

# *How HTML Killed Myspace*



**WILL CROMARTY**  
**2011**

# Google vs. Yahoo



- Yahoo lost to Google when they forgot their purpose
- Any factor that interferes with the primary goal of completing a search costs users

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Yahoo!

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Yahoo! Yahoo! +

INTERNET ARCHIVE Wayback Machine BETA

http://www8.yahoo.com/ 5,326 captures 17 Oct 96 - 23 Dec 10 Go OCT NOV JAN 1995 28 1996 1998 Close Help ?

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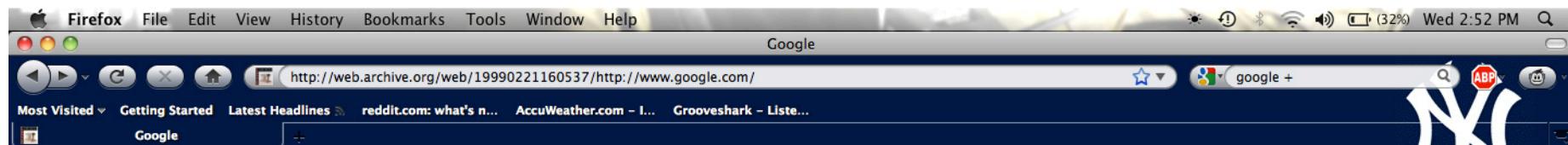
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# Google!

B E T A

Search the web using Google

Google Search

[More Google!](#)

New features! [Phrase search and the " ~ " operator.](#)

Copyright ©1999 Google Inc.

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http://www.yahoo.com/ Yahoo! Google

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Explore Y! Mountain View | My Yahoo! | Yahoo! Recommends the new Firefox 4

Hi, Will | Sign Out | Page Options

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- Mail (99+)
- Autos
- Dating
- Finance (Dow Jones)
- Flickr
- Games
- Health
- Horoscopes
- Jobs
- Messenger
- Movies
- omg!
- Real Estate
- Shine
- Shopping
- Sports
- Travel
- Weather (71°F)

More Yahoo! Sites

**MY FAVORITES**

- Facebook

**TODAY** - July 13, 2011

**Mila Kunis's Marine Corps date speaks**

Sgt. Scott Moore was in "disbelief" when the actress agreed to his request. [What got him to ask her out](#)

[Mila Kunis photo gallery](#) [Sgt. Scott Moore](#) [Images from her film](#)

Plan to split California in two Kate sparks another trend Kunis's military date speaks U.S. in World Cup final

1 - 4 of 60

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- Mumbai bomb blasts kill at least 21 during rush hour
- Moody's considers possible downgrade of Triple-A U.S. rating
- Calls for U.S. to investigate News Corp. grow louder
- Witness tampering alleged at Casey Anthony trial
- Wi-Fi hacker gets 18 years for terrorizing neighbors
- Chinese man makes iPad look-a-like from scratch
- DA: No charges for man arrested for sagging pants - KTVU
- Disturbing Garrido videos released - CBS SF
- Bike lane closed on Golden Gate Bridge - 7x7

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- 1. Peyton Manning
- 2. Saggy pants are...
- 3. Abby Wambach
- 4. News Corp. scand...
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- 6. Kristen Wiig
- 7. Dakota Fanning
- 8. Allstate
- 9. Gold
- 10. Cindy Anthony

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Let's make homemade 3D the next big thing.

