

Life span of social media In last ten years

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Abstract

For many business executives today, the concept of social media is top of the agenda. Decision makers, as well as consultants, are trying to identify ways in which companies can use applications such as Wikipedia, YouTube, Facebook, Instagram, Twitter etc to make business. Despite this interest, however, there seems to be a very limited understanding of what exactly the term "social media" means, intends to make some clarification. We begin by describing the social media concept and discussing how it differs from related concepts like Web 2.0 and User Generated Content. Based on this definition, we then provide a social media classification that groups applications that are currently subsumed by characteristic in more specific categories under the generalized term: blogs, community, content, social networking sites, and worlds of virtual games and social virtual worlds. Users and consumers use every site until it is relevant to them or they get some benefit from the site, after that the usage of that website starts to fall down.

Key words: Social media website, life span, Myspace, Pownce, GooglePlus, DailyBooth, Vine.

Introduction

After the invention of internet, the communication system is getting stronger and stronger day by day. Internet has provided the world a medium through which communication and interaction has become easy, less expensive and rapidly growing. The best method and easy communication platforms are the social media sites, where interacting with people around the globe has become very easy.

Social media sites has given the audience, the power to convey their messages, interact with people and do networking on a global scale. If a person is residing in a country on one side of the world, he or she can easily exchange their data, pictures, information, video etc. to the other side of world in any country easily. This is the power of social sites and social media.

The masses on internet are witness that every website has a lifespan. Some sites have longer lifespan while the others have a shorter lifespan. Social sites have comparatively longer lifespan than other sites because it contains real life people connecting to each other every other minute. So unlike other sites i.e blogging, podcast etc., people upload content then move towards other site, but on social sites people get engaged with each other and spend comparatively larger portion of their time on the site than any other platform or website on the internet.

We've seen countless websites rise and fall in popularity, seemingly overnight, and a handful of sites that have stuck around for 20 years or even longer. Who would have guessed that Napster would have died away, or that Google would become the ubiquitous technological juggernaut it is today, back in the year 2000? (DeMers, 2016)

In this research we will discuss in detail about the rise and fall and lifespan of social sites on the internet in the last 10 years. The following research will be conducted in an objective and

systematic manners. We will do brief analysis of usage of social sites in last ten years. Qualitative approach will be used for the following research and we will put our all the best to prove our research with data, facts and figures. We will find which social sites lasts the longer and which sites stayed for short period of time and we will discuss in detail about the traffic on those social sites at the peak of their time and and the collapsing.

Why has Facebook succeeded where others have failed? What does Facebook have that MySpace and Friendster did not? For starters, Facebook maintained its scale as waves of users signed on and created accounts. (Frozenfire, 2017)

The history of social media is relatively short in terms of time, but this doesn't make it any less exciting or influential. Today, social media is an integral part of the lives of people around the world. Overall, there are some 2.62 billion social media users around the world, and this number is expected to grow to over 3 billion by 2021. (Keith, 2017)

Social networks have failed because brands tried to reinvent something that was already working, or gave users extra work to do in order to participate.. (Bernazani, 2017)

Because web technology has been a volatile development (think about how drastically concepts of web design have shifted, or the tech bubble “bursting” in the early 2000s), we’ve grown used to the idea that most web-based enterprises will eventually burn out or fade away. MySpace is a perfect example of this on the social media front—yes, it’s still technically alive—but it’s nowhere close to the level of popularity it used to enjoy. (Demers, 2016)

Social media is about sharing authentic content with friends and family, and audiences don’t want to visit a site or app that constantly serves advertisements. This lesson can be applied to your entire content marketing strategy. (Bernazani, 2017)

Now a days people are attached to the social media sites, most popular ones are namely , Facebook, Instagram, twitter, LinkedIn, YouTube, Pinterest, Tumblr, Google plus, Reddit etc. many others. But as the study goes, we observe that there is a decline in usage of

social media networks from time to time. Some sites reached their peak of user base, but now do not have that much user based, most of the social sites from 2004 have vanished. Even talking about the latest statement from Google, the Google plus + is shutting down in April 2019. So every huge site has a downfall, as we have the example of Google plus. We will put our best to prove this research to the best of facts and figures.

