

Comparison of Facebook with its Competitors

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Lots of people are writing about Facebook and the latest numbers show that Facebook is top social network. This Social Science Research is about comparison of Facebook versus its competitors. The question is "How is Facebook more popular than its competitors using statistics?". We chose this topic because of the fact that it is an enjoyable topic. Also Facebook is one from our areas of interest. It is easy to search it or find information about it. We found some articles concerning the topic. Are these the articles relevant with the research question? What are they about?

To begin with, research is used mathematical models and quantitative analysis because of the fact that it attracted attention.

What are the social networks compete with Facebook? They are Bebo, Friendstar, MySpace, Twitter, LinkedIn, Xing, Blogger, Tagged, My Yearbook, LiveJournal, SlashKey, Gaia Online, Seismic, Etsy, Dopplr, Moshimonsters and so on. MySpace, LinkedIn, Twitter, Xing are the most popular networks and so we will only analyze them. We will compare the data of Facebook's popularity and other companies' on the categories which are age, sex, income, nationality, job etc. by using statistics demographics. We will work with more competitors and showed up more general numbers. For instance, our research is generally about Facebook versus MySpace or LinkedIn. We added more competitors such as LinkedIn, Xing, Twitter.

The articles associated with this this topic are "The age of Facebook vs. MySpace", "Facebook vs MySpace vs Twitter Statistics: Raising 200 Million Dollars", "Facebook Demographics Statistics 2009", "Which Social Network to Use? Facebook vs. LinkedIn vs. Myspace", "Comparing Facebook vs. LinkedIn vs Xing vs. Twitter", and "Facebook Ranks As Top U.S. Social Network Based On Time Spent On Site". Some articles are only about some social networks which compete with Facebook.

Krista Neher tells about differences between the networks in terms of different opportunities for marketers in "Which Social Network to Use? Facebook vs. LinkedIn vs. Myspace" on September 21th, 2009. Facebook, LinkedIn and Myspace are opportunity

for marketers. The overview is given regarding three networks for someone who does not know them in the article. The author has formulated the issue. It is clearly defined and its significance is clearly established. According to the author, Facebook is the largest social network and then Myspace, LinkedIn in order. On the other hand, LinkedIn is growing at a faster rate than the others. Furthermore, they are compared on unique visitors, monthly change and yearly change. These statistics in the article shows that Facebook is more popular than the others. Finally, target audiences that are compared are known as Facebooker, MySpacer and LinkedIn. There are 77 million Facebookers. MySpace is less into exercise than the others. Someone joins the LinkedIn for business. The author has evaluated the literature relevant to the issue. Briefly, it is obvious that the article is quite relevant with the research question. (Neher 2009)

Population is an important category for social networks. Matt Dickman's article "The age of Facebook vs. MySpace" compares Facebook and MySpace in terms of population, and Facebook is the most popular. It is published on March 10th, 2009 by "techno-marketer". Total US populations of MySpace and Facebook, looking at women and men on both sites are shown as a graph in the article. Facebook passes MySpace in the populations of 31-50. Whats more there is a user table which shows age range for Facebook and MySpace. Users of MySpace is younger than Facebook users. MySpace has over 70% female users. Facebook has over 63% female. The author has formulated the issue. It is clearly defined and its significance is clearly established. Facebook surpasses MySpace in the populations. That is to say, the article is not relevant with the research question in some cases, not all. (Dickman 2009)

The article "Facebook vs MySpace vs Twitter Statistics: Raising \$200 Million" is concerned with our research, too. It is published on May 30rd, 2009 by Clean Cut Media. It is about the differences in statistical data between Facebook, MySpace and Twitter. According to these statistics, Facebook has been growing quickly. It is more popular than the MySpace and Twitter. US Facebook users by age are shown as the statistic in the article. 33%.of the population of Facebook users are between the ages of 18-25. Furthermore, "Facebook Raises \$200 Million from Digital Sky Technologies" is

mentioned in this article. The author has formulated the issue. It is clearly defined and its significance is clearly established. In brief, it is relevant with the research question because of the fact that the article describes that how Facebook is more popular than its competitors. (Media 2009)

"Facebook Ranks as Top U.S Social Network Based On Time Spent on Site" is taken from the website "All Facebook". This source the unofficial Facebook resource. It is published on June 3rd, 2009 by Nick O'Neill. The data published by Nielsen Online (The Nielsen Company) is used in this article. The comparison between Facebook and its competitor on numbers of growth is made. The schema for the most common social networking and blog sites ranked for April 2009 and their percent are growth in the U.S is given. This article also focus on Facebook's design tricks. It suggest to research the resource about how long will Facebook continue to grow in the future. Article does not compare the video service of the MySpace and Facebook. According to it, the total number of plays is not an accurate measurement. (O'Neill 2009)

Some demographics statistic about Facebook are the convenient numbers. The spreadsheet for Facebook statistics is published by Facebook's Social Ads Platform in 2009. It arranged by "istrategylabs". The numbers are divided into some categories such as gender, age, politics, geography, current enrollment, interests.

