

The New York Society Library Presents:



Social Networking Websites

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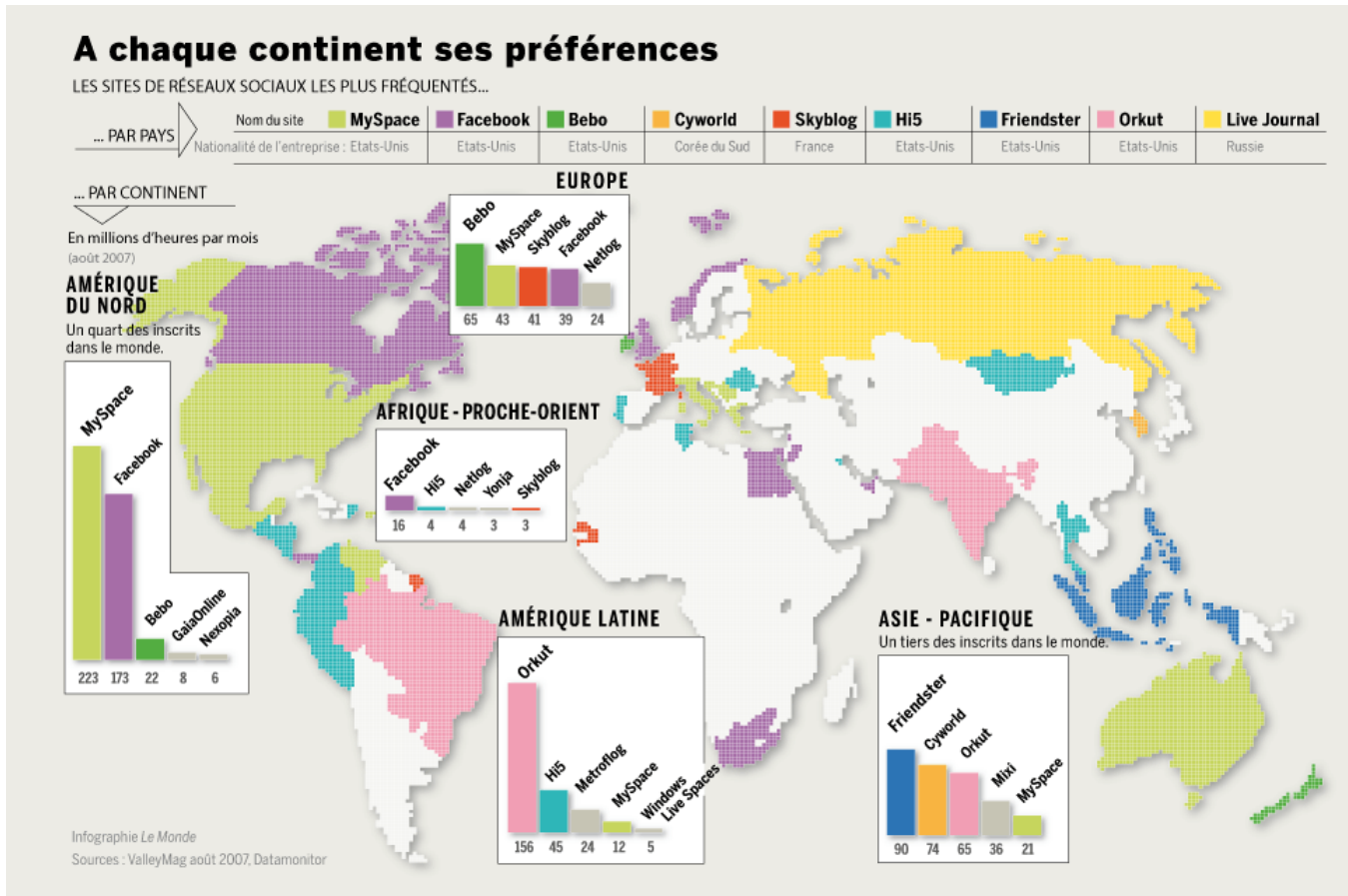
SOCIAL NETWORKING



