

A Study of the Comparison between Facebook and Twitter

Facebook Vs Twitter

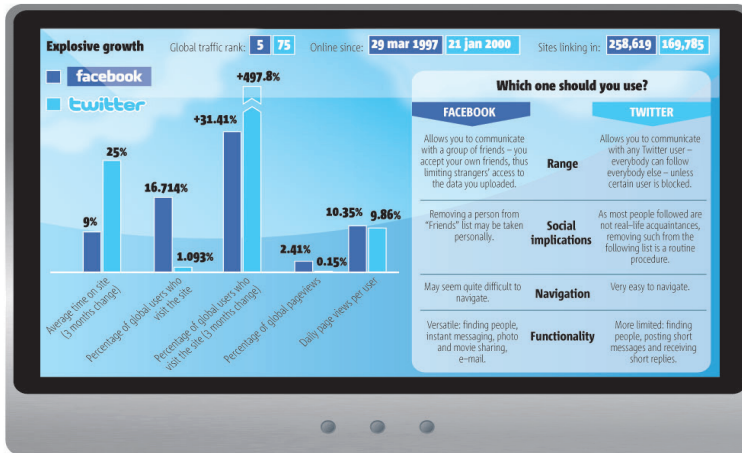
However Facebook faces another contender to the "most popular" title. During the last 3 months Twitter.com jumped 414 positions up in popularity ranking. 500% more people visit the site now than they did 3 months ago. So which site is better – and for what?

Population:

Indonesia: **230 million people**

Facebook: **200 million members**

Brazil: **190 million people**



One of the principles used to analyze this image is the principle of color. The colors used in this image are ineffective because of the similarity between the two different shades of blue. It is understandable that the creator of this design wished to remain true to the colors that are commonly associated with Facebook and Twitter, but I believe that the designer should have chosen to use colors that contrasted more drastically with each other. It has been said that humans can only remember a few colors at a time and, since both of these colors are a shade of blue, it will be difficult for viewers of this design to recall which pieces of information



Figure 1. Differing statistics between facebook and twitter.

were associated with each social media website and, thus, it makes it more likely that viewers of this design will confuse the information between Facebook and Twitter, due to the similarities of the colors. Also, the designer chose to use a blue background, which is also ineffective because the data blends into it, making it difficult to read. In Figure 2, a screenshot of the graph from Figure 1 is depicted. This is able to clearly illustrate the inefficiency of the color choice because the bars in the bar graph that represent Twitter easily blend into the background, making the graph difficult to read. It also does not help the information stand out, making it difficult to remember. The colors are not clearly distinguishable from each other, making the principle of color in this design fairly ineffective overall.

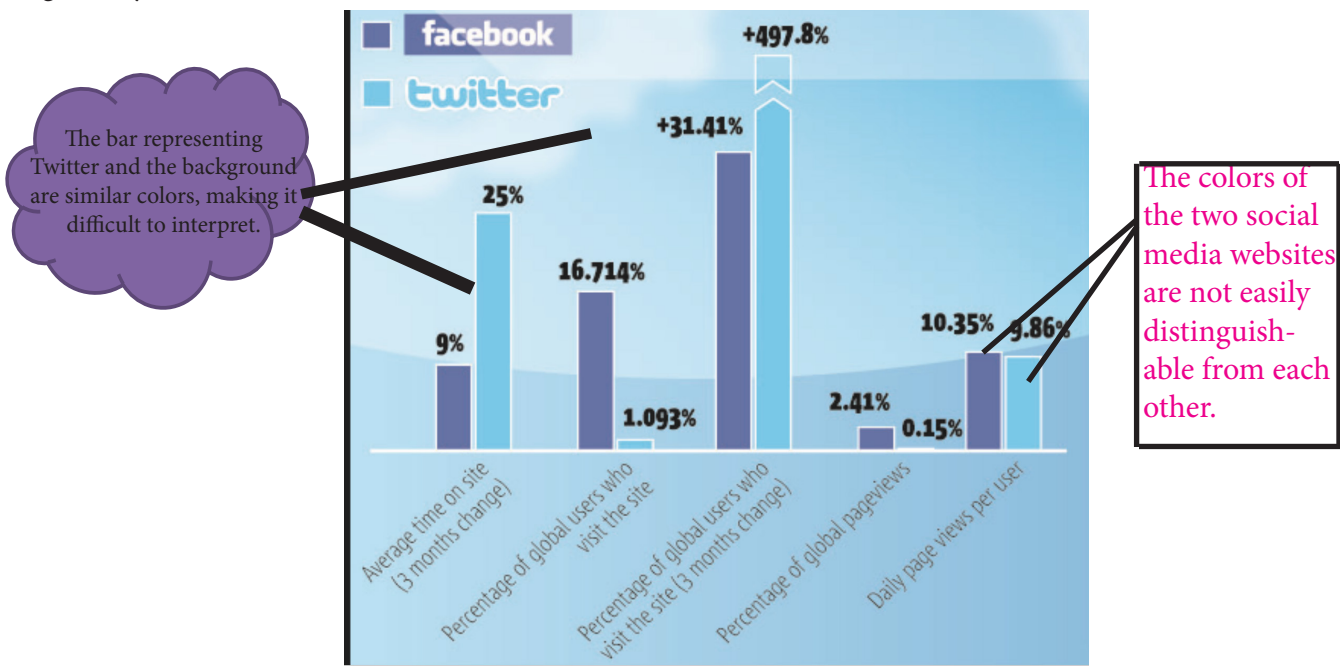


Figure 2. Bar graph depicting percentages for various items regarding Facebook and Twitter.