Why Facebook has high number than others? How does they play a social role on society? "Comparing Facebook vs. LinkedIn vs. Xing vs. Twitter" touches on the reasons. It is updated on July 23, 2009. The first version of the article is written by Ruben Rivero Capriles in Caracas on November 2008. Quantitative analysis does not provide the reasons. Because of this, this article not concerned with our research. However, it is needed to make use of this kind of article for analyzing the numbers. There are lots of goods assumptions. For instance, it explains how companies reach their contacts and the relation to their rate of growth. (Capriles 2009)

These articles provide great evidences for our research. It is important to use high qualified sources for quantitative research. Also, they suggest using new methods for the future research. In addition to these research and article we are planning to make more

general and qualified research.

There are lots of competitors of Facebook. But Twitter, LinkedIn, MySpace, Xing are the most popular networks and so we only analyzed them using the website <http://www.alexa.com>.

What are the differences and similarities between the Facebook and Twitter? Also Facebook and LinkedIn? Facebook is a social network which the users can communicate with their friends and find their old or new friends via Facebook. In addition they can upload their photos and share videos or links. “How is Facebook.com ranked around the world? Indonesia, Philippines, Malaysia, Singapore, United States, France, United Kingdom, Italy, Canada, Turkey, Australia, Argentina, South Africa and so on. 30.0% of the users come from United States. 5.2% is from France. 5.0% is from United Kingdom. 4.8% is from Italy. 4.1% is from India. 3.4%, 3.1%, 3.0%, 2.3% are from Indonesia, Germany, Canada and Turkey in order etc. “Average load time for Facebook.com is very fast.” It is 0.118 seconds. Facebook has been growing quickly day by day. Top keywords of Facebook are facebook, face, facebook login, facebook.com in order... Most of the users visit the Facebook.com from google.com. Finally demographics of Facebook are that it is more popular between 18 and 24 age group than the others. Users consists of college and graduate school students generally. Females are representing it more than males. (Alexa)



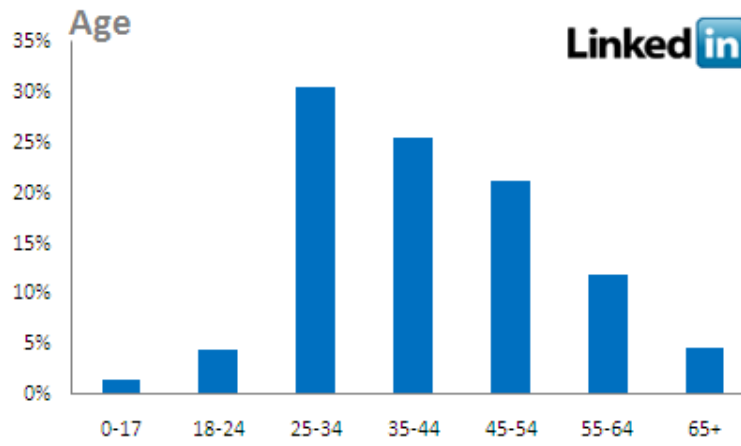
Twitter is the most popular site between the microblog sites. It presents its users writing texts of 140 characters about everything that users want. “How is Twitter.com ranked around the world? South Africa, India, Canada, Australia, Pakistan, United

States, United Kingdom, Philippines, Germany, Austria, Netherlands and so on. It is clear that Facebook has difference rank and percentages around the world For instance; 38.3% of the Twitter users come from United States. 8.1%, 7.3%, 6.3% 4.1% is from India, Germany, United Kingdom and Japan in order and so on. However Facebook is being used by lots of countries. Further its average load time is faster than Twitter which average load time is 2.655 seconds. Demographics of Twitter are that it is more popular between 25 and 34 age group than the others. But Facebook is more popular between 18 and 24 age group. Similarities between Facebook and Twitter are that most of the users visit the sites from google.com, users consists of college and graduate school students generally, females represent them more than males and people who has no children represent them. (Alexa)



