|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Main Website | MySpace | Facebook | YouTube |
| Organizational | * Mission * Our Team * Slogan * Number of Actions taken * Campaigns Info * Videos * Press Releases * Blog | * Blurb – Mission * Status Update * Location * Purpose of joining * Pictures * Videos * Blog | * Mission * Status Update * Slogan * Date Founded * Website URL * Links to other social networking and content sharing sites * Wall comments * Notes * Campaigns Info * Videos (YouTube tab) * Photos * Favorite Pages * Links | * Self-description * Slogan * Website URL * Date of joining YouTube * Date of last sign in * Videos * Vlog * Subscriptions |
| Personal |  | * Gender * Age * Mood * Interests * Heroes * Zodiac Sign * Occupation * Ethnicity * Marital status |  | * Age * Occupation * Interests & Hobbies |

*Table 1: Self-Display*

|  |  |  |  |
| --- | --- | --- | --- |
| Main Website | MySpace | Facebook | YouTube |
| * Comments to blog * Comments to ‘Comments and Advice’ section * Visual features showing number of people donating money or signin * g petitions * Press Highlights | * Comments to main page * Comments to blog posts * Friends (including ‘Top Friends’) * ‘Causes’ application | * Fans’ wall comments * Fans’ comments to other fans * Discussions * Links * ‘Like’ comments * Video ratings * Views * Fans * ‘Causes’ application | * Comments to channel * Subscribers * Friends * Number of subscribers * Number of channel views * Ranking (in terms of subscriptions) * Video ratings |

*Table 2: Display of Connections*