

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

Firefox File Edit View History Bookmarks Tools Window Help

Yahoo!

http://web.archive.org/web/19961128070641/http://www8.yahoo.com/

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Yahoo!

INTERNET ARCHIVE wayBackMachine

http://www8.yahoo.com/ Go

5,326 captures 17 Oct 96 - 23 Dec 10

OCT NOV 28 JAN 1995 1996 1998

Close Help ?

Yahoo!

Get Local prodigy internet Click For Details You could win \$10,000! Weekly Picks

Search Options

Yellow Pages - People Search - City Maps - Stock Quotes - Sports Scores

- **Arts and Humanities** - [Architecture](#), [Photography](#), [Literature](#)...
- **Business and Economy [Xtra!]** - [Companies](#), [Investments](#), [Classifieds](#)...
- **Computers and Internet [Xtra!]** - [Internet](#), [WWW](#), [Software](#), [Multimedia](#)...
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- **Recreation and Sports [Xtra!]** - [Sports](#), [Games](#), [Travel](#), [Autos](#), [Outdoors](#)...
- **Reference** - [Libraries](#), [Dictionaries](#), [Phone Numbers](#)...
- **Regional** - [Countries](#), [Regions](#), [U.S. States](#)...
- **Science** - [CS](#), [Biology](#), [Astronomy](#), [Engineering](#)...
- **Social Science** - [Anthropology](#), [Sociology](#), [Economics](#)...
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Done

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Google!
B E T A

Search the web using Google

Google Search

I'm feeling lucky

[More Google!](#)

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

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Yahoo!

http://www.yahoo.com/

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YAHOO!

Web Search

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

Hi, Will Sign Out Page Options

YAHOO! SITES Edit



- 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 Edit

- Facebook


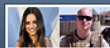


TODAY - July 13, 2011



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

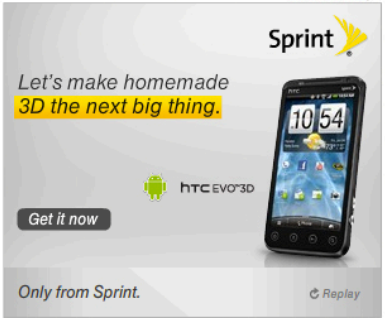


1 - 4 of 60

TRENDING NOW Watch the show >>

1. Peyton Manning	6. Kristen Wiig
2. Saggy pants arre...	7. Dakota Fanning
3. Abby Wambach	8. Allstate
4. News Corp. scand...	9. Gold
5. BPA and water bo...	10. Cindy Anthony

AdChoices



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

Get it now

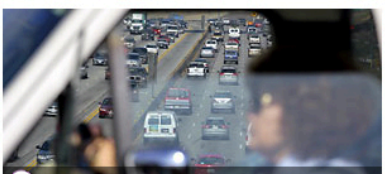
Only from Sprint.

