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A social networking service (also social networking site, or SNS or social media) is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The social network is a theoretical construct useful in the social sciences to study relationships between individuals, groups, organizations, or even entire societies (social units, see differentiation). InformationWeek.com: News analysis and commentary on information technology trends, including cloud computing, DevOps, data analytics, IT leadership, cybersecurity, and IT infrastructure. Procedia - Social and Behavioral Sciences 148 (2014) 40 - 57 Available online at www.sciencedirect.com 1877-0428 2014 Elsevier Ltd.