Rationale:

The main reason of this research is to check how long a lifespan of social media website is on the internet. Many websites come and go, so this qualitative research will uncover the facts and figures to find out the life span of a social media website.

Objective:

The main objective is to find out that for how many years or months a social media site stays live on the internet. Here we will also figure out which website stayed the longest and what were their prime years where the particular site was most popular in its zone.

Statement of problem:

Social media sites are very addictive but which social sites occupy the most addictive and lucrative fan base. The more a social site is addictive, the longer is its lifespan.

Scope:

This study focuses on the consumption and popularity of particular social media websites by individuals around the world. This research will be beneficial for people who want to have an insight on how internet market is working and which type of social site gives more engagement to users.

Limitation:

This research will be conducted on the mentioned below five social media sites. In the last 10 years of social website technology,

collecting data of the mentioned websites from their origin.

- DailyBooth
- MySpace
- Google+
- Pownce
- Vine

Literature Review

Nearly two-thirds of American adults (65%) use social networking sites, up from 7% when Pew Research Center began systematically tracking social media usage in 2005. Pew Research reports have documented in great detail how the rise of social media has affected such things as work, politics and political deliberation, communications patterns around the globe, as well as the way people get and share information about health, civic life, news consumption, communities, teenage life, parenting, dating and even people's level of stress. (Perrin, 2015)

The prevalence of social media addiction was 36.9% among users, distributed equally among private and Government PUs. The most common health problem identified was strain on eyes (38.4%), anger (25.5%), and sleep disturbance (26.1%). Being a male, the habit of smoking, alcohol, and tobacco, consumption of junk food, having ringxiety and selfitis were found to be significant risk factors for social media addiction. (Masthi, 2017)

Some 59% of social media users think it would not be hard to give up social media, with 29% indicating it would not be hard at all. By contrast, 40% say they would indeed find it hard to give up social media – although just 14% think it would be “very hard” to do this. At the same time, the share of social media users who would find it hard to give up these services has grown somewhat in recent years. The Center asked an identical question in a survey conducted in January 2014, and at that time, 28% of social media

users indicated they would have a hard time giving up social media, including 11% who said it would be “very hard.” (Smith, 2017)

“This comScore panel data from the Communications market report shows growth rates based on demographics in the UK for Facebook and Instagram. The report also shares data on Snapchat growth. This comparison of changes in monthly active users shows that although Facebook is declining in some demographics such as 18-24 and 25-34, it and Instagram are still growing rapidly overall. Snapchat has also had significant growth. (Chaffey, 2017)

Social media usage in America increased an average of 7.77% for the past 9 years. This year down to 4%. (Baer, 2017)

We as consumers neither have the patience nor the time to challenge ourselves by using perplex platforms. Stats suggest that Whatsapp, Facebook and Insta’s user growth rate was 500m, 467m and 300m respectively. Snapchat and twitter’s growth rate, on the other hand was 87m and a whopping 31m respectively. If you think about it for a second, you will realize that the lesser the user growth rate, more the perplexity.

So, the most basic and the biggest point of failure of a social media app/website lie in its ease of use. (Mukherjee, 2017)

Brands should adapt to the changes within their market, but never make reactive decisions and change the market they operate in altogether. (O’Reilly, 2011)

The reason why social networks have not really gained much traction outside of a self-selected group of people is the amount of privacy concerns that exist within certain age groups. Younger people are generally more immune to those but older people tend to worry about what the social networks in question do with their data and are worried that they will either be data mined or that they

will suffer from identity theft. This anxiety has largely been driven by media emphasis on how your data on the Internet is unsafe and how there are “nefarious characters” running around the net. (Louis, 2006)

Methodology

This research has a qualitative approach. In the first step, we tried to explain the mechanism of a social media website. How it works, what features it offers and why people use it. Also discussed above that how these social media websites are a way of connecting the people around the globe, sharing their thoughts, ideas, criticism and inventions on a singular platform on the internet. After that we reviewed literature from different researches and academics from around the world whose researches or articles had relation with our topic or shared same views as in our research. Content analysis is carried out to discover the reason for the failure of these social media websites. For content analysis, we used facts and figures to explain the popularity of social sites according to date. Here we also used internet provided facts and user generated statistics which supported the decline of such websites during the course of specific time period.

