

"Social networking to knowledge networking"

From 'whom you know' to 'what you know,' the social networking sites are undergoing a shift. People are now finding ways to connect to a knowledgeable person and judiciously spend time online to exchange information and widen knowledge base.

authorSTREAM organized a media discussion on the topic '**Social networking to knowledge networking**' to highlight the changing pattern of social networking. authorSTREAM is a powerful online presentation sharing engine that not only allows user to upload PowerPoint presentations online for free, but also assists to share them, distribute them, embed them in one's blog, download on ipods and even share on youtube. **Mr. Umesh Sharma, Product head, authorSTREAM** shared relevant information on the topic.

Taking reference of data published by [Nielsen/NetRatings](#), [International Telecommunications Union](#) and other reliable sources, **Umesh** said, 'The estimated number of internet users in the world is around 1.4 Billion, which plays a major role in catapulting the number of networking websites.' He added that the present blogosphere is 70 million blogs wide to which 1.5 million posts are made daily. Therefore, there is an enormous scope of meaningful knowledge exchange in the virtual world through these websites. With more and more people realizing and utilizing the power of the social media for a mutual learning environment, networking business is in a serious transformation phase.

Umesh also pointed that PowerPoint presentations are increasingly used as a tool for communication on such sites, as it helps represent one's thoughts in a structured way. Moreover, there are 500mn powerpoint presentations users in the world who make around 30 million presentations daily and want to share them privately or publicly. authorSTREAM helps in this knowledge networking as it gives the freedom to the author of PowerPoint presentations to share their creations by embedding in blog or website, on ipod or youtube.

(© India PRwire / India eNews)