MySpace vs. Facebook

Wikipedia entry on MySpace (excerpts) [http://en.wikipedia.org/wiki/Myspace]

Myspace (stylized as myspace, previously stylized as MySpace) is a social networking service with a strong music emphasis owned by Specific Media LLC and Justin Timberlake. Myspace was launched in July 2003 and is headquartered in Beverly Hills, California. In April 2014, Myspace had 1 million unique U.S. visitors.

Myspace was founded in 2003 by Chris DeWolfe and Tom Anderson, and was later acquired by News Corporation in July 2005 for $580 million. From 2005 until early 2008, Myspace was the most visited social networking site in the world, and in June 2006 surpassed Google as the most visited website in the United States. In April 2008, Myspace was overtaken by Facebook in the number of unique worldwide visitors, and was surpassed in the number of unique U.S. visitors in May 2009, though Myspace generated $800 million in revenue during the 2008 fiscal year. Since then, the number of Myspace users has declined steadily in spite of several redesigns. As of May 2014, Myspace was ranked 982 by total web traffic, and 392 in the United States.

In June 2009, Myspace employed approximately 1,600 workers.[2][19] In June 2011, Specific Media Group and Justin Timberlake jointly purchased the company for approximately $35 million.[20] Under new ownership, the company had undergone several rounds of layoffs and by June 2011, Myspace had reduced its staff to around 200.

... suggestions for its demise, including the fact that it stuck to a "portal strategy" of building an audience around entertainment and music, whereas Facebook and Twitter continually launched new features to improve the social-networking experience.

While Facebook focused on creating a platform that allowed outside developers to build new applications, Myspace built everything in-house.

The volatility of social networks was exemplified in 2006 when Connecticut Attorney General Richard Blumenthal launched an investigation into children's exposure to pornography on Myspace; the resulting media frenzy and Myspace's inability to build an effective spam filter gave the site a reputation as a "vortex of perversion".

Around that time, specialized social media companies such as Twitter formed and began targeting Myspace users, while Facebook rolled out communication tools which were seen as safe in comparison to Myspace. ... the shift of white, middle-class kids from the "seedy" Myspace to the "supposedly safer haven" of Facebook.

In addition, Myspace had particular problems with vandalism, phishing, malware and spam which it failed to curtail, making the site seem inhospitable.

These have been cited as factors why users, who as teenagers were Myspace's strongest audience in 2006 and 2007, had been migrating to Facebook. Facebook, which started strong with the 18-to-24 group (mostly college students), has been much more successful than Myspace at attracting older users.

In March 2011, market research figures released by comScore suggested that Myspace had lost 10 million users between January and February 2011, and that it had fallen from 95 million to 63 million unique users during the previous twelve months. Myspace registered its sharpest audience declines in the month of February 2011, as traffic fell 44% from a year earlier to 37.7 million unique U.S. visitors. Advertisers have been reported as unwilling to commit to long term deals with the site.
How AN ENTIRE INDUSTRY goes from way ahead to way behind.....

Chrysler: America’s Import (2014 ad campaign):

The Ironic SWITCH, this was in the 1980s the view was the OPPOSITE, import = lower quality:

1988 Suzuki Samurai - Not only was the Samarai notoriously underpowered, poorly engineered, and slow; it was also prone to rollover crashes at moderate speeds. Bad, bad.

1985 Yugo GV - What can you say about the Yugo other than, well, you get what you pay for? Manufactured by Soviet bloc comrades, this car was ugly, and nowhere near as reliable or durable. (Yugo Pictured at Right)

Volkswagen pick-up. Whoever thought of this concept should be dragged off and shot. A front-wheel drive pickup truck? Uh, guys, the idea of a pickup truck is that you put extra weight in the back. When the drive wheels are in the front, extra weight in the back means that it’s a LOT harder to move... Duh!

Mid-1980s Honda Prelude - Nicknamed the Honda Quaalude because of the anemic 110hp engine, the styling of Honda's (alleged) flagship sports coupe mirrored the two-door Accord. "Performance" was a joke, the styling bland, and the hefty price tag all contributed to a car with very limited appeal...

1985 Toyota Tercel 4WD wagon - I am still trying to figure out what the hell Toyota was trying to do with the Tercel 4wd wagon. Try to usurp the title of "World's Ugliest 4WD Wagon" from the AMC Eagle?

Subaru Brat. Yes, another front wheel drive pickup-looking vehicle. Only this was had garish styling, rear facing seats in the bed, and t-tops...

Cricket wasn’t a bad car. Its performance and style were better than or on par with many of the imported economy cars of the day. (Cricket pictured at right)

Nissan Pulsar. All the aerodynamics of a door wedge. All the frightening raw power of a weedwhacker. Pop-up headlights that broke within weeks. The only way this car could possibly have gotten worse would have been to give it a restyle with a modular ass end. Oh, wait, that’s what they did...