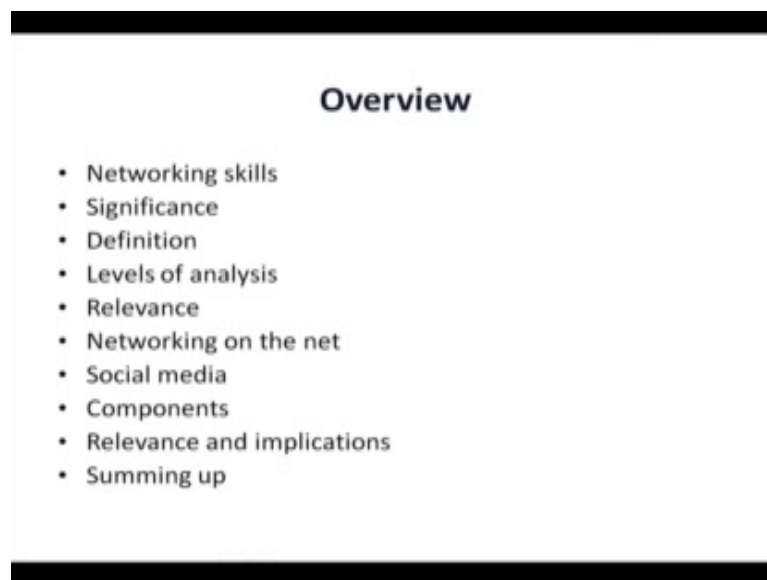


**Soft Skills Development**  
**Prof. P. Patnaik**  
**Department of Humanities and Social Sciences**  
**Indian Institute of Technology, Kharagpur**

**Lecture – 20**  
**Social Network, Media and Extending Our Identity**

Hello friends, in today's talk, we are going to talk about Social Networks, Media Networks and the way extended our identities. I believe that before this, we have already covered certain areas of group dynamics. We have dealt with conversation skills and speaking skills and some of these things do get linked to the concept of network in an interesting way. However, what we are going to do today will be slightly different.

(Refer Slide Time: 00:54)

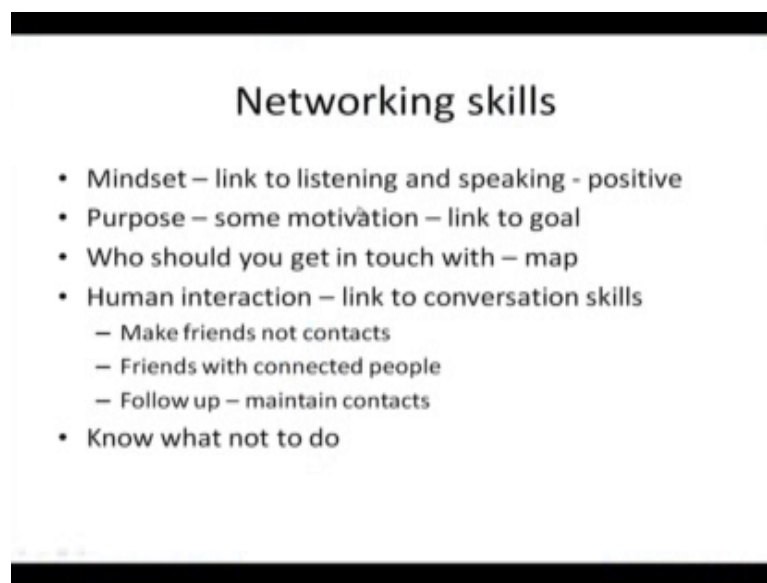


And these are some of the things that will be doing together. The first thing is a networking skill within a social context. We will talk about that because that is directly related to the area that we are going to cover today, that is also directly related to soft skills, which is wrote this entire course is about communication, again about which this course is the relevance of networking how it is significant. Then we will go for a more technical definition of network and networking, especially in a technological context; we will talk about different levels at which your network for general analyzed. The relevance of that we will talk about networking in the context of technology that is net, we will talk about social media their various component, relevance and implications.

And we will also discuss how these things. In fact, extend the study of networking in social cultural context or having good networking skills.

Because some of these skills that we will have to talk about we will try to explore our skills which go beyond the normal skills that we learn when we socialize and when we network at the physical level, at an interpersonal level, at a social level without recent technologies. The moment we start using technologies certain other things also come in and we will take we will take cognition to those and we will explore them as well.

(Refer Slide Time: 02:26)



Networking skills; we need certain networking skills in order to be successful in a community. You see that if we do not have friends, if we do not have relationships with people, we have a very difficult time, we need to go to meet doctors, and we need to find psychiatrists or counselors to take care of us. Because you see that for within course, a normal healthy relationship within a society networking is very essential. So, the mindset is very important.