Ad Feedback

NEWS WORLD LOCAL FINANCE

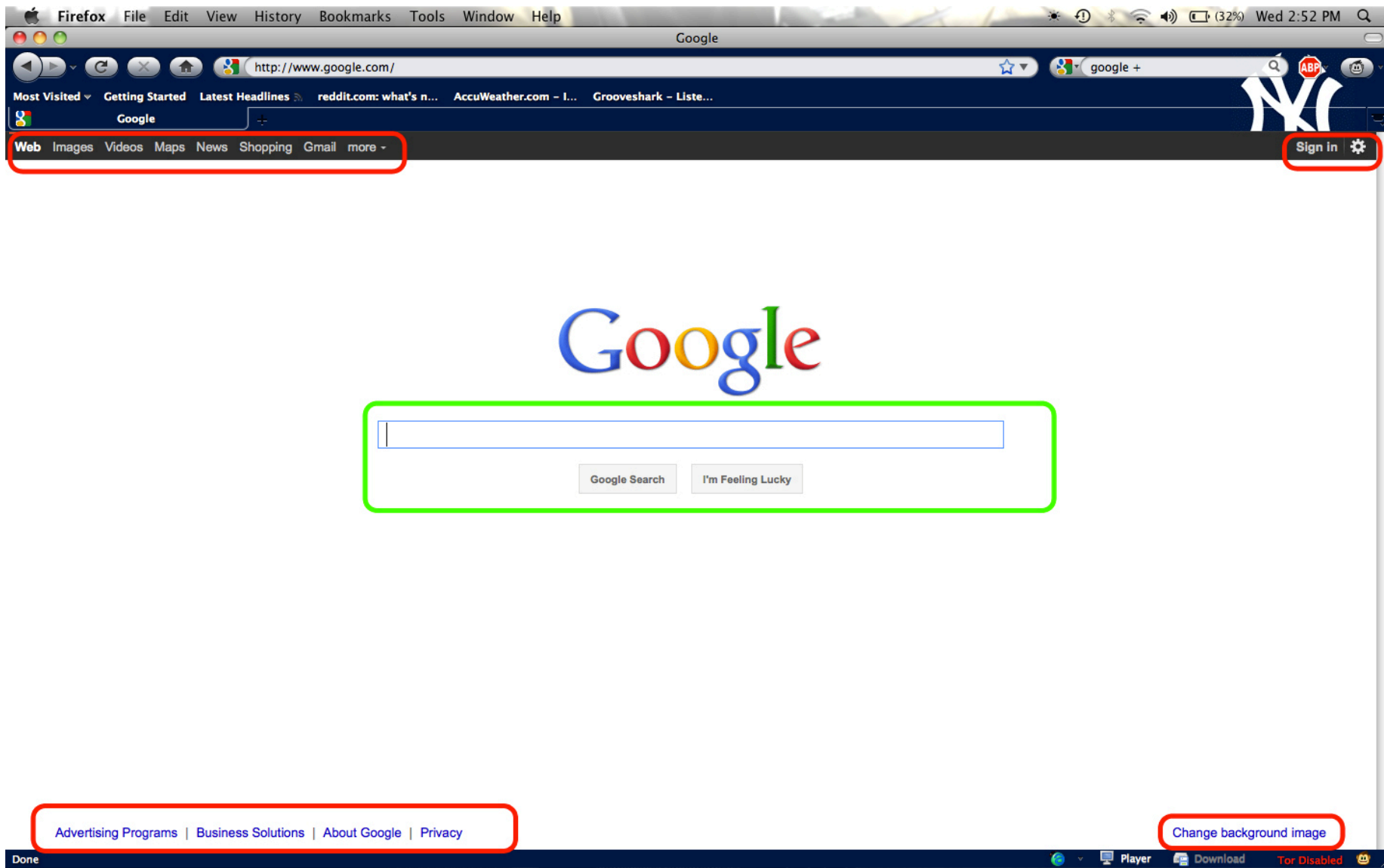
- Mumbai bomb blasts kill at least 21 during rush hour
- Moody's considers possible downgrade of Triple-A U.S. rating
- Calls for U.S. to investigate News Corp. grow louder
- Witness tampering alleged at Casey Anthony trial
- Wi-Fi hacker gets 18 years for terrorizing neighbors
- Chinese man makes iPad 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

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.”





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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http://www.facebook.com/#!/

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my Home Facebook

facebook Search Home Profile Account

Will C
Edit My Profile

News Feed Messages Events Friends

NYU Skulls
Beta Class
NYU College Libe... 2
PURNYU
007
More

App Requests 9
Games
More

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

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 shieeet.... 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)

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Facebook



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




























Firefox File Edit View History Bookmarks Tools Window Help Privacy Settings

http://www.facebook.com/settings/?tab=privacy#!/settings/?tab=privacy§ion=block&h=24a8867969f4c701ea99e5a706227bf. Wikipedia (en)

Most Visited Getting Started Latest Headlines reddit.com: what's n... AccuWeather.com - I... Groovespark - Liste... 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](#)

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

Chat (Offline) Tor Disabled

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.

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DIASPORA* ALPHA

joindiaspora.comhttps://joindiaspora.com/

social media site diaspora

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@joindiaspora github bloglog in