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SOCIAL NETWORKING ABOUT



Social Networking By Country

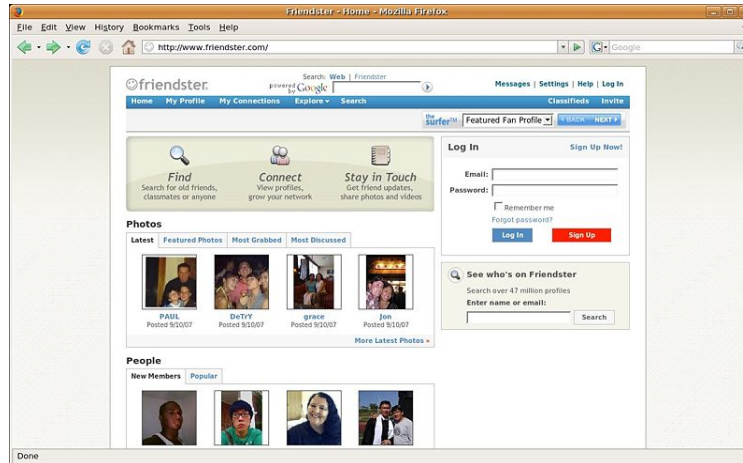
Le Monde (1/14/08)

According to Le Monde's survey in 2008, the top four most popular social networking sites are: 1) MySpace, 2) Facebook, 3) Orkut and 4) Friendster.

People use social networking websites for: chatting, blogging, meeting new friends and dates, discussing products, rating services, learning, news, navigation, social support and problem solving.

Social networks rely on the "Network Effect" - the tendency for products or services to become more valuable as more people use them.

SOCIAL NETWORKING FRIENDSTER



Friendster (2002)

<http://www.friendster.com>

TAG: "Helping people stay in touch with their friends"

ABOUT:

First online social network, founded by Jonathan Abrams in 2002. Friendster has seen a rapid decline since 2005, but is still popular in Southeast Asia (default languages include Indonesian and Vietnamese).

NOTES:

Built around the idea of meeting friends of friends ("degrees of separation").

FEATURES:

HTML customization, notification of upcoming birthdays and events, and the ability for users to view everyone who has looked at their profile recently.

TO JOIN:

Visit friendster.com/join.php You will need to supply Friendster with your e-mail address, date of birth, gender and country. All of this is standard on all social networking sites. Registration is free, but remember: you're storing personal data on someone else's server.

PRIVACY SETTINGS:

Log into your account and click "Settings" at the top of the page. Mark settings for:

- 1) Require e-mail address or last name
- 2) Approve comments automatically? Never.

SOCIAL NETWORKING MYSPACE

myspace.com
a place for friends

U.S.A. USA (Spanish)

Join MySpace Here! Already a member? login

Email Address:

Password:

Confirm Password:

First Name:

Last Name:

Country:

State:

Postal Code:

Date Of Birth:

Allow others to see when it's my birthday

Gender: Female Male

BAND / MUSICIAN
If you are a musician or band. Sign up here

COMEDIAN
If you are a comedian. Sign up here.

FILMMAKER
If you are a film maker. Sign up here

Why Join MySpace?

- Create a Custom Profile
- Upload Pictures
- Share Photo Album
- Send Mail and IM's
- Write Blogs & Comments
- It's FREE!

MySpace (2003)

<http://www.myspace.com>
<http://www.myspace.com/nysoclib>

TAG: "A Place for Friends"

ABOUT:

Founded in 2003 by Tom Anderson and Chris DeWolfe, purchased by Rupert Murdoch's News Corporation for ½ billion dollars in 2005. 9% of all MySpace users are over the age of 55.

NOTES:

Similar to Friendster, but with the added ability of strangers to contact you based on similar interests: movies, books, etc. Ability to create fictitious pages. Extremely popular in United States: during March 2007, one out of every five Americans online visited MySpace.com.

FEATURES:

Automatic first friend (Tom Anderson), streaming audio and video & HTML customization. MySpace Groups offer the ability for musicians to upload 6 MP3 files of their songs.

TO JOIN:

Click "Sign Up" button on main page. There is a separate login page for Bands/Musicians, Comedians and Film Makers.

PRIVACY SETTINGS:

Log in and click on "Privacy" link at top of page. Select "Privacy" under Setting Descriptions.

SOCIAL NETWORKING

FACEBOOK



Facebook (2004)

<http://www.facebook.com>

[http://www.facebook.com/pages/New-York-NY/
New-York-Society-Library/30543132488](http://www.facebook.com/pages/New-York-NY/New-York-Society-Library/30543132488)

TAG: "A social utility that connects you with people around you"

ABOUT:

Founded in 2004 by Mark Zuckerberg, initially just for Harvard University students. Yahoo offered Mark Zuckerberg \$1 billion for Facebook in 2006, but he turned the offer down. 11% of all Facebook users are over 35.