If you are going to socialize, if you are going to be good at our communications skills as well as our soft skills socialization is important because you need to have connections, you need to have influences. And somebody have who is well connected, he is probably able to do more things more easily. The mindset has to be changed. If you are the person who generally does not interact with people then make it a habit of for interacting with people. Some of the things which we have done in listening, speaking and conversation

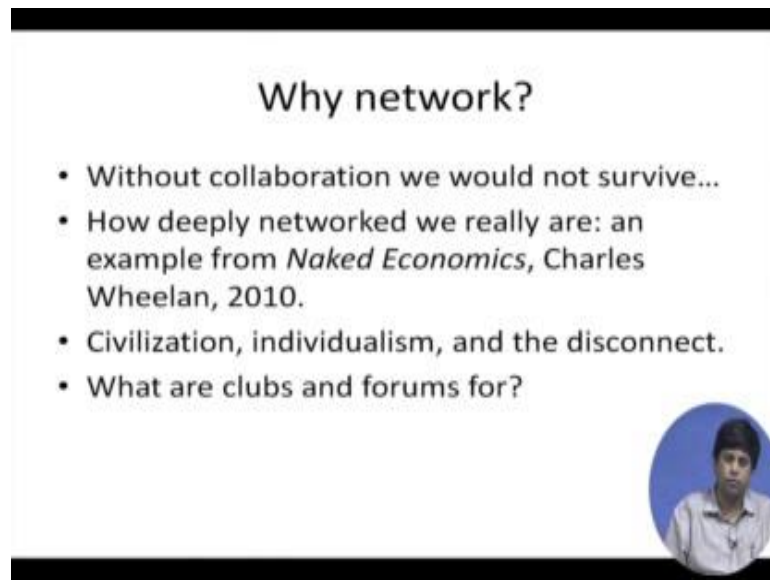
skills as well as some of the things which we will be doing when we discuss empathy. Empathy will be relevant for this for developing these skills. So, have a positive mind set.

And a positive mind set will be evolved when you have a purpose you have a certain set of goals, and along with positive mindset who to network with, who to contact, develop, evolve contact with also will automatically happen. Let us say that if you are interested in the field of advertising; obviously, you will start exploring people who are in that particular line rather than people who are very close friends. Fine you will get friendly with them, but new friendships new relationships probably will have to be in that particular area and related areas. You see that if you have a set of goals then networking is easier, but that does not mean that you let slip an opportunity to interact and to new people, because you never know who is going to be helpful at a certain other point in your life. So, you can have that habit.

And second thing that who should you get in touch with. You can create a mental map as I told you once you set your goals; it will be easier for you to develop a mental map of those you should get in touch with. Human interaction when it comes to the things that you need to keep in mind when you are evolving networking is to be genuine, make friends not contacts, they are not just business people. Look at the relationship side of it, because if we treat a human being as a human being then it is much easier negotiating. It is much easier coming across to that person as a genuine person. Friends with connected people can be immensely helpful because if you do not know somebody then somebody else will be aware of that person and it will help. There is a concept of six degrees of separation, which we will discuss a little later which is all about friends.


Follow up - maintain contacts that are very, very important because establishing friendship is very easy, but maintaining that sustaining that over a period of time is very different, and you need to work on that. Because you see that you need to keep the communication channel open. People should know that you are calling them up just like that even without reason, just to say hello, rather than just calling of these people only when you need them, then they will treat you as selfish. And then of course, there are things which you should know not to do and many of these things which are supposed not to do are things we have covered when we are talked about group dynamics when we have talked about conversation skills, listening and speaking skills, the basics of communication.

(Refer Slide Time: 06:28)



**Why network?**

- Without collaboration we would not survive...
- How deeply networked we really are: an example from *Naked Economics*, Charles Wheelan, 2010.
- Civilization, individualism, and the disconnect.
- What are clubs and forums for?



But before we move onto why network? Let me explain that we have been networking throughout our life whether we like it or not because without collaboration we cannot survive. If you are looking at the early societies, if you are looking at the book of history, book of anthropology at some of the earliest societies, you find that they survived only on the basis of collaboration. You see that in many communities there were certain rules like if somebody if you are looking at the hunting communities, if one person managed to hunt food then his job was to share with everybody else. Why, because unless he shares it with everybody else, the community we starve and tomorrow he is not guarantee to get let us say another food item, another let say animal somebody else will get. So, sharing was the safest way of surviving, so collaboration was very, very important.

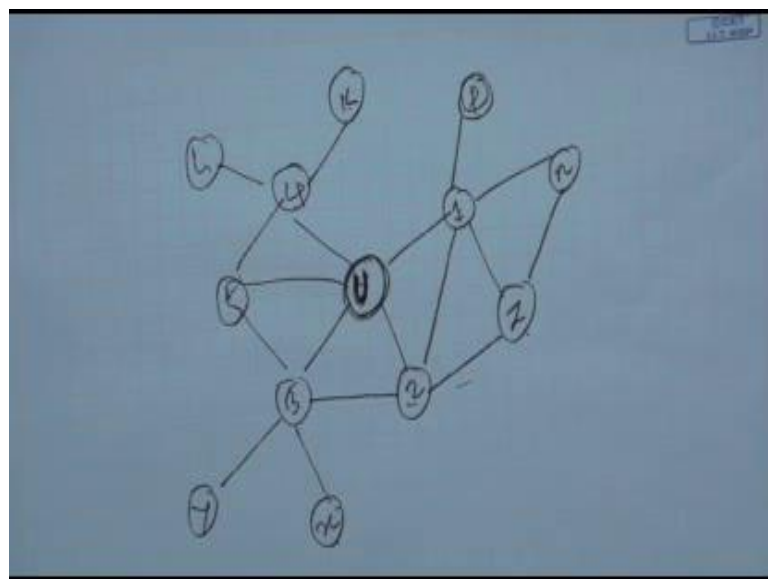
If you are looking at the ancient tradition, if you are looking at our own groups we find that we started with networks and it was because we networked that we evolved, we developed and we grew into civilization. Now, you see that if you are looking at the current state of civilization then I would like to take an example from *Naked Economics*, where you see that are Wheelan talks about a machine see that imagine a machine into which let say 100000 sacks of let say wheat grains, let say 20,000 sacks of sugar let say 50,000 let say packets of butter and so on and so forth. And at the end of the day, and at the end of the process, a big airplane comes out from the other side of the particular

