



## Social Networking Growth: Information, Data and Material Generation through Historical Leadership

Kaisar Hussain<sup>1</sup>, Gh. Hassan<sup>2</sup> and Jitendra Sheetlani<sup>1</sup>

<sup>1</sup>Sri Satya Sai University of Technology and Medical Sciences Sehore (M.P.)

<sup>2</sup>Vocational Trainer (IT/ITeS) Higher Secondary School Litter Pulwama (J&K)

(Corresponding author: Kaisar Hussain)

(Received 01 July 2020, Revised 24 August 2020, Accepted 10 September 2020)

(Published by Research Trend, Website: [www.researchtrend.net](http://www.researchtrend.net))

**ABSTRACT:** Computer science experts have seen the social networking of the world web as a phenomenon of computer advancement that strongly improves human social interaction. The Internet tools reference framework was built in an HTML script, the http protocol and the URL when the web was introduced by Tim Berners-Lee in the early 1990's. If these open protocols are coupled to open standards, any resource may be found through the Internet and any system may read data, irrespective of the software and hardware form, leading to open data generation.

**Keywords:** Facebook, Youtube, World Wide Web, URL, HTML.

### I. INTRODUCTION

Around 2003, news corporations and mass viewers started drawing attention to social technology, to the degree that technologists refer to YASNS ("Yes Another Social Networking Service"). After the News company bought MySpace for \$580 million, MySpaced was the first SNS to acquire mass media interest. After several years of popularity in the world of on-line groups and a new hierarchical paradigm in interactive societies organized around personal networks [6], Youtube and Facebook came to mark the 'change in the structure of the website groups.' Facebook was an unbelievably important customer communication forum. In 2004 Facebook was used by people and several people quickly attracted to their competitors; the pioneering social network Friendster and MySpace focused on the music. The rapidly growing Facebook figures show that more than 1 billion active users are logging every day (March 2013), 60 million posts a day and 3 billion images are shared every month. There are 130 buddies and one hour a day for the daily user on the platform. Facebook has built a personalized profile page to display users' (i.e. creating, communicating, like, tags, etc.) behaviors and peers in real-time social data, clustering them into the social visuals showing all the interactions between users and others, interests, behaviors and communities of common interest. All this data is put in the Edge Rank Facebook algorithm and filtered to get the news feeds activity to the top posts from users and their associates. Another main aspect in social networking is the Facebook & Twitter Status Update aspect, which enables people to record their acts or feelings which is similar to former board services which instant chat services [1]. The Facebook homepages of users and their highly personalized news feeds show these updates. Previous studies focused on social networking platforms (SNSs) as personal networks for people, with an emphasis on printing, the reputation of members and social partnerships negotiation [2-5]. Organizations begin exploiting social

networking, thus rendering their existence on Facebook and other networks more successful and influencing customer interactions of the business. The research of social networks focuses on a second literature stream,

### II. INFORMATION, DATA AND MATERIAL GENERATION

Trace various trend in use, social graphs and data analysis tools to track and evaluate the dynamics and desire of users to interact with broad behavioural data [6-8]. Intersectional studies have examined the interaction with social networks and actions with these emerging Messaging Networks in numerous fields. Since then, a range of publications have shown challenges to the privacy and loss of consumer interest in protecting social network policies that are deleterious if individual users and organizations do not deal carefully with them.

The following pages would illustrate its fundamental observations concerning social media, and their contribution to our perception of this phenomenon, and I will examine the four most important studies on social networking and connectivity, IT, customer and marketing analysis and innovation administration.

#### A. Digital and internet perspectives

Tim O'Reilly called "Internet 2.0" which explains how firms use the World Wide Web as a medium for lining individuals, as an immersive model of the Web that promotes mass interaction (2005) and of "Harness of Common Intellect." Atkinson created the first term Web 2.0, which became known with Tim O'Reilly (2005) and spread through O'Reilly and Internet Live International. The first term was Web 2.0. It sets a number of standards and practices to describe website developments and business models that facilitate a 'interview system' made up of journals, wikis, social networking sites, etc. O'Reilly has popularized the main features of modern Web 2.0 organizations and their "essential skill, power over special, hard to recreate sources of knowledge that are richer than more people,"

cooperating more than controlling the building, improve consumer moral and harness reciprocal intelligence [9]. Web 2.0 reflects the expansion of the "web of records" to "internet networks," in which consumer-open mass inputs are kept in the form of data, knowledge and content (cloud computing) through private networks and storage centers. These services are provided through popular networks that can compile and render these data.

