



Market Research: 'MySpace' Case.



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1. Literature Review,

1.1 Executive Summary:

MySpace is a social networking site that was established in 2003, in California and then the company was sold to News Corporation. According to Alexa Internet, MySpace is ranked 204 in the world and 114 in the United States of America, after it was the most visited site between the years 2005 and 2009, bringing the number of its monthly users to 100 million monthly users. MySpace disappeared and declined due to the emergence and prosperity of other sites on the scene to replace it. This research paper seeks to study the industry of social networking sites around the world, a special analysis of MySpace's site to identify its situation, the sources of its weakness and strength, the chance to reappear, accurate identification of the site problem, analysis of the competitor's situation, target customer segmentation, the marketing strategies and means of communication used. The researchers will apply a set of tools such as questionnaires and focus groups to obtain results for their analysis and to determine whether they match their research hypothesis about MySpace.

Background:

Introduction:

Today, social networking sites represent the largest global forum for Internet content. Since people started spending more time socializing on the Internet, social networking sites have

become an integral part of their everyday lives. There has been a pervasive diffusion of these innovations into mainstream culture. Creating new social networks, however, poses privacy issues over future abuse. Among teenagers and early adults, social network websites are becoming one of the very most popular destinations on the internet both adolescents and young adults in particular (GlobalFaces,2009; Lenhart,2009; Lehrman den, 2007) MySpace was an online reality show. It was the start of the internet as it is known. It was the pioneer of social media and the start of a new internet sensation. Before its biggest rival (Facebook) overtook it in April 2008 when ranked against monthly unique users, MySpace was the most popular social networking website. Millions of people who have adopted social network websites into their everyday life have been drawn to online social networks. This topic is important to talk about because this site was very important and one of the largest social networking sites in the world and it was a great success, but now it has lost all of its success because of its competitors (Facebook). After the number of users plummeted in 2011, MySpace was sold for 35 million dollars. MySpace was always very focused on the music aspects of the network, so it makes sense that its newest direction is music as it is trying to become the social network for people who are into music and musicians. However, looking at the site in 2019, it feels like a weird combination of news, YouTube, and social networking. In this paper, we give an alternative explanation of the appearance and disappearance of the site.

The Emergence of Internet and Social Media,

According to Cohen-Almagor (2011), the Internet originally emerged in the United States during the cold war. Historically, it was a competitive period between the Soviet Union and the United States to expand their dominance on the world through peaceful approaches rather than developed weapons. Hence, the race started by the Soviet Union's successful launch for the space satellite 'Sputnik', which caused the American intentions to establish the Advanced Research Projects Agency (ARPA), as there was a myth that this satellite can launch a nuclear weapon remotely (Cohen-Almagor, 2011). Therefore, according to Cohen-Almagor (2011), one of the ARPA offices -the Information Processing Techniques Office (IPTO)- managed to start a

successful program establishing a strategic communication network to use in American universities and government institutions to transfer information and messages. Moreover, according to Alterman (2000), that network developed and reached a popular and advanced level and started to be referred to as 'net', "In the 1990s the “net” went from being a mode of communication for a small number of hobbyists, scientists, and educators to being something akin to a national craze" (Alterman, 2000). Alternatively, according to Alterman (2000), the Internet infiltrated more tentatively in the Middle East and North Africa (MENA) region due to the expenses and the financial issues in the region, as the computer itself costs approximately 1000 dollars, and the access to the on-line network on the region costs around 30 dollars a month, hence, the expand through the United States and Western Europe was much easier and faster.

Moreover, according to Edosomwan et al. (2011), social media and networks emerged in the 1990s, at first as file- sharing based online niche social sites that people can interact in many different ways and had a great boost in the early of 2000, including websites such as Yahoo!, MySpace, LinkedIn, Friendster etc. However, the real beginning for the social networking did not start with the emergence of the Internet but instead with the development of the telephone itself during the 1950s, when the homemade devices started to connect and have access towards the telephone system, hence, free general calls, and even using or hacking the mailboxes in big corporates for broadcasting and blogging (Edosomwan et al. 2011). Furthermore, according to McIntyre (2014), social media and social networking sites are in a continuous competition that stability in the market seems almost impossible due to the occurrence of new sites that usually dominate the market during the last 30 years of social media evolution. However, according to McIntyre (2014), the competition in the field recently changed to a coexisting competitor technique where they need and help each other instead of the dominating and eliminating method. Hence, the social media started to complete the larger picture in any country and even have an influence over the social and political life of the countries and even reach the hardest political regimes and create independent thoughts such as what happened in the MENA region during the Arab spring.

Origins of MySpace,

MySpace, once one most popular website in the world has long fallen in popularity, but it has provided its early users with a place to reply to memories for years, as it was an American social network site that was mainly created internationally for teenagers and adults. It was founded in 2003, by Chris DeWolf, Tom Anderson, and Jon Hart and it took three months to build the site. However, the web blew up the day after launch, i.e., it stopped running. DeWolfe immediately met with his developer and discovered that more than 200 people at the same time could not survive an attack on the infrastructure they had designed. DeWolfe ordered the developer to build the site to hold millions of individuals at the same time, recognizing the error that had been made. MySpace has acted as a cheap delivery hub for black musical performers. This basic dissemination of music provided another route for the propagation of black music. The Internet itself has proven to be a strong force for many musicians to build fanbases. Artists not only used Myspace to share their songs, but they used it to communicate with their fans as well. MySpace musical blogs helped educate the artist's fanbase about upcoming or cancelled shows. By 2004, over 350,000 obscure and famous bands and solo artists had set up accounts on the web and encouraged their mates to participate, causing a viral impact. R.E.M. became the first band from a major record label to stream its new album on MySpace in September 2004, before its release. It reached more than 100 million users in a short interval making it the largest social networking site in the whole world. According to Alexa Internet², MySpace has grown to become the 5th biggest website globally³. According to the News Corp, MySpace essentially was a very similar website to many other social networks including profiles pages, photographs, pictures, music, biographical, friends, sharing, content, sending messages, and joining groups⁴. MySpace has a very eloquent effect on technology, music, and pop culture also it created a connected web whereby users put their lives online. It has also become a key music destination, more than 350,000 bands and artists used it to launch their songs and albums which enable users to share songs making it a distinct key music destination Myspace was the very first social network to get to and influence the global public around the globe. It also played a very important execution in the early evolution of institutions like YouTube and others (Boyed, 2007) However, as YouTube grew quickly, users flocked to the site and abandoned

Myspace. MySpace is the first social media outlet, long before snap chatting, Facebook, and Instagram. MySpace was acquired by Rupert Murdoch's News Company for a whopping \$580 million in 2005, and exceeded Yahoo and Google by becoming the most viewed website in the United States in June 2006. MySpace service after its sale is proof that the site is officially "dead". That may be attributed to a decline in the use of MySpace as well as some other SNS technologies providing a similar range of social features and capabilities. After two years, in April 2008, Facebook overtook MySpace in the amount of exclusive global visitors. This site was once the most popular site of its kind, but it was toppled by emerging online rivals, such as Facebook, after numerous debacles. Since despite many redesigns, the number of MySpace users has decreased gradually. Our findings suggest that one potential reason for the collapse of MySpace is that after they had a few good friendships left on the network, many of the users began to leave it.

The current stage of MySpace,

According to Goodings (2012): "In 2011, News Corporation sold MySpace for \$35 million which could serve as evidence that the site is officially 'dead'." after the website was ranked in 2011, as the 87th world widely used social networking site what was considered the evidence that the website was not doing any progress and it had to be sold.

Furthermore, according to Goodings (2012), one of the reasons of the decline of MySpace is having a wide range of other websites that provide almost all the functions and capabilities of MySpace what reduced the charm of it as a beginning of its dying period. Also, another reason, according to Dredge (2014), is the bloat of fashion, sports, and other topics verticals all over the website that disturbs the user's experience. But the main reason could be described in the desperate thrive to make a billion dollar revenue a year, that made the executives care more

about the advertisement and other money channels that will cause traffic rather than respecting the user and building trust (Dredge, 2014), hence, the website did not have the credibility, safety and privacy saving such as Facebook and other social networking at that time that preferred time and stability over money, maybe due to the main corporation's original nature as it was a marketing and e-commerce company (Dredge, 2014). So, obviously, as according to Hartung (2011), the biggest mistake was that MySpace started to determine the user's experience in contrast to Facebook for example that relied on the user's preferences itself whether the user is looking for game or a promotion, presenting a new method in the social networking sites which is the no plan method, the no assumptions unless they are based on real user's experience (Hartung, 2011). Also, according to rad Greenspan the rising acquisition of MySpace from news corporation's side was labeled as one of biggest acquisition scandals in the field and in the US history (Sweeney, 2006). As according to Sweeney (2010), the main reason behind this largest scandal in the field is: "\$580m News Corp paid for MySpace.com was extremely cheap and that executives involved in the deal knew the site could be worth as much as \$20bn within a few years." (Sweeney, 2006). So, instead of having a dead website that was thriving to money rather than reputation and loyal users, it had even large scandals when it was sold out that made mySpace have a worse reputation not only among the online users of the social networking websites, but also among the industry stakeholders and the united states' legal allegations (Sweeney, 2006).

1.3 Industry Analysis

Humans have constantly been concerned about communicating with close and loved ones to the extent that they kept researching and were never satisfied with the minimalistic communication they had at hand and kept striving until they reached the point of communicating with others across the globe. Also, as humans depended on communication to enhance their relationships with others and when face-to-face communication was impossible that's when social networking sites were invented. In this part, we will analyse the rise of social

networking sites and how they have evolved across the world, in the MENA region (the Middle East and North Africa) and Egypt.

History of Social Networking Sites.



The first noticeable social networking site was SixDegrees.com and it was launched in 1997. SixDegrees.com gave users the ability to generate profiles, have a friend's list that they can take a look at and starting from 1998, users were able to view other user's friend's list (Bhagwat & Goutam, 2013). All of these features existed way before SixDegrees.com but it was the first website to link all of these features together at once. SixDegrees publicised itself with the idea of allowing people to communicate with others by sending and receiving messages. While SixDegrees mesmerized millions of people, it failed in succeeding and collapsed in 2000. According to (Bhagwat & Goutam, 2013), the founders of SixDegrees believed that it was not rhyming with the people at that period. As the internet was not widespread at that time, so, all the users who were not interested in getting to know strangers simply did not find a lot to do on the site and eventually lost interest.



The second remarkable social networking site is LiveJournal, founded by Brad Fitzpatrick in 1999, the site mainly focused on blogging, which is simply giving users a place where they write and express their point of views in whichever topics, they are interested in. It is also a social

networking site because it allows users to “friend” each other and join communities as well as have a news feed similar to “Facebook’s” where they view their friends and communities’ journals (Moellenberndt, 2013). According to (Dewey, 2010), at its peak, the website was a home for more than 2.5 million active users, which was approximately 15 years ago in 2005. However, LiveJournal’s downfall started in 2007 when the website deleted and banned hundreds of journals and accounts without any warning, which angered many if not all the users but there was no other place to go as LiveJournal provided a unique experience. However, this was only the start this bug occurred twice during the same year simultaneously, Russians started getting increasingly interested in the website as it was safe and far from the Russian governmental officials (Dewey, 2010). Finally, after Tumblr’s launch, worldwide users decided to abandon LiveJournal with its continuous bugs and adopt Tumblr, which had similar features to LiveJournal.



The third most iconic and fundamental social networking site is MySpace, which was founded by Chris DeWolf, Jon Hart and Tom Anderson in July 2003. MySpace was popular among teens all around the world as it was an unobserved website where they can post and express their ideas and beliefs freely and that was what differentiated it from older websites like Friendster. Moreover, MySpace revolved around music, musicians and rising bands (Wirtz et al., 2010). By 2004, MySpace had five million active users and it surpassed Google and took the title of the most visited website in the world from 2005 until early 2008. However, MySpace’s fall started from there, the continuous bugs, deleted accounts without the owner’s permission, pop up advertisements, phishing, vandalism, spam and allegations of uncensored content that would cause improper and indecent behaviour. These were all the reasons behind the reputation that followed MySpace since then of it being an unsafe website for teens (Wirtz et

al., 2010). Unfortunately, these misfortunate events were the green light of Facebook to surpass MySpace and it was an alternative site where users can share their opinions on MySpace's crisis and many other debates.

