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[The Rise and Fall of Online Social Networks Revisited](#)

July 1, 2011 by [Dan Kelly](#)

About two years ago (I'm having difficulty coming to grips with the fact that it has, in fact, been two years), [I blogged about my frustrations with the social networking sites of FaceBook, MySpace, and Twitter](#). Along with my posted content, I, admittedly a bit baitingly (if that is a word), adorned the post with a photo of [the Hindenburg disaster](#) and ventured to guess that none of the aforementioned sites would survive in the long haul.

I think two years is a decent enough interval to reevaluate, and my reevaluation is prompted by [reports](#) that [News Corp.](#) is selling [Myspace](#) for somewhere around \$35 million. Not a bad number, viewed alone, but context is everything in this case, and the context is that News Corp. purchased Myspace about six years ago for \$580 million. It does not take a rocket scientist to understand the economics of that investment. See also the below screen shot from the Myspace homepage:

my [Sign up](#) [Login](#) [Browse](#) [Music](#) [Topics](#) [Video](#) [Games](#)

SELENA GOMEZ & THE SCENE

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topics curators fans

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My, we've come a long way when you can sign in to your Myspace with your FaceBook account, haven't we?

I will concede that [FaceBook](#) is probably better situated than it was two years ago, but even so, it is not difficult to find [reports](#) of people simply quitting FaceBook. (In the interest of full disclosure, I have a FaceBook account and would characterize myself as a light user. I have thought about deleting my account numerous times.)

[Twitter?](#) I still don't see the attraction, and it is probably most effective as a career-killing medium. Don't believe me? Go ask [Gilbert Gottfried](#) and [Anthony Weiner](#), [among many others](#) (more [here](#)). Imagine the number of private gaffes and alienations that Twitter has fostered.

I'd say the jury is still out on social networking.

