College LaSalle

Marketing Research

Jacqueline, De Stefano

Project: Market research

Myspace

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Sanshan Liu

Alie Afaa-Nwie Achu

ByeongHoon Lee

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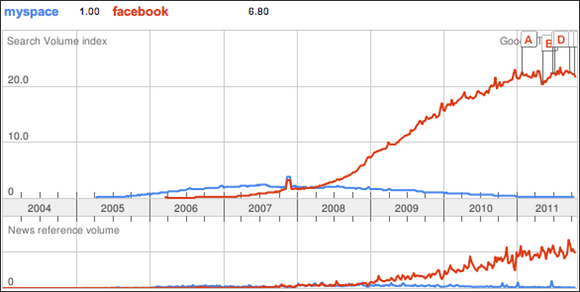
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Identify the market and the need of marketing research

Communication has grown with the advance of the technology. It is easy to connect with people all around the world. The internet has also changed in the form of communication. Therefore, many company has created their own social networking website, such as: Facebook, Myspace, Twitter, Instagram, etc.

Our research is based on Myspace, it is a social networking website that offer user from Internet to personalize their profile through blogs, groups, photos, music and videos. Myspace is founded in August 1, 2003, it has 14 languages available. Myspace adopted the way of promoting through the bars, music performance to attract users. And letting pop music culture become the community mainstream. From 2005-2009, Myspace was the largest social networking site in the world, and it surpassed Google as the most visited website in the United States. But the good times did not last long, in 2008, Myspace was overtaken by Facebook. Since then, the number of Myspace user has declined. As of today, Myspace has fallen at the rank 2154 by the total web traffic. In 2011, Myspace is purchased by Specific Media Group and Justin Timberlake for $35 Million.

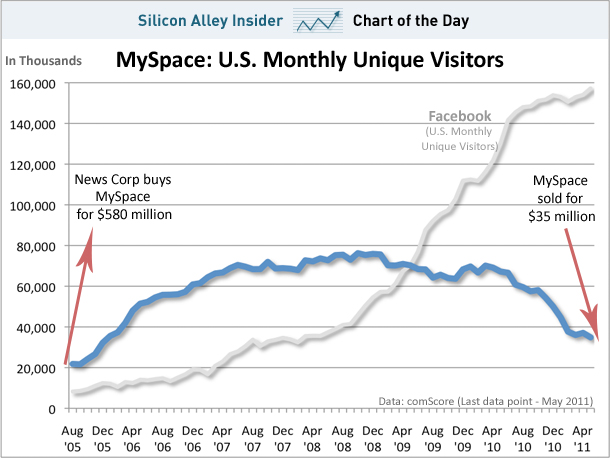
Chart showing how Myspace competition with Facebook



**Define the Problem**

As we discussed in the group, Myspace was at its golden era from 2005 until early 2008. It was the most visited social networking site in the world, attracting 75.9 million unique visitors per month in 2008 while Facebook had only 36 million by that time. This site even surpassed Google as the most visited website in the US in 2006. Myspace was once the perennial favorite by tempting the key young adult demographic with music, music videos, and a funky, feature-filled environment. However, since April 2008, Myspace was overtaken by Facebook in number of worldwide visitors, and was surpassed in number of US visitors by May 2009. Since then, the number of Myspace users has declined steadily despite several re-designs. They reached its lowest point of membership in 2010, and lost half of their monthly visitors in just 1 year. Today, the site exists as a social networking site targeted to bands and musicians. Myspace was the initiator of social media sharing, and it is astonishing that it is now

Myspace:US Monthly Unique Visitors



Why does Myspace fallen behind the competition compare to other social networking?

* What adjustment could Myspace do compare to the major competitor Facebook?
* What are the factors that influence people to quit Myspace and move on to other social networking website?
* What mistakes have led Myspace to his failure?

**Main Research Objective**

This research will conduct over 30-day period in the fourth quarter of 2016, this research will assist Myspace to get back into the competition with a fully countermeasure to all the other competitors in the social networking field. We will provide a questionnaire to analyze the current situation about how people think from Myspace to other social networking website.