History of Social Networking Sites in the MENA Region



Internet was the fastest form of communication to grow in number and importance in all parts of the world and MENA (the Middle East and North Africa) region was no exception to this innovation. The Middle East's culture, beliefs and forms of communication changed when the internet was introduced in Middle Eastern households and institutions in 1998 (Gelvanovska et al., 2014). As a result, the Middle East was one of the regions with a noticeable percentage of computer sales as it was an innovative way to stay connected with the outside world before smartphones. Furthermore, in 1999, Maktoob (a Jordanian version of Yahoo) launched with the aim that there ought to be an Arabic emailing service and the unexpected occurred, Maktoob received an abundant recognition and it hit 13 million monthly visitors in 2004. Maktoob kept striving for more attention and recognition in the market alongside Yahoo, Google and Microsoft (Mahroum, 2016). Until 2007, smartphones started spreading like wildfire and that's when users in the Middle East started reverting their attention to another website that was worldwide like MySpace. According to (Jones et al., 2008), 0.7% of MySpace's 100 million users are from the Middle East because MySpace adopted multiple languages and was more interesting than Maktoob. Finally, when in April 2008 MySpace fell worldwide, (Wirtz et al., 2010) users in the Middle East, just like everybody else around the world reverted their attention to Facebook as it started rising and gaining recognition immediately after MySpace's downfall and since then Facebook's users never decreased, in contrast, they increased day by

day especially in the Middle East. Since 2012, and the Arab Spring, Facebook's user base in the MENA region has increased by 264% (Radcliffe & Bruni, 2019).

History of Social Networking Sites in Egypt



The internet's entrance to Egypt was a long process that took time from the government to be able to provide a huge population with enough internet service providers. The internet's first official appearance in Egypt was in 1992, but it was restricted only to the usage of universities. Two years later, in 1994, it made an official appearance again but, in the ministries, and governmental institutions. Finally, in 1997, it started entering Egyptian households and by April 1999, more than 250,000 Egyptians used the internet and they were served by 50 internet service providers available all across the country (Kamel & Hussein, 1999). Besides, 1999 was the year "Maktoob" was launched and it was a fruitful year as well to the company in the Middle East as well as Egypt. In addition, by 2004, Maktoob's users made up approximately 67.7% of Egyptian users (Mahroum, 2016). However, not everything stays the same, after the invasion of smartphones in 2007. Maktoob was no longer the leading platform in Egypt, it passed on this position to MySpace, whose user's percentage in Africa was 12%, which was a considerable number concerning MySpace's number of users (Wirtz et al., 2010). Nonetheless, when Facebook was leading after MySpace's fall, Egypt was also home to numerous numbers of Facebook's users. Since then Facebook is the Egyptian's favourite networking site, it has even become the source of information for numerous numbers of people. Besides, in 2011, Egypt has had 4.7 million users and they keep on increasing daily (Mourtada & Salem, 2011).

1.4 Swot Analysis:

MySpace experienced a boom in its performance, as its audience reached millions in the early 2000s, until its rival Facebook appeared, and then MySpace blossomed before it. It is worth noting that in the United States, MySpace ranks tenth, with an average of 58 million visitors per month, while Facebook ranks third at a rate of 95 million visitors per month. The following is a SWOT analysis of the MySpace site as an accurate analysis to identify both the strong and weak positions of the site in addition to the opportunities and threats facing it.

Strengths:

- A platform that matches Generation Y and the type of music they are familiar with
- A platform that provides live broadcast of concerts
- A unique platform as it combines between presenting musical and artistic media in addition to the ability to form relationships and communicate with celebrities and interact with them (Social networking site) (Dwyer, Hiltz, & Passerini, 2007).
- Ease of registering a personal file and designing it easily and freely to start participating in the platform

Weaknesses:

- It targets a specific segment that it addresses (artists and musicians) and excludes the rest of the possible market segments
- The site faces several crises related to the safety and privacy of customers' data registered on the platform (Ali Al-Busaidi, 2014).
- Clients perceive the content as irregular and it addresses only one aspect of their interests a" music", that thing creates boredom and makes them feel isolated.
- Many advertisements flow from the site's pages and pop up spam messages, causing inconvenience to the platform's audience (Bolotaeva & Cata , 2011).

Opportunities:

- Music of all kinds has a large area to display the site
- Find access to online trading and trading platform applications.

- Gigantic technological development and everyone's ownership of smartphones to discover this platform and music on it, which differs from generational technologies back, from the phonograph to cassette and CD (Dwyer, Hiltz, & Passerini, 2007)

Threats:

- The loyalty of Internet and social media users has become devolved to competing sites for MySpace such as Facebook, Twitter, and LinkedIn.
- The diversity and abundance of other social media platforms create competition between the platforms, which distracts the audience and reduces the rate of memberships and visits (Dwyer, Hiltz, & Passerini, 2007).
- The state may intervene to put in place regulations related to the security and privacy of customer data due to the continuous complaints related to this aspect (Ali Al-Busaidi, 2014).
- The increase in popularity of more communication platforms may make advertisers tend to place their ads on these websites to increase the popularity (Bolotaeva & Cata , 2011).
- Sudden changes in interests and general artistic tastes, which make them lose their passion for the platform.

1.5 Problem Statement:

MySpace happened to be a pioneer in the early 2000s, however it could not continue its distinguishment due to several causes:

1- Sexual Assault of Minors

Starting with a direct reason, according to Stedman (2007), MySpace as a social networking site provides the opportunity for each individual to present his\her thoughts and desires through an organized tree of connections of the user's choice, this comfort and free environment created the existence of adult sexual offenders who have an easy access to communicate with the victims especially children (Stedman, 2007). Hence, many incidents affected the website's reputation during its peak period especially that it was the first in its genre to have such features of social engagement, that even a fourteen year-old girl with her parents sued MySpace for thirty million dollars and the reason as quoted in Stedman (2007): "because the rapist first communicated with the girl on MySpace." (Stedman, 2007).

2- Personal Information of Adolescents on The Internet

The identity theft and information leaks are one of the biggest threats that encourages the users, especially the teens and youth, to either hide or even fabricate their information. Hence, having an anonymous contact on the friend list in MySpace was a familiar and accepted behaviour, what led to the spread of sexual assaults crimes and impersonating incidents as according to Hindujaa & Patchinb (2008). So, especially from the parental and women point of view, using unsecured website that gives extreme freedom with no information reference was not a preferable choice. What caused to create an uncomfortable atmosphere at the website consists mostly of advertisements, blogs and activists, sexual predators, target oriented users, due to the societal hostility for such a website with these new society engagement features (Hindujaa & Patchinb. 2008)

3-Real Software Abstraction

One of the very famous reasons that alienate the users from any website is lack of the user's virtual control and the sense of belonging to a familiar environment (Gehl, 2012). So, in MySpace case it was the excessive interest in the monetize user-generated content, that was successful as money investment but causes an irritating user experience. As in opposite to other successful sites such as Facebook, MySpace was forcing different ads and generic excessive unrelated data and advertisements to the user instead of customizing and tailoring the data for each individual, which adheres the logic of faster easier money (Gehl, 2012).

4- A Rush to Modernize

In 1963, a big wave of change and call for modernism occurred, what caused difficult choices for many corporations and fields, what urged every industry to choose between taking the risk and step forward or preserve the classicalism to be its core (Milligan, 2013). Unfortunately, MySpace chose to rebrand itself during the 2000s, and adopt this market method without considering the essential block in its success, humans, and humans cannot erase their history and change spontaneously. Hence, this decision caused the kill of many existed blogs, many of archived information and occasions, that affected the user's authenticity and caused different reactions where most of them were not supportive and even aggressive, that even some called it 'erasing the history' (Milligan, 2013), not to mention the recent lose for all content uploaded before 2016.

5-Egyptian Restrictions

In 2011, one of Egypt's biggest revolutions accredited the role of social media during the political change stage. According to Bhuiyan (2011) one of the biggest reasons or incentives of the 25th revolution was the social media influence, what caused many restrictions during and after that period, includes Facebook, MySpace, Twitter, and YouTube. Hence, the social media ever since was controlled and lost its power and influence (Bhuiyan, 2011). Also, it may not directly affect the usage of the websites, but definitely that reduced the support and the dependency it had, which affected thousands of bloggers and activists what obviously affected the engagement on the previously mentioned websites (Bhuiyan, 2011).

1.6 Competitive Analysis

The continuous development of the social media and website industry is creating a brutal atmosphere for any rising social networking site, or any other existing one. Hence, analysing the competitors is an essential step in analysing the state of MySpace.

2. *Direct Competitors:*

- Facebook



Starting with the pioneer and the first competitor for any emerging or stable social networking site, "Facebook". According to Eydman (2019), Facebook depends on creating a personal tree of connections through adding and removing features, also the communication among the connections has various forms starting from messages, polls, mentions, comments, events and alert notifications, posting and sharing. Therefore, Facebook has the core features of MySpace, but with additional features, which leads to customer loyalty and a successful market share. Facebook also managed to rely on the user's experience and the user content generator feature to be the first and provide a slow attachment with the user instead of newness spark (Eydman, 2019). Hence,

MySpace is competing with a positive reputation and increased features suitable for every user individually. So, the core distinguishment in MySpace is creating a virtual tree of connections, and this would not monopolise nor merit anymore, which creates new challenges for MySpace.

- LinkedIn



LinkedIn is a similar famous social networking site at the market, where the user builds a personal profile and is encouraged to connect with new users to build a large tree of connections. Users can also download their CVs, arrange their profile, display and highlight their work and experiences to create a connection upon the mutual possible benefits, as the main theme of the website is to create a professional and a beneficial profile (Utz & Breuer, 2019). These advantages besides the ability to connect in various forms, whether for a business purpose or not made LinkedIn almost a must for every graduate who wants to be updated with the market needs, which created the importance and stability for the website (Utz & Breuer, 2019).

- Twitter



According to Bravo-Marquez et al. (n.d), Twitter is another social networking site that relies on creating blogs and communication building different virtual connections and posting, depicting the main features in MySpace. However, Twitter is considered a large liberate platform that supports many social and political issues, what enhances the need and importance of the website, and even remarked with the new generation's minds as a sophisticated website which is heard and causes a change. Hence, MySpace will be competing with a new form of customer loyalty and reliability.

3. *Indirect Competitors:*

- Instagram



Another pioneer website is Instagram, as much as it is only a novel photo-sharing and short videos social networking platform rather than a communication website, but it has spread a wide that according to Smith in 2014: "around 75 million people are using Instagram daily, and approximately 16 billion photos are uploaded and shared with other users" (Ting et.al 2015). Hence, Instagram could be considered a pioneer social networking site even if the main core of the application is not socializing and communicating.

- What's App



According to Wong et.al (2019), WhatsApp satisfies the opposite needs of creating new connections and socializing with new users. The application depends on the user's actual connections and aims only to communicate with them in specific three ways: texting, calling, and sharing photos. Hence, the application is very simple yet very useful that gave it a large share of the communication sites fame and success, which presents a threat to MySpace in the field of minimalism and simply communicating with the existing connection.

1.7 Target Audience:

MySpace is a social networking platform that is predominantly artistic and musical. The platform, in turn, targets workers in the musical and artistic fields, or even amateurs, in order to exchange experiences, learn about different cultures, and market their businesses. Usually the ages of users are between 17 and 40 of females and men, who are of the upper middle and upper classes.

Demographics:

Gender: Both men & women

Age: The target audience is from the category of 13 years old to 40's, and the average age of MySpace users is 27 years (Jones et al. 2008)

Social class: Upper B&A class with average annual income about 44,000 dollars at least (Percival, 2008).

Education level: 23% students (schools & university), 17% graduates, employees, and musicians (Percival, 2008).