Furthermore, other companies that have developed revolutionary data-driven tools and apps can use APIs for free.

According to its founder, Tim Berners-Lee, who set the World Wide Web Consortium to lay down free principles on the Internet, social network developments were not technologically revolutionary. There was still the diffusion of social media and the hysteria of mainstream technical acceptance. The roots location connects with the connexions to information. Websites and web pages were linked through hyperlinks, online forums, e-mails, and chats without any material or other interactions. Web 2.0 is defined in 2005 by O'Reilly as an environment that restricts material produced mainly by users at the request of customers by the creations of websites and social apps. This mechanism is strongly demonstrated by the transition from traditional to online publishing. Open publishing processes for the Web 2.0, through which people freely upload media contents, for material selecting and editing editorial structures by experts and journalists were substituted by statistical algorithms filtered through a certain social ranking structure.

In addition, two main innovations according to Benkler have destabilised the global knowledge economy: the mutual value of the right to interact and distribute meaning worldwide via horizontal networking and personal computers. In particular, Benkler underlines the position of value and communication as key outputs in knowledge-economics, and "the connected machine is the physical resources necessary to interact and express human value" (2006, p. 32). The examples shown by Benkler Resources and co-construction web pages with open source material such as Wikipedia. He underlines the contrast between online network existence, typical creation by colleagues, co-ordinated behaviour, and hierarchical forms such as hierarchies and competitive markets requiring a team system. Benkler stressed the difference between online social networking.

Castells considers a "global self-communication" concept the new, that it will reach a global society and at the same time generate self-communication, while the consumer himself creates communications dependent on people's self-expression (Castells 2009, p. 55). Including mass networking, as defined during new media evolution, relations between technical and communication developments are defined, in particular the integration between telecommunications firms (Castells 2009; Jenkins 2006; Manovich 2001). According to the study by Castell, culture is more significant than the fundamental driving force for change than technological and economic forces. Social "communication protocols" reflect on the global network networking culture that was distributed by hackers and

scientists in the very early digital revolution. The participating actors formed the mainstream culture of "material coproduction" (Castells 2009, p. 126), which includes multiple lateral feeds and mutual peer-to-peer contacts.

Then, Castells researched the "public" role of a master touch, which offered the consumer a different watching role from the passive purpose of ads, television and radio messages to active interpreters and producers of conversation, and was reconfigured as "networking audiences." Castells (2009) suggests, after Eco, that interpretation and reading participation is sometimes needed to extract interpretive connexions from a text by the reader (or the audience). Building meanings and identities related to social networking audiences is a complex process that demands various levels of awareness and needs a modern capability to describe the position performed by social media in organizations. Rheingold (1993; 2002) is a leader in new media integration and sociology of studies on "industrial societies." Virtual communities are termed "social meetings from the Internet, where enough individuals join in groups of people in cyberspace to form personal partnership webs" [14]. Rheingold finds that a major shift in human behavior, meetings, employment and industry and changing social behaviors and even business models is apparent from social networking. He has done several observational studies and challenged youth groups in Tokyo. He studied the shifts in mobile phone social habits and mobility patterns. The author recognized the emergence of "smart crowds," emerging classes created by mobile networking, social media and mobile media which lead to profound behavioral shifts. The social networking means that each individual is a "node with social interactions, networks and social relations with others inside an intelligent crowd" [15]. Online experiences are of course now expanded offline and blended with peoples' daily lives. Indeed, new social connexions and new prospects have not only arisen from digital media structures, but also from the most disruptive technologies. From a Rheingold standpoint, the overall influence of the innovation will not be based on the technology itself, but on 'confidence and reputation party meetings' [15].

The radio and the press. The networks also transform the social position, the meaning of the word "social," and thus affect social interactions (signs for individual rank, community, and membership). Social networking thus turns audiences from inactive consumers to classical communications that monitor connexions and facilitate collaborative acts, into diverse social types like smart crowds and active networked groups.

#### *B. Machinery and database structure literature*

Interactive forms, collaborative decision-making and/or virtual societies have long been concerned with online cooperation in the fields of information technology [16-18]. Social networking is an effective method to improve corporate coordination. Social networks facilitate dynamics of collaboration, including innovations and content creation, social media networking, locations and cloud-based hosting. Recently, the theme was revised due to popular and ontological developments [19-21], a community which uses common metadata to establish a consensus from the bottom up instead of a closed

classification method. Collaborative labelling systems are systems for utilising "tags" for objects to be noted and vast data groups to be coordinated. The study was effective in computer science, scientific study [22, 23]. Additional research explored their usefulness and consistency for designing new Big Data services through new types of algorithm for machine learning. Usage of collective classification structures [24] to negotiate modern approaches for mapping definitions and relationships. Social networking sites also turn knowledge generation processes inside organizations which usually routinely which bureaucratically store and edit material beyond the tradition of domain experts.