Elements of research design

The research design that would be used for the purpose of this research would be a Quantitative Research. Some of the elements of this research of this research design would be for it to be for it to be;

* For it to be clear. That is making it easy for our chosen sample size to be able to understand.
* Establishing our methods and techniques to be used to gather information. (Surveys)
* Our purpose of the study
* The type of approach to be applied for processing and analyzing data
* Our unit of analysis

For the purpose of My Space a qualitative research would work best because My Space is a social networking site amidst many others like Google, Twitter etc., that is falling behind the competition. This means most users of social networks prefer other networking sites to My Space. Using a qualitative research would help us have an estimate of the number of people who have never used My Space, those who used My Space before but stopped based on certain reasons, and those who have never heard of Myspace. When Myspace was created 13 years, it had a significant influence on pop culture, music, and it also created a gaming platform. They had a significantly good amount of registered accounts. But by 2008, it was overtaken by Facebook and the number of users of Myspace dropped drastically. This means peoples preferences had changed. Indicating that something was not done right by Myspace. As a result of this decline, they equally had to lay off more workers.

For the purpose of this research, we are going to use surveys. These surveys would consist of;

Demographic questions. These questions would enable us gather information on our sample and their various characteristics such as Race, profession, education, and lot more.

Likert Scale questions. Considering the fact that this is one of the most universal means of collecting information for surveys, we believe that these questions would help us easily understand their reasons and responses. And also, the responses from such questions are easily quantifiable and subjective to computation of mathematical analysis.

Dichotomous Questions. Taking into consideration the fact that we do not want to waste our respondent’s time, such questions would be of great help and use in our survey and research. This is because dichotomous questions are questions that are easy to answer, are direct, and do not allow ambivalent answers. Although it does not allow for any degree of any real opinion and facts which is sometimes necessary, it is still a good means of collecting data for our survey and for the purpose of our research.

The qualitative research would also enable us get various reasons why people prefer other social networking sites to Myspace and what could be done to improve it and attract more people. It would also help us evaluate the depth and in detail the cause of the problem faced by this social networking site.

There is a synergy among the respondents as they build on each other’s ideas and comments. The dynamic nature of our interview which in this case would be through the use of surveys is to kind of engage respondents. Thereby enabling us the researchers to reach beyond initial responses and rationales.

Also, considering the fact that, the data collected in qualitative research depends on human experience and is more compelling and powerful, we would be able to have a clear vision on what solutions to propose for this problem, and equally to have a greater idea on the results to expect from the proposed solution.

Conduct secondary research

Internet users are spending time on the other social media more than Myspace. This is the statistics of how many percentage people switch their preferred social media. Heather Dougherty said that Facebook can possibly have more users than Myspace in the past. Myspace was 73% traffic in 2008, and 52% in 2009. Visibility is the reason of increasing the popular social media users, but Myspace cannot keep popularity because they do not have new functions like the other social media. Young Academic announced that between January and February of 2011, Myspace had lost over 100 million over users. 63 million users were only users when this article was written. Myspace was established in 2003, but the popularity of Myspace has gradually decreased because other social media grows up rapidly. Myspace tried to find out how to attract a lot of users to Myspace. In the past, Myspace was one of the popular social network sites because it had over 100 million users in 2006. The reason why people liked Myspace is that there are a lot of functions such as mood part and comment part. In 2009, Myspace users had gained fewer users than the other social network. In Mike Jones’ interview, he announced that Myspace is not a social network anymore, and said that it is a social entertainment destination.

From Myspace to the other social media, American citizens are changing their social network site. This is the trend since 2009. According to ComScore, Facebook had 70.278 million unique visitors, and Myspace had 70.237 million in 2009. In May 2009, Facebook users were 307 million and Myspace users were 123 million. Totally, many users change their social network trend rapidly.

Myspace only focuses on how to attract people and collect users. In contrast, the other social media provides their users a forum of information to share each other such as videos, music and celebrity gossip. Social network users need tool, a platform and many options to communicate. The popular social media provides their users to define a subgroup that has a same interesting topic, and it offers better tools, apps and platform than Myspace. Myspace only offers the social part of social network, but the popular social media has actually the real communication between normal users and celebrities because celebrities also show their status on their pages. To avoid My Space’s old strategy, Myspace needs to provide more information about videos, music and celebrity gossips.

Myspace quickly collapses due to persisting old limited functions. For example, the other social media, like Facebook, attract users by game successfully. However, Myspace does not offer something new. Myspace, therefore, lost their loyalty to the other social media. Myspace does not have an instant message which means that it is able to send messages directly without opening an internet. In this way, Myspace has a lack of innovation. Myspace does not realize about them because Myspace does not make any decisions to change their market. Myspace also wastes money by investing to make their users. Immediate making profit is My Space’s main purpose, but the other social media is ready to invest money for their future, even though they are going to fail about what the other social media invests for. Myspace controls a lot of users have an enjoyment. For example, Myspace does not allow people to express their identities, and it permits anonymity while Myspace users communicate each other. In contrast, the other social media provides an open social network. This way attracts a lot of people to communicate each other quickly. Myspace does not have a nice look like full-screen videos, big photos, drag-and-drop content, etc. There is only one-way subscribe function, so people do not know the whole information about the specific celebrities, and also have connection to them.