Geographics:

- MySpace users are spread around the world due to the lack of geographical boundaries for the Internet networks (Thelwall & Wilkinson, 2010).
- It is more prevalent in western countries such as America and France due to the multiplicity of artistic musical trends, in contrast to the Kingdom of Saudi Arabia, which may scarce musical trends (Levine & Robert, 2006)

Psychographics:

MySpace as an artistic social networking site that artists and music amateurs communicate with, it is targeted:

- Fun people who want to have fun
- They have hobbies to play, sing, mix, compose, etc.
- People with artistic sense
- We are open to sharing artwork, comments, and criticism
- Open minded and receptive to different new cultures and music genres
- Expected to leak their data or work, especially considering the defect in the security system at the site (Jenkins & boyd, 2006)

Behavioural:

- a. They do not like to collect money as much as it is spent on what they love, such as buying musical instruments, attending concerts, owning unique CDs ...
- b. 25% or less of their hours of the day are not busy with art or music, and the rest of the time they indulge in art-related activities that may not be just a hobby but work (Thelwall & Wilkinson, 2010).

1.8 Marketing Communication Program:

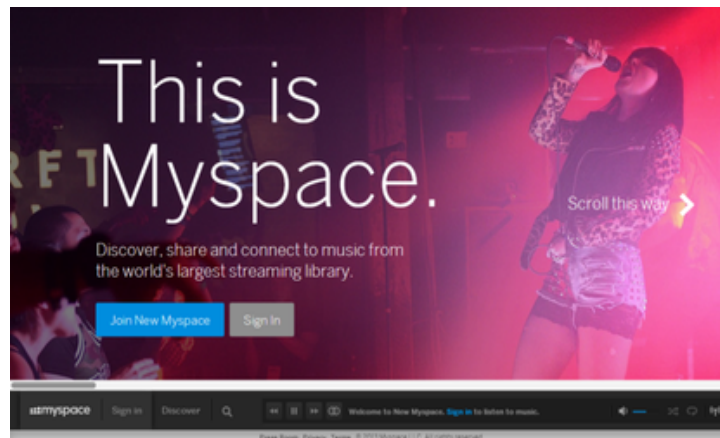
Communication is the most effective tool behind the marketing process. It works on building a strong bond between the customer and the organization. The communication process is a conducive aspect in marketing. A successful marketing process needs a successful communication process to reach a prosperous business. The effective key of the marketing communication should be applied on the credibility and creativity. In order to, gain the customer's loyalty toward the company and make your campaigns memorable to customers. (Kaushik, 2011). Marketing Communication program can be online or offline but, in both cases it's very efficient. In MySpace they used the online platform. MySpace's team were brilliant enough to use different marketing communications methods. Especially with the social networking era. MySpace granted many chances for people to create their business and initiate

an identity. However, social networking sites became the diffusion channel of the information. It makes it easy for individuals to handle and develop their businesses. The marketing communication used in MySpace was very effective and well prepared with a set of activities to enhance the marketing strategy (Owen, Humphrey, n.d). They used Billboards and musicians, Influencers, Celebrities, and digital advertising.

1.Musician and Billboards

Marketing used many techniques to communicate with customers. One of the most popular and effective tools used through MySpace was the music section. MySpace had plenty of known and popular artists and singers. The influence of music on the marketing field were recognized and operative to grab more users (Neese, 2015). MySpace works on the idea of " Self-Advertising" which means that the website doesn't pay money for those singers. But at the same time, they utilize them in their billboards to rivet more users. MySpace exploited that point and, offered several songs on the website for free to the users. At that time MySpace was

the only application offering that option to users without subscriptions for money. MySpace made an amazing combination between users and music to engage more with their users.



2.Influencers

MySpace was a start-up platform for many of the influencers and celebrities to be well known on social media channels. One of the first users of MySpace was "Tila Tequila" she is an American Tv presenter in some shows. Tequila uses MySpace in 2003, to generate more connection and enhance her engagement with people (MySpace). People always follow up with public influencers and celebrities. They take them as role models in their life. MySpace was an opportunity for influencers to create more followers. However, users were engaged more with the idea of the influencer. The number of users started to increase as users found out their favourite celebrities. Influencers were part of the word of mouth marketing technique, where one person can share their experience with the product or service s/he used. As a result, millions of people will automatically have the urge to use or buy this product or service. It was the first App to use influencers through its marketing communication program. To increase their sales and users (Kostic, 2018).

4. Celebrities



Celebrity endorsement is one of the most dynamic factors behind the success of marketing communication programs. Celebrities are used as an advertising tactic where they transfer the image of a product or service as it is. Celebrities are a powerful factor used in marketing as one person talks about a brand, service, product and the majority listen and follow him/her. Celebrity endorsement is the best procedure for service or product recognition and recall. They know well how to transfer and enhance good images for their fans about the products and services they used in their life. Celebrities always have their influential way in advertising in order to be remembered by the consumer's memory. Celebrity endorsement enhances the credibility and believable concept inside the consumer to use the service or product (Awasthi, Choraria, 2015). MySpace was clever enough for being a platform for many celebrities to reinforce the number of users and the advertising opportunity inside it. On other hand, MySpace enhances those celebrities' popularity inside their fields. Kim Kardashian was from the top 8 on my Space. She was called Princess Kimberley's by her fans; she was very active with the users. Katy Perry, Justin Bieber, Lady Gaga, and Kanye West. All of those celebrities were users of MySpace and had millions of followers (Agafonov, 2017). MySpace was the most popular social networking site and it was very professional for them to engage and communicate more with their users.

4.Digital Marketing Advertising

Digital Marketing is the technology branch behind the marketing system. Digital marketing became more popular with the evolution of the social media era. As it mainly relies on using the technology tools and social media platforms for the advertising and selling process. Digital marketing one of the faster and most influential tools through media platforms. Furthermore, it's the most spread e-commerce solution within the selling and buying process. It's considered as one of the most accurate and fastest ways within the marketing methods. A company can easily measure their success or failure according to the interactivity behind their online campaigns (Shirisha, 2018). My Space made an online campaign with a BBH company called "fan video" the campaign was launched to promote MySpace music. Fans uploaded their videos on MySpace then their content was used within the featured artist's page on MySpace. They add pictures of their fans within the video. The campaign's idea was about empowering fans of music with the help of the original singers in order to, increase the user's number and increase MySpace's popularity chance (Campaign, 2010). Another campaign that succeeded was an online product selling through MySpace in partnership with Albion. It's an online gaming company, where the player can sell or buy a product through the game. The reason behind using MySpace was the enormous number of users which would be helpful in enhancing more players to use it. (Campaign, 2009).

1.9 The Marketing Mixes:

A functional marketing mix can drive the company toward its objective and upgrade their performance. Marketing mix works on both long- and short-term strategy, which is known by the “continuous process”. The 4P’S inside the marketing mix aims on enhancing the consumer’s needs and satisfying their wants. Nowadays, marketing mix became the relevant way behind the marketing strategy to keep up the service or the product inside the market share. And works on improvement of their place between the competitors (Bahador, n.d). The research will tackle the 4P’S inside MySpace.

The Product

- It is a social media networking site
- MySpace offers MySpace music, MySpace videos and MySpace social networking site.
- MySpace provides users with the opportunity to engage more with random people.

The Place

- MySpace is an online service that can be found at any place with access to the internet.
- MySpace can be accessed in all countries and has never been blocked by any country (MySpace).

The Price

- It is a free website.

The Promotion

- MySpace used a cross promotion with google. They had an agreement on displaying Google advertisements on MySpace’s website as it one of the largest social networking sites (PHYS, 2010).

"We're excited to deepen our partnership with one of the largest social Web properties in the world, MySpace," Google’s vice president stated to the media.

2.Primary Research:



2.1 Research Purpose:

The researchers aim to track the timeline of MySpace in Egypt and its reputation at the current and past stages. Moreover, the researchers aim to examine people's perception in regard to MySpace's comeback in Egypt as an independent platform. Thirdly, the researchers aim to examine MySpace's old marketing tools and techniques and how they could innovate them to return to the market. Finally, the researchers will examine MySpace's potential competitors and what they are lacking.

2.2 Research Problem:

The research aimed to examine the reasons behind MySpace's failure. Through analysing the competitors in the field and MySpace's chances of success, by investigating the privacy problems and information leak scandals, examining the sexual and uncensored content and the website's advertisement policy and tools.

2.3 Research Questions:

1. Would the online users trust MySpace if it had age restrictions and parental tools as a solution for its censorship absence?
2. If MySpace used the method of fusion and partnership, would it be more successful instead of returning to the market independently?
3. Would MySpace gain the consumer's interest if it obtained new privacy tools?
4. Would MySpace succeed if it used new features similar to other websites?

5. Did MySpace's features quality affect the user's perception in comparison with the new social networking sites?
6. Was the privacy policy the main reason behind MySpace's failure?
7. Is it possible to change the user's perception through changing MySpace's features and privacy tools?
8. What are the available marketing tools that might help MySpace to create a positive feedback at the current stage?

2.4 Research Hypothesis:

1. There is a statistical correlation between MySpace's comeback and a change in the website's target audience.
2. There is a statistical correlation between the user's preference of privacy and preference of functional online features.
3. There is a statistical correlation between MySpace's success, and MySpace's music features that facilitated the free music and video download for the user, besides the free platform for the growing musicians and bands.
4. There is a statistical correlation between MySpace's failure and the success of Facebook.

2.5 Further Information:

After conducting secondary research, some information was found missing. Therefore, some primary research was needed.

1- The Previous Effect of MySpace in Egypt.

MySpace's effect was limited to its songs and chatting, it was very popular during the early 2000s and succeeded in gathering a big sector of youth at that time due to its multiple features which were new in Egypt at that time.

2- The Target Audience in Egypt.

MySpace's target audience at that time was from 15 to 25, what means it was popular among teenagers, youth, and school students.

3- The Current Customer Perception Towards MySpace.

MySpace failed to obtain a long-term relation with its users due to its continuous failures regarding important topics, such as privacy tools, pop-up advertisements, lost information, etc. So, MySpace has no credibility nor preference at the current stage.

4- The Marketing Tools That MySpace Could Use at The Current Stage.

MySpace could make use of partnerships with other popular websites and applications as an independent competition will harm MySpace and cause more failures. Also, it should use influencers and celebrities to obtain a new reputation as this is a successful method at the current stage.

5- The Missing Features in the Field of Social Media Websites Right Now, and the Features that Could be Added to MySpace.

The songs feature was a nice add in MySpace, so it could be developed into other similar features to the "Story" and "Reel" features at Instagram. Also, video chatting games and parental restrictions are very important features to add that are not that popular or existing at the market.

6- The Effect of Using Arabic Slang Like Other Applications Like 'Saraha'.

Using Arabic slang could be much more interesting to the Egyptian society and will help new target audience of different educational levels and age groups to join, also it will be more familiar and closer to the Egyptians.

3. Methodology:



3.1 Participants:

The researchers obtained the data through these three channels:

In depth interviews with:

Media Specialist: Hussien El Meligy

CEO & Founder of Evergreen Agency

Social Media Influencer: Salma El- Khatab

Fashion Model and Blogger through Instagram

Mass Media Professor: Dr. Ghada Makadi

Module Leader of Advertising Campaign Module at the British University in Egypt.

2 different Focus Groups:

The first focus group consisted of 5 people, who were heavy users of MySpace.

The second focus group consisted of 4 people, who were IT technicians.

3.3 Instrument:

In the questionnaire used, 21 different questions were included, with 4 screening questions such as (age, gender, job, place of residence). 10 Close Ended questions are included. While we have not used the open-ended questions frequently, only two open-ended questions are included. 5 Likert scale questions are included to give the audience an opportunity to express their satisfaction with their social media experience, especially for MySpace.

As for the focus groups, there was a moderator to manage the group and there were regulations to organize the conversation between individuals and give everyone an appropriate time to express his opinion with full respect for the opinions of others and not to violate the freedom of any individual to express his opinion.

3.4 Procedures:

Regarding the questionnaire, it has been published and shared on all social media platforms to be available for the largest number of social media users to answer.

Regarding the in-depth interviews, the interviews were completed with specialists, bloggers, and scholars of social media platforms to be aware of MySpace site sufficiently and to be able to share solutions and opinions on the possibility of MySpace returning to the field again.

