Social-networking a new technological language for the world and a great e-marketing possibility

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ABSTRACT

Social-networking is the first form of communication and in the future it will be the main market in the world and a special showcase for business. Internet is the greatest public space of the world. The social-networking is not simply a way of life to share, to spend the time, we have to face we are in front of a new philosophy of public life in which millions of people recognize themselves as belonging to a community, social-friends with a common identity, part of the social e-belonging. In this digital public space, without squares but full of digital point of intersection for sharing ideas, projects, information there is an important form of connection made by digital social-squares. Social networks are the normal evolution of the technological aspects of social life in the transition from informal to formal ties with specific reference to the share for households of friends, colleagues, associates, companions, and participatory aggregate of ideas and impressions.

Keywords: ecommerce, networking, e-marketing innovation, Social Capital, Social Customer

INTRODUCTION

Social-networking is the first form of communication and in the future it will be the main market in the world. Internet is the greatest public space of the world. In this digital public space, without analogue squares but full of digital point of intersection for sharing ideas, projects, information there is an important form of connection made by digital social-squares. These new sorts of meeting points are social-networks on line, technological networks capable of connecting people sharing information and keeping in touch twenty four hours a day with an incomparable word of mouth effect. The social-networking is not simply a way of life to share, to spend the time, we have to face we are in front of a new philosophy of public life in which millions of people recognize themselves as belonging to a community, social-
friends with a common identity, part of the social e-belonging, whose mechanisms of common elective are affinity of interests, cooperation, mutuality and reciprocity of purpose and passion, globalization identity.

This population of members, 700 million participants around the world, almost 20 million of which only in Italy, determine theoretically the third most populated country in the world while taking into account the phenomena of multiple registrations and multiple identities, definitely a huge metropolis with Italian membership a kind of dual citizenship with no sign of belonging to a specific nationality.

Statistical curiosity lead to a careful examination of most populous cities for social-networks recordings, with surprising results with values inversely proportional to real population. These data may not be completely sincere but they determine a value for reflection and also commercial expectations.

The real value of social networks for business strategy is not only determined by the number of registered users in any case but, more often than not, by the multiplicity of functions, trade relations of this kind of integrated platforms that make these people, places and brands memberships.

Social-networks are the normal evolution of the technological aspects of social life in the transition from informal to formal ties with specific reference to the share for households of friends, groups colleagues, associates, companions, and participatory aggregate of ideas and impressions. This new form of human social partnership made by adhesion to the virtual community is the effect of difficulties in social analogical approach distorted by the absence of materiality.

Studying this phenomenon from a different point a view, there is an hard reflection on the changing of our way of living, we have to face that Internet was early considered not more than a game instead of social networking that, from the beginning, was just considered an easy way for keeping in touch, a fast street to discover again old friends and send them the real-time update of the personal working progress.

What is at stake is the participation, the presence, being part of a system in which everything is part of all and the worst thing that can happen to a person is to be considered out from this system of participation with unspeakable implications in various fields of the society.

Everything is part of the change in this new relational environment, the way people live their friendship, to request and receive or acquire, expressing their tastes and preferences and make them available to those who share and store for business.
The social-networking is the public space for excellence with a force of explosive propagation but it doesn’t expressly provide for the protection of personal data, autonomy and independence.

Extensive discussions are addressed on the economic value of the accumulation of data, tastes, Preferences, all at the expense of respect for privacy and interiority as always visible on the stage of the Web.

New business strategies are focused on the involuntary participation of subjects members of the Social network by exposing them to the attention of marketing which colonizes them with unsolicited bulking email and advertising. The sharing has a very high price to pay, participation means to be on sale as their own market benchmarks where their interests become marketable.

The social-networking changes structural approach of marketing that gets results free of charge, catch pulses of the market and certain results downloading research costs on the structure that hosts them the network that hosts them on-line. From this point of view, any social network, Facebook in particular, becomes the host and participatory platform of business of each company, a sort of partnership that certainly has a price and a market value as profit-sharing proportional to their owner's home or host country. This type of service offered by Facebook and many other networks is certainly a new and well-considered line of business offered to companies that have thus a structured environment a sort of natural reserve of potential customers whose tastes are well expressed, spontaneously and particularly by moving into a form of commercial outing.