NOTES:

Popular in Canada & United Kingdom, and with older Internet users because of its clean interface and increased privacy features. Value placed on "truthful" information.

FEATURES:

News Feed (updated streams of what your friends are doing), a Wall (message board), online games (chess and Scrabble), and ability to 'poke' or give virtual 'gifts' online.

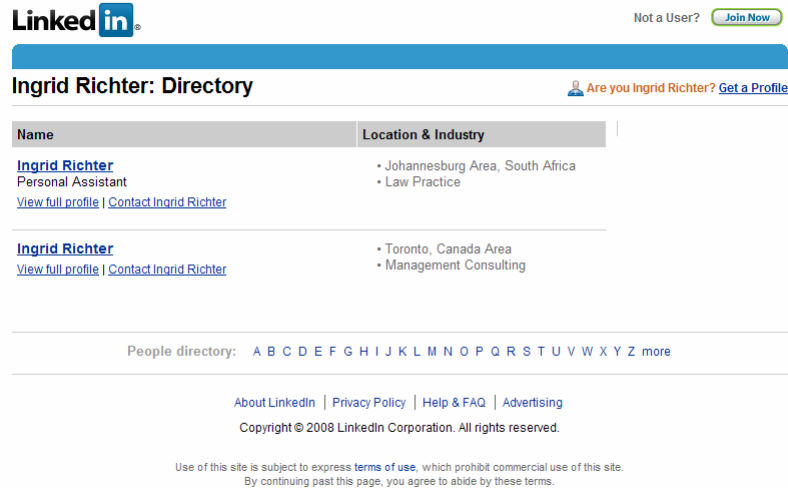
TO JOIN:

Enter name, e-mail and birthday on main page at facebook.com. If you are a business, click on "Businesses" link at bottom of page.

PRIVACY SETTINGS:

Log into your account and select "Privacy" at the top of the page. Select "Profile" and "Only Friends" for all of the settings. To remove your birthday, click "Edit" and select option under birthday.

SOCIAL NETWORKING NETWORK & CHAT



The screenshot shows the LinkedIn website interface. At the top left is the LinkedIn logo. To the right, there is a link for "Not a User? Join Now". Below this is a blue header bar with the text "Ingrid Richter: Directory" and a link "Are you Ingrid Richter? Get a Profile". The main content area is a table with two columns: "Name" and "Location & Industry".

Name	Location & Industry
Ingrid Richter Personal Assistant View full profile Contact Ingrid Richter	• Johannesburg Area, South Africa • Law Practice
Ingrid Richter View full profile Contact Ingrid Richter	• Toronto, Canada Area • Management Consulting

Below the table is a "People directory:" section with a list of letters from A to Z and a "more" link. At the bottom, there are links for "About LinkedIn", "Privacy Policy", "Help & FAQ", and "Advertising". Copyright information for 2008 LinkedIn Corporation is also present, along with a disclaimer about the site's use.

LinkedIn (2003) <http://www.linkedin.com>

Professional contact database based on "relationships matters." Has seen a 182% growth from 2005 to 2008.

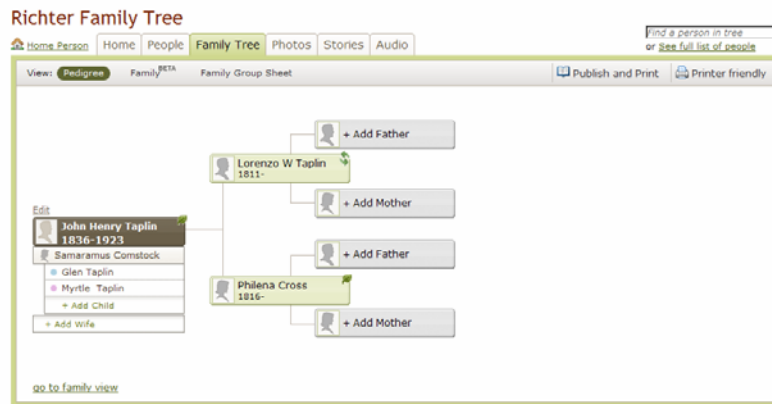


The screenshot shows the Twitter website interface. At the top is the Twitter logo and a search bar. Below this is a yellow banner with the text "Hey there! BBC is using Twitter." and a "Join today!" button. The main content area shows the profile for "BBC" with a profile picture and a tweet: "Protection HQ: The centre targeting internet paedophiles <http://tinyurl.com/4tmz6h>". To the right of the tweet is a sidebar with "About" information for BBC News, including the name, website, and statistics: "Following: 2", "Followers: 1,665", "Favorites: 0", and "Updates: 16,093".