Focus Group Procedures (8 steps):

1. Objective & problem:

The objective that was discussed is to find solutions to try to restore MySpace again in the field and restore the confidence of its users. However, the problem is that the site has completely lost its credibility, also considering the presence of other communication platforms competing with fierce competition and surpassing it and seizing the loyalty of its users, especially considering the features it provides and the privacy of its users that it maintains.

2. Objectives of Qualitative Research:

Mainly aims to discuss the causes of the deterioration and occurrence of MySpace site, and to what extent the possibility of its return to the scene is possible.

3. Objectives/Questions to be Answered by Focus Groups

- Discussing proposed solutions (such as making a MySpace application on mobile phones, create partnerships with Windows and others) and study the possibility of implementing it and to what extent it will succeed.
- Finding solutions to make MySpace succeed in its comeback, against its competitors and assess whether this is desired by the public or not.

4. Screening Questions

- Which social media apps do you use the most and why?
- What are the factors affecting the process of creating an app? What are the factors affecting the process of creating an app?
- What are your favorite features in social media current websites and applications?
- What are your favourite features in MySpace, and are they easy to create?
- When and why did you use MySpace and for how long?
- Can you recall a specific frequent error related to MySpace?
- Would you still use MySpace if it improved its fixed?
- What could help MySpace improve technical wise?
- Do you think partnerships with large operators such as windows will help MySpace? Or is it an easy process to be managed independently?
- What do you think of MySpace's privacy tools?

- What are the factors affecting your choice of a certain app?
- What are your favourite features in social media?
- What are your favourite features in MySpace?
- When and why did you use MySpace and for how long?
- Can you recall a specific event related to MySpace?
- Would you still use MySpace if it made a comeback?
- What could help MySpace improve?
- Do you think adds will help us in this case?
- Do you think there are too many competitors for MySpace to make a comeback?

5. Develop a Moderator's Outline

- Identify the Research's objectives.
- Brief respondent (Participants) profile.
- Where and when interviews take place.
- Create an agenda.
- Set Appropriate Rules.
- Introduction.
- Topics.
- Questions script and activities.
- Feedback.
- summing up & Conclusion.

6. Conduct the Focus Group Interviews
7. Review Tapes and Analyze the Data
8. Summarize the Findings and Plan Follow-Up Research or Action

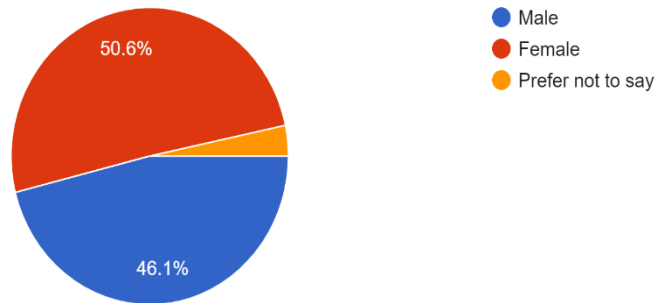
4. Results:



4.1 Survey Results:

Please specify your gender?

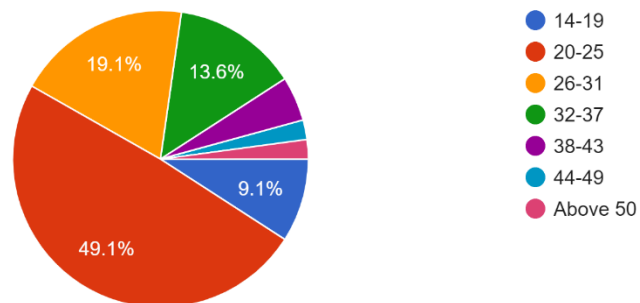
330 responses



50.6% were females, 46.1 % were males.

Please pick your age below:

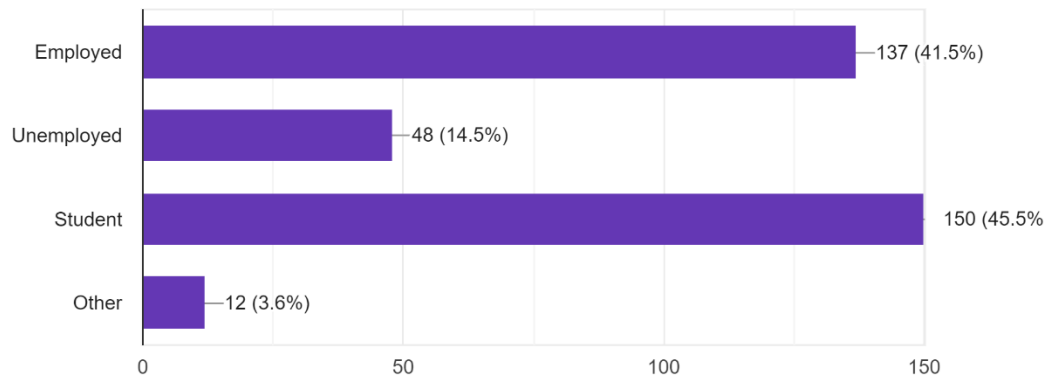
330 responses



49.1% were between 20-25, 19.1% were between 26-31, 13.6% were between 32-37 and 9.1% were between 14-19.

What is your occupation?

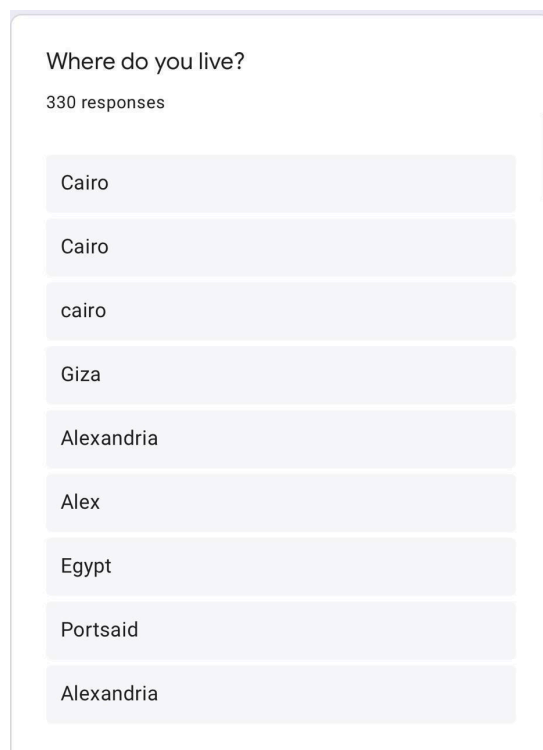
330 responses



45.5% are students, 41.5% are employed and 14.5% are unemployed.

Where do you live?

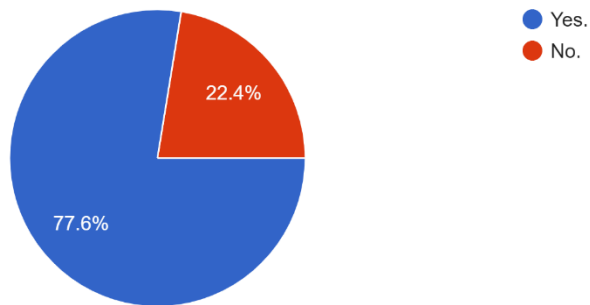
330 responses



53 said that they live in Cairo, 7 said that they live in Assuit and 6 said that they live in Alexandria.

Do you Know MySpace?

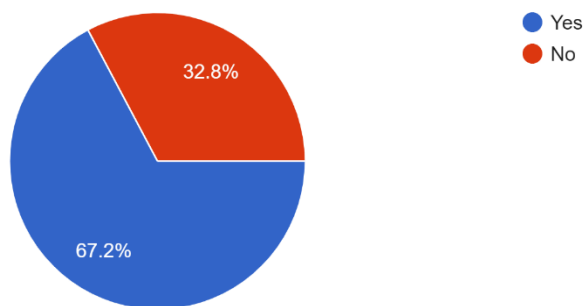
330 responses



77.6% said that they know Myspace and 22.4% said that they did not know MySpace.

Have you had an account on MySpace?

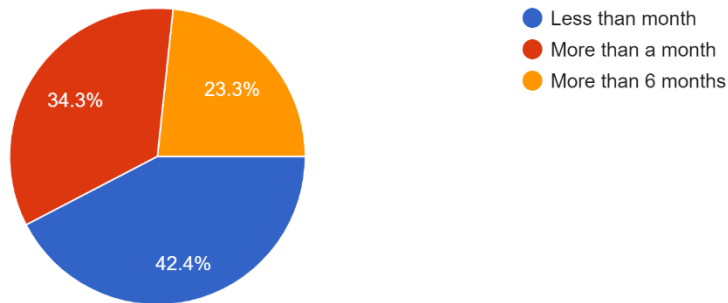
244 responses



67.2% said that they had an account on Myspace and 32.8% said that they did not have an account on MySpace.

How long did you use MySpace for?

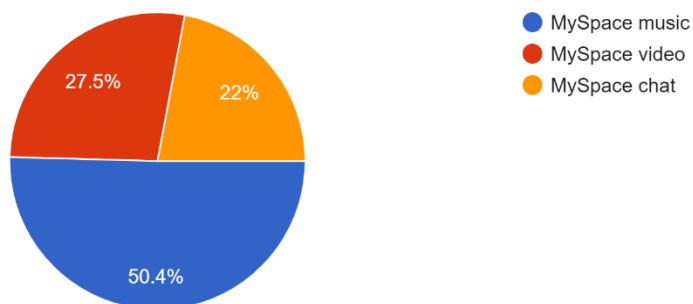
236 responses



42.4% said that they had used MySpace for less than a month, 34.3% said that they had used MySpace for more than a month and 23.3% said they had used MySpace for more than 6 months.

Which MySpace feature did you like the most?

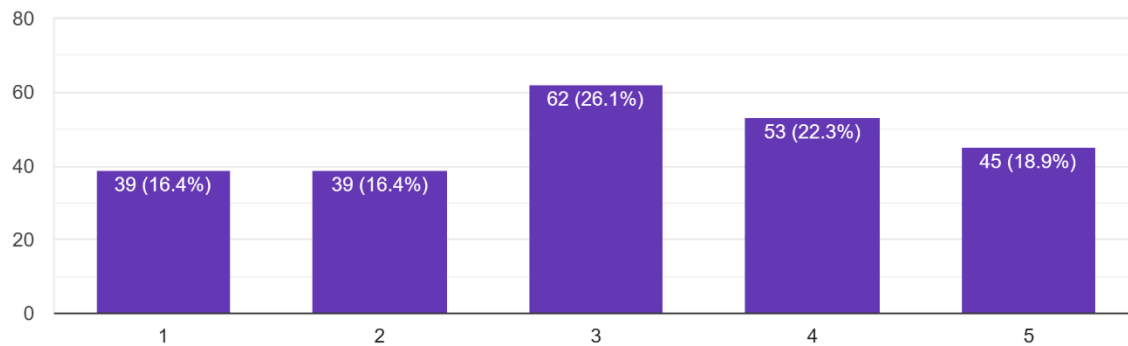
236 responses



50.4% said that they prefer MySpace Music, 27.5% said that they prefer MySpace Video and 22% said that they prefer MySpace Chat.

A) I am satisfied with MySpace:

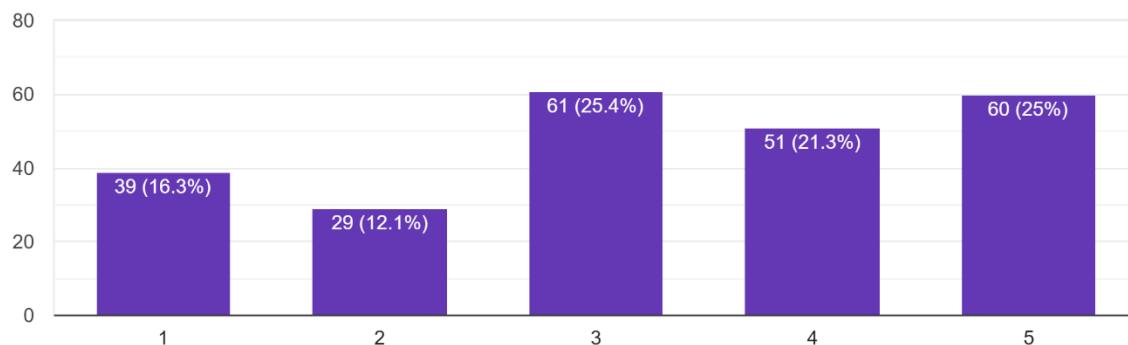
238 responses



26.1% said that they were neutrally satisfied with MySpace, 22.3% said that they were unsatisfied with MySpace, 18.9% said that they were very unsatisfied with MySpace, 16.4% said that they were satisfied with MySpace.