It is necessary to consider new forms of electronic commerce based entirely on social networks and even taking the name from them as f-commerce from facebook as an example. The self-reporting to the liking of a product carved in on-line network is the base of this phenomenon that is unfolding right in 2011. The main rule of the f-commerce is one of the oldest rule of the analogical market called ”world of mouth”. In many countries are developing companies that offer services of social-commerce, companies that provide more speed in the ratio of product-market customers with greater specialization on the product, regardless of the company's catalog or the history of the company determining a true retail market focused on specific choices.

The targeted commercial information becomes rapid and is the result of discussion, anticipation, an opinion for or against, becomes the object of discussion of the blog which
often involved a member of the marketing production company. From the page of the social networking is possible the direct purchase of the product, always closer to the customer who buys in a short time with the new rules of time-to market. This phenomenon restricts the trade chain and reduce prices on large volumes and promotes customer loyalty through bonus systems that generate discounts for future purchases and through referral to prospective purchasers social-friends credits can be reached and can be spent in future transactions for each successful commercial operation.

Walking with friends between windows becomes virtual, without depriving themselves of the advice or critical opinions of a trusted friend. The shopping paradise determined by the social network that tracks the choices, lifestyles, the doubts, the possibility of spending, becomes natural habitat from which fish for commercial business decisions increasingly targeted and more effective and opinions favorable or critical. More and more companies need more presence on Facebook and using Facebook Connect they can direct their site to be included by the social Networks, once the customer has expressed its “like”.

This strategy becomes more important for the position of the company on the social network than the position of the website on the search engine. The real-time dissemination of such commercial information, however, generates negative effects equally fast in face of a malfunction or failure of a business.

The data are subject to attack and apprehension through the true nature of access that are hidden behind a preference or a “like”. Such conduct surreptitious hiding behind new threats that correct the online way of the user (Clickjacking, Likejacking) or creating new profiles exchanging information gleaned computer (this is the case of FBdevil).

The evolution of malware are always updated with the technological standards and their inherent speed transmission.

The reduction of searching costs for information storage, thanks to the availability of this habitat, eases the budget and fragmented supply chain costs dividing tasks in a natural sort of outsourcing, where each branch manages its share of useful information.

In this market on-line mechanism users observe the social network, affirm and confirm their interests, they are observed but not informed, or only briefly at the same time.

The user has an active role in this process centered on itself intended as an information channel, Distribution, content producer and final recipient. The participation of emissaries of enterprise in blogs discussions and social networks in general, need to quietly observe, retain and address the information received, transforming them into a multitude of commercial data
more explicit and easier to handle, a real advantage for market research and receiving feedback.

The person connected to the social-network is, on his own, an active provider of information capable of releasing its instant feedback and trends simply on the basis of mere stress of subjects more or less known or easily aggregated.

From a mere commercial point of view, the commercial enterprise and the entrepreneur in particular are increasingly looking at a view of deepening relations using their own systems and aggregation of discussion with customers on-line. They become and feel themselves as part of a project where their will is taken into account from companies that makes solid relationship with the end users perceiving the moods and ideas about the product. This new loyalty of the consumer creates more value and a concept business or starting all over again.

The speed of the transmission and sharing of information makes this instrument a driving force for economy and business but also an instrument for political participation consistently makes all other work carving out an important place in the network. The study of business and marketing strategies are evolving in this direction to exploit a system whose capabilities are still unknown, but whose potential is unconditional. This study starts from the evolution of social-networking and its application in all spheres, exhibiting the qualities and criticizing the defects.

Paradoxically an analysis of the state of the art and future forms of business helped by the social-networking effect in every field is necessary to be focused. The un-material sophisticated personal and business relations created, developed and implemented by the internet without shaking hands needs a mature analysis on the new on-line style of life expressed in multiple forms of personality.