Twitter (2006) <http://www.twitter.com>

Answers the question: "What are you doing now?" Stay in touch with your friends via quick updates of up to 140 characters via e-mail, cell phone or web. BBC news twitters their headlines: <http://www.twitter.com/bbc>

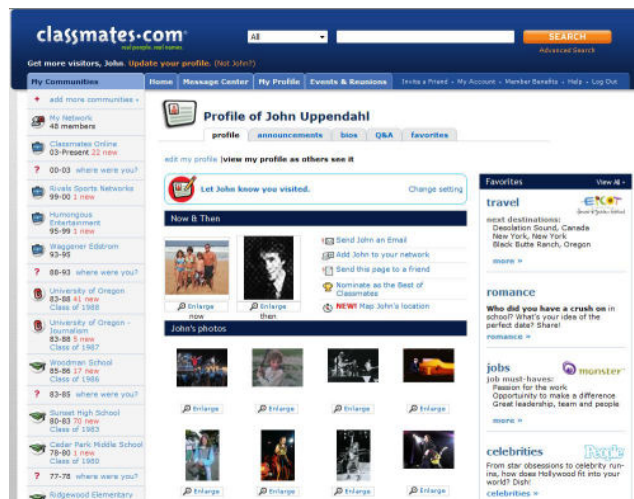
SOCIAL NETWORKING PAST HISTORY



Ancestry (1999)

<http://www.ancestry.com>

Ancestry.com is a subscription-based genealogy research website. Commercial in nature, but many of the features are available for free. Create family trees and share information with other members of your family. Includes sections for adding photographs and stories of relatives.



Classmates (1995)

<http://www.classmates.com>

Founded in 1995 by Randy Conrads. Find classmates and plan for upcoming reunions. Commercial in nature, but much of the content is available for free. Good resource for finding female friends – entries list maiden name and current last name.

SOCIAL NETWORKING BOOKMARKS & NEWS

del.icio.us / nysoclib / linked

nysoclib's items tagged "linked" — view all, popular

showing all 9 items

NYSL Travels: Virginia Woolf's London (Marylin Bender) save this
Virginia Woolf navigated London preferably on foot, often from the upper deck of a bus and only when pressed for time, by the efficient underground. She took long walks along the Thames and hiked from respectable west to shabby east, from her home in Bloomsbury to NYSL Travels "linked" ... saved by 2 other people ... on april 14

NYSL Travels: James Joyce's Dublin (Marylin Bender) save this
In voluntary exile from his native Ireland, Joyce wrote with Thom's Directory, a Dublin city reference book at his elbow and often sought in letters to relatives and friends precise details of various locations. Dublin also provided the backbone for Joyce to NYSL Travels "linked" ... saved by 1 other person ... on april 14

NYSL Travels: Franz Kafka's Prague, A Literary Walking Tour (Marylin Bender) save this
My first visit to Prague was in 1963, when the city was sequestered behind what Winston Churchill had defined as the Iron Curtain. The Gothic spires and Baroque domes that give the skyline its fairyland aura were masked with a brown haze of industrial pollution to NYSL Travels "linked" ... saved by 2 other people ... on april 14

NYSL: The Winthrop Collection save this
On his first voyage to the Colonies on the Lion in August 1631, the younger John Winthrop brought with him his new wife, several relations, the customary food and needs for subsistence, and cattle, of course to NYSL Special_Collections "linked" ... saved by 1 other person ... on april 14

NYSL Electronic Resources save this
The Library is pleased to offer in-house and remote access to several online membership databases. If you are a current member of the library and wish to access these databases from home, you will need to know your user name and barcode. Please contact us to NYSL Main "linked" ... saved by 1 other person ... on april 14

NYSL Building History: A Guide to Researching the History of a New York City Building save this

related tags: 2 + History, 5 + Main, 9 + NYSL, 1 + Special_Collections, 1 + Testimonial, 3 + Travels

tags: 9 linked, 5 Annual_Report, 1 Audio, 1 Awards, 8 Books, 3 Building, 1 Collection, 1 Committee, 1 Committees, 1 Directions, 1 Employment, 1 Events, 6 History, 31 Main, 4 Membership, 45 NYSL, 3 Special_Collections, 2 Testimonial, 6 Travels

tag options: view as cloud | list, sort by alpha | link, use minimum: 1, 2, 5, show | hide bundles

