Lecture 6: Foci

Matthew Salganik

Sociology 204: Social Networks, Spring 2021
Princeton University

3/3: Foci and the design of technical systems

STEVEN LEVY   BUSINESS   06.28.2011 01:10 PM

Inside Google+ — How the Search Giant Plans to Go Social

https://www.wired.com/2011/06/inside-google-plus-social/

THE REAL LIFE SOCIAL NETWORK

Hi everyone, thanks for coming.

https://www.businessinsider.com/
heres-the-presentation-that-inspired-google-2011-7

More about Google Plus:

- Paul Adams *Grouped: How Small Groups of Friends are the Key to Influence on the Social Web*
- "Google Plus: a \$585 million dollar mistake":
  `https://slidebean.com/blog/startups-google-plus`
- "Looking back at Google+":
  `https://techcrunch.com/2018/10/08/looking-back-at-google/`
- `https://en.wikipedia.org/wiki/Google%2B`

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- ▶ affiliation networks (people and groups) help us understand patterns in personal network structure
- ▶ compare and contrast psychological vs sociological explanations for network structure
- ▶ sociological principles can shape the design of technical systems

- Watts, Chapter 5. (Available from Canvas)
- Lee, N.H. (1969). *The Search for an Abortionist*: Preface, Chapter 1, and Chapter 5. (Available from Canvas).

Please fill out the after lecture survey