it has 180 thousand visitors per month in Serbia. Social network **Hi5** (high five) record's about 140 thousand visits from Serbia, per month.

On the fifth / sixth place to find social networks **Tagged** i **Karika** with 100 thousand monthly visits. The following, **Neogen** with 69 thousand monthly visitors and

a social network **Poznanici** with the 53 thousand visitors per month level. **Furka** is on the 9th place by the number of unique monthly visitors from 39 thousand visits, while the **Dodirni me** is at the bottom of the table with 36 thousand visitors.

Naziv	Broj posetilaca na mesečnom nivou
Facebook	1 200 000
MySpace	290 000
Flickr	180 000
Hi5	140 000
Tagged	100 000
Karika	100 000
Neogen	69 000
Poznanici	53 000
Furka	39 000
Dodirni me	36 000

TABLE 1. 10 MOST POPULAR SOCIAL NETWORKS IN SERBIA

NOTE: The number of visitors referred in the study is the estimation number of visits, rather than exact data. The study used GoogleAd Planner. The aim was to compare the popularity of social networking in Serbia, not to present data on the exact number of visitors each of these locations.¹

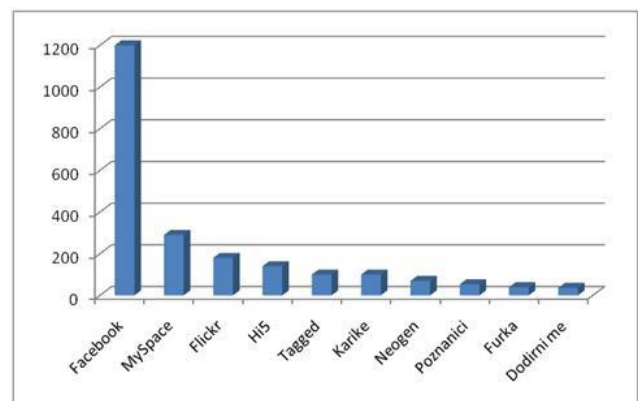
RATEL data show that the presence of internet in Serbian households in the year 2008 was ahead of Romania, Greece and Bulgaria. But in 2009. it was only ahead of Bulgaria. This is because in other countries there has been significant increase in Internet usage.

According to the Republic Telecommunication Agency, the number of registered Internet Service Provider in 2010 year was 192, and the number of subscribers is 2.5 million, or 41 percent more compared to year 2009.

Households with Internet:

- Belgrade - 48.6% representation
- Vojvodina - 37.9% representation
- Central Serbia - 30.5% representation

In Serbia in 2010. 50.4% of households owned a computer, while 39% households had an internet access.²



PICTURE 3. GRAPHIC PRESENTATION OF TEN MOST POPULAR SOCIAL NETWORK IN SERBIA

V. CONCLUSION

The internet World is a global computer network to whom is attached a huge number of computers. The number of computers and Internet users is exponentially increasing every day.

The advantage of sending an email, for some, is in the fact that before an e-mail a person that writes an ordinary mail is not completely sure is the recipient interested in what is written, with this technology you can announce your thoughts to everyone, and those who are interested will answer. The age structure of users of social networks changes, and is no longer the mostly young, but there are users of an older population, and the mass use is aged between 35 to 49 years.

Thanks to the Internet, particularly social networks, remote is becoming closer limited is unlimited, final – infinity... A new era is an era of integration.

¹ <http://www.adriatalk.com/10-najpopularnijih-drustvenih-mreza-u-srbiji>

² According to data of the Statistical Office for 2010. year

We should use its power and opportunities in the most appropriate way. When communicating, you should keep a few rules of communication:

- Be in tune
- Be attentive
- Avoid formalities
- Create and foster a friendly relationship.

Social networks have changed the way we talk, congratulate birthdays, communicate, share information... Their attraction is easy explainable. In the fast world that we live in, communication is reduced to a fast message, and direct human contact is replaced by a message on the screen. However, it is not always a bad thing, because any communication is better than none, according to sociologists.

With the birth of social networks and their ever-faster growth, the entrenched ways of business models are changing too. Social networks are ideal platforms for construction and maintenance of positive online strategy. Bringing millions of interconnected surfers together from different locations, potential clients, partners, customers, consumers and even competitors. These groups, in focus,

are almost an ideal goal and they carrying the future of sophisticated communication activities, [3].

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