machine. And then he tells us that such a machine actually exist, which is exchange which is barter, which is transaction.

Because you see that we are producing different kinds of things, and we are exchanging them with one another. And this would not have been possible without this concept of networking, without the concept of transactions. So, right from the point of time, when economic evolves, specialization evolves, networking has been going on. However, social networking is something slightly different. And as I told you even and now when we isolate ourselves we said that we are not going to interact with anybody else. Then that does not mean that we are not going to buy food which has been produced by somebody else, we are not going to watch TV which has been produced for us by somebody else and so on and so forth. So, everything that we see around us even if we isolate ourselves has been created by somebody else.

You see that and these are all acts of collaboration or exchange. But they are exchange of let say goods and products lot of information not of let say even take off for cognitive or emotional components amongst people which is what networking is all about. So, you see that clubs and forums, the moment you join the new places there is some place to go, even let us say the same thing expanding or being identified on social media. They all reflect this tendency of trying to network.

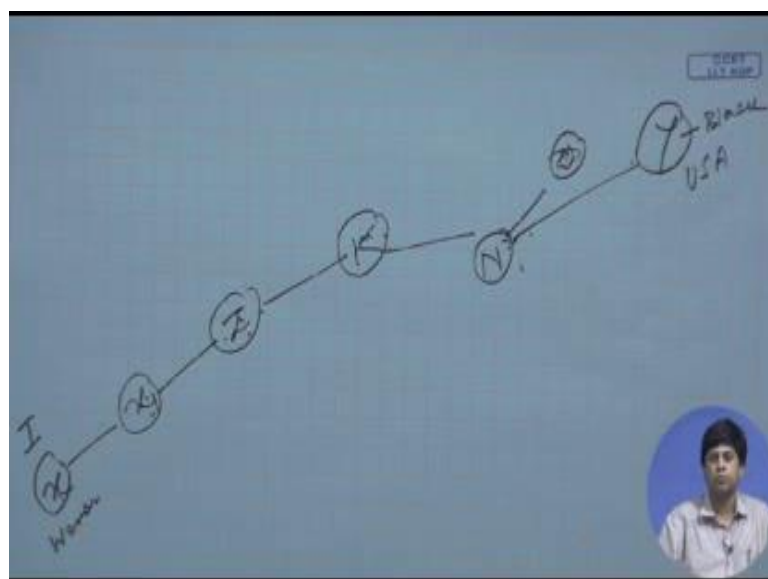
(Refer Slide Time: 10:10)



Now, let us say that we look at this particular diagram, where this is U, and these are your let say five friends 1, 2, 3, 4 and 5. You will find that one is network to let p and n and z and 2 and of course, to U. Four is network with k, l, 5 and of course U; three is network to let say y, x and U. 1 is network to have whereas p is only network with one and two nobody else. So, if you even looking at this diagram this gives us an idea that you are very well networked, person because you have friends, even one has five friends, but some of the others do not have so many friends. Like z has 1, 2 and 3 friends; and let say x, y, p only have one friend each. So, what this tells us is the way somebody is well networked or ill networked.

This is the relevance because this gives us an idea this is just a kind of small-scale example of how even by looking at how people and networked, we are able to make certain guesses about their significance. For instance one can say that U is influential, because he has so many friends whereas p is not very influential, because he can only influence one person. This is just one category of influence. Other things also come in like how what kind of relationship you have with these people; those would also decide how influential you are and all that. But the point I was trying to make was that networking is very much part of our life and this is something which has been studied in a field known as network analysis, social network analysis. However, we will not go in to that, but what we will do is talk about something which is we just mentioned six degrees of separation and lot of experiments were done about this.