Del.icio.us (2003)
<http://del.icio.us>
<http://del.icio.us/nysoclib>

Founded in 2003 by Joshua Schachter; acquired by Yahoo! in 2005. Share web bookmarks online. Use tags to sort bookmarks into different categories. Share your bookmarks (or keep them private) and see who has similar bookmarks.

digg Join Digg About Login

All News Videos Images Podcasts Customize Popular Upcoming

Technology World & Business Science Gaming Lifestyle Entertainment Sports Offbeat

187 diggs **Michael Moore asks PA voters to vote Obama**
michaelmoore.com — Since he lives in Michigan and his vote didn't count, Michael Moore is asking voters in Pennsylvania to cast his vote (and theirs) for Senator Barack Obama. [More...](#) (US Elections 2008)
digg it 49 Comments Share Bury smackjack made popular 7 min ago

196 diggs **AP: Clinton's campaign in the red with \$10 million in debt**
americablog.com — Clinton reported raising \$20 million in March and had \$9 million for the primary available at the beginning of April. But she also reported debts of \$10.3 million, putting her in the red. The campaign owes debts totaling \$10,321,562.87 — and that doesn't include the \$5 million loan she made to the campaign and \$4.5 million owed Mark Penn's firm. [More...](#) (US Elections 2008)
digg it 29 Comments Share Bury jdobd made popular 15 min ago

164 diggs **"Hyper-evolution," as seen in Heroes, might be possible**
dailygalaxy.com — Research on lizards lends touch of credibility to the idea of super-fast evolution. [More...](#) (General Sciences)
digg it 60 Comments Share Bury WritersSD made popular 27 min ago

Top in All Topics all news videos images

2648 The Crowd at a Rock Show [Comic]

1999 Public acceptance of evolution around the world.

Digg (2004)
<http://digg.com/>

Founded in 2004 by Kevin Rose, Owen Byrne, Ron Gorodetzky, and Jay Adelson. News filter/social networking site. Members submit and vote on popular news stories. Top stories are broadcast weekly on DiggNation at Revision3.

SOCIAL NETWORKING PHOTOS & VIDEO



library.JPG
Uploaded on 17 December 2007
By [oliverk](#)
His photostream, or profile.
[new york library](#)



library2.JPG
Uploaded on 17 December 2007
By [oliverk](#)
His photostream, or profile.
[new york library](#)

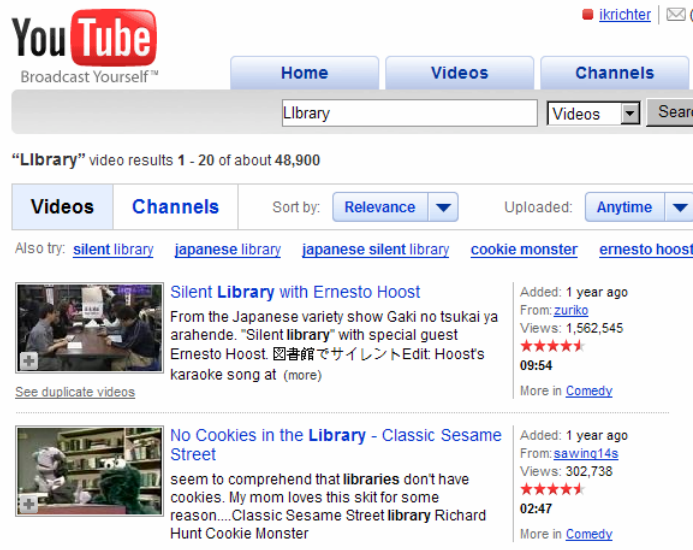


the new york society library
Uploaded on 12 January 2007
By [karig](#)
Her photostream, or profile.
[nyc signs outwalking](#)

Flickr (2004)

<http://www.flickr.com>

Share and store photos online. Find public domain (Creative Commons License) photos to use on your website.