Research Question:

As this is a qualitative approach, here we will talk on facts from authentic data from global sources. After reading this research paper, the reader will get answers for the following questions.

Q: What is the life span of a social media?

Q: What are the causes for failure of a social media website?

Q: What were the key points behind the shutdown of the given five social media websites?

Case studies

Features offered by the specific social media / network website.

Features	Vine	Google +	Myspace	Pownce	DailyBooth
Registration	yes	yes	yes	yes	yes
Pictures	-	yes	yes	yes	yes
Videos	yes	yes	yes	yes	yes
File	-	yes	-	yes	-
Audio	-	yes	yes	yes	-
Live	-	yes	-	-	-
Newsfeed	yes	yes	yes	yes	yes
Apps/Games	-	yes	yes	-	-
Groups	-	yes	yes	-	-
Pages	-	yes	yes	-	-
Followers/Fans	yes	yes	yes	-	-
Chat	yes	yes	yes	yes	-
Text	yes	yes	yes	yes	yes
Status Update	yes	yes	yes	yes	yes
Poles	-	yes	yes	-	-
Links	yes	yes	yes	yes	yes
Specific Music Section	-	-	yes	-	-
News	-	yes	yes	-	-
Customizable Profiles	yes	yes	yes	yes	yes
Albums	-	yes	yes		
In post photo edit feature		yes			
Gif maker		yes			
Tag Feature	yes	yes	yes	-	-
Like/Comment/Share	yes	yes	yes	yes	yes
Custom Theme Profile	-	-	yes	yes	-
Emoticons/stickers	yes	yes	yes	-	-
Live map updates	-	-	-	-	yes
Add / Remove friend	-	yes	yes	yes	-
Mobile App	yes	yes	yes	-	-
Status	Offline	Offline next year	Live	Offline	Offline

Features:

According to above mentioned data in the table, we can have a proper look at how many functions and features did / do the websites provided or provides.

Vine: 13

GooglePlus: 26

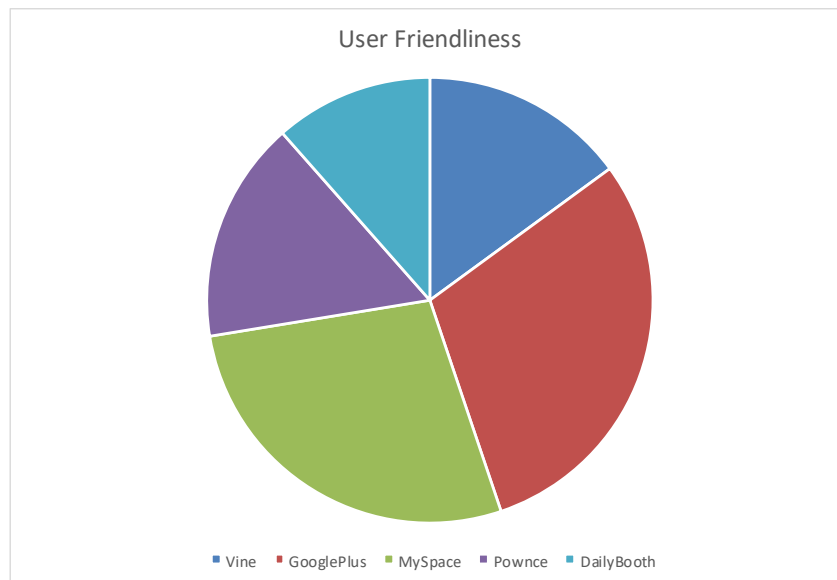
Myspace: 24

Pownce: 14

DailyBooth: 10

This data shows that GooglePlus & MySpace have the most features as compared to other above mentioned social media sites making them the most user friendly website among the five.

Now we will have a look at the sites which remained online the longest among above mentioned websites.