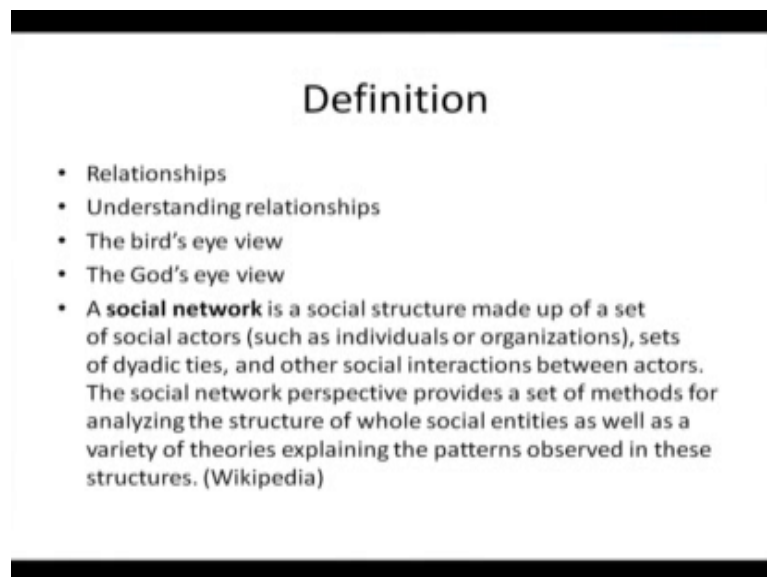
(Refer Slide Time: 12:10)



Let say that we have say x and y. And x is somebody who lives in India and y is somebody who lives in let say USA; and this is a black man, and this is Indian woman, and they have absolutely no connection. Then the theory tells us that if they have intermediaries like 1, 2, 3, 4, 5, 6, so if I am able to connect to let us I want to get in touch with our prime minister. So, I know somebody who is maybe a politician, who has some influence. I just want to send a letter to the prime minister, so I send it to this person. He knows somebody let say who is an M.P in Delhi, so he sends it to that person, that person sends it somebody who is maybe in the parliament and that person sends it to somebody who can actually finally, send it to our prime minister.

What you find is that if you are looking at same way between Indian woman here and black man in the US. Somehow it is possible research tells us and a lot of elaborated experiments were done way back in the 80s or even in the 70s which tell us that with six degrees of separation we are able to connect with one another; that means, that is the level of networking we have. And today with technology that networking at the level of networking has gone up to a significant extent.

(Refer Slide Time: 13:53)



**Definition**

- Relationships
- Understanding relationships
- The bird's eye view
- The God's eye view
- A **social network** is a social structure made up of a set of social actors (such as individuals or organizations), sets of dyadic ties, and other social interactions between actors. The social network perspective provides a set of methods for analyzing the structure of whole social entities as well as a variety of theories explaining the patterns observed in these structures. (Wikipedia)

Having discussed the relevance and the significance of networking in a social context in an interpersonal context, we are talking about network in as building relationships, understanding relationships getting a bird's-eye view of relationships, getting a God's eye

view of relationship when we explore, analyze, identify, patterns of transactions, nature of interactions amongst different network communities.

Now, but that is a theoretical kind of research. A certain social network is a social structure made up of a set of social actors like peoples, organizations, people organizations can be dyadic ties one by one or other social interactions between multiple actors. Perspective provides a set of methods for analyzing entire things. While we are not doing that this is a very, very important component of the social media and the various people who have evolved social media, who look at these trends and this is something which has become very, very significant in the context of business and commerce.

And that is the reason we are talking a little about it, so that if you are a little interested in social networking, you can evolve strategies for doings good social networking. You can also find a why people examine this particular area; explore research in social networking, and how it can have significance in various contexts. In fact, in some of the areas, we will do a little bit of experimentation together, and the findings some sure will be very, very relevant for our soft skills course.

(Refer Slide Time: 15:32)

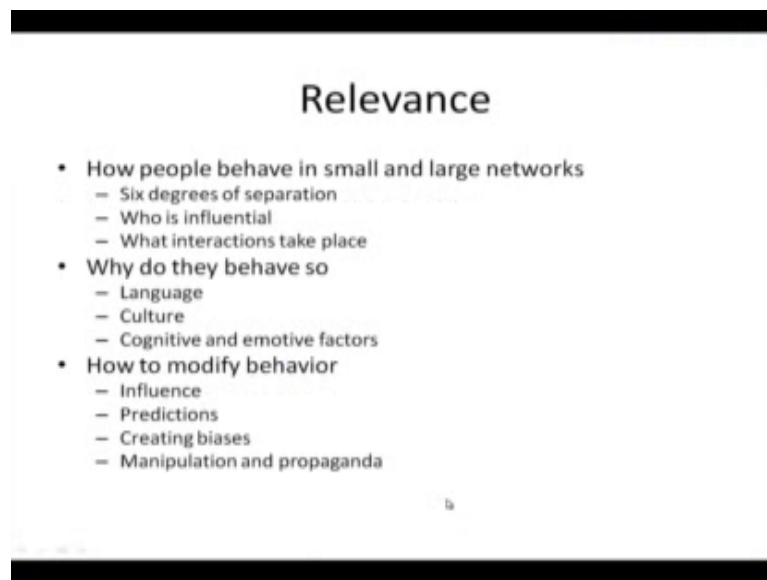
- Micro level – individuals or small groups
- Meso level – organizations, etc...
- Macro level – large scale networks
  
- The social network is a theoretical construct useful in the social sciences to study relationships between individuals, groups, organizations, or even entire societies (Wikipedia)

You see that you can analyze network at a very basic level, micro-level, you can analyze them at meso level, middle level you can talk about huge networks like networks on Facebook a huge network of millions of people. And in each case, you are trying to



identify certain things. There are lot of case studies and I will definitely provided with a couple of links to books and references, which tell you how this analysis of people behaviors in networks, you will learn lot of things. For instance, I will give you some examples towards the end, probably that will help us to certain extent.

