



ME, MYSPACE, AND I: MYSPACE BOARD OF DIRECTORS, 2008

Myspace undoubtedly had one of the most significant influences on technology, pop culture, social relations, and music in the 2000s. At its peak, it was the most visited website in the United States and led to the early growth of YouTube. At its peak in April 2008, Myspace and Facebook reached 115 million unique users—with Facebook having more unique worldwide visitors—and for the first time in May 2009, Facebook surpassed Myspace in the number of unique U.S. visitors. From this point on, Facebook soared to success while Myspace died a slow death. Plagued by a shrinking userbase and lack of interest from advertisers, the Myspace board of directors were faced with many challenges. It will be the delegate's job to take up the reins and succeed where those before them failed or find ways to profit from the sinking ship. Technology, business, politics, and culture collide in this fast paced and dynamic committee.

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