AdChoices

HTC EVO 3D

10:54

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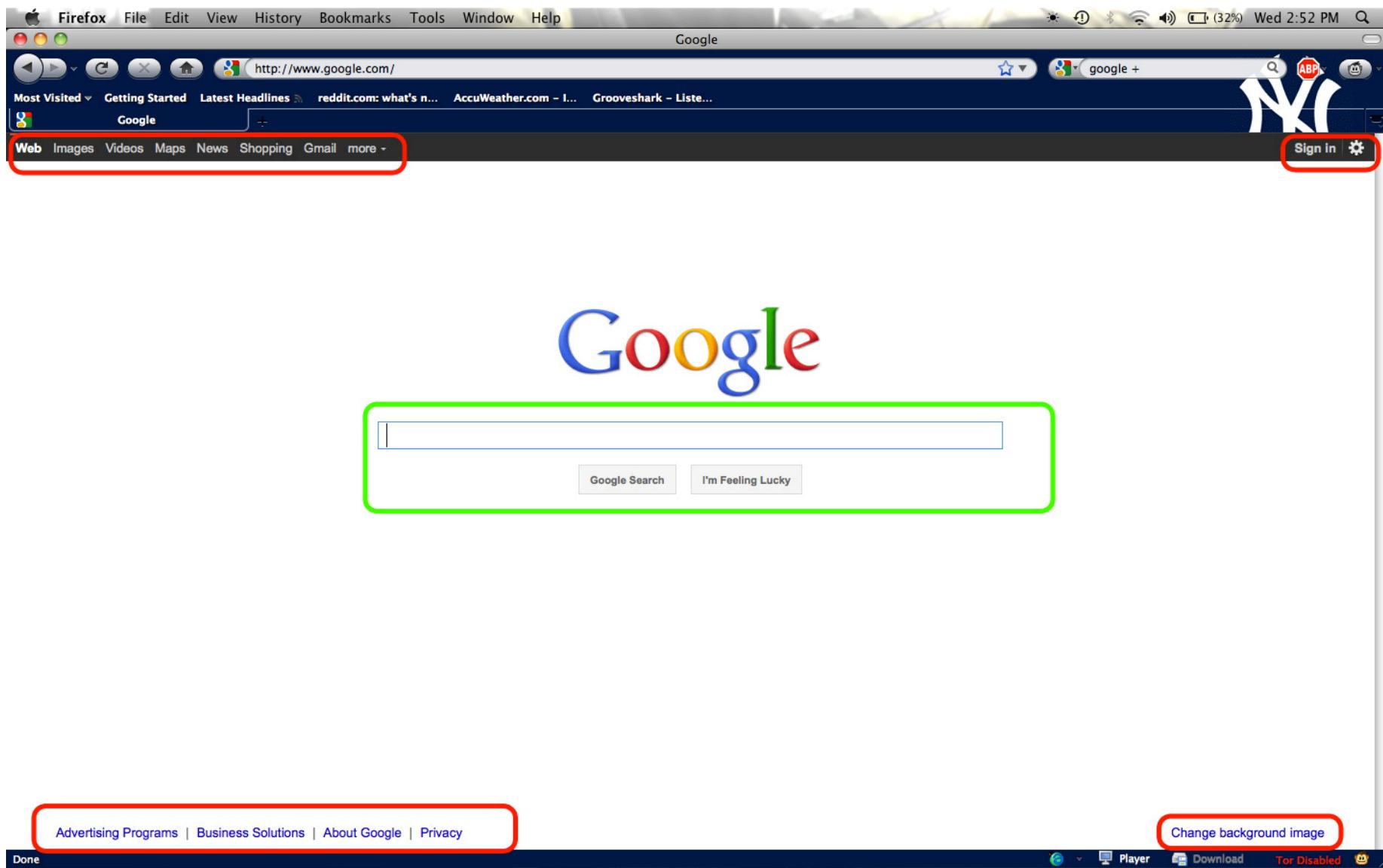
Ad Feedback

**VIDEO PICKS**

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# Observations



- Users want a reliable and consistent interface
- Clutter repels users
- Websites fail when they lose sight of their purpose

# Myspace



- Myspace allows users to edit their pages using HTML
- Users frequently have no web design experience
- Page modifications are usually copied and pasted

## ***The Myspace Model***

*“Let’s see what happens if we replace all of our web developers with 12-year old girls.”*