(Refer Slide Time: 16:16)

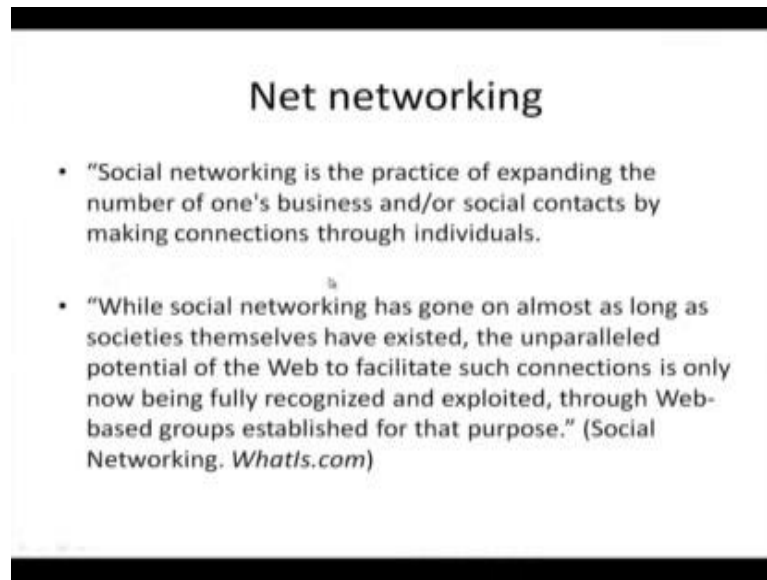


Relevance, how people behave in small and large networks; I have already discussed the concepts of six degrees of separation, but identify who is influenced, what kind of interaction takes place. Now, you see that when you are looking at Facebook and other social network and social media sites, to very great extend these components come in as significant, as I will quickly share with you towards the end of this talk. Why do they behave so, you will look at language, you will look at culture, you will look at cognitive and motive factors which we make people behave in significant ways. We will take a few case studies; we will quickly look at what basically happens over there.

And the most important part is how to modify behavior. Because you see that for instance if you are looking that tweets, tweets have become very popular these days with advertisers. And many multinational companies use tweets for advertising, why. Because you see that this is where they get a lot of feedback about their products, how they are being perceived, what is being successful, what has been not in the context of retweets. And the way that this tweets proliferate and that is what I said that during this session, you will get some links to certain experiments that we have set up which you social

media like tweets or Facebook in order to understand how these behaviors are very influential. And you can learn from these and then apply them to your own life in improving your social skills and your soft skills.

(Refer Slide Time: 17:54)

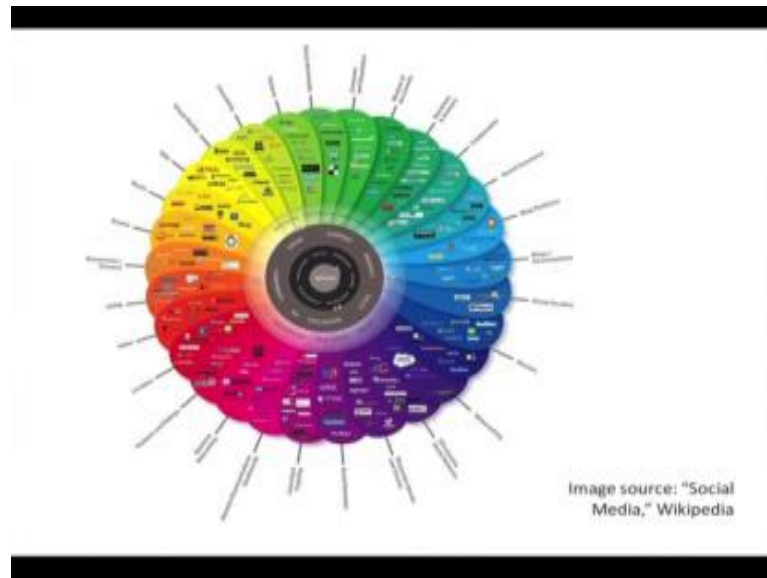


**Net networking**

- "Social networking is the practice of expanding the number of one's business and/or social contacts by making connections through individuals.
- "While social networking has gone on almost as long as societies themselves have existed, the unparalleled potential of the Web to facilitate such connections is only now being fully recognized and exploited, through Web-based groups established for that purpose." (Social Networking. *Whats.com*)

Now we are moving to social networking in the technological context, practice of expanding the number of one's business social contact by making connection through individuals. On the other hand, networking has gone on almost as long as societies themselves have existed. And with the unparalleled potential of the web you see that now a set of new paradigms have evolved a set of new guidelines have to be explored and that is the reason we are discussing all those things.