B) MySpace would be a huge success, if it made a comeback:

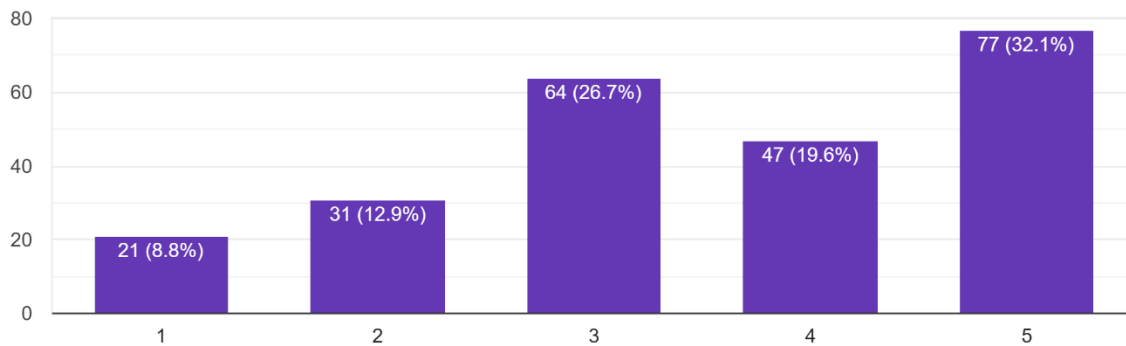
240 responses



25.4% said that they had neutral thoughts that MySpace would be a huge success if it made a comeback, 25% said that they strongly disagree, 21.3% said they disagree, 16.3% said that they strongly agree and 12.1% said that they agree.

C) I am satisfied with MySpace's privacy policies.

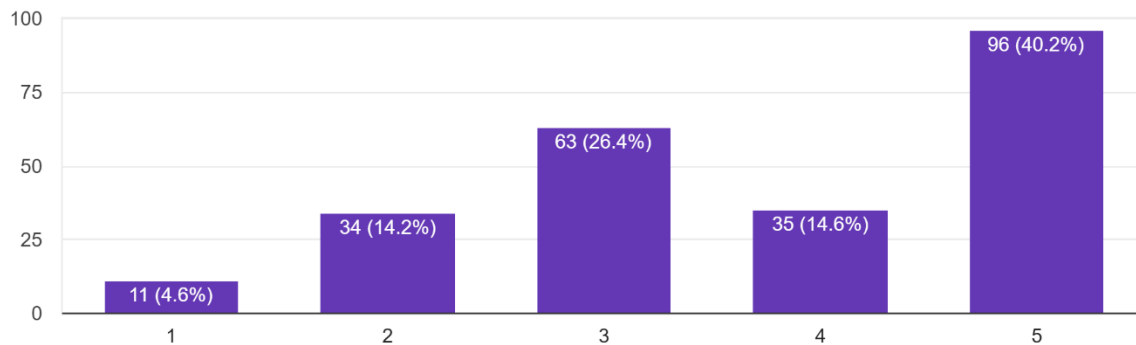
240 responses



32.1% said that they were strongly unsatisfied with MySpace's privacy policies, 26.7% said that they were neutral, 19.6% said that they were unsatisfied, 12.9% said that they were satisfied and 8.8% said that they were strongly satisfied.

D) The speed of MySpace is quick.

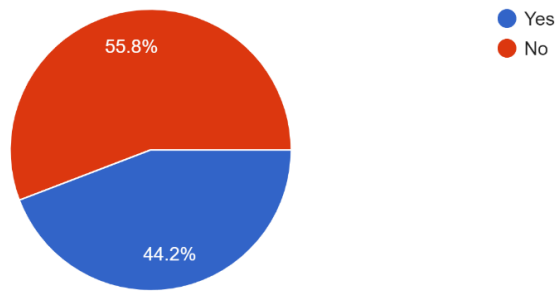
239 responses



40.2% said that they strongly disagreed that the speed of MySpace is quick, 26.4% said that they were neutral, 14.6% said that they disagreed, 14.2% said that they agreed and 4.6% said that they strongly agreed.

Have you ever came across MySpace's advertisements?

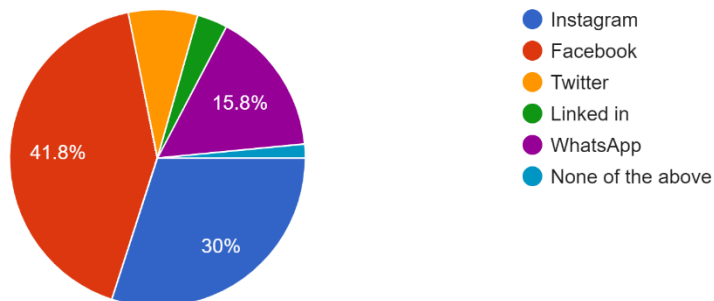
310 responses



55.8% said that they have never came across MySpace's advertisements and 44.2 said that they never came across MySpace's advertisements.

Which media platform do you use the most?

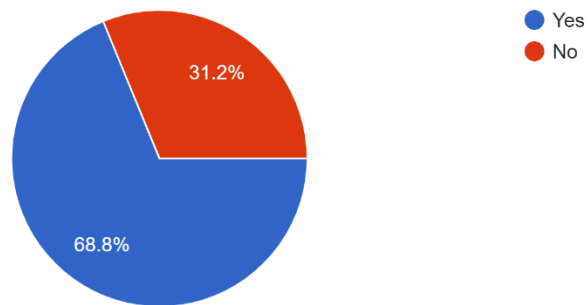
330 responses



41.8% said that Facebook is their most used media platform. 30% said that Instagram is their most used media platform and 15.8% said that WhatsApp is their most used media platform.

Would you try MySpace based on social media celebrities' recommendations?

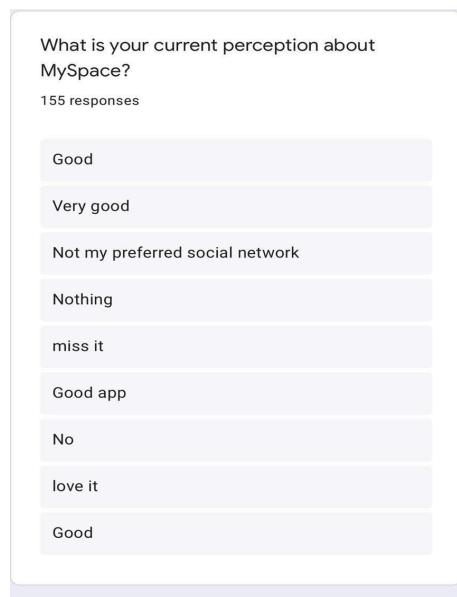
330 responses



68.8% said that they would try MySpace based on social media celebrities' recommendations and 31.2% said they would not try MySpace based on social media celebrities' recommendations.

What is your current perception about MySpace?

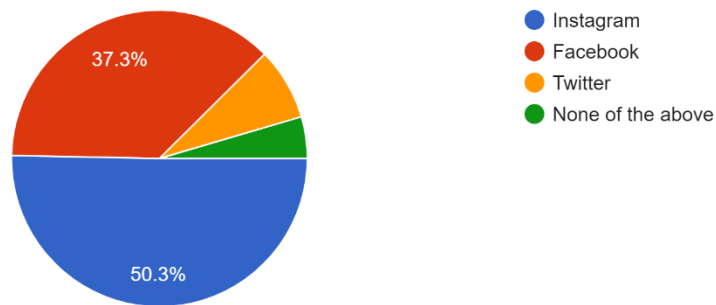
155 responses



21 said that is a social networking site, 19 said that it is a good app and 12 said that they have no idea about MySpace.

If you would upload a video or a photo which social media platform would you use?

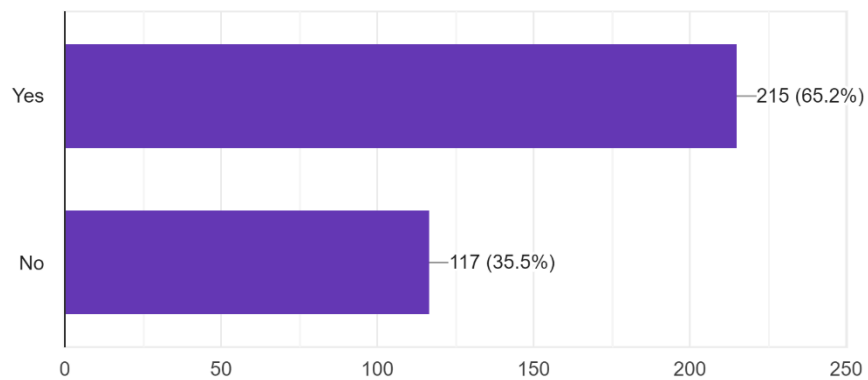
330 responses



50.3% said Instagram and 37.3% said Facebook.

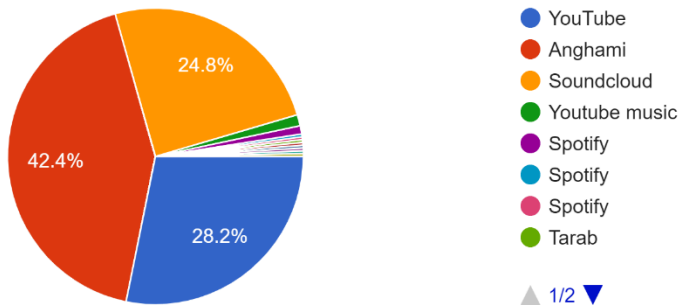
Do Social media restrictions affect your user experience?

330 responses



65.2% said yes that social media restrictions affect their user experience and 35.5% said no it does not affect their user experience.

If you want to listen to music, which application would you use?
330 responses



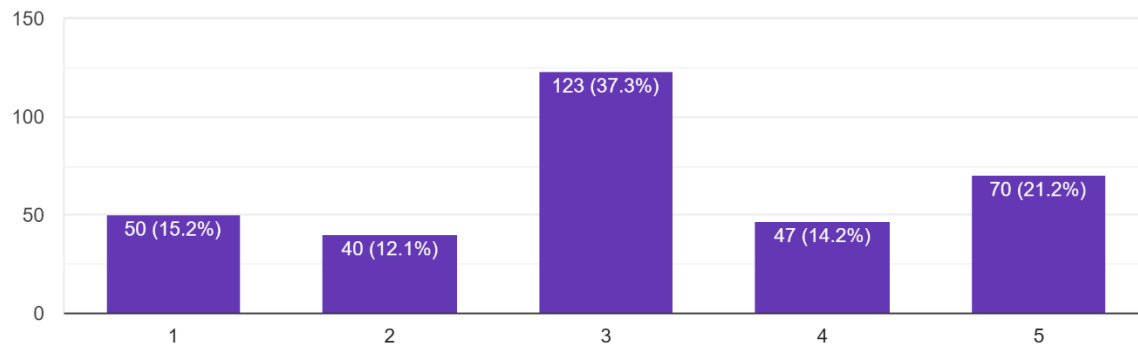
42.4% said that they listen to music on Anghami, 28.2% said that they listen to music on YouTube and 24.8% said that they listen to music on SoundCloud.



14 said that social media is missing privacy policies, 11 said that nothing was missing and 7 said that social media is missing reality.

A) Slang Arabic affects social media websites credibility negatively.

330 responses



37.3% said that they were neutral, 21.2% said that they strongly disagreed, 15.2% said that they agreed and 12.1% said that they strongly agreed.

4.2 Interviews Results:

❖ Interview 1 Hussein El Meligy, Media Specialist

Can you please give us a brief introduction about yourself?

Hello, first of all I would like to welcome you all. I'm Hussein El Meligy a Mass Communication graduate from MSA. I'm the CEO and founder of Evergreen Marketing Agency. Also, I worked as a social media marketing manager at Exception for Debt Collecting & Legal Query.

