|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  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*