

LEGAL LIABILITIES AND OBLIGATIONS ON NETWORKING SITES

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INTRODUCTION

A social networking service (also social networking site ,SNS or social media)is an online platform that is used by people to build social networks or social relations with other, people who share similar personal or career interests ,activities,backgrounds or real –life connections.The variety of stand alone and built-in social networking services currently available in the online space introduces challenges.

It seems that everyone is a member of a social network these days. Whether it's your kids on MySpace and Facebook, or your colleagues on LinkedIn, people are taking advantage of these new online meeting spaces to make friends, communicate and expand business opportunities.

But what are the legal obligations that arise out of the use of social networks, both for the user and the sites themselves? The law in this area is still relatively unsettled and constantly changing, but some recent developments have created intriguing precedent, and legislation in motion promises to keep things interesting for the foreseeable future.

The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Social network services can be split into three types: socializing social network services are primarily for socializing with existing friends (e.g., Facebook); networking social network services are primarily for non-social interpersonal communication (e.g., LinkedIn, a career and employment-oriented site); and social navigation social network services are

primarily for helping users to find specific information or resources . A study reveals that India has recorded world's largest growth in terms of social media users in 2013.A 2013 survey found that 73% of U.S. adults use social networking sites.

Role of social media in business and consumer market in India cannot be undermined. It is the change in consumers' behavior that is changing the role of social media in India. With time, use of social media has seen a drastic change from just used for fun to fun plus knowledge and marketing. For business purposes, Facebook is the most important social media platform as there is customers' engagement, followed by Twitter, YouTube and blogging. Social media is used by brands to build communities for interaction and spreading news.

Advantages and Disadvantages of Social Networking

Social networking is a relatively new advancement in technology. They are different platforms or websites that people can create personal profiles, share pictures, videos, and text updates to their friends, family, and people from all over the world. News, trends, videos, pictures, and just about anything else can go “viral” in a matter of hours, which makes you wonder, what is all of the craze about? It is very easy to get carried away with the attention and interactions you can have twenty four hours a day on websites like Facebook, Twitter, and Instagram, but what are the pros and cons that these social networking sites are having on our society?

The Pros of Social Networking