Also, LinkedIn is a business social network. Users can find business partners via LinkedIn. “How is LinkedIn.com ranked around the world? Netherlands, India, United Kingdom, Denmark, United States, Ireland, South Africa, Israel, Canada and so on. It is obvious that Facebook has difference rank and percentages around the world in terms of LinkedIn. For instance; 43.2% of users come from United States. 14.6%, 6.5%, 3.6% are from India, United Kingdom and Netherlands in order etc. Facebook is being used by lots of countries. Further its average load time is faster than LinkedIn which average load time is 2.516 seconds. Demographics of LinkedIn are that it is more popular between 25 and 34 age group than the others. But Facebook is more popular between 18 and 24 age group. Similarities between Facebook and LinkedIn are that most of the users visit the sites from google.com, users consists of college and graduate school students generally,

females represent them more than males. (Alexa)



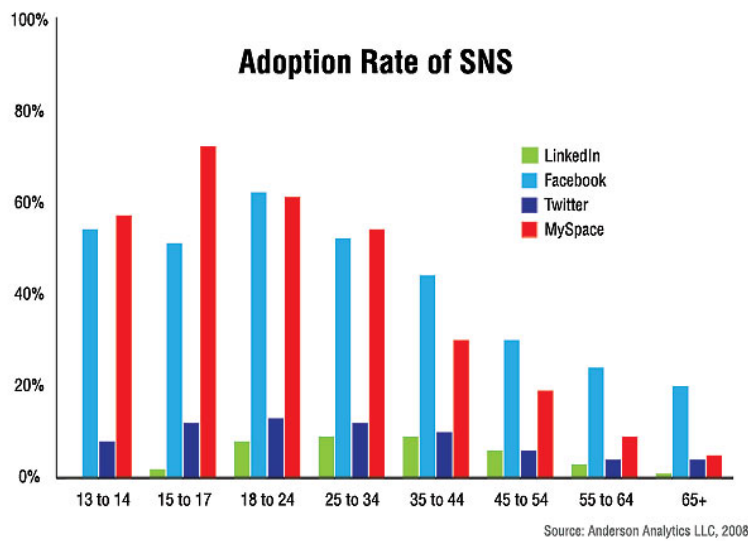
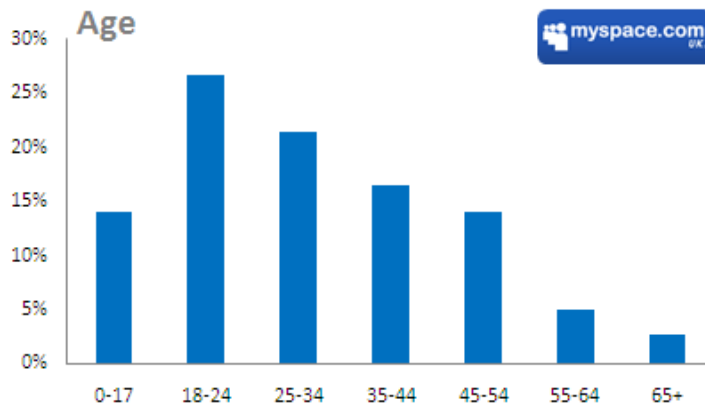
Addition to these, Xing is one of the competitors of the Facebook. However, numbers show that Xing is not popular as Facebook. Percent of global Internet users who visit Facebook 28. 57 in 29-11-2009 whereas 0.398 at Xing. The percentage of visits to Xing that came from a search engine 7.9 % whereas 8.2% at Facebook. Percentage of global Internet users who visit Xing 0.223% over the trailing 1 day period whereas the percent of users at Facebook is 28.81%. Daily pageviews per user for Facebook is 15.43%, 6.4% at Xing. Daily time on Facebook is 2000.7 minutes but 308.1 minutes at Xing. Xing is ranked around the countries between Germany, Austria, Switzerland, Turkey, Spain, Italy, United Kingdom, India, China, United States whereas Facebook is ranked over thirty five countries. Users prefer faster web sites in common. 99% of sites are slower than Facebook. Xing average load time is 3.145 seconds whereas Facebook's is 0.118 seconds. Xing is used in Germany, Austria, Turkey, Switzerland, Spain whereas Facebook is used in United States, France, United Kingdom, Italy, India. The most usage for Xing in Germany whereas United States for Facebook. Relative to the general Internet population how popular is Facebook. 18-34 year olds are more-represented at Facebook whereas 25-44 years old are more-represented at Xing. People who went to collage and graduate school are more-represented at Facebook but people who went to graduate school are greatly more-represented at Xing. Relative to the general Internet population, makes are more-represented at Xing. At Facebook is same. People browsing from school are greatly less-represented at Facebook. From home and work are more-

represented. People browsing from work are greatly more-represented at Xing. People with no children use both Facebook and Xing. (Alexa)

