Lecture 6: Foci

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Sociology 204: Social Networks, Spring 2021 Princeton University

3/3: Foci and the design of technical systems





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

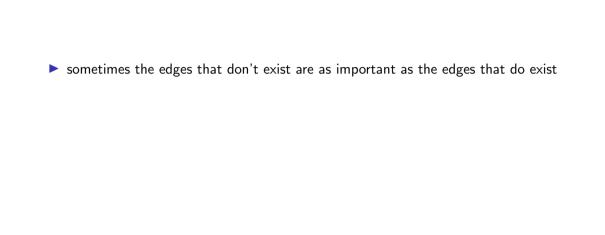
https://www.wired.com/2011/06/inside-google-plus-social/



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://techcrunch.com/2018/10/08/looking-back-at-google/

 https://en.wikipedia.org/wiki/Google%2B



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- 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)

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► Lee, N.H. (1969). The Search for an Abortionist: Preface, Chapter 1, and

