History

- 1<sup>st</sup> social network site launched in 1997
  - an online area where people with similar interests meet
- SixDegrees.com
- Six Degrees of separation:
  the small world: if a person is one step away from each person they know and two steps away from each person who is known by one of the people they know, then everyone is an average of six "steps" away from each person on Earth.
Launch Dates of Major Social Network Sites

- Six Degrees.com: '97
- LiveJournal: '98
- BlackPlanet: '99
- AsianAvenue: '00
- MiGente: '01
- LunarStorm (SNS relaunch): '02
- Ryze: '03
- Fotolog: '04
- Friendster: '03
- Skyblog: '03
- LinkedIn: '03
- Tribe.net, Open BC/Xing: '03
- Orkut, Dogster: '03
- Multiply, aSmallWorld: '03
- Catster: '03
- Couchsurfing: '03
- MySpace: '03
- Last.FM: '03
- Hi5: '03
- Flickr, Piczo, Mixi, Facebook (Harvard-only): '03
- Dodgeball, Care2 (SNS relaunch): '03
- Hyves: '03
- Yahoo! 360: '04
- Cyworld (China): '04
- Ning: '04
- QQ (relaunch): '04
- Windows Live Spaces: '04
- Twitter: '04
- YouTube, Xanga (SNS relaunch): '05
- Bebo (SNS relaunch): '05
- Facebook (high school networks): '05
- AsianAvenue, BlackPlanet (relaunch): '05
- Facebook (corporate networks): '05
- Cyworld (U.S.): '05
- MyChurch, Facebook (everyone): '06
Mobile Social Network is social network where one or more individuals of similar interests or commonalities, conversing and connecting with one another using the mobile phone.

Every online social network application is going to have a mobile component

- Internet social networking websites such as MySpace and Facebook is to turn mobile
- Facebook has launched a platform for operators designed to make its social networking application work better on portable devices.

Why?

- advantage over the computer-based communities
Features

- In most mobile communities (mobile social network), mobile phone users can now create their own profiles, make friends, participate in chat rooms, create chat rooms, hold private conversations, share photos and videos, share blogs by using their mobile phone.

- Most of the mobile social networks seek to capitalize on location information.

- An extension of the online site
Advantages & disadvantages

- Advantages
  - More Coverage
  - Mobility
  - Save time: upload a photo to Flickr in this two- or three-minute gap while waiting for a bus
  - Other capabilities: GPS
  - ...

- Disadvantages
  - Text input speed (Qwerty? 2 vs 10)
  - Screen size (Qvga, be very aware of image rendering speeds)
  - Bandwidth & cost (be aware of download)
  - No standards
  - ...
Types

- Web based
  - twitter
- PC based
  - IMs: AOL, ICQ, YAHOO, MSN (Windows Live)
  - Games
- Phone based
  - SMS
When users of JuiceCaster.com post pictures or video from their phones, the service will soon automatically provide information on locations where the pictures were shot.
- Dodgeball allows users to see an up-to-date map of friends' locations, collected through the GPS available in many phones.

You are in New York City.

Now available in over 22 cities!
standalone wireless social networks are partnering with other sites to gain traction

Dodgeball is talking to fellow Google property, Orkut.com, which is hugely popular in Brazil
Mobile virtual network operator

- enable communities and organizations to set up their own branded mobile services
Trends

- Everything goes mobile (Yahoo, Microsoft, Google, Facebook, MySpace)
- Flash (Adobe)
- Flash Lite (Adobe)
- Silverlight Mobile (Microsoft)
  - Enable an enhanced multimedia experience
- the world’s first Microsoft-Silverlight powered user interface on a mobile device
- Developer: StepChange Group
- @ MIX 08
- Touchscreen app
- Windows Mobile 6
- Future? Symbian? Nokia?
Mobile war

- Huge market
  - 3.3 billion mobile phone subscribers around the world, a number that far surpasses the total of Internet surfers

- Increasing fast
  - 2.3% of the global population of mobile users
  - The penetration rate would mushroom to at least 12.5% in the next five years

- Every site goes mobile

- No one has gotten enough traction to go mainstream

- Marketing campaigns
The future

- Phones have to allow for easier typing.
- Carriers have to introduce more features, making mobile social networking a truly rich experience.
- Mobile centric
Thank you!