

Effects of Mobile Social Networking Service in Social Communications

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Abstract: Social activities have occupied quite a long text in human development history, while Social Networking Service have just been flourished and developed in these tens or twenties years. Readers who understand the development of the Internet must be familiar with such memories: From the group sending of E-mail, to the hot discussion of BBS, immediate response of IM and self-reflection and group awareness of Blog. Then it has never stopped, networking social communications derive Social Networking Service, from Facebook, Twitter, YouTube, FourSquare to RenRen, Weibo, Youku, Jiebang, from wishing Happy New Year through message to more and more blessing through WeChat, which include countless pioneers of social media or even martyrs. Mobile Social Networking Service at present produces a certain effects to the social communications.

Introduction to Mobile Social Networking Service

Mobile Social Networking Service is developed based on the traditional Social Networking Service, and it mainly supplies convenient networking service and help for users. The difference between them is that the traditional Social Networking Service connects people with the common value and interest together taking the website as the carrier, and users get information and communicate with each other through PC end. Many social networking websites have developed in recent years, such as RenRen, Kaixin, Weibo, Facebook, etc. While Mobile Social Networking Service relies on the actual social relationship, mobile terminal equipment and application software, such as mobile QQ space, mobile YY, WeChat, Client-side of Weibo, Mobile RenRen, etc. The objective is attracting more mobile users to add into the Social Network Service through Mobile communication technology. It is obvious that its negotiation methods are more flexible due to the convenience of communicative equipment, which can meet the actual requirement of wide users.

Nowadays, Mobile Networking Services are meeting the requirements of users with omnibearing functional requirements, including simple chat, sharing of different knowledge, interaction of games and services based on LBS that emerge in recent years.

(1) Characteristic of entertainment. Mobile Social Networking Service has strong entertaining characteristic. This point has a certain similarity with the Social Networking Service of the traditional web page, and some Mobile Social Network Services negotiate and communicate through the form of game, such as draw some, RenRen, Kaixin. These websites all retain corresponding function of game, but the networking mode of asynchronous social networking is the

same as the social networking model with the web page version, and they have a big weakness. They can't retain customers for long time, but meet the pleasant sensation of the customer for short term. From the long perspective, Mobile Social Networking Service has to supply more valuable services to get further development so as to strengthen the attraction to users, retain customers for long term, develop new customers, strengthen customers' adherence and enhance the usage period of users.

(2) Instant characteristic. The development of technology lets the mobile equipment be more and more portable, and instant surfing on the net has been realized with the application of 3G technology. Mobile Social Networking Services can issue their own views timely through application of these science technologies, and also get feed back from users and friends timely. It has big advantage in this point comparing with the traditional website and social networking service, so it is liked deeply by users. From the perspective of communicative share, users can share constantly without losing enthusiasm and get better experience, while Mobile Social Networking Service can better meet the spiritual needs of customers in this point.

(3) Real characteristic of social networking service. The biggest characteristic of Mobile Social Networking Service is building actual interpersonal relationship with the registered method of real-name system, while another characteristic of Mobile Networking Service is accessing mobile networking in through mobile end to let users be able to expand new social networking users in mobile phone, and build actual interpersonal relationship and social foundation. The application of mobile technology lets users be able to conduct social contact experience more relaxed.

Positive Influences of Mobile Social Networking Service in Social Activities

Social Networking Service lets the channels for people to get information be more diversified, and it also intensifies the timeliness of information transmission. Social Networking Service creates an era of "everyone is a journalist" because its interactivity of spreading information is strong, the participating degree is high, and the surface of audiences is wide. Undoubtedly it lets people that think flexibly and like fresh things have more topics to discuss and shortens the distance between people in thoughts. Information is not monopolized by specialized person any more, and everyone can get information rapidly through social networking service; It doesn't exist any more that these information can't be understood by wide people because of the strong specialty. Social Networking Service can always be transmitted to them simply and conveniently, and then be understood and accepted by most people.

Different from the fragile, false and unstable interpersonal relationship of virtual community (such as Skyline, Mop) before, most of Social Networking Services are built on the basis of relying on actual interpersonal relationship in actual life, for instance, RenRen is developed

through classmates of students and alumnus relationship, and such kind of communicative environment is truer, more reliable and worthy mutual trust. At the same time of supplying such a good communicative environment, Social Networking Service also eliminates the restraints of people in space. It lets people be easier to tell their heartfelt thinking and strengthens their connection. Just like the publicity words in RenRen: “Be splendid because of reality”.

One reason for Social Networking Services to be popular is that it lets everyone have speech right, and everyone can express their views or reveal their private information to others as to something. The combination of Mobile Social Networking Service and Social Networking Service lets people be able to interact with others anytime and anywhere. These “sharers of experience” are in our surroundings, and they are our classmates or friends, we can understand what he(she) hears and sees, and communicate with them, which shortens the distance among us, and enhances our understanding.