The crisis of social relations in contemporary society analog spawned the development of new online social phenomena such as blogs, chat and more specifically Social Network and more specifically social network aimed at "sharing" to return the exact term used by the inventor of Facebook.

The original purpose of Facebook, My-Space, Twitter, Renren and so on was to share information, search for shapes and friendships become dormant for some time in everyday life.

Today the use of these technologies has become a daily, dangerous, unregulated, reckless in many cases. Without dwelling too much on the amount of time taken and the mortification of the regular daily tasks and work continued use, even in the workplace with impressive and
compelling legislative initiatives required by the world of work, this technological tools has become the most important, the wider and more risky than the existing public space. The absence of rules to regulate the mode of operation of such electronic mechanisms has created a chasm in the system of law relating to protection of privacy on social networking sites where they are stored and indelible information, data, photographs, hobbies, likes and dislikes of each individual and of subjects unaware of being part of a system without their knowledge, which penalizes them and demeans the personal protection. Starting from this consideration we have to face the great change in the e-economy in the e-commerce and in general for e-relations. This technological point of no return is a new border and a new compromise in a new direction which involve all social-economic variables. Facebook is a new country without borders as internet was considered years ago. All social-networks have a personal flag, colors and symbols and first of all a great population, they lead to a sense of belonging to the world without distinctions, with a unique language and just one technology reference with social consequences in all the world. Just to have an idea of the importance of this phenomenon Facebook is the third largest country by population in the world after China and India. Staring from this considerations the focus of this item is to point the state of art in social-networking opening new frontiers in social life for the connected population. Social networks will change companies approach. In the past, technological changes, uses to be applied for the first in the world of business arriving later to consumer uses, now the opposite is true and what rises and becomes common in the social network is than applied to business, with the application in the business world of what has become commonplace in everyday technological instrumentation, made up of notebooks, smartphones and tablet. As effectively supported by Porter the second globalization will bring the presence of huge and shared interests of the geographical societies of the new economy at the expense of the individual mobilization in favor of production of shared value and new forms of collaboration between companies, administration and civil society civil society that claim the respect of rights against active denial of responsibility. The new keywords for civil society and for the new economy are cooperation and alliance not to succumb to social disintegration and economic competition. It is not part of the old concept of solidarity, but by new plural forms, and flexible aggregated energies that strengthen each other and create value from each individual resource. The individual mobilization exasperated in new groups by facebook familiarity and social networks in general gives way to the new value of alliance shared.
Internet and social networks are now more than ever an instrument of democracy. The transition from obsolete email to new forms of social communication in the event more rewarding instantly generates your thoughts with ample margins and use of citizen participation.

Social networks in the historical moment of belonging become instruments of direct democracy. The founding principles of the historical and legal heritage traveling in a network where they become the subject of specific discussion.

Special attention deserves the participation of the people in Iceland called on the discussion of drafts of articles. The project to rewrite the Constitution in an outsourced form through “crowdsourcing” generates direct involvement of citizens’ opinion, appropriate for collective final text.

This kind of approach also determines the real-time control of the institutional work and active participation of the citizen who is not only an expression of a vote, but also expression of ideas and assessments in the service of politics and law.

The social network is an essential tool, in terms of the processes of participatory democracy, where the citizen turns out to be useful to the cause of their country, while feeling himself more and more social part of a shared world in which there is a not restricted membership to virtual communities of interest.

**CONCLUSION**

The web is an incredible instrument of social-education, ecommerce, marketing and for public administration development. Every change in the world and in our way of leaving is a direct consequence of technology which is the new social language without borders.

In this role of important part of our life it must be a service offered from the society to citizens without being afraid from technology. This research illustrates that there are no easy answers for our digitally mediated life from a personal to a commercial point of view or for the direction of the world in this historical incredible period. The only simple consideration is to face the globalization effects and new social instruments to become social-mediated citizens.

New form of investments for companies and more participation for the people in the
interaction from a passive role to an active one. Social Capital and Social Customer and social commerce mean new form of participation.

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