

The facts behind MySpace

Alicia Breyne

by in-depth editor

- o Rupert Murdoch bought MySpace from founders Tom Anderson and Chris DeWoulfe for \$580 million.
- o Google made a \$900 million dollar deal to become the internal search engine for MySpace.
- o During Rock the Vote (a non-profit organization focused on youth voter turnout), Voters are able to register to vote from Myspaces homepage
- o During the Warped Tour (a concert tour for music and extreme sports) Myspace bands are able to play at venues and be the opening acts for the major headliners.
- o Myspace is free because of Major Advertisers such as; Sony, Interscope, Warner music, DreamWorks and Napster
- o Myspace was created in September 2003.
- o MySpace's Headquarters are in Santa Monica, California and their back up headquarters are in New York.

Life before MySpace

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"It's addicting, you always want to check and see if you have any new messages and friend requests..." Sophomore Scott Hollingsworth said about MySpace. Was this the way people thought about online journal fads of the past?

"Everyone wants to be a reporter. Blogging made it possible." North High Computer specialist Rich Molettiere said. With writing blogs and journal entries, the writer becomes the critic. It gives the writer a feeling of power to be able to criticize everything.

According to Molettiere everybody is out to satisfy their own needs and these online blogging websites became so popular because it met a very important need: a need to communicate.

"I re-united with my old best friend from competitive Cheerleading, it was really cool" Junior Katie Browder said. Websites like these that make it possible to do this expand who your friends are "One day I got ten new friend requests on my MySpace because they saw me at the mall somewhere" Junior Branden Miller said. A friend request is someone adding them to their page.

Before MySpace came Journal Websites. Killings machines.org otherwise known as "Kmorg," was popular in 2001-2002 "I liked the fact that you could read everyone's journal (by surfing the website) but I hated it at the same time because everyone complained about each other, it just brought drama in the end" Junior Brittney Livingston said. She believes Kmorg would still be around today even with MySpace because it provides a different service but a storm took out their headquarters. Bloggers are able to get to the website and download your journal from an archive and save it to your computer.

After this, Xanga came into the limelight. Once you made a page on Xanga, it was centered on its creator. It's a site about choices: the layout, the music, the pictures and subscriptions.

Subscriptions are like subscribing to a newspaper, the subscriber got daily reports of the blogs the writer left.

The basis of Xanga was writing posts. Junior Jolene Holland used to write "Extreme Emotions, but I made sure I don't put too much of my life on the web because it's cliché."

Although Xanga was based on journaling, which was not the only interest to many people and with FaceBook, many more pictures were uploaded which caught the attention of many more teens.

"I went online and filled out the form with my school e-mail," Junior Lyndsey Shead said. In order to get a FaceBook, your school has to have an email system such as first class.

Differences start showing up between MySpace and FaceBook. What keeps her on FaceBook and what attracted her Shead said "All the pictures because I really like looking at people because they are interesting and I like putting pictures up sometimes, I just have a FaceBook because I don't know how to delete my profile. It's fun to check it every now and then but there is more action on MySpace."

MySpace; is a collage of services that appeal to teenagers. They are able to write, put up pictures, talk about their hero's and dreams. MySpace also, allows you to receive emails, instant messages, comments, blog comments, picture comments, and kudos on the blogs. "It's a way to communicate with people other than cell phones and its used more than e-mail" Hollingsworth said. Addicted is a phrase that Hollingsworth used to describe the way he feels about MySpace. "I usually everyday, I'm usually on there for at least an hour" Hollingsworth said.

Will MySpace ever become obsolete? All signs point to extremely far into the future.