

# Notable Social Networking Web Sites

A quick scan of the “Top 50 Notable” social network Web sites appears in the table below.<sup>6</sup> The Web sites are compared using two size traits — user count and traffic. For example, MySpace stands number 1 in member count but number 4 in traffic. Google and YouTube outdo MySpace on traffic. MySpace user count numbers may be inflated, since many members create duplicate or false profiles. Classmates.com has the third highest number of users, but is not among the top-trafficked sites. Classmates.com is good at getting new users, but perhaps not as good at maintaining repeat users. In fact, several Classmates.com users we interviewed told of the difficulties they experienced when trying to end their relationship with Classmates.com.

	Name	Description/Focus	User count ?	Registration	Most Trafficked	
1	MySpace	General	162,400,000	Open	1	Google Personalized Homepage
2	orkut	Owned by Google	46,423,762	Open (Google login)	2	Google Video
3	Classmates	School, college, work, and the military	40,000,000	Open	3	YouTube
4	Xanga	Blogs and “metro” areas	40,000,000	Open	4	MySpace
5	Windows Live Spaces	Blogging (formerly MSN Spaces)	30,000,000	Open (Windows Live ID)	5	Orkut
6	Friendster	General	29,100,000	Open	6	MySpace Video
7	Broadcaster	Video sharing and Webcam chat	26,000,000	Open	7	Flickr
8	Reunion	Locating friends and family	25,000,000	Open	8	Facebook
9	Bebo	Schools and colleges	22,000,000	Open	9	hi5
10	BlackPlanet	African-Americans	16,000,000	Open	10	Friendster
11	Facebook	College/high school students	16,000,000	Open	11	Xanga
12	Cyworld	Young South Koreans	15,000,000	Open	12	ImageShack
13	Last	Music	15,000,000	Open	13	Digg
14	Facebox	European young adults (14–24)	14,000,000	Open	14	Webshots
15	Friends Reunited	School, college, work, sport, and streets	12,000,000	Open	15	del.icio.us
16	LiveJournal	Blogging	10,921,263	Open (OpenID)	16	Bebo
17	Piczo	Teenagers, Canadians, photo-sharing	10,000,000	Open	17	DailyMotion
18	LinkedIn	Business	8,500,000	Open	18	Metacafe
19	Mixi	Japan	8,000,000	Invite-only	19	LinkedIn
20	WAYN	Travel, lifestyle	7,000,000	Open to people 18 and older	20	Facebox
21	Care2	Green living and activism	6,900,000	Open	21	Tagged
22	Faceparty	British teens and 20-somethings	5,900,000	Open	22	Piczo
23	Gaia Online	Anime and games	5,000,000	Open	23	TripAdvisor
24	Passado	General	4,700,000	Open	24	Last.fm
25	Yahoo! 360°	Linked to Yahoo! IDs	4,700,000	Open to people 18 and older	25	StumbleUpon
26	Bolt	General (music and video)	4,000,000	Open	26	Multiply
27	Flickr	Photo-sharing	4,000,000	Open (Yahoo! login)	27	MyBlogLog
28	eSPIN	General	3,800,000	Open	28	Netvibes
29	MiGente	Latinos	3,600,000	Open	29	Slide.com
30	Multiply	Real-world relationships	3,000,000	Open	30	Reddit
31	Hyves	General; focus on students and Dutch speakers	2,311,790	Open	31	MP3.com
32	TagWorld	General (tagging)	1,850,692	Open	32	Kodak Gallery
33	CarDomain	Car enthusiasts	1,600,000	Open	33	StumbleVideo
34	GreatestJournal	Blogs, based on LiveJournal	1,514,865	Open	34	Veoh
35	myGamma	Cell phones	1,510,000	Open	35	iFilm
36	iWiW	Hungary	1,500,000	Invite only	36	Vox
37	LunarStorm	Sweden	1,200,000	Open	37	Shutterfly
38	Stumbleupon	Websurfing	1,200,000	Open	38	Pandora
39	Fotki	Photo-sharing	1,000,000	Open	39	Meetup
40	IMVU	3-D chat software	1,000,000	Open	40	Yelp
41	Studivz	University students, mostly in the German-speaking countries	1,000,000	Open	41	Photo.net

