

RESEARCH OF ORIGIN OF WORLD'S MOST POPULAR SOCIAL NETWORKS

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Savvy entrepreneurs around the globe continue to develop their clones of the social network. Many of these have been around for years, and some have been very successful.

StudiVZ. A Facebook clone for the German market, the founders of StudiVZ have already sold the site for more than \$100 million. StudiVZ is nearly identical to Facebook in terms of features, functionality, and interface.

Xiaonei. The largest Facebook clone in China, Xiaonei sold to Oak Pacific Interactive, a Chinese Internet conglomerate, and was merged with another social network called 5Q.

vkontakte.ru. The Russian Facebook makes no attempt to hide the fact that it's a clone; Vkontakte.ru almost exactly resembles Facebook's design. Russia is also home to rutube.ru, a popular YouTube clone.

DesiMartini. This Facebook clone is designed for India, and prominently features familiar Facebook features such as profiles, friends, groups, and classifieds.

studentSN. Student Social Network is a Facebook clone available in four different countries – Turkey, Russia, Germany, and Great Britain. Its success appears to have been limited, however.

Schuelerregister.de. The name roughly translates to the “Pupil Register”, and Schuelerregister.de is another German attempt to copy Facebook.

Feierabend.de. This German clone appears to be more intended for the 50+ set, but is worth noting as it claims more than 100,000 users.

Schueler. Schueler.cc (your “community center”) is yet another German attempt at cloning Facebook, claiming more than 30,000 schools as part of its network. They have changed the look and feel a bit, but it's still built around academic and regional networks.

StudentFace. Drawing inspiration in both features and name, StudentFace is a social network for the Australian market. They have added a feature similar to Facebook's News Feed, allowing you “to see which one of your friends have updated their profiles and/or added friends.”