1. Who are the direct competitors in the market?

The direct competitor for MySpace in the music field would be Soundcloud and Anghami. Especially Soundcloud as it doesn't require any type of subscription or payment similarly like MySpace music. Moving on to the social media networking sites it would be Facebook, Instagram and LinkedIn.

2. What would be the challenges any new app would face in a market full of competitors?

Any new application should have its unique value proposition to deliver an exclusive content for their users. When a new application enters the market, it should deliver to the audience a very special content and features that let them leave their old applications and start using the new application. Furthermore, the new application should study well the competitors' field to know their challenges and their problems.

3. What is the most successful social networking site in Egypt?

Definitely Facebook, it's the most used application in Egypt over two billion users used it in the last two years. Also, Facebook is the most used social media platform for E-commerce and the

social life in general. Facebook is very easy to use and its layout helped the application to reach that level of success till this year.

4. How can a site maintain its Distinguishment in a market full of competitors?

It should maintain a very unique value proposition in the market and have an easy interphase and layout. The site should apply the users' needs and wants. Also, know how to attract the users with their content, unique options they offer, unique value proposition and special selling concept for an idea or product. For example, when TikTok appeared it was known for its feature of people to play songs or videos then try to act or perform on it. People were very obsessed with this idea and TikTok gained a lot of new users. By the help of a very simple feature or option TikTok was able to make a very unique value proposition. And now TikTok became known with this feature even this year within the quarantine time TikTok became the trendiest application used through all the social networking sites. It's all about a unique value proposition you deliver so you can easily present yourself within the competitors.

5. In comparison with other apps would MySpace's layout and features be comfortable and convenient for the Egyptian society?

I think MySpace should apply a very easy and localized layout like Facebook's layout. In order to be convenient for the Egyptian society. MySpace should present what the Egyptian society likes in Facebook with a development for the features the Egyptian society do not like in Facebook.

6. Would using Arabic /slang decrease the credibility of the app?

I do not think so, because Arabic language is the main language used in Egypt.

7. In your opinion which feature would correlate with the Egyptian society?

Facebook and Instagram if both made a collaboration with MySpace they will achieve a very higher successful level between their competitors. Simply, Facebook and Instagram features are the most used within the society so people will like it.

8. What are the potential partnerships that MySpace could take advantage of while getting into the Egyptian market?

I think MySpace can make a collaboration with the trendy applications that offer what the Egyptian society needs. Like TikTok as I mentioned before, the applications idea that is made up of music and comedy scenes from different scenes of movies and Tv shows.

9. How can MySpace communicate with its users and potential users?

There are many marketing and communication tools nowadays but the highlighted methods at the current stage is using the power of influencers.

10. In your opinion what are the factors that would make any social networking site succeed in Egypt?

Easy navigation and layout are a fundamental point that should be fulfilled. Privacy policies within the application should also be innovated to make sure that the user's data is protected. Moreover, the information uploaded on the application should also be credible.

11. What is the people's old and current perception of MySpace?

Old perceptions were based on trying new things but they were not really attached to the website, but today with the huge reliability on social media to communicate and express every

website gained its importance and audience, so it is not denied that people started to take social media more seriously and started to pick their favorite sites carefully.

12. What is missing in the social media industry nowadays?

Credibility and privacy. There is a huge lack of privacy on the social media sites, as once you use any application, they ask for approval to access the mobile camera, microphone and contents. So, all your mobile data are within the application. Also, your location that they share without you being aware this allows them to know every Esty Betsy details about you. For example, once you chat with a friend about a new product you want to buy, once you open any other application on your phone, a huge advertisement about the product you discussed appears in front of you.

13. Is there any of the PESTEL factors affecting MySpace's presence in Egypt?

There are no factors affecting MySpace, as if the PESTEL factors would affect it will affect the other social media platforms, but it didn't. The Egyptian society don't concentrate with those factors or take them into consideration, all they think about is how the features satisfy their needs.

14. In comparison to the past would using celebrities be a good step or should MySpace use other forms of promotions?

Now days, I would highly recommend celebrity endorsement as a part of MySpace's marketing tools, as people are highly influenced with their lifestyle and how they look like and the products they use. Some people take them as a role model.

15. Do you believe MySpace's repositioning would succeed?

Yes, it will. If they made a unique value proposition with a strong privacy policy

❖ *Interview2 Ghada Maakady, Media professor*

1. Can you please give us a brief introduction about yourself?

Hello, firstly I would like to welcome all of you. I'm Doctor Ghada Maakady, I had my PHD in Mass Communication in Washington University and my master's was in Business Administration. I had a bachelor's degree in Mass Communication from the American University in Egypt. I worked in Coca-Cola all my life as a Regional Director of Public Affairs in Middle East, North and East of Africa. Also, I worked on the Communications and Sustainability Programs in the company. I worked in the United Nations in the UNICEF in many of development programs and partnership with the government. I'm a member of many of the NGO'S and vice president of the special Olympics in Egypt. I'm a module leader for Advertising Campaign module at the British University in Egypt.

2. Do you believe that MySpace's uncensored content would suit the Egyptian Society?

Actually, I do not believe that MySpace's content can fit with the Egyptian society and the Arab culture. Because the uncensored content in Arab regions is very appealing. Simply the Arab culture are more judgmental, they always tell others and judge other with what to do and what not to do. MySpace's uncensored content cannot be effective and suitable for the Egyptian culture because of the traditions, principles and the lifestyle they have.

3. Which age group do you think MySpace should target?

Teenagers are the most suitable age group to be MySpace's users. Cause they are the most category who prefer to build a lot of connections, get in touch with new people and have many friends. Specially, the features MySpace offers are very catchy to teenagers, they always listen to music and watch celebrities and actors.

4. Would MySpace's blogging section be able to captivate the Egyptian activists, political analysts and environmental activists?

I do not think so at all. MySpace was an application for much more of fun rather than the political issues and environmental activists. When MySpace opened in 2003 all the contents that were added on it was for Music, Video, Games, Advertisements for products and a chatting sector. I cannot remember anything related to political issues were uploaded on it. If MySpace will open a sector for blogging to the political issue in Egypt I think it will fail. Because in Egypt people use Facebook and Twitter to discuss and cultivate those political issues. If you can remember guys the 25th of January's revolution it started from Facebook and Twitter. Moreover, with the huge amount of social networking site competitors, Egyptian people are a type of society that does not prefer change in their lifestyle or to try new things.

5. Does education and social class influence a person's social media preferences?

Definitely yes, education affects the person's perceptions about their choices. Also, how people will communicate with others. Education is the main influencing factor that contributes in the people annotation toward which social media platform they will use. Education level determines everyone's priority and needs. Let me give you examples as a doctor I always use LinkedIn, in this website I found myself, and the communities I belong too. Moving on, the social

class also is a very strong factor contributing in using which platform. As you will find most of the high-class people always go towards Twitter or LinkedIn. Others use popular websites like Facebook. For the celebrity and public figure, you will find that they use the Instagram to share their photos with their fans. Everyone searches for the websites that help them be with a community that live through a similar lifestyle like themselves. However, nowadays everyone can access every website, there are no restrictions to control you from being enrolled with a website because of your education level and your social class.

6. In your opinion, what is the most used social networking sites feature?

Now days, every time we have a popular or a most used feature that sticks to specific circumstances according to a specific period of time. I think sharing is becoming a very important and popular feature. Specially during Ramadan time for examples. It's the most suitable time to share memes, videos and, Ramadan advertising and vibes. Sometimes, I find like more than a 100k share for a video in very short period of time. Chatting for sure everyone prefers chatting rather than phone calls. Moreover, within the quarantine period video calls are becoming a very essential feature for everyone. It was the easiest and most safe way to get in touch with your friends, family, school and work.

7. Who are the social networking site's target audience?

Well, I cannot say a specific age or specific sector of people. Simply you find your parents on social media checking news, food recipes, searching for their old friends and checking the updates behind them. Also, you can find your grandma & grandpa on the social media, and for sure teenagers. Anyone in any age and any field can be a social media target audience.

8. What do you think of the Egyptian based social networking websites?

Very successful especially if they are specified such as 'Otlob' and etc. So, I think it is very trendy and smart to launch a cultural familiar website.

9. In your perspective, what makes a social networking website stand out in comparison to other websites?

I think the credibility and authenticity of the website. For how long I can trust the website privacy policies and how can I feel safe to have my content inside this website. People always search for privacy and safety. The most secure website that spreads credible information about the real life, will be the survival inside this huge competition between all the different social networking sites. For me I always search the website that has never went through a huge crisis, one with a strong privacy policy to protect my account and my data from hacking. In addition, the strongest privacy policy for any website is what always motivates me to use or recommend it to my kids. For example, I can let my kids join Facebook because I know there is no uncensored content or content that does not suit their age.

10. What are the actions and theoretical strategies that can be taken to handle the crisis of a falling social networking site?

Every website has a different approach based on its own target audience and the service itself that it offers, so I cannot specify one successful method. However, the vital step all the time is the research that you guys are practicing now.

11. Did the Egyptian's perception of social networking sites change after the revolution of the 25th of January?

Defiantly yes, people are becoming more aware about the importance of social media and how influencing it is. In addition, people start knowing what social media means rather than chatting and sharing. How people use social media for advertising, reaching a message, sometimes in political issues and, creating friends. People know that social media is the most influential tool for affecting the people's perception towards anything. Nowadays, people prefer to sell their products with the help of advertisements on social media rather than the radio and television. Because they know well that it will affect people faster. Social media always contributes to reach a wide range of users or audience in a short time.

12. What are some useful marketing tools for the social media networks?

Nowadays, celebrity endorsement and influencers are becoming a very effective marketing tool through social media sites. They know how to manipulate and attract the audience toward them and affect their perception about the product or the service that they are promoting. They know how to communicate and share their life details with their fans in order to be a part of their family. They let the audience feel as one family, so they gain the audience's trust,

13. To which extent any social networking site can be affected by its indirect competitors?

Every social networking site have its specific mission and vision. And this helps them create a well strategic plan to work on. In order to fulfill the gap in the market.

14. Would you recommend the fusion between new social media networks and old ones?

I do not recommend it at all, simply the evolution of the technology makes everything easier and fast to be used. So why should I make a combination between an old social media and a new one. Everything in the old social media is now available with much better quality and features. Old social media is having lots of complicated system to be used, low quality and very low speed while using. Now new social media are more than perfect every single day you find a new feature in different social networking site to make it easier for the user. The new social media opens chances for letting the kids get involved within it with its various features, games and applications more interesting to be used within their age.

15. How can we personalize the user's experience?

You can know it from how often the user shares, writes posts, comments on posts and the rate of them being online and offline on the site they use. Moreover, from the rates that the users do, the individual can choose from one star till five stars to which level he/she is satisfied with it.

16. What is missing in the social networking sites industry nowadays?

That's a very hard question to answer, but I think credibility and trust issues within the information and data spreading on these websites.

❖ Interview 3 Salma Elkhatab, Media Influencer

1. Give a brief introduction about yourself and how did social media contribute to your success?

Firstly, thank you all for choosing me to do this interview with you and thank you for your trust. I am Salma Elkhatab, a graduate from political science. I'm working as a fashion model and fashion blogger on social media.

2. How did you start up and on which app?

Actually, I had a private account on Instagram, I used to upload my photos on it with different styles. After a while, I found many girls asking me how I matched my outfits, from where did I buy my clothes, and if I can make tutorials to show how I match the outfit together and how I tie my vail in different styles. At some point, I decided to create a new public page on Instagram and upload on it tutorials, about things like how I do my vails. When people started knowing me well, I changed my path to be a real fashion model and work with brands to promote their clothes.

3. Why did you choose this specific app?

Firstly, Instagram is specialized for visuals, photos, stories and, video. So, it's the most feature I need in my work to show people I do my work. Furthermore, when I decided to create a public page, I searched through the internet to know which is the most used social networking site people prefer, I found that Instagram is the most used one with a large number of users for the past three years. In addition, Instagram is the most controlled website and the safest one for me as I can easily remove or block people, I do not like. Also, Instagram shows me the percentages of the females and males who follow me, so I can determine who are my main target audience. In the live videos with my followers I can talk with them about what they want from me in the next posts or next tutorials and they can comment at the same time. I see this very effective

and it gives the follower the feeling that they are really important to me and I share with them my everyday life.