(Refer Slide Time: 18:29)



Now, this image will give you an idea of wide range of convergences when we are talking about social networks. You have documents and content, you have events, you have music, you are wiki, virtual, life costing, pictures, reviews and ratings, locations, business networks, commercial dashboards, listening and targeting, social networks of various kinds, discussion boards, streams, socialism curiosum, blogs and conversations, so collaboration and use it against our questions, responses, and wide range of activities. And all this is happening every moment of our life through the apps that we have, through the media let say modules, media software, media apps that we keep on using.

Starting from the rudiments of texting, SMS to let say Facebook, tweets, Twitters, Linked in and so on and so forth. This is a wide expanding area where you see that people network in specific ways and the way they network, the way they behave can make them more influential or can make them more successful. So, if you asking the question why is it that we have discussed it so for so asking the question how is going to be relevant in the context of substance, here is the answer. Because if you research this, if you explore this and at some point of time you will develop skills for applying them and becoming more influential in the context of networking. So, that is something which I cannot provide here, but that is something in the direction of which I can develop your interest, so that you can pursue it in the future.

(Refer Slide Time: 20:22)

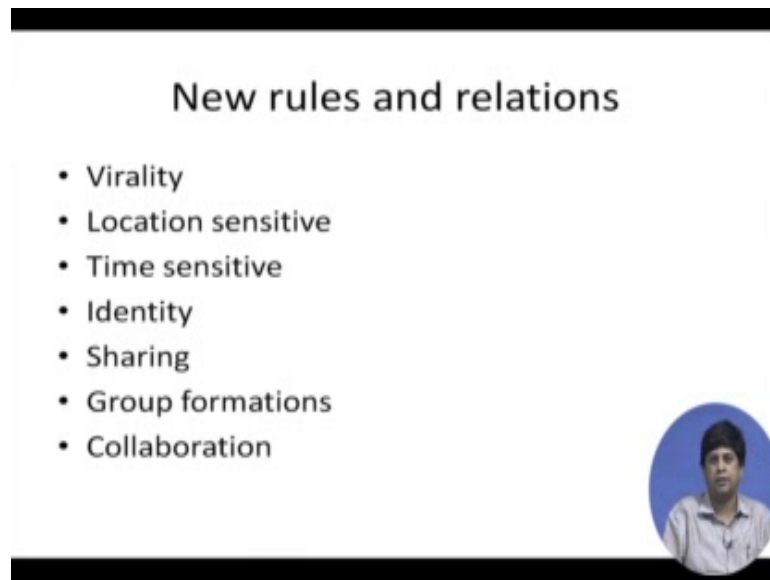


**Social media**

- **Social media** are *computer-mediated* tools that allow people, companies and other organizations to *create, share, or exchange information*, career interests, ideas, and pictures/videos in *virtual communities* and networks. (Wikipedia)
- Blogs
- Forums
- Photo-sharing
- Social gaming
- Video sharing
- Virtual worlds...


Now, you see that we are taking of social media next and because social media is an area where networking is very, very prevalent. So, it is the computer-mediated tool that allows people, and companies, organization to create these are the keywords – share, exchange information. So, we are able create information and then you are able to share or exchange information and this happens not through one-to-one or face-to-face or social communication, but through virtual communities. This is the key difference when we are talking about how it is different from the real community that we were talking about earlier. So, you have blogs, forums, photo-sharing, social gaming, video sharing, virtual worlds, the examples we have already talked about some of these.

(Refer Slide Time: 21:15)



**New rules and relations**

- Virality
- Location sensitive
- Time sensitive
- Identity
- Sharing
- Group formations
- Collaboration



A new rules and relationship, are now been established. You see that some of the key features I have talked about not necessarily rules first one is virality. Now, this is a feature which can be used to advantage to create to deserve disadvantage to manipulate people's mindset, to create rumors or to develop a sense of liking or dislikes for certain things. Now, virality where something proliferates on social media, something goes viral means something suddenly becomes very popular and everybody has watched it to begin with this manages to get wide coverage. Now, what will get viral is something which scientists and researchers are exploring, it is difficult to predict, but to an certain extent when things go viral then there are successful because they get a lot of media attention. Imagine going viral is like getting an advertisement free of cost.

Location sensitivities something certain things certain even are location sensitive. And people who might be virtually in different places, but are attached to that particular location will respond to that. Let say the people NRIs would respond to something which is happening in India, so location specific. So, time sensitivity, politics, time sensitivity, certain deadlines to be achieved, and within that a lot of rumors, lot of spirit of rumors or imagine share the value of shares going up and down depending on the buying and selling and what is being proliferates, how it is being perceived by people. The concept of identity is very, very interesting and relevant in the social constraint in the context of social networks and social media. Because there you have a virtual identity, your identity is created there, it is proliferated there, and it can be brought to an end or can be

deglorified or glorified there, is a (Refer Time: 23:04) significant through the various things we talked about through virality and different kinds of proliferation techniques.

