

## WHY PEOPLE USE SOCIAL NETWORKS?

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### ABSTRACT

Social networks are one of the most used website in the internet, the users of social networks have their own reasons to use them. Knowing why people using social networks can help IT professionals to have better understanding of the market and make better decisions for developing social networks. In this paper author answers the question that why people use social networks, by performing literature review in addition to two stage study to find out the answer of this question and evaluating the findings.

**KEYWORDS:** Friends and family, reason, social networks, usage.

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