

The Internet represents the future of all media – with some people using social newsreaders. The New York Times website lets users login with their Facebook accounts and then share articles on NYTimes.com with their Facebook friends. Of course Facebook is built-on personalization unlike Twitter, which is un-personalized and un-filtered. Also Twitter lets you post short status updates in real-time called tweets, which are like short SMS messages. Facebook enables longer messages and longer status updates to be sent/received and posted. However, as noted Facebook is personalized and uses electronic filters in they're social networking service. Meanwhile discussion on the future of journalism in the digital era and Google's role in it continues. Google maintains if Facebook or Apple controlled the web in its early days Google would not exist and not be able to exist. Google is citing legitimate concerns about the future of the Internet as an open platform of course it has its own motivations as a company to pursue profit like Facebook or Apple.

Google relies on an Open Web both Apple & Facebook profit from creating closed platforms. If Facebook ruled the Internet in the 90s Google wouldn't exist.