A screenshot of a MySpace profile page for a user named 'Layouts'. The background of the page is a vibrant red rose with green leaves and small pink flowers, overlaid with numerous white starburst sparkles of varying sizes. At the top, there are links for 'Home', 'Browse', 'Search', 'MySpace', and 'Google'. Below these are links for 'Layouts', 'Friends', 'Albums', 'Photos', 'Videos', and 'Groups'. The main content area is titled 'Layouts' and shows a large 'NO PHOTO' placeholder. To the left of the main content, there is a sidebar with a list of layout options: 'Connection Layouts', 'Photo Layouts', 'Text Layouts', 'HTML Layouts', 'Navigation Layouts', 'Layouts with Music', and 'Layouts with Video'. Below this is a section titled 'Layouts in Details' with links for 'Layouts', 'Albums', and 'Photos'. On the right side of the main content area, there are two small photo thumbnails: one of a man and one of a cartoon mouse. At the bottom of the page, there are links for 'Layouts's Friends', 'Comments', 'Add Comment', and 'Report Layouts'. The bottom right corner features a large 'Bling' logo.



Sometimes we must get hurt in order to grow we must fall in order to know. Sometimes our visions clear only after our eyes are washed away with tears.

who cares what they think

THERE'S SOMETHING ABOUT YOU THAT I CAN'T GET OUT OF MY HEAD.

IF I COULD DO ANYTHING IT WOULD BE TO KISS YOU IN THE MIDDLE OF THE STREET ON THE RAINIEST DAY OF THE YEAR

I love how you make me laugh when I don't even wanna smile

What's love  
...When you see something in him that no one else does...  
...When you know he's not perfect but you see him perfectly...  
Thinking about him day and night...  
...When he means the world to you...

Take Me Away

When You Love someone you can tell. But When your IN love with someone Everyone else can tell.

DISTANCE MEANS SO LITTLE WHEN YOU LOVE SOMEONE THIS much



I THINK I'VE fallen FOR YOU...

I SMILE JUST THINKING ABOUT YOU

once you love someone that person is forever apart of you

he's my knight in shining armor

the greatest thing you'll ever learn is to love and be loved in return.

They don't love you like I love you

HOWEVER FAR AWAY

I WILL ALWAYS LOVE YOU



you've got my head spinning

they fell in love didn't they?

Love is the slowest form of suicide

It's hard to tell your mind to stop loving someone when your heart still does

Somewhere between all our laughs, long talks, stupid little fights, and all our jokes, I fell in love.



Love Hurts

I thought you were just another guy but baby, these butterflies don't lie

You Give Me Butterflies

I DON'T WANT TO PLAY THIS GAME ANYMORE



I think I love you.



I Love You

# Myspace



- Myspace was no longer reliable, uncluttered, or effective as a means of connecting individuals
- A vacuum was created, guaranteeing success to the first person to understand this

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myspace falling hearts



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2

[PURNYU](#)[007](#)[More](#) ▾[App Requests](#)

9

[Games](#)[More](#) ▾

You are currently offline.  
To chat with your  
friends, [go online](#).

Search

[Home](#) [Profile](#) [Account](#) ▾

## News Feed

Top News • Most Recent 300+

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

What's on your mind?

**Tanner Kenney**

Who's on Google+? Add me!

If not... who wants an invite?!?

14 minutes ago · Like · Comment

**Talaal Azeem** I'll take one! tba214

14 minutes ago · Like · 1 person

**Tanner Kenney** On its way!

13 minutes ago · Like

**Jim Anderson** invite me too if u can

9 minutes ago · Like

**Tanner Kenney** I need your GMail address.

8 minutes ago · Like

**Jim Anderson** can you sign up with none gmail emails?

8 minutes ago · Like

**Tanner Kenney** No

8 minutes ago · Like

**Talaal Azeem** oh shieeeet.... talaal.azeem@gmail.com thanks tanner

7 minutes ago · Like

**Jim Anderson** saberfootball06@gmail.com

6 minutes ago · Like

**Tanner Kenney** Talaal... you're an idiot.... hahaha, you got 2 now!

5 minutes ago · Like

**Talaal Azeem** yea its retarded. i got an invite last week but it said they're over the limit so i wasn't able to register

4 minutes ago · Like

## Upcoming Events

[See All](#)

What's the event?

