

**CSIS 3241 Spring 2010
Group Case Study
Friendster**

Note:

- One submission per group
- Write the names of your team members in the submission. If the name is missing, I will assume that the member has not participated in the work and no points will be awarded to that member

The case demonstrates that social networks are not a universal solution for everything and one should be judicious in using them. Please discuss the case with your group and answer the following questions:

Ques 1. Give your comment on the Friendster's ability to help people date. Discuss how Friendster date search operates and how the real world date search operates to reflect the disconnect between the two

Ques 2. Online dating sites also help to find the date. Many of such sites are successful, but for Friendster, it did not seem to work well. Why?

Ques 3. As described in the case, how was "Eurekster" supposed to work and why was Koogle pushing for this idea? Was this idea successful? Why?

Ques 4. How was the "trusted product referrals strategy supposed" to work? Discuss some potential for this feature, and what can be the problems? Why did it failed?

Ques 5. Comment on the idea of "trusted listings functionality" as described in the case. What problem is this solving? Are there any problems with this function?

Ques 6. Lindstrom had two options when he took over (i) "Plan My Social Life" and (ii) Personal Media strategies. Discuss the two options, and provide your recommendations.

Ques 7. Reflect on "technological issues" as a cause of Friendster's problems.

Ques 8. Reflect on "poor corporate governance issues" as a cause of Friendster's problems

Ques 9. At the time the case was written, going to the Asian market was also an option available to Friendster. However, Friendster's management seems completely disinterested in going there. Why?

Ques 10. What lessons can be learnt from this case?