4. What are your favourite features about this app?

I really like the video as it is up to 60 seconds which is not boring at all for the users and I can be more engaged with them. Also, I can put captions and tag the brands I work with so the whole 60 second becomes very beneficial and not boring. Moreover, recently Instagram added new features which turn the marketing posts to an advertising one you can see it in the stories as a sponsored advertisement by whatever the brand is.

Nowadays, I can control my favourite and most important notifications from my followers, in order to customize my priorities as I can first see notifications related to the business.

5. What as a consumer do you see is missing in this app?

I cannot find any missing features in this application, cause all I need from controlling my content to safety is available.

6. Have you used MySpace and when was your last time?

Yes, I used it from a very long time around 12 years ago.

7. If MySpace made a comeback would you use it? In your opinion, what would be extra in MySpace and isn't in Instagram?

Yes, I will use it because, it brings me the spirits of my childhood and I really was very interactive on MySpace Music. Cause It was very beneficial, and I don't have to pay money on applications to download my favourite songs, and this is the missing feature between MySpace and Instagram. MySpace Music isn't on Instagram and also the tree connection concept in MySpace.

Instagram can let you have millions of friends once you let your account public but it will be random people. While MySpace's tree of connections is based on the friends and communities around me.

8. In your opinion, do you believe that MySpace's target audience would be similar to Instagram's target audience?

Actually, I can't give you an accurate answer, But I think yes. Simply teenagers are the most active people on Instagram returning back to MySpace also teenagers were the most active on it. I think yes both websites have the same target audience.

9. What is your opinion about myspace's feature of tree of connections, or do you prefer Instagram's "Follow" button?

Actually, I cannot say which one I prefer the most, cause each feature have its advantages and disadvantages for me. But I can say every feature has its special usage. As I mentioned before in MySpace the tree of connection concept opens the opportunities for me to know my friend's companion. Which is safer and give me the feeling that I'm close to the people who are similar to me.

10. Would features like song collaborations and video collaborations, enrich your social media presence?

Defiantly yes, songs and videos give a special spirt to the content you show to the user. Let me give you a personal example, when I upload a short video showing a new outfit with a song for the popular singer. It affects people too much as they listen to their favourite songs and see a new outfit. Collaboration concepts are always very efficient with business and marketing.

11. Do you believe that promotions like google promotions on MySpace would affect your audience's number?

Yes, promotions are an influencing factor for any users. Specially if the promotions are linked with products people can buy online, it makes the shopping process easier and to digital media everyone used to announce about their product. I'm pretty sure the user's number will be very large.

12. In your opinion, if Myspace made a comeback, who would be their direct competitors?

Facebook as it has almost the same features, as people use it and adapted with the Facebook features as it easy for them to be used and satisfy their needs. Moreover, Instagram as it the most used application now days. People love visuals and photos the most rather than the news and chatting.

13. Would you recommend Myspace and its various features through your Instagram account?

Yes, I would highly recommend MySpace music to be one of the Instagram features.

4.3 First Focus Group (IT) Results:

1- Which social media app do you use the most and why?

During the discussion held, the first point raised was about the most social media apps did they use and why they use it. It was found that most participants use Instagram the most because it is a global portal. It is also a photo-sharing application because it is a photo-sharing service via cell phone, video-sharing, and social networks that allows its users to take images and videos and post them, whether publicly or privately. All participants seemed to agree with this point.

2- What are the factors affecting the process of creating an app?

The topic raised next was the factors affecting the process of creating an app 2 out of 5 participants stated that one of the key considerations influencing the process of designing an application is the number of functions that the application contains. Understanding the concept of the program, the targets it must achieve, and the technical challenges it must address are some of the key factors that influence the production time of custom smartphone apps. Others nodded their heads in agreement and showed signs of acceptance.

3- What are your favourite features in current social networking websites and applications?

Most of the participants loved it because it is focused on images rather than text. Instagram is the easiest way to stay in touch with other sides of the world. However, other participants said that they prefer Facebook because it provides them with a variety of new happenings in today's world, and secondly, they also prefer it as it helps them to connect with friends to see what they are up to, so it is very easy to understand.

4- What are your favorite features in MySpace?

Participants said that one of the advantages of MySpace is that music remains a central component of this site and they love videos

5- When and why did you use MySpace and for how long?

All of the participants stated that they used it at the same time since the emergence of MySpace because it was the most popular social networking site in the world in this period, and they used it until the emergence of Facebook.

6- Can you recall a specific frequent error related to MySpace?

Over 66% said that the files were corrupted and could not be moved - suggesting that the organization did not have the cloud backup tools to secure the data properties of customers, nor had it built a policy and timetable for the server transformation it was doing adequately. If it did, the user's information will certainly never be lost. They all agreed on this point.

7-Would you still use MySpace if the errors were fixed?

50% said that they might use MySpace if the errors were fixed and the other said that they would never use MySpace again because there are platforms better than MySpace.

8-Do you think MySpace will spend a big cost in fixing the errors and bugs?

The participants agreed that if MySpace wants to return and succeed, then it will try to correct its mistakes and improve itself so that people will come back to the site.

9- What could help MySpace to improve technical wise?

Some respondents said controlling the export of their data would help repair the site as well. When social networks collapse, many tech companies now offer at least some notifications so their users can save their content. MySpace must do this, and others have said that it should back up personal files because the Internet is still proving to be fleeting.

10-Do you think partnerships with large operators such as windows will help MySpace? Or is it an easy process to be managed independently?

50% said that large operators such as windows will help MySpace and the others said that Myspace has the ability to control the process by themselves.

11-What do you think of MYSpace's privacy tools?

Any of the participants said that, as some others said, the anonymity of the site is to discourage underage users from needing to be 14 years of age or older to access our site. Users under the

age of 18 are often unable to reach places that are not age-appropriate, such as romantic chat, marriages, sites, parties, adult groups, and other sections, including dating and calls. Also, they said all of their images or portions of their photos may be made private by users.

12-Do you think there are too many competitors for MySpace to make comeback in the technical and security wise?

Surely there so many secured websites those days, but actually on the other hand, there is no clean history for any current pioneer social networking site. What means that yes MySpace still has a chance.

Second Focus Group Results (Heavy Users for MySpace):

1-Which social media apps do you use the most and why?

Most of the participants said they use Facebook because it has become almost an essential part of many people's lives. In addition to staying in touch with friends and families, it is also a source for news and articles on lifestyle, buying and selling of items, and live broadcast content. Some of the participants also said that they use YouTube because it is used in broadcasting music and scenes of favourite stars or keeping up with current events and for those who want to create content, it is also a place where they can practice their art.

2-What are the factors affecting your choice of a certain app?

the participants decided that applicability, seamless transition, and adaptability should be the considerations impacting the implementation. Adaptation and interoperability between systems

are also highly critical in the ability to adapt as users access services from multiple form factors and operating systems. Tools for the creation of mobile applications can offer adaptability to other frameworks and help build software with similar processes. The integration allows the smooth running of.

3-What are your favorite features in social media?

60% accepted that protection of personal information of the user and the content in the application is one of the most critical aspects that exist in social media, it is crucial for any application development agency to focus on higher standards of security and privacy features. Provide a daily upgrade to the software that also patches flaws and glitches. As for others, it was important to have an easier search it is necessary to include the search functionality in your application; After all, it will save users' time to access a massive amount of information.

4-What are your favorite features in MySpace?

Participants gathered from MySpace features Blogs, MySpace TV, MySpace Mobile, News, Genre Section, Karaoke Section, Polls and Forums, Personalized Profile Choices. Banner advertising, recommendation marketing, casual gaming, and video ads are funded ads.

5-When and why did you use MySpace and for how long?

50% of the participants started using MySpace when it appeared in 2005 and they used it because it is a social networking site, and 50% of the participants were using it in 2006 after it spread and became the most popular social networking site, and all the participants agreed that they stopped using it when a competitor appeared New (Facebook)

6-Can you recall a specific event related to MySpace?

the participant said that Critical Mobile is MySpace was reluctant to embrace mobile technology, and part of what killed them was the absence of MySpace in your wallet. Since it was even slightly realistic to do so, Facebook has been smartphone-focused, and the most recent figures I have seen suggest that upwards of 65 million Americans access Facebook monthly from a mobile device.

7-Would you still use MySpace if it made a comeback?

Most of the participants said that it is possible to use it, but it is not the best platform for them, but they will give it a try, and some of the participants said that they do not use it because there is the best.

8-What could help MySpace to improve?

Most of the participants said that it should be fast, easy to communicate, and that there should be privacy on the site

9-Do you think adds will help us in this case?

50% of the participants said that these add-ons could help encourage users to return to Myspace, but some are not sure of that.

10-Do you think there are too many competitors for MySpace to make comeback?

All participants agreed that that not all users will return to use MySpace.

5. Theme:



1. Current Consumer Perception of MySpace

The survey allowed the researchers to understand the consumers old and current perception of MySpace and that helped in understanding whether there would be any acceptance from their side to the process of MySpace's entrance into the industry. Moreover, it appeared that MySpace would have to change its image drastically to allow the users to accept the app. There was a positive correlation between people's old perception about MySpace and their dislike towards the site. Which means that a positive change regarding the people's old perception and perceived image of MySpace would lead to an acceptance towards the site.

1. Repositioning of MySpace Target Audience.

According to the secondary research it appeared that MySpace declined as a result of the uncensored conditions and content that teens were exposed to. However, while collecting the survey results it appeared that the biggest percentage were 20-25 and that would be an age group where they would not face the same problem. The interview with the Mass media specialist and the Mass media professor both allowed the researchers to discover that MySpace can target a new audience during its repositioning. There was a positive correlation between MySpace's incline in users and its change in the target audiences age. Which means that if MySpace changed its target audience to early twenties users the site would be able to increase its user's base.

3. Main Reasons Behind MySpace Decline.

The interview with the mass media specialist highlighted the reasons discussed in the secondary research and helped the researchers discover new problems and that would help in creating recommendations for MySpace's target audience. It also appeared that Facebook was not the only reason behind the decline, it was issues like pop-up advertisements, uncensored content and technical bugs. There was a negative correlation between MySpace's fall and the emergence of Facebook. This means that if MySpace was able to target its audience correctly and innovated its past problems, Facebook would not be one of the reasons behind MySpace's failure.

4. Essential Marketing Tools for MySpace.

The survey gave the researcher's an understanding of what are the marketing tools the target audience are willing to follow and what would be persuading especially in a full market such as the social media industry. The interview with the mass media specialist and the blogger as well coincided with the results shown in the survey and these would help the marketing team understand the techniques that can attract their market. There was a positive correlation between MySpace's decline in users and its decrease in marketing techniques usage. This means that when MySpace's marketing techniques improve the number of users would increase as a result of the improvement.

5. User's Favorite MySpace Features.

The survey showed what are the user's favorite features and what are the features they prefer and are usually attracted to and this would help the researchers give recommendations to the marketing teams of what are the features they should consider keeping or adding their features, because as discussed earlier the site is full of various features at the same place, which is something the industry is lacking nowadays. The three interviews results as well were simultaneous to what has been stated in the survey. There was a negative correlation between MySpace's features and its decrease in users. This shows that MySpace's features are full of variety and different than many apps nowadays so the decrease in the users was not related to the features.

6. Gap Between Old and New Social Networking Sites.

The survey respondents were asked to state what they are missing in social media nowadays and would love to have it being added in the social media industry and the answers varied and there was a huge range. However, the interviews helped in narrowing down the various answers into specific features the users are missing nowadays. There was a positive correlation between MySpace's incline in users and the unfilled gap in the market. Which means that if MySpace was able to fill the gap users are missing nowadays in the industry this would lead to an increase in the user base.

7. User's Perception of Slang Arabic.

The survey proved that the vast majority of the respondents had neutral feelings towards an application using slang Arabic as its main language which was against the researcher's hypothesis. There is no correlation between credibility and the app using slang Arabic. This means that credibility and using slang Arabic is not related to each other at all and neither of them affects the other.