It needs people’s common experience to increase their familiar degree in the interpersonal communication, and people usually reach this goal through measures such as having dinner, travel or social engagement in the society. Most students still can’t get higher income through their own labor, and they are usually short of money in expenditure of interpersonal communication. At present the combination of Social Networking Service and E-business expands extremely big commercial space, and it also declines the cost of interpersonal communication of students. For example, when Nuomi Net was on line, RenRen cooperated with Beijing Chenglong Theater to promote the group purchase of RMB including two movie tickets, popcorn and ice cream. They sold out 300 thousand tickets on the first day of the activity, and created the record of the group network, among which most of people who participated in are college students of Beijing.

Negative Effects of Mobile Social Networking Services in Social Activities

The major function of Social Networking Service is social communication, and social communication is generally speaking, which can’t be used in penetration of topic and improvement of people’s thinking. In the process of spreading information, Social Networking Service pays more attention to “be known by the public”, but not “let useful information to be known by the public”. Profound information with strong thinking, strict logic is destructed as shallow, vulgar and boring fragment so as to be spread and amuse the public. But it is ironic that people who want to express themselves carefully are fewer and fewer, and people don’t write a journal or comment carefully any more, but dig the boring little things in everyday life to amuse the public.

Although most of the Social Networking Services are built based on the actual interpersonal relationship, the regulations and rules of Social Networking Service enterprises in this aspect are not very strict. For example although Sina Weibo opens the real-name system, it is not a hard

regulation. It makes people be able to select to hide the actual identification in actual life, reconstruct a new self identification and personal Social Networking to produce psychology of “deindividualization”, attack, abuse others unscrupulously, or even steal others’ information through illegal means such as fraud to cause network crime. At the same time, even if the actual identification of others are real and reliable in Social Networking Services, people’s weak psychology in preventing acquaintances is easy to be used by people with other aims with the emerging of networking navy and pushers, which causes many social problems such as network crime, kidnap of public opinion, etc.

The objectives of an investigation sponsored by British Psychological Health Foundation are young people from 18 years old to 34 years old, and the result displays that one thirds of the objectives get used to contacting with their families and friends on the net, but not visiting them actually and communicating face to face. Social Networking Service creates a kind of virtue prosperous scene of social communication, but this kind of interpersonal relationships are many but invalid. You can learn much information about others, but they may not improve the close degree between you. For example although there are primate classmates in our social networking friends, we seldom contact with each other actually. Sometimes this kind of interpersonal relationship can even be purchased by money, and the friends and visiting volume can be modified through employing professional team. Although people refresh their information on the homepage of the Social Networking Service constantly on the stink-pot, bed or dining table, the distance with others may not be shortened no matter in actual life or network. This kind of “difference between ideal and reality” is easy to cause frustrated psychology of people, and make people feel lonely.

China is a democratic country under the rule of law, in the major decisions in the field of national politics, the youth has the right of participation in decision-making, plays an important role to improve the quality of public decision-making. Under the background of network culture environment, important influence on the contemporary youth ideological values, if can't performs the correct guidance of contemporary youth, is difficult to give full play to the role of youth groups in political participation, and optimize the environment of network culture has the necessity. Model United Nations general assembly activities to carry out, can provide a good platform for political participation for our youth, for young students to publish their own political views play an important role, and can guide the youth from the political perspective of the political situation is analysed. Good interpersonal relationship is the foundation for the development of human psychological health, and the important security to cultivate talents developing in all-round ways including morality, wisdom, physics and art. Social Networking Services Services have huge effects to the interpersonal relationship, and we must emphasize this kind of effect. Quite early, some people once proposed that network is a double-edged sword, which is also applied to social

networking service. It weakens people's communicative degree, and deconstructs information at the same time of spreading information. But generally speaking, Social Networking Service is just a kind of tool for people to communicate, and it has no differences of goodness and badness, and the key is how to use it. It needs the sincerity and kindness of the subject itself to cultivate good interpersonal relationship, and the enthusiasm and initiative are not changed because of the convenience of Social Networking Service. We need to stick to the principle of equal, democracy, mutual beneficial, sharing, honesty and trust, and compatible no matter which method we use to communicate. In this case can our souls become closer with the elimination of the barrier of space and time.

Conclusion

Social Networking Services "come across" Mobile Internet, and a beautiful story is put on the stage. When the development of Social Networking Services enters the bottleneck, the appearance of Mobile Internet brings "the second vitality" to the development of domestic Social Networking Services: Weibo and WeChat "rise steeply", RenRen and Kaixin "reach another prime", and MiChat and MoMo also take showers in the lofty sprayed by the Mobile Internet. Foreign Social Networking Services such as Facebook and Twitter also get new development drive before the Mobile Internet coming. Mobile Social Networking Service has become the networking application that is the most popular in the world.

The Social Networking Services in the Internet Era bring huge reform to the social activities of human beings, and in the mobile social internet era, the original Social Networking Services and the new-style Social Networking Service drive the social activities together and improve the customers' experience, which doesn't only make the communicative forms diversified, but also brings major influence to the communication of information. Different communicative elements in the communication activities of information display different characteristics from the past in mobile social networking, and these characteristics effect the communicative effect of social networking in different degree, which makes the interpersonal relationship and social information environment display bright characteristics of the times.

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