Network decentralization was achieved [25-26]. Web 2.0 improves the manner in which content, software, and services are created and swapped across the Web through the motivation of the citizens to cooperate. This makes customers both suppliers and buyers. The old site will incorporate sites and connexions without centralizing them, but end-users cannot generate new material quickly and can directly contribute to creating new pages. Without the need to learn ICT expertise, consumers are allowed to author, interpret and post multimedia material via their Web browsers using blogs and wikis. Social networking platforms can enhance accessibility, collaboration and space for partnership, and increase the influence on collaborative processes, application creation and creative development of goods. The Linked Info is a project that Berners-Lee *et al.* has introduced. The latest knowledge release initiative of the government is utilized by and by several other political bodies, including the United Kingdom. (2001). Their mission is to create a vast web-based representation framework for information. It is defined by computer scientists as an effort to revive the classical intelligence project [27-28]. The Web 2.0, which was created by Tim Berners-Lee [29], is also regarded as complementary or as contradictory in Semantic Web vision.

As a rule, improvements in software engineering show that the Internet and the manner in which researchers can take care of complex issues and PC issues and recognize patterns in expansive human lead have been changed by long range informal communication, interpersonal interaction and huge information advancement. Long range interpersonal communication is viewed as PC intervened marvels of aggregate information, which go past distinguishing proof of the individual and recommend interpretive structures for the web and the co-advancement of society. This leads in a general sense by examination of elevated level execution, expanding coordination and business efficiency to complex working difficulties or exercises.

### *C. Experiences into organization and client development*

Statistical surveying is a created calling comprising of quantitative and subjective philosophy for "request control" (Slater and Narver 1998, 1999, for example, center gatherings and ethnographic investigations. These include market rules, advancing principles, communicated or neglected necessities to redesign old merchandise or acquaint new items with address neglected requirements. Market premiums and conduct are followed naturally to make enormous information bases of buyer profiles collected through computerized archives. Researchers isolated a meaning of clients

from a market-situated definition which upheld the need to move past customers' fundamental needs and to meet lead clients' initial necessities. Broad examinations exhibit that web-based media and market investigation networks have a more noteworthy knowledge into dormant and unrepressed shopper wants across web and more youthful social client relations [30-32] The SCRM was an immediate commitment to the organization incorporating social capital into the buyer the executives cycle by expanding informal communities as a major aspect of everyday business discussions [34].

At the focal point of the showcasing cycle is the association of utilization and results to the idea of a 'prosumer,' who is to some extent a maker with similar encounters as the customer [33-34]. Different investigation discoveries legitimately inspect how individuals see prosumers on interpersonal interaction and marked sponsors after some time [35] and online media use by and large [36-37]. Intelligent people group share subtleties

Approaches in social hypothesis likewise change the formation of informal communication and PC applications that can oversee enormous amounts of information. Sociology may utilize social information to get the creative mind of millions of individuals by fusing pictures and recordings that they offer and decision on, discussions, musings, thoughts and feelings. An assortment of social content and discussion application apparatuses might be gotten to by specialists for the acknowledgment and examination. A few organizations use feeling investigation to examine individuals' feelings as for their merchandise in blog articles. Numerous associations recruit innovation scholarly groups to assess activities guided by innovation. Software engineering covers counterfeit learning, the utilization of exhortation and calculation advancement. For instance, late distributions of PC researchers performing wide-range information examination explored how Twitter data or feelings circle, which photographs on Instagram are more normal, and which geotagged data enlightens us concerning individuals' versatility and intrigue [38-39]. Investigation of some connected studies of the labels on their Facebook picture takers shows that the common client is labeled, in actuality, with six to seven additional people. The exact discoveries are indistinguishable.

In addition, marketing and client community reflects around how social networking affects customer behavior, cognitive and affective reactions. Organizations consciously seek to integrate these new perspectives in their social CRM operative structures and policies of socially knowledgeable prosumers. Companies continue to employ social networking strategically and utilize new social media technology and evaluate their preferences, habits and consumer buying patterns and seek to restructure companies through complex networks of value-adding.

