

## ABSTRACT

According to whatis.com (2006) Social networking is the grouping of individuals into specific groups, like small rural communities or a neighbourhood subdivision. Social networking may take the form of bringing together people who share interests in the real world i.e. in person. In fact, social networking is said to have gone on almost as long as societies themselves have existed (whatis.com 2006). Despite the fact that social networking has existed through personal contacts over the years, it has increasingly become more popular online. This is due to the advent of internet connections through which millions of people can get in touch with one another just by a click of a mouse and share information. Whatis.com (2006) points out that social networking establishes interconnected Internet communities (sometimes known as personal networks) that help people make contacts that would be good for them to know, but that they would be unlikely to have met otherwise. In general, it works like this: you join one of the sites and invite people you know to join as well. Those people invite their contacts to join, who in turn invite their contact through anyone they have a connection to, to any of the people that person has a connection to, and so on. Web-based social networking has therefore quickly gained popularity because of its ease of use. All that one need is an internet connection and to know the website that will be of interest to him or her. Most web based social network sites are free of charge to access; one is only required to become a member. In this paper focus is placed on web based social networking and how it has improved communication.