Sample size and plan

To develop the sampling plan, we are gathering the data from or questionnaire that has been send throughout the internet. The population will be a random number of male and female people. We are approach online sampling method, which means that we provide to the visitors an invitation online sampling, in which each person in the sample is received an invitation to complete the survey. The survey like is provided with the invitation.

Step 1)

The research sample unit is based on 50 people of the population on the internet, these people will be our population of surveying. Our research will be based on their answers from the questionnaire and their point of view for Myspace.

Step 2)

Once our sample is correctly defined, we proceeding to obtain a sample frame, it is a complete list of the 50 people from which the sample is randomly selected. We are avoiding as much as the error from our samples, we want to make sure that we have less of chance that our sampling frame has error.

Step 3)

Determine the sample size, it affects how precise the result will be. As the sample size increase, the result finding will be more accurate, but it also cost more expensive. The most accurate method that we are using is the confidence interval method, it is combine of sample errors, variability and confidence interval to determine the sample size. We will accept of a 5% of the sample error, and making the confidence interval 95%.

Step 4)

Determine the method that we are using to pulling the sample. Probability samples indicate that a member of the population being chosen is been calculated. Our sampling result relies on a random number of receiver from our survey. We calculate the people who are willing to participate in our survey.

Myspace Research Report

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Myspace is a social media alongside others which is facing a great fall in the market. This could be as a result of either a failure for the company to make use of opportunities, or a problem based on its business structure. As researchers, we are supposed to come up with valuable and reliable causes of this fall and equally propose solutions to this problem.

Using data collection methods as well as the collection of secondary and primary data, we were able to come up with some of the possible reasons for this fall and equally various reasons why users prefer other Medias.

The message we are trying to delivery is that since Facebook was announced, Myspace has lost a tone of users in the following year, and couldn’t catch up the distance from all other popular social networking website.

From our research, we were able to find out that Myspace invest most of their money on the music entertaining field, unfortunately, a greater proportion of the population would prefer social networks that offer entertainment as well as many other facilities which they could enjoy using and benefit from. When we talk about social network, people mostly like to interact with other people, sharing their lifestyle or posting their photos. People love to interact more with the society and create their own lives, and not just sharing what music they are listen to.

Looking at other social medias like Facebook which is one of the most popular, we are able to see that compared to Myspace, Facebook can be used to socialize, share pictures, share videos, upload, download, chat, and a whole bunch of things. Other social Medias try to follow the same trend and are able to attract a whole lot of customers, users and registered accounts. Therefore, from our research and data collected, we found out that Myspace fall has to do with certain limitations such as:

Compare to other social network website

* Myspace is not the easiest access site
* Myspace has better performance on music entertaining
* Myspace has limited news feed that we could check
* Myspace doesn’t link with other popular application
* Myspace has a lack of innovation
* Myspace doesn’t meet people’s requirement

Comparing the performance of the website engine, Myspace has lost the battle versus overall social website. People were not satisfied with the login speed and stabilization of the server.

Myspace is facing a General Problem. That is it targets a larger components of the business.

Unfortunately, in the process of conducting this survey, we faced certain limitations such as;

* Lack of adequate information
* Insufficient time to conduct survey
* Time management issues
* Lack of certain valuable resources.

None the less, from our research and survey, we were able to put together some degree of valuable information that could help the company resolve its problems.

From our demographic questions, we gathered that, Myspace has a lot of users in the younger age groups which fall within the range of (18-23).According to the world age demographic; most of the user on social networking is around 22-45. Meaning Myspace has a way lesser population interested in it. A greater proportion of the population especially those in the range of (23-45+) prefer other medias whish are way more advanced and diverse. Such as, Google, Facebook, WhatsApp and many more.

As a solution to the problem Myspace is facing, we propose that;

* Myspace should work more on updating its platform and equally making it more user friendly, divert and more private.
* It should have a look at the facilities its competitors offer and try to develop similar features but in a more advanced and developed manner so as to attract more people.
* Instead of investing a greater amount of its funds on entertainment, it should invest these funds in improving on its platform and features so as to attract more users and generate more funds for better features.

By doing this, we believe in the long run they would be able to attract more users and in the long run would be able to keep generating more funds to improve on the structure of the business.

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