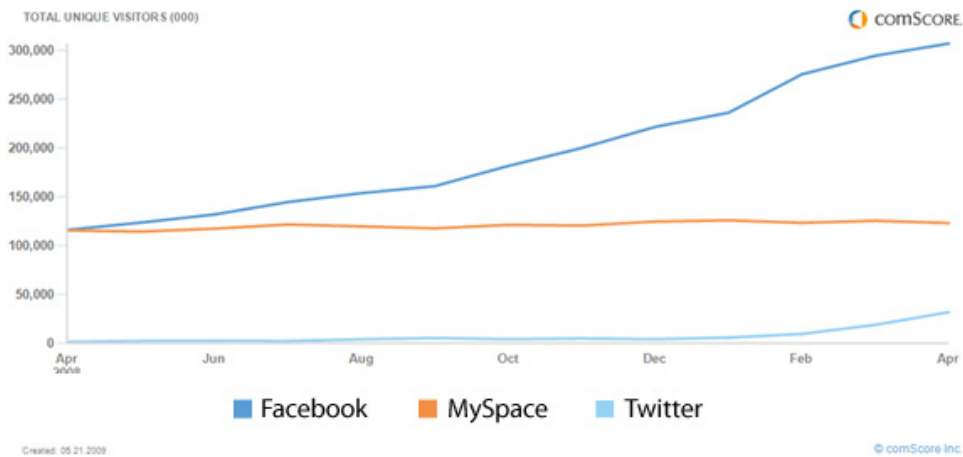
	United States	United Kingdom	Germany	India	Turkey
Facebook	30.0%	4.9%	3.1%	4.1%	2.3%
Twitter	37.7%	6.3%	7.3%	8.1%	1.1%
LinkedIn	43.0%	6.5%	2.8%	14.3%	0.6%
Xing	1.1%	0.7%	78.4%	1.2%	2.1%
Myspace	61.9%	3.0%	4.8%	1.7%	0.5%

Users coming from these countries

Lastly, is Myspace still popular former as? After the Facebook's growth, Myspace is left in the dust. People can create their own special web blog and customize it however Facebook's new features is more desirable for users. What about the demographics. According to Alexia, percent of global Internet users who visit Myspace is 4.22 over the trailing 1 day period whereas Facebook's is 28.81. The daily time on site for Facebook is 2000.7 whereas Myspace's is 1049.8. Myspace was used more by teens but teenagers are moving to Facebook. "How is Myspace.com ranked around the world? Puerto Rico, United States, Malaysia, Mexico, Australia, Austria, United Kingdom, Greece, Germany, Canada, Italy, France, Spain, Poland, Turkey, India, Russia, Brazil, Japan and China. 62.2% of the Myspace users come from United States. 4.7%, 3.4%, 3.0% ,1.9% is from United States, Germany, Mexico, United Kingdom, France in order and so on. Facebook's average load time is faster than Myspace which average load time is 3.716 seconds, 70% of sites are faster. It is more popular between 18 and 34 age group than the others. Users consists of college students generally, females represent them more than males and people who has no children represent them. (Alexa)



	Facebook	Twitter	LinkedIn	Xing	Myspace
Average Load Time (Seconds)	0.118	2.655	2.516	3.145	3.716



What about Facebook's popularity in Turkey? According to Alexia, the top 5 sites in Turkey; Google Turkey, Facebook, Google, Windows Live, YouTube. Twitter is ranked 35, Myspace is 74. Xing and LinkedIn does not include in the list. Also, according to CheckFacebook.com, with the 14,215,080 users, Turkey is third between the other countries. United States ranks first with the number 94,748,820. (Gonzalez 2009)

Facebook was used by only Harward College student at the first. It was not open the users from outside until the 2006. After 2006, Facebook opened its doors to other college student. And then, users got the property of sending invitation to rest of the public. And now, all other public network users are moving to Facebook. Lets look at the reasons behind this popularity. It is obvious that it is very easy to use Facebook. Users waste their daily time on it because they join lots of groups, get their messages, follow others life with photos and videos, meet new people and connect with them, follow parties that no other network has. It is not possible delete your account, you can only freeze your account. By this way, it is easy to come back so you don't leave Facebook. Also, people don't want to wait several minutes. Facebook's fast load time is inviting for users.

As a conclusion, MySpace, Twitter, Xing or Facebook are most popular social network sites on web but it is obvious fact that Facebook has overtaken its competitors. It is possible to prove this situation with the numbers.

References of Pictures

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