Sharing as with let say normal social transactions sharing very important, but sharing take place in a different way you share with anonymous users, you share with an anonymous communities you do not know if you are who you are sharing with. But there is also to exchange or a transaction certain goodies are revert how to share, what to share, what are the implications of the sharing because a lot of very exciting and interesting things happen. Either through the sharing of resources or through collaborative like programming on Linux, different kinds of things being developed, different kinds of software being developed. I can talk of one open source of software let say four different kinds of let say products, which otherwise are very, very expensive, group formation; obviously, for sharing you need to form groups and collaboration which I talked about.

(Refer Slide Time: 24:05)

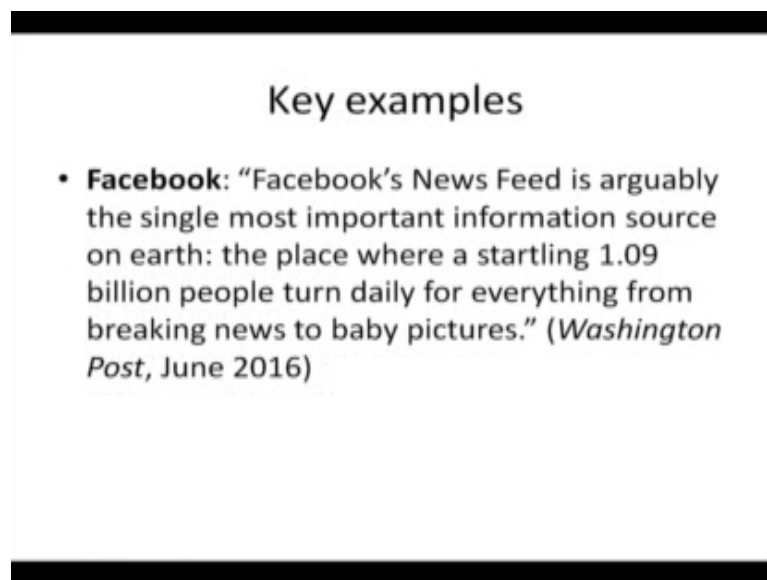


Relevance, this cannot be overemphasized authority. How you are perceived and what kind of authority you are figured you are able to create. What kind of sense of authority, you are able to communicate power you are able to communicate. Creativity, identity formation, public opinion which is again linked authority, public opinion who says let say if the PM say, something that has the voice of authority and the same tweets created by somebody else would not kind of spirit to such a significant extent. History and

authenticity what Salman Khan or stars say will carry a lot of weightage, whereas, a factory worker saying the same thing will not probably get heard or it will not go viral.

The concept of history and authenticity is something, which I will just quickly touch upon because you see that today in social media for instance on Facebook and many of these news feeds whatever is happening to reaching millions of people. That means, very many people thousands and millions of people crores of people believe what is being said over there. So, it has become a very, very powerful alternative to media which is apparently the authentic voice, but here you have finally, started exploring an alternative authentic voice. Effect on interpersonal relationships very much that and we have already discussed that.

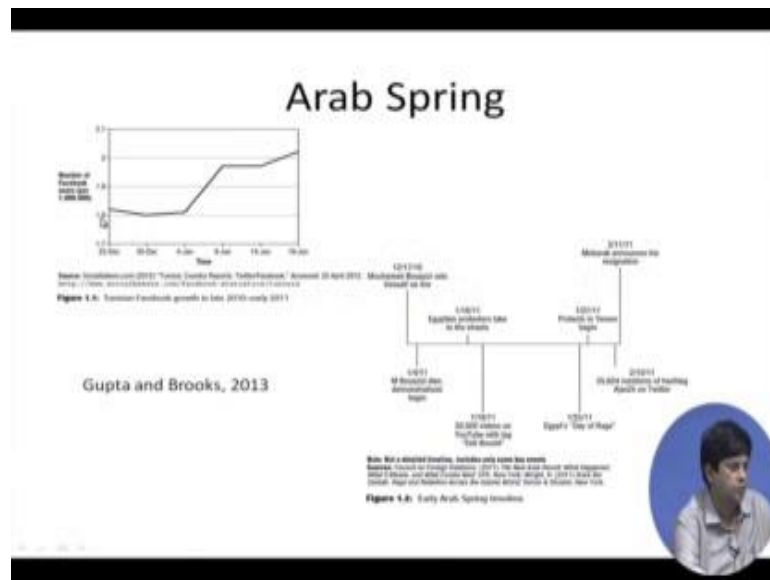
(Refer Slide Time: 25:29)



The slide features a white background with a black border at the top and bottom. The title 'Key examples' is centered at the top in a bold, black font. Below the title, there is a single bullet point. The text of the bullet point is: 'Facebook: "Facebook's News Feed is arguably the single most important information source on earth: the place where a startling 1.09 billion people turn daily for everything from breaking news to baby pictures." (Washington Post, June 2016)'. The quote is in a standard black font, and the source is in italics.