1. Digital marketing and social media strategies have become the top subject in a recent survey by Foster Studies, which has been conducted by 73.5 per cent in CEOs in organizations. Increased investment on digital content processing increasingly becomes more relevant. Mass self-communications among associations and businesses are becoming increasingly effective. As

described, the social media are transforming progressively how corporations collaboratively develop relations with their customers. New ad hoc jobs have been established such as social network administrators and managers in social media, who haven't served before. The Social Network reorganizes institutions around and inside clients and businesses, with regards to social enterprises. The consumer deliberately develops and contributes valuable social information and adds to social indexing without engaging directly with Facebook or Google. In 2009, social networking alternatives surpassed letters, and in 2010, the usage of social media continued to become a power. However, few managers are willing to exploit these innovations to offer strategic advantages to businesses. There is an extremely practical set of industry standards for the adoption of social networking. The recommendations come from case studies undertaken by organizations including Intel, Nokia and Microsoft, which outline the forms in which customers and partners will build a reputation; encourage imagination and information development; and engage clients and workers in the innovation phase.

Many businesses combine new "internet networking" industries or hire social media practitioners to link to blogs and manage online fora. Their systems of service. Shirky defines the generation of external value as a "cognitive surplus", for 100 trillion hours of human thought and customer buying time that power the media and are now channeled into new social media interaction. This "cognitive surplus" would generate resources and publicity for companies that operate efficiently and successfully. Social networking presents new networks-oriented management systems capable of engaging users and maximizing the crowd's impact in the resolution of problems. For instance, Shirky [40] uses the Flickr picture web, showing the valid significance of any material published on the website for its users. Companies cannot, though, directly seize the advantage since the economy is expensive for the firm. Only with the use of large-scale coordination, aggregation, social labelling and social data systems (Formenti [25] argued that businesses enter into constructive alliances with customer organisations and rely on publicly created values. Tapscott and Williams [42] calls this mass collaboration the 'wikinomics,' which describes how the internet projects such as Wikipedia operate together by a thousand individuals and successfully create products and services contributing to the creation of social networking equipment. Tapscott and Williams [42] discuss the usage of Platform 2.0 tools for suitable rentals and crowded revolutionary societal collaborations. It is a very significant cultural change that goes beyond customer content and urges corporations to ask for their market processes, to reinvent how they produce and offer their content and how it operates for outside players. The literature describes this method. The literature

The convergences of transparent research into innovation with research into innovation management view social networks, "as intermediates or delegates between two or more parties during an innovation process," as contemporary intermediaries in innovation [43]. In particular, online innovation intermediaries have

been more involved in the mediation, selection and participation of potential and successful innovators in the issue resolution and promotion phase using a variety of techniques, from community management to crowdsourcing [44-46]. The authors analyzed the forms in which leading corporations such as IBM, Sun, Intel and Google have been active in taking advantage of open software programmes, supporting open-source organizations and utilizing joint crowdsourcing to benefit from open innovation. Open innovation intermediary literature contains case studies on open-end innovation platforms by private companies such as InnoCentive, NineSigma and Ideo, management effect evaluation [47] and impact evaluations on performance [48,43]

With social networking networks, the platform owners are platform operators, who esteem smartphones as their target of maximizing incomes based upon the use of the network impact Facebook promotes a critical mass of acceptance and cash [49-51] The profitability and growth plan is intended to encourage the social diagram to stay involved with the members, promoting collaboration and participation in the process. In comparison, Facebook

Transpose of the PDN matrix is the same as its adjacency matrix, the structural relationship between nodes and edges can be derived as the ratio between a total number of edges and its multiplication with diameter and the total number of nodes [52]. The research, investigates the utilization of "ICT", in the MSME's of the J&K, with its impacts and proved that 70% of the MSME's with ICT is more developed than the MSME's not installed with "ICT", on the basis on my research, conducted with the help of surveys, questionnaires, and personal interviews with different respondents of the randomly selected 100 MSME's [53-54]

In general, an overview of innovation management sees social networks as new, open creative intermediaries that allow companies to integrate external resources and ideas into the process of innovation early on and gain value beyond company boundaries. Innovation analysts have also taken the experience of a culture of activity by the organization to consider the growth of web or internet practices in today's challenging environment that businesses need to contend with. Innovation analysts.