Launch Dates:

Vine: January 24, 2013 (6 Years Ago)

GooglePlus: June 28, 2011 (7 Years Ago)

Myspace: August 1, 2003 (16 Years Ago)

Pownce: June 27, 2007 (11 Years Ago)

DailyBooth: 13 February 2009 (10 Years Ago)

Shutdown Dates:

Vine: January 17, 2017

GooglePlus: April 2, 2019

Myspace: Online

Pownce: December 15, 2008

DailyBooth: 31 December 2012

Website Survival Period:

Vine: 4 Years

GooglePlus: 8 Years

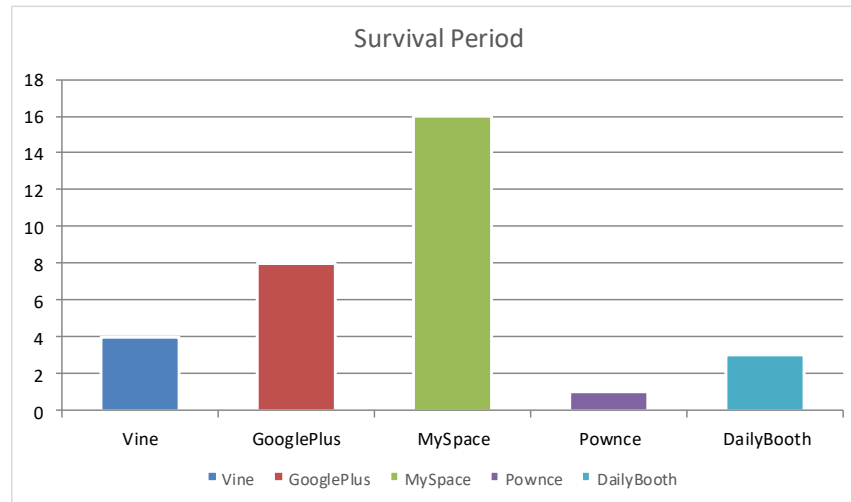
Myspace: 16 Years

Pownce: 1 Years

DailyBooth: 3 Years

From the above facts and pie chart result, we see that “Myspace” stayed online the longest among the above mentioned sites.

Launch and updates:



All these websites were launched to public with complete testing. After the user base increased and years passed, new changes and updates were required to transform according to time. So here we are going to take a look at the changes in features and updates of the five selected social media websites from their launch to shut down.

Launch & Updates	Myspace	Pownce	Daily Booth	Google Plus	Vine
2003	Founded				
2005	Purchased by News Corp for \$580 million				
2006	Top social website in US				
2006	Google paid \$900 million for a three-year advertising deal				

	contingent on the site's traffic. Double ads, ad congested layout.				
2006	Obscene photos being uploaded by celebrities put the image of Myspace on risk. Researcher Danah Boyd compared user migration from Myspace to Facebook to white flight. Boyd says it became a Digital Ghetto for users.				
2007	Rupert Murdoch, the owner of News Corp who bought parent company of Myspace, turned his attention to pursuing the Wall Street Journal				
2007	Myspace failed to execute the product development. It did not allow third party developers and users to create apps on the site.				
2007	Four families sue MySpace, claiming their underage daughters were sexually abused	Founded			

	by adults they met on the site				
2007 - 2008		Pownce launched their public API, launched a custom theme editor for Pro users, also added eight more preset themes for non pro users to use. Pownce launched a mobile version of their service.			
2008		Acquired by Six Apart company and was Shutdown in December 2008.			
2009	Co-founders DeWolfe and Tom Anderson left the company. Facebook officially passes MySpace for monthly visitors in the US.		Founded In few months, website received over 3 million unique visitors a month		
2010	Rebranding itself as an entertainment hub, focusing on musicians and not competing to Facebook.		Biggest competitor "Instagram" was launched.		
2011	Myspace's parent company News Corp. has sold the social networking site for \$35 million to Specific			Founded	

	Media				
2012			Airbnb acquired the team behind DailyBooth . Shutdown		Founded
2013				People had good response to GooglePlus. Specially their features such as friend circle, Hashtags, light formatting , GooglePlus photos, Hangouts- on-Air,	Vine was bought by twitter for \$30 Billion. It was then released as a Windows , iOS and Android app and it became a hit. 1 million vines created by 200 million users.
2013					Instagram launches video feature which shook the market.
2014				The user count started to fluctuate as the website was not social enough. Media started to criticize it.	Vine Kids app was launched. Loop count feature was added. Clip time increased from 6 to

