Lec8: EMail, and Social Networking.
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ELECTRONIC MAIL

What is an Email?

Email, short for "*Electronic Mail*", is one of the most widely used features of the Internet, along with the Web. It allows you to send and receive messages to and from anyone with an email address, anywhere in the world. Almost everyone who uses the Internet has their own email account, usually called an **email address**.
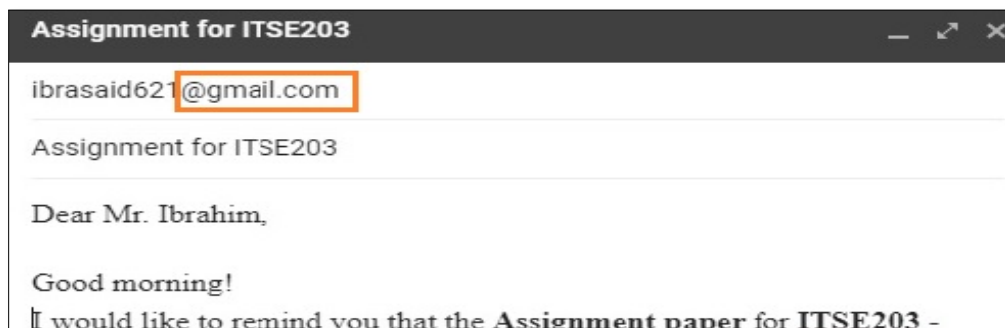
Email Addresses

To receive emails, you will need an **email account** and an **email address**.

- Email addresses are always written in a standard format that includes a **user name**, the **@** (at) symbol, and the **email provider's domain**.
- The **user name** is the name you choose to identify yourself.
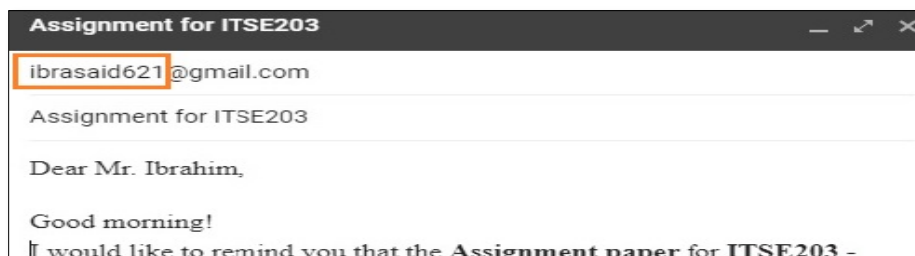
The **email service provider** is the website that hosts your email account.

Some **businesses and organizations** use email addresses with their own website domain.

Email Providers

Today, the top three webmail providers are **Yahoo!**, Microsoft's **Outlook.com** (previously Hotmail), and Google's **Gmail**.

SOCIAL NETWORKING

Social Networking refers to the use of social media websites and apps, such as Facebook, Instagram, and Twitter, to connect with family, friends, and people who share your interests. It is commonplace throughout the world, especially with young people.

What is the purpose of social networking?

Social networking fulfills the following four main objectives:

- **Sharing.** Friends or family members who are geographically dispersed can connect remotely and share information, updates, photos, and videos. Social networking also enables individuals to meet other people with similar interests or to expand their current social networks.

- **Learning.** Social networks serve as great learning platforms. Consumers can instantly receive breaking news, get updates regarding friends and family, or learn about what's happening in their community.

- **Interacting.** Social networking enhances user interactions by breaking the barriers of time and distance. With cloud-based video communication technologies such as WhatsApp or Instagram Live, people can talk face-to-face with anyone in the world.

- **Marketing.** Companies may tap into social networking services to enhance brand awareness with the platform's users, improve customer retention and conversion rates, and promote brand and voice identity. Marketers use social networking to increase brand recognition and encourage brand loyalty.

What are the different types of social networking?

While there are various categories of social networking sites, the six most common types are the following:

- **Social connections.** This is a type of social network where people stay in touch with friends, family members, acquaintances, or brands through online profiles and updates, or find new friends through similar interests. Some examples are Facebook, Myspace, and Instagram.

- **Professional connections**. Geared toward professionals, these social networks are designed for *business relationships*. These sites can be used to make new professional contacts, enhance existing business connections, and explore job opportunities, for example. Some examples are LinkedIn, Microsoft Yammer, and Microsoft Viva.

- **Sharing of multimedia.** Various social networks provide video and photography-sharing services, including YouTube and Flickr.

- **News or informational.** This type of social networking allows users to post news stories, informational or how-to content and can be general purpose or dedicated to a single topic. These social networks include communities of people who are looking for answers to everyday problems and they have much in common with web forums. Fostering a sense of helping others, members answer questions, conduct discussion forums, or teach others how to perform various tasks and projects. Popular examples include Reddit, Stack Overflow, and Digg.

- **Communication.** Here, social networks focus on allowing the user to communicate directly with each other in one-on-one or group chats. They have less focus on posts or updates and are like instant messaging apps. Some examples are WhatsApp, WeChat and Snapchat.

- **Educational.** Educational social networks offer remote learning, enabling students and teachers to collaborate on school projects, conduct research, and interact through blogs and forums. Google Classroom, LinkedIn Learning, and ePals are popular examples.