

# Top 50 Popular Brands in Hyves

Research Question\_Are Hyves users brand-homogenous? The anxiety about visible data on social networking sites such as Hyves comes from the 'public display of the informal.' Hyves.nl 'cleanses' the user-collective by presenting a top 50 list of popular brands that makes Hyves users seem 'decent.' Behind the scenes, profile data may tell different stories.

Findings\_In the research protocol all brands were scraped by brand\_id (with 103,239 distinct brands). We found that the majority of users are single-fan brands & 'no logo' Hyvers (59,105).

H&M G-star Coca Cola Nike  
Mc Donalds Björn Borg Hyves Hotmail  
Ben & Jerry's Samsung Puma Diesel Replay  
Esprit Only Zwitsal All Stars Adidas Vero Moda  
Dolce & Gabbana Mexx Dove iPod Albert Heijn Ikea Red Bull  
Nokia Bacardi Tommy Hilfiger Heineken Hunkemoller G-sus Nivea  
Converse Douglas Hugo Boss L'Oreal Zara Gucci Burberry  
Chanel K-swiss O'Neill DKNY Le Coq Sportif  
Apple ICI Paris Playstation Ralph Lauren

Source\_hyves.nl/brands  
Method\_Take top 50 and scale and cloud by value (descending)  
Tools\_Tag Cloud Generator  
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