



















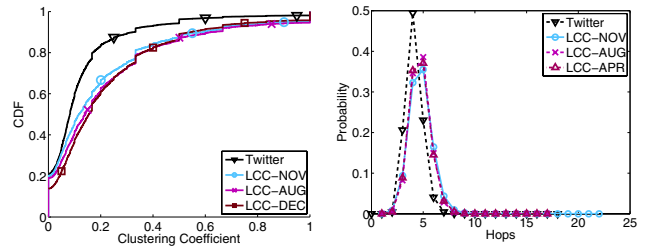
exchange or simply relay information. To quantify the level of balance in the connectivity of individual nodes, Figure 9(a) plots the summary distribution of the ratio of followers to friends (using boxplots) for different group of users based on their number of followers in our most recent snapshot (LCC-Nov). This figure demonstrates that only low degree nodes (with less than 100 followers) exhibit some balance between their number of followers and friends. Otherwise, the number of friends among G+ users grows much slower than the number of followers.

We calculate the percentage of bidirectional relationships for a node  $u$ , called  $BR(u)$ , as expressed in Equation 1 where  $\text{Friend}(u)$  and  $\text{Follower}(u)$  represent the set of friends and followers for  $u$ , respectively. In essence,  $BR(u)$  is simply the ratio of the total number of bidirectional relationships over the total number of unique relationships for user  $u$ .

$$BR(u) = \frac{\text{Friend}(u) \cap \text{Follower}(u)}{\text{Friend}(u) \cup \text{Follower}(u)} \quad (1)$$

Figure 9(b) presents the summary distribution of  $BR(u)$  for different groups of G+ users in LCC the based on their number of followers using the LCC-Nov snapshot. The results for other recent LCC snapshots are very similar. As expected, popular users ( $> 10k$  followers) have a very small percentage of bidirectional relationships. As the number of followers decreases, the fraction of bidirectional relationships slowly increases until it reaches around 40% for low-degree users ( $< 1K$  followers). In short, even low degree users that maintain a balanced connectivity, do not reciprocate more than 40% of their relationships. Our inspection of 5% of LCC users who reciprocate more than 90% of their edges revealed that 90% of them maintain less than 3 friends/followers and less than 5% of them have any public posts. These results collectively suggest that G+ users reciprocate a small fraction of their relationships which is often done by very low degree users with no activity.

**Clustering Coefficient:** Figure 10 depicts the summary distribution of the undirected version of the clustering coefficient (CC) among G+ users in different LCC snapshots. This figure clearly illustrates that during the roughly one year period from Dec 2011 to Nov 2012, the CC among the bottom 90% of users remained below 0.5 and continuously decreases. On the other hand, the CC for the top 10% of users has been very stable. In essence, *the G+ structure has become less clustered as new users joined the LCC over the one year period.* A similar trend in cluster coefficient has been recently reported for a popular Chinese OSN [49] that indicates that such an evolution in the CC might be driven by underlying social forces rather than features of the OSNs. We also notice that the distribution of the CC among G+ users exhibits only minor changes between Aug and Nov 2012 which is another sign of stability in the connectivity features of G+ network. Compared to Twitter network where the CC is less than 0.3 for 90% of users, G+ is still more clustered. Furthermore, using the approximation presented in [39], we conclude that just 1% of the nodes in a complete Facebook snapshot collected in May 2011 [46] have a CC larger than 0.2 in comparison with the 16% and 30% in Twitter and G+ (using LCC-Nov snapshot). In summary, as the population of G+ has grown, its connectivity has become less clustered but it is still the most clustered network compared to Twitter and Facebook.



**Figure 10: Clustering Coefficient**

**Figure 11: Average Path Length**

	LCC-Nov	FB	Twitter
Path Length (Avg)	4.7	4.7	4.1
Path Length (Mode)	5	5	4
Eff. Diameter	6	-	4.8
Diameter	22	41	18

**Table 6: Summary of path length and diameter characteristics for G+, Facebook and Twitter**

**Path Length:** Figure 11 plots the probability distribution function for the pairwise path length between nodes in different LCC snapshots for G+ and a snapshot of Twitter (TW-Con). We observe that roughly 97-99% of the pairwise paths between G+ users are between 2 to 7 hops long and roughly 68-74% of them are 4 or 5 hops. The diameter of the G+ graph has increased from 17 hops (in April) to 22 hops (in November of 2012). The two visibly detectable changes in this feature of the G+ graph as a result of its growth are: a small decrease in typical path length (from April to November) and the increase of its diameter in the same period. Table 6 summarizes the average and mode path length, the diameter and the efficient diameter [38] (*i.e.*, 90 percentile of pairwise path lengths) for the G+ network (using LCC-Nov), Twitter (using TW-Con) and a Facebook snapshot from [23]. We observe that G+ and Facebook exhibit similar average (and mode) path length but Facebook has a longer diameter. One explanation is the fact that the size of Facebook network is roughly one order of magnitude larger than G+ LCC. Twitter has the shortest average and mode path length and diameter among the three. We conjecture that this difference is due to the lack of restriction in the maximum number of friends that leads to many shortcuts in the network as Twitter users connect to a larger number of friends.