**Brendan Greenman Erickson's birthday.**  
[See All](#)

Chat (Offline)



Player

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# Facebook



- Reliable, uncluttered, and effective- until it wasn't
- Semi-annual overhauls
- Third party applications
- “Opt-out” privacy settings

## Privacy Settings



http://www.facebook.com/settings/?tab=privacy#!/settings/?tab=privacy&amp;section=block&amp;h=24a8867969f4c701ea99e5a706227bf.

Wikipedia (en)



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Privacy Settings

## Blocked apps

Once you block an app, it can no longer contact you or use your information. To block an app, go to the app's Facebook Page and click the "Block App" link on the left.

- Friends For Sale! [Unblock](#)
- (Lil) Green Patch [Unblock](#)
- RockYou Live [Unblock](#)
- Pieces of Flair [Unblock](#)
- Top Friends [Unblock](#)
- Causes [Unblock](#)
- Mafia Wars [Unblock](#)
- Sorority Life [Unblock](#)
- FarmVille [Unblock](#)
- Vampire Wars [Unblock](#)
- Links [Unblock](#)
- Notes [Unblock](#)
- Pirates vs. Ninjas [Unblock](#)
- HOT or NOT [Unblock](#)
- Vampires [Unblock](#)
- \$\$ Be a Billionaire! [Unblock](#)
- What kind of an MUN delegate are you? [Unblock](#)
- Haikoo Zoo [Unblock](#)
- ARE U KOOL or jus a LOSERRR?? [Unblock](#)
- Pirates: Rule the Caribbean! [Unblock](#)
- Juggling Game [Unblock](#)
- Northwest Trail [Unblock](#)
- Speed Racing [Unblock](#)
- YES or NO? [Unblock](#)
- Tuner Car Racer [Unblock](#)
- How Much Do You Love Him/Her??? [Unblock](#)
- Hugs [Unblock](#)

Chat (Offline)

Transferring data from photos-a.ak.fbcdn.net...

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# Facebook



- Privacy concerns take center stage
  - Overreaching third-party applications
  - Oversharing by default
- A vacuum is created, leaving an opening for a social media site that allows users to manage their own data.



## Share what you want, with whom you want.

### Choice

Diaspora lets you sort your connections into groups called aspects. Unique to Diaspora, aspects ensure that your photos, stories and jokes are shared only with the people you intend.

### Ownership

You own your pictures, and you shouldn't have to give that up just to share them. You maintain ownership of everything you share on Diaspora, giving you full control over how it's distributed.

### Simplicity

Diaspora makes sharing clean and easy – and this goes for privacy too. Inherently private, Diaspora doesn't make you wade through pages of settings and options just to keep your profile secure.

Sign up for an invite!

already have an account? [log in here](#)

[Learn about how to host your own Diaspora server.](#)

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The Google+ project: real life sharing, rethought for the web.

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Google CEO Eric Schmidt's Most... (Untitled)

+You Gmail Calendar Documents Photos Reader Web more Sign In

# the Google+ project

Welcome to the Google+ project

Real-life sharing rethought for the web.

Interactive Tour

Profiles

Home

Join Google+  
Just sign in with your Google account to start using the new parts of Google.

Sign In

Circles

Photos

Hangouts

Sparks

Paul Schlacter

Add interest

Done

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# Quotes



- “We know where you are. We know where you've been. We can more or less know what you're thinking about.”
- "If you have something that you don't want anyone to know, maybe you shouldn't be doing it in the first place."

# Quotes



- “We cannot even answer the most basic questions because we don’t know enough about you. That is the most important aspect of Google’s expansion.”
- "The best thing that would happen is for Facebook to open up its data. Failing that, there are other ways to get that information."

