

## **FACE BOOK USAGE: A TACTIC FOR BONDING SOCIAL CAPITAL IN ANNAMALAI UNIVERSITY**

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### **ABSTRACT**

Economics is used to explain human behavior based on the rational choices of individuals acting in their own self-interest through getting information. The economics of information is quietly different from classic goods and services viz., cars, restaurant meals, or pencils. Information good have been differed from other goods by its different features. Basically information has large fixed costs of producing the first unit and relatively lower marginal cost for producing additional units. The value of information depends on when it is sold. Information when sold is still retained by the seller; information when purchased cannot be easily returned. And information can be enjoyed by more than one consumer without a decrease in the amount produced. Social networking sites are online spaces that allow individuals to present themselves, expressive their social networks, and establish or maintain connections with others. Social networking sites now rival search engines as the most visited sites on the Web; Facebook now has close to half a billion users. The key features of such sites are user-constructed public or semi-public profiles, a set of connections to other users on the system, and the ability to view and follow one's own connections as well as the connections of others.

**KEYWORDS:** Social Capital, Social Network, Facebook, Bond Capital, Information