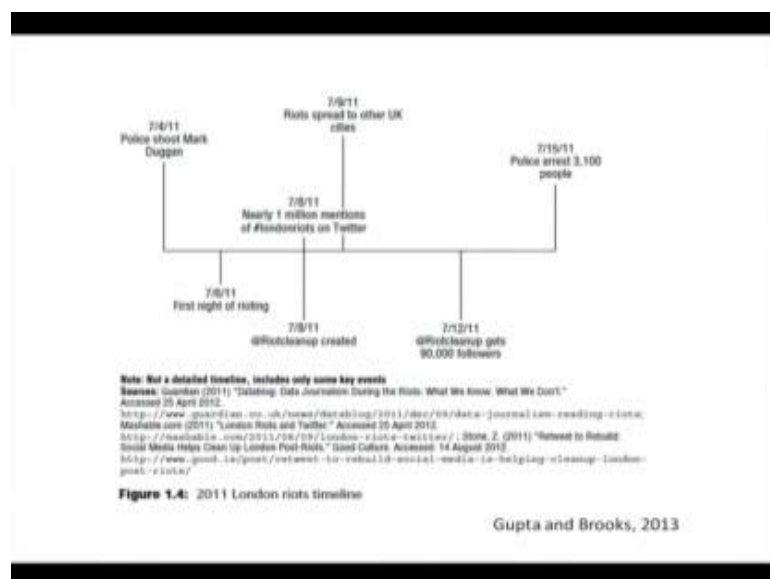
Key examples, for instance if you are looking at the contemporary context, Facebook's news feed is arguably the single most important information source on earth; 1.9 billion people turn daily for everything from breaking news to baby pictures, so the significant of that needs to be highlighted.

(Refer Slide Time: 25:50)



And I am giving you a few examples from one of the studies that I have cited at the end by Gupta and Brook, where you see that what basically happened was that the kind of the Arab of revolution which took place in 2011. And the way that people rebelled and over through the existing region was precipitated by the use of let say the number of Facebook user. It starts off with one person sitting himself in fire. And then you see that Egyptian protesting on street and then you find that by the 2011 roughly a little less than let say I would say 2 to 3 months the regimes comes to collapse. And this happens through Facebook to very great extends and Facebook played a very significant role here.

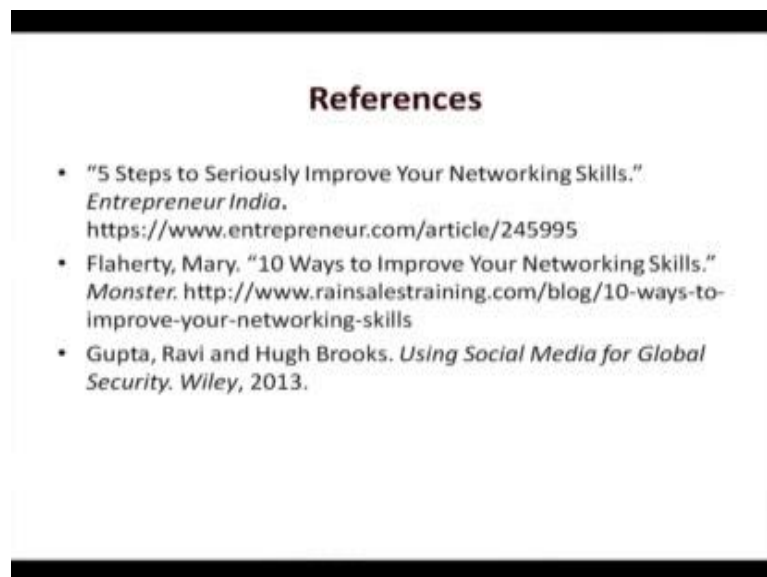
(Refer Slide Time: 27:01)





This is just I have one example. Or if you are looking at the London riots which took place in 2011, it is essentially precipitated through tweets. So, you see that somebody gets sought first night of rioting, and a lot of tweets; and based on the tweets as we were talking about the location specificity and time specificity, people go to those particular regions and through tweets they know where to converge, where to interact, where to start doing what they have to do. And so you see that tweets was used for group formation to motivate a collective action in very, very significant in a massive way. Here are 2 examples and you find that tweets as well as Facebook are used by terrorists. And by a number of other people and these are just two examples of how powerful social media can be through a process of social network.

(Refer Slide Time: 27:54)



**References**

- "5 Steps to Seriously Improve Your Networking Skills." *Entrepreneur India*. <https://www.entrepreneur.com/article/245995>
- Flaherty, Mary. "10 Ways to Improve Your Networking Skills." *Monster*. <http://www.rainsalestraining.com/blog/10-ways-to-improve-your-networking-skills>
- Gupta, Ravi and Hugh Brooks. *Using Social Media for Global Security*. Wiley, 2013.

I hope that for instance see if you can do manage to get the book using social media for global security will give you a lot of insight into how this processes takes place. But what we talked about in the context of securities could be also in the contextual, advertising for sales, for improving the brand, bolstering the brand name of a particular company or for let us say persuading people to give charity for so many things. So, this is a very, very significant and we hope that you will be doing the studies with us. And we will come up with some more insight and I will be sharing some more interesting papers which will if you are interested in this particular area, will take you a long way in identifying what you should read and how you should proceed in this particular line.

Thank you.