# Privacy

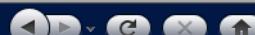


- The definition of privacy has changed for users
- Private data is recklessly given to advertisers
- Users focus on data access for their personal friends

# What happened to Myspace?



- Myspace relabeled itself as an entertainment site
- Numerous features were plagiarized from other social networking sites



my

Sign up

Login

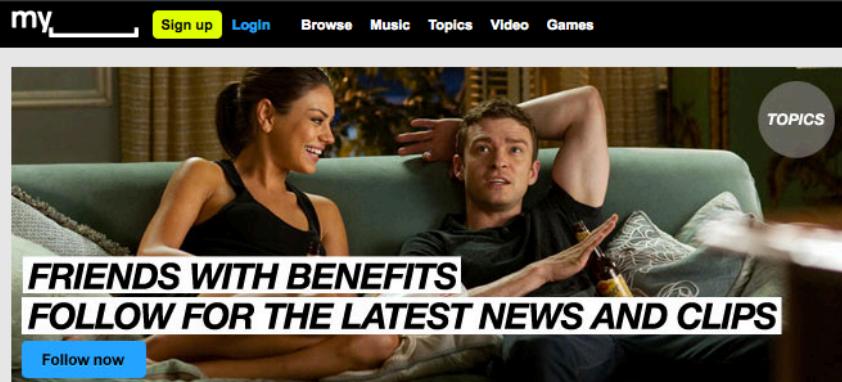
Browse

Music

Topics

Video

Games



TOPICS

Myspace is all your favorite music, movies, celebs, and TV



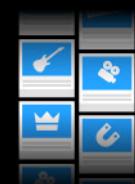
SECRET SHOWS

HIJACK!

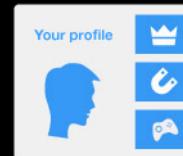


topics

curators



1. Follow



2. Get the latest

Your profile



3. Share

Sign up free

Already a member? [Login](#)

OR

[Connect with Facebook](#)

To use Facebook's social plugins, you must enable platform applications.

## Music



"Till I'm Gone" ft. Wiz Khalifa  
Tinie Tempah  
Video Feature  
[Watch now](#)

[Open Player](#)

## Entertainment



30 Minutes or Less  
[Get to it](#)

Ask Aziz Ansari and Jesse Eisenberg anything you want!

## Topics



Mila Kunis  
262,894 Fans  
[Follow](#)

Who wouldn't want to be Friends With Benefits with this funny hottie?

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Home

my http://www.myspace.com/home

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my Home

my Home Profile My Stuff Friends Photos Music Topics Video Games Search People Sign out

Google offers beta

What will Google offer? The best of the Bay Area at even better prices. Sign up now

Status & Mood Upload Photos Share what you're into. Share

Profile views 3,640

Friends Online 12 Unread Messages 4 Upcoming Birthdays 0 Upcoming Events

Highlights Live Test drive the new home page!

All Music Videos Photos Topics Status More All friends

Mitch Overcast is my favorite weather. :) 2 hrs ago via Twitter

Mitch Photo: Playing around with nail stickers. Thank you Nikkie! :p <http://tumblr.com/xyy3hek7qz> 2 hrs ago via Twitter

Matthew Lush "but mother isn't my little brother in the other room of the timeshare?" "I'll kick him out and put him on the couch" favorite much? 55 mins ago via Twitter

FriendsWithBenefits JUSTIN TIMBERLAKE MILA KUNIS IN THEATERS JULY 22 CLICK HERE TO DONATE YOUR STATUS GET MORE JUSTIN & MILA #FWB Advertisement

Recommendations

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KrunkDrone with Jheri + Follow

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Home Profile Account

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Share     

What's on your mind?

 **Tanner Kenney** Who's on Google+? Add me!

If not... who wants an invite?!

14 minutes ago · Like · Comment

 **Talaal Azeem** i'll take one! tba214

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7 minutes ago · Like

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5 minutes ago · Like

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4 minutes ago · Like

Upcoming Events See All

What's the event?

 **Brendan Greenman Erickson's birthday.**  
See All

App Requests 9

Games More

You are currently offline. To chat with your friends, go online.

Chat (Offline)

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# Conclusions



- Successful social networking sites must:
  1. Fill a vacuum left by the predecessor
  2. Be consistent and reliable
  3. Be free of distracting clutter
  4. Keep in mind their primary purpose
  5. Satisfy privacy concerns, or at least create the illusion of having satisfied these concerns

# Questions?



**wcromarty@distrib.us**