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

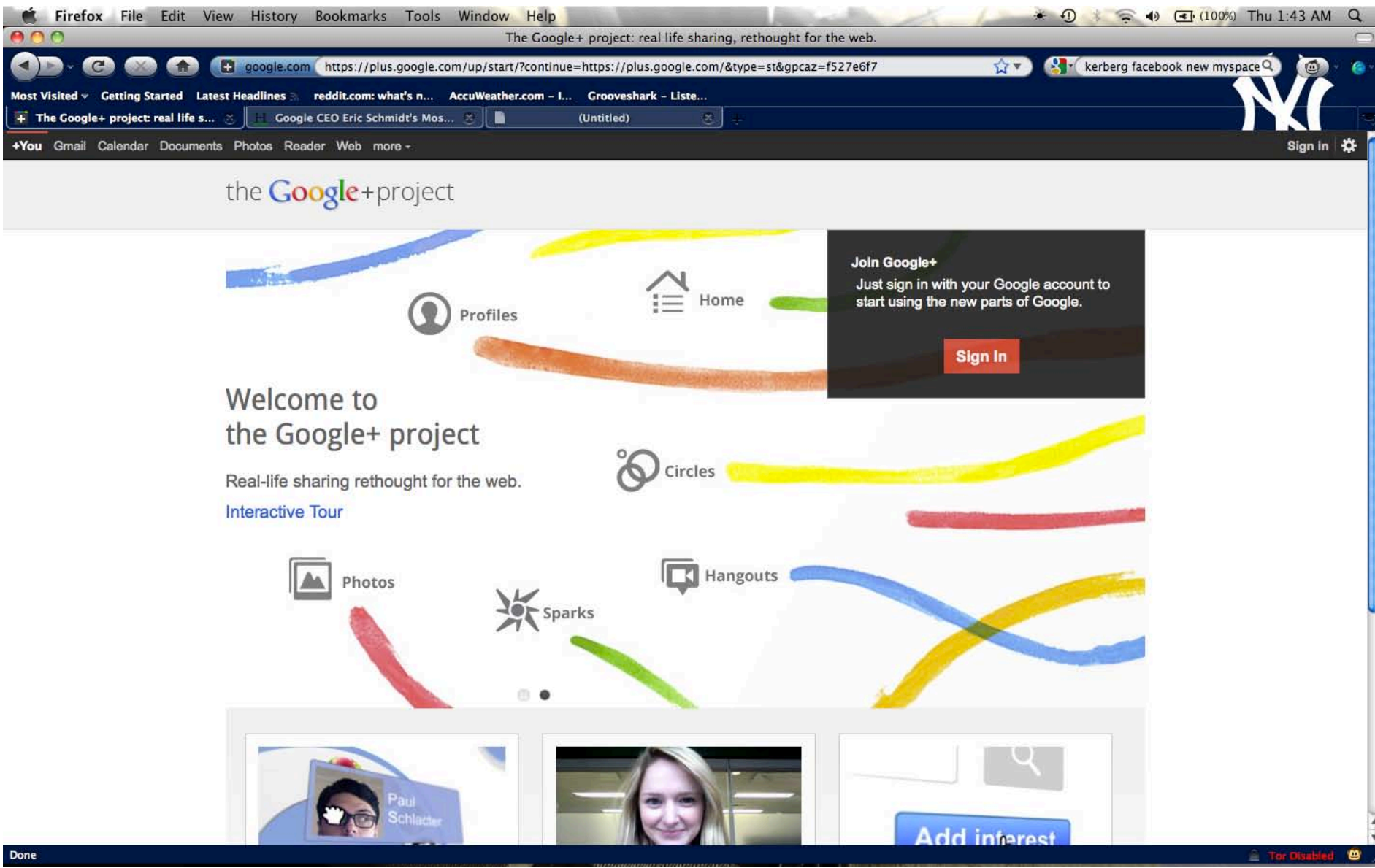
Diaspora makes sharing clean and easy – and this goes for privacy too. Inherently private, Diaspora doesn't make you wade through pages of settings and options just to keep your profile secure.

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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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



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

1. Follow

2. Get the latest

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
Tinnie Tempah
Video Feature
[Watch now](#)

The UK phenom partners with Wiz Khalifa in this new video.

[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

http://www.myspace.com/home

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my Home Profile My Stuff 4 2 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

Highlights Live NEW 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 Like Comment Share

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

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 Like Comment Share

Friends Online 0 Unread Messages 12 Upcoming Birthdays 4 Upcoming Events 0

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

Recommendations MUSIC KrunkDrone with Jheri + Follow

Open Player 0 IM Friends

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http://www.facebook.com/#1/ myspace falling hearts

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Home Facebook

facebook Search Home Profile Account

Will C Edit My Profile

News Feed Messages Events Friends

NYU Skulls Beta Class NYU College Libe... 2 PURNYU 007 More

App Requests 9 Games More

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

News Feed

Top News · Most Recent 300+

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 shieeet.... 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

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What's the event?

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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