6. Conclusion:



MySpace was the first and the leading social networking sites, the site provided its users with various features that no other social networking site could provide altogether. Other than the various features that allowed it to grab multiple people's attention from different age groups ethnicities and social background, it also tried hard to increase its user base day by day by doing promotions that would help them go worldwide. However, everything fell gradually when user's accounts and blogs were deleted overnight because of certain bugs, youth and teenagers were exposed to uncensored content and other worrying circumstances, pop-up ads bothering the user's peaceful surfing out of nowhere. All of these circumstances were too much to handle and to solve and the site's owners tried harder every day to solve these issues but when everything turned worse and users had another better option, they ran to it.

Facebook overtook MySpace in April 2008. After researching the main reasons behind the fall of MySpace using secondary resources, some questions were still left unanswered and this gap needed to be filled to allow the researchers to suggest some recommendations if the marketing team of MySpace considered they might be able to enter back into the massive industry of social media. The primary resources that the researchers used were surveys, interviews and focus groups. These methodologies helped the researchers discover answers to the unanswered questions, the researchers were able to build and determine a clear understanding of the Egyptian's old and current perception of MySpace, what was their favourite features about MySpace, and what is the gap MySpace can come to fill to ensure a successful comeback.

Also, the researchers found out the Egyptian's perspective about social media from a professional point of view by the help of social media specialists and professors, they also

helped the researchers to understand what are the marketing techniques MySpace can use to attract its audience, with its layout would it be able to attract Egyptian users, and who are the right target audience MySpace can aim at.

Finally, the researchers were also able to take a closer look at the Egyptian user's likes and dislikes and the techniques that can be used to attract them more to MySpace. The results were helpful and made the process of suggesting critical recommendations that were backed up with strong evidence easier.

7. Recommendations:



Based on the previous primary and secondary research, the recommendations represent a key component in preparing MySpace to join the market and figure the proper stable plan to dominate it.

1. MySpace could apply parental tools that helps the parents to control the displayed content in their children's accounts, so instead of using other uncontrolled social networking sites the target audience will shift towards parents, strict company owners and conservators. Which means switching the target audience from usual users into true worthy controlled platform helps every guardian to protect or control the content of his\her relatives.
2. MySpace could duplicate Amazon's successful line of tablet devices that is restricted by parental tools and certain age restrictions besides its accessories and Amazon limited platforms. Hence, MySpace could produce MySpace mobile phone that is characterized with many restrictions and controlling tools targeting the youngest age group and the parental group in order to be exclusive in the market.
3. MySpace should use the power of influencers as a marketing tool and provide them a proper section at the platform to help them express and share their content. For example: Ahmed Hassan famous YouTube blogger shared his experience and promoted for another content being shared on "three sixty view". Hence, collaborations with the famous influencers is a helpful method at the current stage more than using celebrities and succeeds in attracting different target audience and societal sectors.
4. MySpace could start a collaboration with cellular networks such as Vodafone or Etisalat in order to feature and specify exclusive singers and music within using MySpace Music

feature. As the exclusiveness will help the users to visit the website regularly especially during the albums seasons. Hence, MySpace will have calculated seasons improves the website's traffic that could be used in further plans.

5. MySpace could use the Arabic slang and target the Arabian audience as a beginning, through using the cultural characteristics and Arabic letters to impress and attract the middle eastern society by learning from the Arabian platform: 'Saraha'. This will help MySpace to obtain new social classes and target audience, as being very specific means gaining credibility and heavier usage.
6. MySpace could add the trend and hashtag engine as a futuristic tool for reference and for organizing the data. As MySpace is characterized with having different tools and platforms that help to create bigger content rather than other platforms. So, this type of tools will help the user to generate specific experience rather than becoming exposed to the whole experience and lose interest.
7. Finally, it is highly recommended for MySpace to collaborate with other platforms instead of becoming independent at the competition. For Example: learning from Facebook's experience in linking Instagram's chat feature with 'Messenger'. Hence, MySpace could link TikTok's chat feature for android users with MySpace's chat feature in order to be linked with a growing platform at this shark field.

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Appendix:



Appendix A:

Survey Questions:

1-Please specify your gender?

Male

Female

Other

2-Please trick your age below:

16-24

25-30

31-35

Above 35

3-What is your occupation?

Employed

Unemployed

Student

Other

4-Where do you live?

5-Do you Know MySpace?

Yes

No

6-Do you have/had MySpace account?

Yes

No

7-How long/often did you use MySpace?

Less than month

More than a month

More than 6 months

8-Which facility of those did you like the most?

MySpace music

MySpace video

MySpace chat

8-Rate your Overall experience:

Very good

good

Neutral

Bad

Very bad

9- Rate MySpace if it made comeback:

Very good

good

Neutral

Bad

Very bad

Please mention the reason

10-Variety of MySpace services satisfaction:

Highly Satisfied

Satisfied

Neutral

Unsatisfied

Highly unsatisfied

11-Rate the privacy policies of MySpace?

Very good

good

Neutral

Bad

Very bad

12- Rate the speed of the process of building your tree of connection?

Very quickly

Quickly

Neutral

slowly

Very slowly

13- Have you ever come across MySpace ad's?

Yes

No

14- Which media platform do you use the most?

Instagram

Facebook

Twitter

Linked in

WhatsApp

None of the above

15- Would you try Myspace based on social media celebrities' recommendations?

Yes

No

16- If you would upload a video or a photo which social media platforms would use?

Instagram

Facebook

Twitter

None of the above

17- Where all the content information uncensored?

Agree

Disagree

18-Does Social media restrict affect user experience?

Yes

No

19-If you want to listen to music, which application would you go to?

YouTube

Anghami

Soundcloud

20- What social media missing nowadays?

Open – end

Appendix B:

Interviews Questions:

Interview with the Social Media Specialist:

1. Who are the direct competitors in the market?
2. What would be the challenges any new app would face in a marker full of competitors?
3. What is the most successful social networking site in Egypt?
4. How can a site maintain its Distinguishment in a market full of competitors?
5. In comparison with other apps would MySpace's layout and features be comfortable and convenient for the Egyptian society?
6. Would using Arabic /slang decrease the credibility of the app?
7. In your opinion which feature would correlate with the Egyptian society?
8. What are the potential partnerships that my space could take advantage of while getting into the Egyptian market?
9. How can my space communicate with its users and potential users?
10. In your opinion what are the factors that would make any social networking site succeed in Egypt?
11. What is the people's old and current perception of my space?
12. What is missing in the social media industry nowadays?
13. Is there any of the PESTEL factors affecting MySpace's presence in Egypt?

14. In comparison to the past would using celebrities be a good step or should my space use other forms of promotions?
15. Do you believe MySpace's repositioning would succeeded?

Interview with Mass Media Professor.

1. Do you believe that MySpace's uncensored content would suit the Egyptian Society?
2. Which age group do you think MySpace should target?
3. Would MySpace's blogging section be able to captivate the Egyptian activities, political analysts, and environmental activists?
4. Does education and social class influence a person's social media preferences?
5. In your opinion, what is the most used social networking sites feature?
6. Who are the social networking site's target audience?
7. What do you think of the Egyptian based social networking websites?
8. In your perspective, what makes a social networking website stand out in comparison to other websites?
9. What are the actions and theoretical strategies that can be taken to handle the crisis of a falling social networking site?
10. Did the Egyptian's perception of social networking sites change after the revolution of the 25th of January?
11. What are some useful marketing tools for the social media networks?
12. To which extent any social networking site can be affected by its indirect competitors?

13. Would you recommend the fusion between new social media networks and old ones?
14. How can we personalize the user's experience?
15. What is missing in the social networking sites industry nowadays?

Interview with Mass Media Influencer.

1. Give a brief introduction about yourself and how did social media contribute to your success?
2. How did you start up and on which app?
3. Why did you choose this specific app?
4. What is your favourite feature about this app?
5. What as a consumer do you see is missing in this app?
6. Have you used myspace and when was your last time?
7. If myspace made a comeback would you use it? In your opinion, what would be extra in myspace and isn't in Instagram?
8. Taking into consideration myspace's privacy policies, would you use the same marketing tools?
9. In your opinion, do you believe that myspace's target audience would be similar to Instagram's target audience?
10. What is your opinion on the privacy policies of Instagram, Facebook, Twitter, LinkedIn?

11. What is your opinion about myspace's feature of tree of connections, or do you prefer Instagram's "Follow" button?
12. Would features like song collaborations and video collaborations, enrich your social media presence?
13. Do you believe that promotions like google promotions on myspace would affect your audience's number?
14. In your opinion, if myspace made a comeback, who would be their direct competitors?
15. Would you recommend Myspace and its various features through your Instagram account?

Appendix C:

Focus Group Questions:

With Heavy MySpace Users:

1. Which social media apps do you use the most and why?
2. What are the factors affecting your choice of a certain app?
3. What are your favorite features in social media?
4. What are your favorite features in MySpace?
5. When and why did you use MySpace and for how long?
6. Can you recall a specific event related to MySpace?
7. Would you still use MySpace if it made a comeback?
8. What could help MySpace to improve?
9. Do you think ads will help us in this case?
10. Do you think there are too many competitors for MySpace to make comeback?

With IT Professionals:

1. Which social media apps do you use the most and why?
2. What are the factors affecting the process of creating an app?
3. What are your favorite features in social media current websites and applications?
4. What are your favorite features in MySpace, and are they easy to create?
5. When and why did you use MySpace and for how long?
6. Can you recall a specific frequent error related to MySpace?
7. Would you still use MySpace if the errors were fixed?
8. Do you think MySpace will spend a big cost in fixing the errors and bugs?
9. What could help MySpace to improve in a technical wise?

10. Do you think partnerships with large operators such as windows will help MySpace? Or is it an easy process to be managed independently?
11. What do you think of MYSpace's privacy tools?
12. Do you think there are too many competitors for MySpace to make comeback in the technical and security wise?

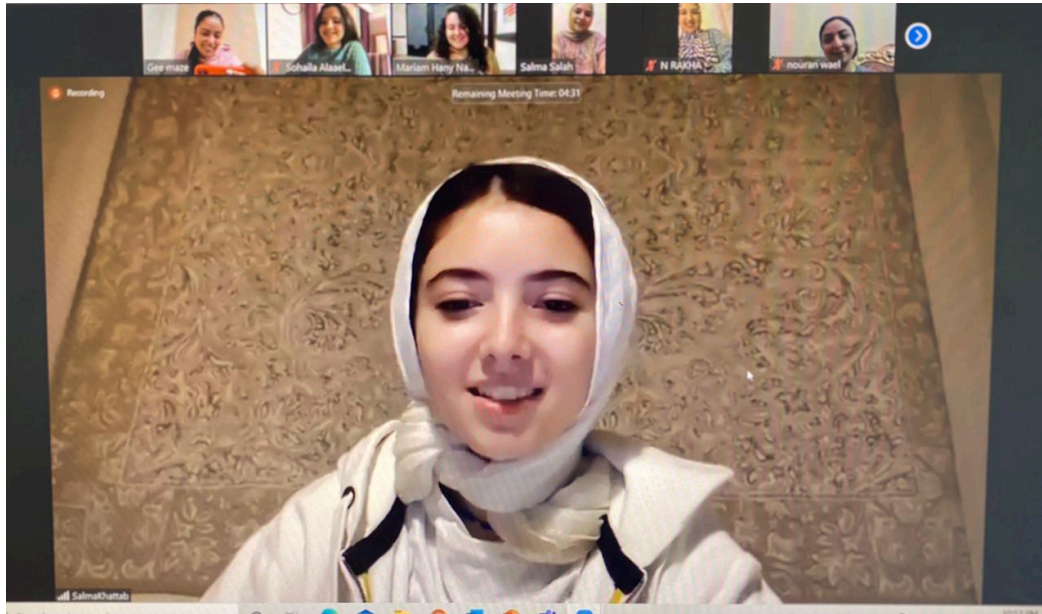
Appendix D:

Screen Shots Attachments:

1. Focus group (IT participants)



2. Interview with social media influencer



3. Interview with media professor (Dr Ghada Mekaadi)



4. Interview with social media specialist



5. Focus group with old MySpace heavy users