**Relating User Activity & Connectivity:** We also analyzed the correlation between the connectivity and activity of individual users in the LCC. Our results reveal a strong positive correlation between the popularity of a user (*i.e.*, number of followers) and the user's post rate. The post rate of individual users exhibit a weaker correlation with the number of friends. Further details on all of our analysis can be found in our related technical report [31].

*In summary, our analysis on the evolution of LCC connectivity led to the following key findings: (i) As the size of LCC significantly increased over the past year, all connectivity features of LCC have initially evolved but have become rather stable in recent months despite its continued growth. (ii) Only low degree and non-active users may reciprocate a moderate fraction of their relationships. (iii) Many key features of connectivity for G+ network (e.g., degree distribution, fraction of bidirectional relationships) have striking similarity with the Twitter network and very different from*

the Facebook network. These connectivity features collectively suggest that G+ is primarily used for message propagation similar to Twitter rather than pairwise users interactions similar to Facebook.

## 7. RELATED WORK

**OSN characterization:** The importance of OSNs has motivated researchers to characterize different aspects of the most popular OSNs. The graph properties of Facebook [46, 23], Twitter [37, 26] and other popular OSNs [42] have been carefully analyzed. Note that all these studies use a single snapshot of the system to conduct their analysis, instead we analyze the evolution of the G+ graph over a period of one year. In addition, some other works leverage passive (e.g., click streams) [24, 45] or active [48, 32] measurements to analyze the user activity in different popular OSNs. These papers are of different nature than ours since they use smaller datasets to analyze the behaviour of individual users. Instead, we use a much larger dataset to analyze the evolution of the aggregate public activity along time as well as the skewness of the contribution overall activity across users in G+. Finally, few works have also analyzed users' information sharing through their public attributes in OSNs such as Facebook [41].

**Evolution of OSN properties:** Previous studies have separately studied the evolution of the relative size of the network elements for specific OSNs (Flickr and Yahoo 360) [36], the growth of an OSN and the evolution of its graph properties [40, 22, 49, 28, 29, 43] or the evolution of the interactions between users [34] and users' availability [25]. In this paper, instead of looking at a specific aspect, we perform a comprehensive analysis to study the evolution of different key aspects of G+ namely, the system growth, the representative of the different network elements, the LCC connectivity and activity properties and the level of information sharing.

**Google+ Characterization:** G+ has recently attracted the attention of the research community. Mango et al. [39] use a BFS-based crawler to retrieve a snapshot of the G+ LCC between Nov and Dec 2011. They analyze the graph properties, the public information shared by users and the geographical characteristics and geolocation patterns of G+. Schiberg et al. [44] leverage Google's site-maps to gather G+ user IDs and then crawl these users' information. In particular, they study the growth of the system and users connectivity over a period of one and a half months between Sep and Oct 2011. Unfortunately, as acknowledged by the authors the described technique was anymore available after Oct 2011. Furthermore, the authors also analyze the level of public information sharing and the geographical properties of users and links in the system. Finally, Gong et al. [30] use a BFS-based crawler to obtain several snapshots of the G+ LCC in its first 100 days of existence. Using this dataset the authors study the evolution of the main graph properties of G+ LCC in its early stage. Our work presents a broader focus than these previous works since in addition to the graph topology and the information sharing we also analyze (for first time) the evolution of both the public activity and the representativeness of the different network elements. Furthermore, our study of the graph topology evolution considers a 1 year window between Dec 2011 and Nov 2012 when the network is significantly larger and presents important differences to its early status that is the focus of the previous works. In another interesting, but less related

work, Kairam et al. [35] use the complete information for more than 60K G+ users (provided by G+ administrators) and a survey including answers from 300 users to understand the selective sharing in G+. Their results show that public activity represents 1/3 of the G+ activity and that an important fraction of users make public posts frequently. Finally, other papers have studied the video telephony system of G+ [47], the public circles feature [27] and the collaborative privacy management approaches [33].

## 8. CONCLUSION

This paper examines the key features of G+ network and their evolution during the first year of G+ operation. We conduct large scale measurement on G+ and collect some of the largest public datasets on any OSN to date to characterize connectivity, activity and information sharing across G+ users along with their evolution over a one year period. We develop an efficient technique to collect random samples of G+ user. This in turn enables us to determine the relative size of key components (*i.e.*LCC, partitions, singletons) of G+ network.

We show that while the size of LCC component of G+ has grown at a high rate (200K user per day), the relative size of LCC has decreased with time. Our investigations reveal that a significant fraction of new G+ users appear to be implicitly added by Google while they register for other Google services. Furthermore, the main connectivity features of LCC have become relatively stable in recent months which suggests that the G+ network has reached a steady state. We show that these stable connectivity features of LCC component of G+ have a striking similarity with Twitter but are very different from Facebook. This similarity indicates that users use G+ for message propagation similar to Twitter rather than pairwise user interaction like Facebook. In terms of user activity, even LCC users are not actively engaged in G+ network. The contribution of user activity in terms of posting is skewed among LCC users (*i.e.*10% of users are responsible for 80% of posts) and user reactions to activities is an order of magnitude more skewed (*i.e.*1% of users generate 80% of reactions to all posts). Our findings collectively demonstrate that in the current OSN marketplace with two dominant players, namely Facebook and Twitter, a new OSN such as G+ might be able to attract a rather significant number of users to become part of the network (*i.e.*connect to its LCC). However, it is much more challenging to get these users meaningfully engaged in the system.

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