## REFERENCES

- [1]. Gerlitz, C., & Helmond, A. (2013). The Like economy: Social buttons and the data-intensive web. *New Media & Society*.
- [2]. Donath, J., D. Boyd. (2004). Public Displays of Connection. *BT Technology Journal*, 22(4) 71-82.
- [3]. Boyd, D. (2008). Why Youth (Heart) Social Network Sites: The Role of Networked Publics in Teenage Social Life. In *Youth, Identity Y, and Digital Media*, David Buckingham, ed., The John D. and Catherine T. MacArthur Foundation Series on Digital Media and Learning, The MIT Press, Cambridge, MA.
- [4]. Hargittai, E. (2007). Whose Space? Differences Among Users and Non-Users of Social Network Sites. *J. of Computer-Mediated Communication* 13, 276-297.
- [5]. Boyd, D., & Heer, J. (2006). Profiles as conversation: Networked identity performance on

- Friendster. In System Sciences, 2006. HICSS'06. *Proceedings of the 39th Annual Hawaii International Conference on* (Vol. 3, pp. 59c-59c). IEEE.
- [6]. Boyd, D. M., N. B. Ellison. 2007. Social network sites: Definition, history, and scholarship. *J. Computer-Mediated Communication*, 13(11) page numbers?
- [7]. Hempel, J., P. Lehman, P. (2005). The MySpace generation. *BusinessWeek* (12 December), at <http://www.businessweek.com/>, accessed 8 December 2005.
- [8]. Stafford, R. (2006). Why parents must mind MySpace <http://www.msnbc.msn.com/id/11064451>.
- [9]. O'Reilly, T. (2005). What is web 2.0. O'Reilly Media.
- [10]. Benkler, Y. (2006). *The Wealth of Networks: How Social Production Transforms Markets and Freedom*. Yale University Press, New Haven, CT.
- [11]. Castells, M. (2009). *Communication Power*. Oxford University Press, Oxford, UK.
- [12]. Jenkins, H. (2006). *Convergence Culture*. New York University Press, New York.
- [13]. Manovich, L. (2001). *The Language of New Media*. MIT Press, Cambridge, MA.
- [14]. Rheingold, H. (1993). *The virtual community: Homesteading on the electronic frontier*. Basic Books
- [15]. Rheingold, H. (2002). *Smart mobs: The next revolution*. Cambridge, EUA: Basic Books.
- [16]. Ciborra, C. (2002). *The Labyrinths of Information: Challenging the Wisdom of Systems: Challenging the Wisdom of Systems*. Oxford University Press.
- [17]. Avgerou, C. (2000). Information systems: what sort of science is it? *Omega*, 28, 567-579.
- [18]. Orlikowski, W. J., & Iacono, C. S. (2001). Research commentary: Desperately seeking the "it" in it research a call to theorizing the it artifact. *Information systems research*, 12(2), 121-134.
- [19]. Gruber, T. (2007). Ontology of folksonomy: A mash-up of apples and oranges. *International Journal on Semantic Web and Information Systems (IJSWIS)*, 3(1), 1-11.
- [20]. Mathes, A. (2004). Folksonomies-cooperative classification and communication through shared metadata. *Computer Mediated Communication*, 47(10).
- [21]. Shirky, C. 2005. Ontology is overrated: Categories, links, and tags. Clay Shirky's Writings About the Internet.
- [22]. Halpin, H., Robu, V., & Shepherd, H. (2007). The complex dynamics of collaborative tagging. In *Proceedings of the 16th international conference on World Wide Web* (pp. 211-220). ACM.
- [23]. Golder, S. A., & Huberman, B. A. (2006). Usage patterns of collaborative tagging systems. *Journal of information science*, 32(2), 198-208.
- [24]. Lebkowsky, J., & Ratcliffe, M. (Eds.). 2005. *Extreme democracy*. Lulu. com.
- [25]. Formenti, C. (2011). *Felici e sfruttati. Capitalismo digitale ed eclissi del lavoro*. Egea editrice, Milano.
- [26]. Zittrain, J. (2008). *The future of the Internet and how to stop it*. Penguin Books.
- [27]. Fensel, D. (Ed.). 2005. *Spinning the Semantic Web: bringing the World Wide Web to its full potential*. The MIT Press.
- [28]. Davies, J., Harmelen, F. V., & Fensel, D. (2002). *Towards the Semantic Web: Ontology-driven Knowledge Management*. John Wiley & Sons Ltd
- [29]. Berners-Lee, T., Hendler, J., & Lassila, O. (2001). The semantic web. *Scientific american*, 284(5), 28-37.
- [30]. Slater, S. F., & Narver, J. C. (1998). Research Notes and Communications Customer-Led and Market-Oriented: Let's not Confuse the Two. *Strategic Management Journal*, 19(10), 1001- 1006.
- [31]. Slater, S. F., & Narver, J. C. (1999). Market oriented is more than being customer led. *Strategic Management Journal*, 20(12), 1165-1168.
- [32]. Verhoef, P. C. (2003). Understanding the effect of customer relationship management efforts on customer retention and customer share development. *Journal of marketing*, 30-45.
- [33]. Kozinets, R. V. (2002). The field behind the screen: using netnography for marketing research in online communities. *Journal of marketing research*, 61-72.
- [34]. Greenberg, P. (2010). The impact of CRM 2.0 on customer insight. *Journal of Business & Industrial Marketing*, 25(6), 410-419.
- [35]. Ritzer, G., & Jurgenson, N. (2010). Production, Consumption, Prosumption The nature of capitalism in the age of the digital 'prosumer'. *Journal of Consumer Culture*, 10(1), 13-36.
- [36]. Toffler, A. (1981). *The third wave* (pp. 32-33). New York: Bantam Books.
- [37]. Arvidsson, A. (2006). *Brands, Meaning and Value in Media Culture*. Routledge, New York.
- [38]. Arvidsson, A. (2004). 'On the "Pre-History of the Panoptic Sort": Mobility in Market Research', *Surveillance & Society* 1(4): 456-74.
- [39]. Zwick, D., Bonsu, S. K., & Darmody, A. (2008). Putting Consumers to Work Co-creation and new marketing govern-mentality. *Journal of Consumer Culture*, 8(2), 163-196.
- [40]. Shirky, C. (2010). *Cognitive Surplus, Creativity and Generosity in a Connected Age*. Penguin Books, New York.
- [41]. Zhang, W., & Watts, S. 2008. Online communities as communities of practice: a case study. *Journal of Knowledge Management*, 12(4), 55-71.
- [42]. Tapscott, D., A. D. Williams. (2006). *2 Wikinomics: How Mass Collaboration Changes Everything*. Penguin Group, New York. Tarrow?
- [43]. Howells, J. (2006). Intermediation and the role of intermediaries in innovation. *Research policy*, 35(5), 715-728.
- [44]. Chesbrough, H. W. (2006). The era of open innovation. *Managing innovation and change*, 127(3), 34- 41.
- [45]. Lichtenthaler, U., & Ernst, H. (2009). Opening up the innovation process: the role of technology aggressiveness. *R&D Management*, 39(1), 38-54.
- [46]. Lakhani, K. R., & Panetta, J. A. (2007). The principles of distributed innovation. *Innovations*, 2(3), 97-112.
- [47]. Bakici, T., Admirall, E., & Wareham, J. (2010). The underlying mechanisms of open innovation intermediaries. In R&D management conference.
- [48]. Huston, L., & Sakkab, N. (2006). Connect and develop. *Harvard business review*, 84(3), 58-66.
- [49]. Gawer, A., & Cusumano, M. A. (2002). *Platform leadership* (pp. 252-254). Boston: Harvard Business School Press.