					140 seconds. Xbox version also launched.
2015				Hashtags and friend circles were removed. Collections were added. Removed Auto-Awesome photo editor. YouTube integration removed.	All three of Vine's founders had left the company by October 2015
2016	Time Inc. buys Myspace and its parent company.			Google Plus changed the timeline format to just like Facebook had. Event pages and Hangout-on-air were removed.	Snapchat and other apps joined the market which had no time limits on and also included new features.
2017				Site redesigned. Big size pictures introduced to minimize white space on the website.	Shutdown
2017				Spam bots	

				blew the website in every possible way. Google decided to shut it down. Shutdown dates are announced to be late 2018 or early 2019	
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Flaws of these five social sites:

Myspace:

The first biggest mistake was its acquisition by a news corporation. The new owner did not know much about the internet, he only cared about the money. Murdoch set a revenue goal for Myspace of about 1billion dollar in a year that was a big number. To reach this amount, Myspace started to put more and more ads in the newsfeed of Myspace users, making the design look poor and cluttered. Only 4 out of 10,000 user would click on ad, which was a very low score. Whereas MySpace's competitor, Facebook kept the timeline simple and made the ads simple and decent looking rather than MySpace's animated ad that interrupted the users. The website of MySpace was flooded with ads in three year agreement with Google of 900\$ million.

Pownce:

Several factors such as the lack of revenue, stagnant growth, and the rising presence of Twitter led to the shutdown of Pownce. It was acquired by blogging company Six Apart just after 1 year.

GooglePlus:

There was no user engagement. GooglePlus was called a "virtual ghost town". By the end of 2016, GooglePlus had lost Auto-Awesome, GooglePlus Photos and GooglePlus Hangouts (mostly),

Hangouts-On-Air, Events, Hashtags, its chronological timeline, its focus on personal interaction, YouTube integration, and a very good portion of its staff, resources, and active user base. Due to removal of multiple good features, the site became difficult to use. There were no content creators and no complete reach details on posts.

DailyBooth:

Poor management. Low on budget. Biggest competitor Instagram was launched. Team of DailyBooth was acquired by Airbnb which started to work on different projects. There was little potential left in the execution of DailyBooth micro blogging website. And lastly, the DailyBooth creators did not integrate the sharing options in other social media websites specifically Facebook.

Vine:

Mainly the reasons for vine's shutdown were; Twitter had no money to run it. Twitter itself is not much a profitable company. Its stock price is low and the revenue from advertising is also very low. Twitter was losing too much money in sustaining vine and the staff of vine. Instagram released same features of video but with longer duration. All the famous people from vine left the website to a more popular and profitable website such as YouTube. Which paid the creators through ad revenue along with bigger audience. So with the vine stars left, there was not much people left on the vine to bring traffic, the audience would go to other platform to watch their content instead. Advertisers couldn't really use it for much of the advertising as it did not have banner or picture ads, all they could do is pay hefty amount of money to vine stars for a 6 second video. Lastly the most important fact is that Vine was only popular among young people but not much popular among older ones. And also that vine couldn't catch up with the growth of Instagram, Snapchat and Facebook.

We clearly see, the succession of a social networking website or social media website completely rely on few points mentioned below.

Ease of use:

From the facts, we learned that website should be simple and easy to use. The icons should represent the function and should be easier to connect with people. It should not contain long registration forms or constant security checks.

Features:

From the facts, we learned that website which have more relatable and understandable features, the longer that website stays online and relatable. Good features attracts and binds the users to the website or its app.

Growth rate:

From the facts, we learned that it is very easy to detect that which site is doing well through its growth rate. The growth rate is the factor that defines how complex a social media website, network or app is. More difficult the website is to use, the less growth it will have.

Failure Ratio of these Social media websites according to their negative points

MySpace

Starting from MySpace platform, the coding according to the positive and negative steps taken by the company between the timeline is as below to better conclude the final results.

Years	Positive Step	Negative Step	Neutral
2003			1
2005		1	
2006	1		

2006		1	
2006		1	
2007		1	
2007		1	
2007		1	
2007 - 2008			
2008			
2009		1	
2010	1		
2011			1
2012			
2013			
2014			
2015			
2016			1
2017			

Failure Ratio:

The calculated failure ratio of MySpace according to above mentioned data is 80%. Here ratio is obtained by calculating percentage of negative steps. This calculations suggests that due to the high rate of negative steps taken, this website had 80% chances of failure.