Online Social Networks, Virtual Communities, Enterprises, and Information Professionals

42	XING	Business	1,000,000	Open	42	NHL Connect
43	Xuqa	Colleges	1,000,000	Open	43	PureVolume
44	Nexopia	Canada	989,000	Open	44	RockYou
45	myYearbook	General	950,000	Open	45	Etsy
46	Blurty	Blogs, based on LiveJournal	947,169	Open	46	Twitter
47	RateltAll	Consumer ratings + social networking	900,000	Open	47	Revver
48	Grono	Poland	830,000	Invite-only	48	Flixster
49	The Student Center	Teens and colleges	800,000	Open	49	vSocial
50	Vampire Freaks	Gothic industrial culture	766,000	Open	50	Groupier
51	Graduates	School, college, and work	650,000	Open	51	ITtoolbox
52	43 Things	Tagging	627,000	Open	52	Stickam
53	Tribe	General	602,876	Open	53	Blinklist
54	Playahead	Swedish teenagers	530,000	Open	54	Upcoming.org
55	Sconex	American high schools	500,000	Open	55	Blip.tv
56	DeadJournal	Dark blogs, based on LiveJournal	490,310	By invite or payment (OpenID)	56	iLike
57	GoPets	Virtual pets	400,000	Open	57	Zwinky
58	IRC-Galleria	Finland	400,000	Open	58	Pageflakes
59	Ruckus	Music	400,000	College students only	59	Ma.gnolia
60	Threadless	Custom T-shirts	364,474	Open	60	Tagworld
61	Flirtomatic	Flirting/dating	265,000	Open to people 18 and older	61	StupidVideos
62	Ryze	Business	250,000	Open	62	LibraryThing
63	DontStayIn	Clubbing (primarily U.K.)	235,000	Open	63	Zlio
64	aSmallWorld	European jet set and social elite	150,000	Invite-only	64	MerchantCircle
65	TakingITGlobal	Social action	116,000	Open	65	Dogster/Catster
66	Ecademy	Business	100,000	Open	66	Kaboodle
67	Geni	Families, genealogy	100,000	Open	67	Eventful
68	Phrasebase	Foreign languages (education)	100,000	Open	68	Jamendo
69	ProfileHeaven	British teens	100,000	Open	69	Jamendo
70	Travellerspoint	Travel	90,000	Open	70	Jumpcut
71	Blue Dot	Link-sharing	80,000	Open	71	StyleHive
72	MEETin	General	67,000	Open	72	VideoSift
73	Doostang	Careers	53,000	Invite-only	73	Zoomr
74	Zaadz	Social consciousness	36,467	Open	74	ThisNext
75	Consumating	Consumeetings	21,000	Open	75	CampusBug
76	VietSpace	Vietnamese	20,000	Open	76	VideoJug
77	Sportsvite	Recreational sports	18,000	Open	77	Protopage
78	Frühstückstreff	General	11,600	Open	78	Fanpop
79	Advogato	Free software and open source developers	11,000	Open	79	Ziki
80	Amiworthit	Mutually good-looking students	100	Open to students but approval-based	80	YourMinis
81	Dandelife	Collective narratives or "shared biographies"	Unknown	Open	81	Wists
82	Delhii	Mongolia	Unknown	Open	82	BubbleShare
83	Dodgeball	Mobile location-based service, owned by Google	Unknown	Open	83	Wadja
84	Gazzag	General	Unknown	Open	84	MOG
85	Hi5	General	Unknown	Open	85	Traifire
86	imeem	Instant messaging	Unknown	Open	86	Gotuit
87	Joga Bonito	Football (soccer)	Unknown	Open	87	CastPost
88	MOG	Music	Unknown	Open	88	Minti
89	Twitter	Update friends with your status through SMS, IM, Web interfaces	Unknown	Open	89	CafeMom
90	Vox	Blogging	Unknown	Open	90	Twango
91	WebBiographies	Genealogy, biography	Unknown	Open	91	ComicSpace
92	Yelp	United States adults	Unknown	Open		
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