The screenshot shows the YouTube interface from 2005. At the top, the YouTube logo and 'Broadcast Yourself™' tagline are visible. Navigation buttons for 'Home', 'Videos', and 'Channels' are present. A search bar contains the word 'Library', with a dropdown menu set to 'Videos' and a 'Search' button. Below the search bar, it indicates '“Library” video results 1 - 20 of about 48,900'. There are filters for 'Videos' and 'Channels', and sorting options set to 'Relevance'. A list of suggested channels includes 'silent library', 'japanese library', 'japanese silent library', 'cookie monster', and 'ernesto hoost'. Two video results are shown:

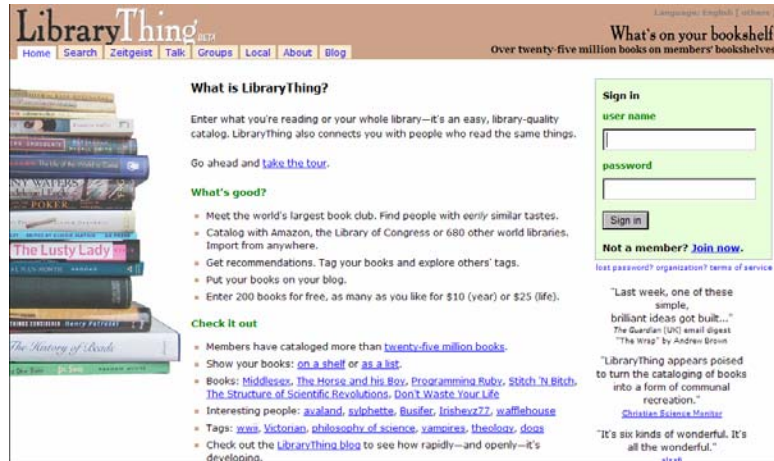
- Silent Library with Ernesto Hoost**: From the Japanese variety show Gaki no tsukai ya arahende. "Silent library" with special guest Ernesto Hoost. 図書館でサイレントEdit: Hoost's karaoke song at (more). Added: 1 year ago. From: [zuriko](#). Views: 1,562,545. 09:54. More in [Comedy](#).
- No Cookies in the Library - Classic Sesame Street**: seem to comprehend that libraries don't have cookies. My mom loves this skit for some reason....Classic Sesame Street library Richard Hunt Cookie Monster. Added: 1 year ago. From: [sawing14s](#). Views: 302,738. 02:47. More in [Comedy](#).

YouTube (2005)

<http://www.youtube.com>

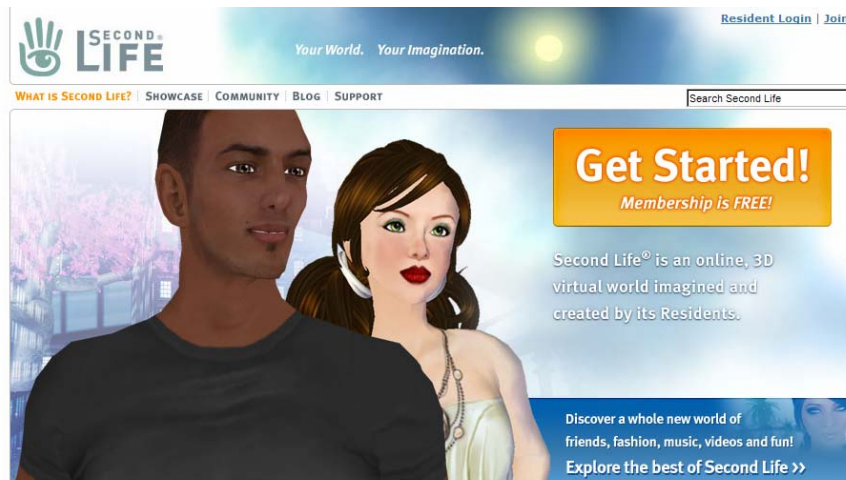
Create and share video clips online. Created by Steve Chen and Chad Hurley in 2005. Purchased by Google in 2006.

SOCIAL NETWORKING JUST FOR FUN



LibraryThing (2005) <http://www.librarything.com>

Answers the question "What's on your bookshelf?" Created by Tim Spalding and co-owned by AbeBooks. Catalog your entire collection of books (first 300 free), write reviews and share favorite books online.



Second Life (2003) <http://www.secondlife.com>

Create an avatar (graphical representation of yourself) and explore a virtual world. Chat with other people around the world and meet friends virtually. Not a video game, since there are no quests or goals to solve. Access to Second Life is free, but you'll need a higher-end computer with a good graphics card and a broadband connection to the Internet.

**SOCIAL NETWORKING
NOTES:**