Pownce

<i>Years</i>	<i>Positive Step</i>	<i>Negative Step</i>	<i>Neutral</i>
<i>2003</i>			
<i>2005</i>			
<i>2006</i>			
<i>2006</i>			
<i>2006</i>			
<i>2007</i>			<i>1</i>
<i>2007</i>			
<i>2007</i>			

2007 - 2008	1		
2008			
2009			
2010			
2011			
2012		1	

Failure Ratio:

The calculated failure ratio of Pownce according to above mentioned data is 50%. Here ratio is obtained by calculating percentage of negative steps. This ratio suggests that due to the neutral rate of positive and negative steps, this website had 50% chances of failure. The percentage could be lowered if more positive steps were taken.

GooglePlus

Years	Positive Step	Negative Step	Neutral
2003			
2005			
2006			
2006			
2006			
2007			
2007			
2007			
2007 - 2008			
2008			
2009			
2010			
2011			1
2012			
2013	1		

2014		1	
2015		1	
2016			1
2017		1	
2017		1	

Failure Ratio:

The calculated failure ratio of GooglePlus according to above mentioned data is 80%. Here ratio is obtained by calculating percentage of negative steps. This calculations suggests that due to the high rate of negative steps taken, this website had 80% chances of failure.

Daily Booth

Years	Positive Step	Negative Step	Neutral
2003			
2005			
2006			
2006			
2006			
2007			
2007			
2007			
2007 - 2008			
2008			
2009	1		
2010		1	
2011		1	
2012			
2013			

2014			
2015			
2016			1
2017			

Failure Ratio:

The calculated failure ratio of DailyBooth according to above mentioned data is 70%. Here ratio is obtained by calculating percentage of negative steps. This calculations suggests that due to the high rate of negative steps taken, this website had 70% chances of failure.

Vine

Years	Positive Step	Negative Step	Neutral
2003			
2005			
2006			
2006			
2006			
2007			
2007			
2007			
2007 - 2008			
2008			
2009			
2010			
2011			
2012			1
2013	1		
2013		1	
2014	1		
2015		1	

2016			1
2017			

Failure Ratio:

The calculated failure ratio of Vine according to above mentioned data is 50%. Here ratio is obtained by calculating percentage of negative steps. This ratio suggests that due to the neutral rate of positive and negative steps, this website had 50% chances of failure. The percentage could be lowered if more positive steps were taken.

Results

As the research is about life span of social media websites. We put our best of the efforts in collecting the facts and discovering the factors which affect the life span of a social media website.

We found that some factors such as more functions, easy to use design, impressive themes, simple controls and good number of traffic are the key reasons which affect the life span of a social website. Lack in any of these features may result in the decline of the website and also can be the major reason for people to lose interest in the website.

Some other results which are obtained from this research are:

- 1: How long does a social media website stay online
- 2: The factors that affect the life span of social media website
- 3: Case study of 5 top social media websites that shutdown due to declining factors.
- 4: Discussed some factors that should be avoided in order to increase lifespan and traffic on the social media website.

Discussion

This research highlighted the global race between multiple social

media websites to gain the maximum audience around the world. To become number one on the internet. But what are the issues and problems faced by these social media networks or social media websites that prevent them from reaching their peak audience or result in the failure of their website. There are multiple reasons and factors discussed in this research which tells us that why social media website will not progress if the discussed negative point are present. Which simple takes us to the final thinking capability that what can be the lifespan of a social media website. And the lifespan of these websites clearly depends on the facts discussed in this research.

Conclusion

The conclusion of this research tells that the facts and figures, pros and cons, positives and negatives points discussed in this research are the key points which effect the growth and lifespan of social media websites. The main points include the ease of access, ease of use, good features, user gratification and user experience. If these factors are present in the website, then it will do a long run than other websites. So clearly according to this research, the points discuss in it tells how long a website will stay online. If it has terrible user interface, lack of features, difficult to understand / use or a bad user experience, then surely the website will have a very short life span. It can be clearly learned from the case studies discussed in this research.

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Once Red Hot Photo Service Dailybooth Is Closing Down

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