[50]. Gawer, A. (Ed.). (2011). Platforms, markets and innovation. Edward Elgar Publishing.

[51]. Gawer, A., & Cusumano, M. A. (2012). How companies become platform leaders. MIT/Sloan Management Review, 49.

[52]. Ganaie, Gh Hassan, and Jitendra Sheetlani (2020). "Study of Structural Relationship of Interconnection Networks." *Smart Intelligent Computing and Applications*. Springer, Singapore, 2020. 379-385.

[53]. R. Farooq, G. Hassan, N. Padhy, S. A. Peerzad and A. Ismail, (2020). The Utilization of Information And

Communication Technology (ICT) In the MSME's of the J&K, with its Impacts," *2020 International Conference on Computer Science, Engineering and Applications (ICCSEA)*, Gunupur, India, 2020, pp. 1-6, doi: 10.1109/ICCSEA49143.2020.9132953.

[54]. Farooq, R., Ganaie, G. H., & Ahirwar, G. S. (2020). Role of information and communication technology in small and medium sized enterprises in J & K. In *Smart Intelligent Computing and Applications* (pp. 355-360). Springer, Singapore.

**How to cite this article:** Hussain, K., Gh. Hassan and Sheetlani, J. (2020). Social Networking Growth: Information, Data and Material Generation through Historical Leadership. *International Journal on Emerging Technologies*, 11(5): 435-440.