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АСПІРАНТІВ І СТУДЕНТІВ**

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## **44. The war of social networks or why people choose online communication**

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**Introduction:** People began using the Internet at the beginning of the 21st century. They do a lot of things such as communication, shopping, reading news, watching movie, listening to music and sharing personal photos. In today's world of the Internet there are many social networks that have gained much popularity in recent years. And best known and most popular among them are “MySpace”, “Facebook”, “VK”, “Odnoklassniki” and “Twitter”.

**Resources and methods:** The analytical method, analysis, abstract logical (theoretical synthesis and report writing) were used in this work.

**Results:** Myspace is a social networking service with a strong music emphasis owned by Specific Media LLC. Myspace was launched in August 2003 and is head quartered in Beverly Hills, California. In June 2012, Myspace had 25 million unique U.S. visitors. Myspace was founded in 2003 by Tom Anderson and Chris DeWolfe, and was later acquired by News Corporation in July 2005 for \$580 million. From 2005 until early 2008, Myspace was the most visited social networking site in the world, and in June 2006 surpassed Google as the most visited website in the United States. Myspace had a significant influence on pop culture and music and created a gaming platform that launched the successes of Zynga and Rock You, among others. The site also started the trend of creating unique URLs for companies and artists. Myspace employed approximately 200 workers in June 2011.

Facebook is an online social networking service. Its name comes from a colloquialism for the directory given to students at some American universities. Facebook was founded in February 2004 by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. Users must register before using the site, after which they may create a personal profile, add other users as friends, exchange messages, and receive automatic notifications when they update their profile. In 2012, Facebook was valued at \$104 billion. As of January 2014, the company has about 1.2 billion monthly users.

VK is the second biggest social network service in Europe after Facebook. It is available in several languages, but particularly popular among Russian-speaking users around the world, especially in Russia, Ukraine, Azerbaijan, Kazakhstan, Moldova, Belarus, and Israel. Like other social networks, VK allows users to message contacts publicly or privately, create groups, public pages and events, share and tag images, audio and video, and play browser-based games. As of January 2014, VK had at least 239 million accounts. VK is ranked 23 in Alexa's global Top 500 sites and is the second most visited website in Russia, after Yandex.

According to eBizMBA Rank, it is 8th most popular social networking site in the world. As of January 2014 VK had an average of 55 million daily users. In 2013,

Mikhael Mirilashvili sold his 40% share in the company, receiving \$1.12 billion for it from United Capital Partners.

Odnoklassniki is a social network service for classmates and old friends. It is popular in Russia and former Soviet Republics. The site was developed by Albert Popkov on March 4, 2006. In 2012, the site was listed among 'The Top 10 Russian Internet Brands Out to Conquer the World'

Twitter is an online social networking and microblogging service that enables users to send and read "tweets", which are text messages limited to 140 characters. Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app.

Twitter Inc. is based in San Francisco and has offices in New York City, Boston, San Antonio and Detroit.

**Conclusions:** All of these social networks is essential for people, some can not live without a net. People become easily acquainted and start a relationship, someone starting a business through social networking, daily social media bring huge profits due to the fact that we remain in the network. Therefore, network owners are adopting latest technology that people could always connect with friends and share photos fresh from rest. Always hard to fight for his supporters.

## **References**

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