Understanding the capabilities and applications of Google+ in contrast with Facebook

Info-I399 Final Report

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Abstract

For the last decade or so, social networks have pushed their way into our lives leaving most users dependent and infatuated with the day to day status updates, photos, and overall social connectivity they supply. From MySpace, to Xanga to Facebook, social networks are becoming more advanced and are catering to an ever-increasing range of specialized needs and wants. Users are becoming more aware of things like privacy & security and are demanding more from their social networks than ever before. MySpace has now dissolved into irrelevance as Facebook appeared to be a more polished network offering more to an older age group. Even so, the switch from MySpace to Facebook began over four years ago and the common questions popping up in discussion today are:

Will Facebook meet its demise?

Which network will be next?

The purpose of our research is to try to answers these questions by first examining how people currently use popular social networks in relation to what people actually want from their social network. Then, analyzing how Google+ & Facebook currently meets these needs, or is capable of satisfying the end user's wants.

Introduction & Research Problem

We were motivated to do this project because as college students, social networking is, and has been a huge part of our lives. From keeping in touch with friends after high school, to organizing events on campus, social networks are a huge part of our generation and we wanted to know more about where these networks are currently at and where they are going. But as we become more experienced with the advanced functionality within Facebook, we become more aware and our needs, wants, and preferences become more specific and knowledgeable leaving us hungry for a social network that will cater to our continuously evolving tastes.

Our ultimate goal was to evaluate the effectiveness of each social network in collaborative, professional and academic applications. Through this analysis we were able to determine which of the two will become more dominant in the near future as well as where their applications will be most valuable.

Collaboration is a very important aspect of social networking because as users, we demand a platform that can function as an effective tool integrating numerous tools and applications ultimately distinguishing itself as a "one stop shop". At this point, Facebook allows us to plan events, generate interactive interest groups, and create threads in which individuals can collaborate over time. But as times are changing and we've become more aware of Google's collaborative offerings such as Google docs and Google hangout, we begin to question is Facebook is doing all that it can to facilitate collaboration or if Google may be working harder to provide us with the most valuable tools.

The professional aspect of social networking is a very controversial topic in the news today and is leaving many college student concerned about the privacy of their photos and information and the impact their Facebook accounts will have on their professional reputation. As students ourselves, we understand that in recent years it has become a social norm to isolate your Facebook account from your professional world by using site such as LinkedIn instead a taking proactive measures on your Facebook page like changing your name, or not listing your profession on your account. At the same time, we feel a more effective social network would allow the user to separate groups among their professional and social lives giving them more control over who they share their information with. Google+'s circles functionality sparked our interest as it does just that.

At this point, Facebook seems to be on the opposite end of academia as it can be viewed by many as illegitimate and more of a time waster than academically productive. This academic weakness is Facebook also got us thinking about the possibility of other social networks to facilitate a productive academic atmosphere and achieve a level of legitimacy unattained by any prior social network. Google has already made large moves equipping its Google+ platform with collaborative education applications and we want to discover the possibilities as more open source and in house develop advances.

Background & Related Work

Our project topic used a lot less background research as Google+ is extremely new. For example, Google+'s hangout feature debuted a little over a month ago and most secondary research conducted only found informative articles rather than analytical.

The most valuable article we came across was one authored by Mark Sullivan of PC World titled "9 Reasons to switch from Facebook to Google+". In this article Mark outlined 9 categories in which Google+ outperforms Facebook which essentially sums up all the related analysis out there today. They are:

1. **Integration with Google Services**

"The biggest wedge Google has for driving people toward using Google+ is integration. That is, Google will build Google+ social networking features and tools into almost all of its existing online services from Search to Documents to Video (YouTube)."

2. Better Friend Management

"Google is right that the "Circles" concept is more in line with the way we make friends in real life. We have many different kinds of friends, and we interact with them and communicate with them in very different ways."

3. Better Mobile App

"The app is already great, but Google will seek more and more ways to make your Android phone a seamless appendage of your Google+ social platform. Google hopes to use its huge Android user base as a wedge against Facebook, whose mobile app, while nice-looking, is a little clunky to use."

4. Easier to Find Stuff to Share

"Spark is Google leveraging its search engine to do something Facebook can't do—give users an instant wellspring of relevant information to share with friends. Because Facebook has no search engine, its users must leave the site to find shareable data or wait for their friends the share it with them."

5. You Can Get Your Data Back

"Facebook is notorious for its poor stewardship of personal data. You are forced to make certain parts of your personal data "public" for example, and It is very hard to permanently delete your Facebook profile. Google, on the other hand, makes it possible for you to pick up all the data you've banked at Google+ and walk away. This is done through a Google+ tool called "Data Liberation." With just a few clicks you can download data from your Picasa Web Albums, Google profile, Google+ stream, Buzz and contacts."

6. Better Photo Tagging

[In Google+] *"When you tag someone, you see this note: "Adding this tag will notify the person you have tagged. They will be able to view the photo and the related album." Facebook, on the other hand, does not make an effort to warn people the they've been tagged (possibly in an unflattering or compromising photo) and give them an immediate chance to remove the tag."*

7. Strong Group Chat Features

"Google+ has Facebook beat in the area of chat. Forming ad hoc group video chats using the Hangouts feature in Google+ is easy, and forming ad hoc groups for a little chat seems like a natural and fun thing to do in a social networking setting."

8. Safer Content Sharing

"Privacy advocates have long called for social networking sites to let users assign a privacy level to each piece of content they share, instead of using a pre-set list privacy settings to govern all shares. Google obviously heard those calls, and built the capability into Google+. For instance, when I share an article or upload a camera image, Google+ gives me choices of which friend circles I'd like to share that content with."

9. Google Is a Better Steward of Your Personal Data

"Running a social network is all about responsible stewardship of users' personal information. Facebook is a young, fast moving company that has proved itself to be cavalier in its movements, lacking in respect for user data privacy, and accident prone. Google on the other hand, is a far more mature company that is, I would argue, seen as more trustworthy than Facebook. For the most part, Google has lived up to its "Don't Be Evil" slogan."

Research Methodology

Our primary research was the most important aspect of our project. As stated in the earlier section, Google+ is extremely new and there have been very little analytical articles or studies comparing Google+ and Facebook. Our research methodology began with familiarizing ourselves with both social networks. In order to discover the most about Google+ and Facebook, we needed to be pros at working with and understanding both. The three of us were very familiar with Facebook and what it had to bring to the table, but none of us had a Google+ account and knew very little about it. Exploring Google+ was actually quite enjoyable as there were a lot of innovative offerings within Google+ that we had known nothing about. We all created Google+ accounts and used the system to communicate and collaborate with one another in fictional academic, professional, and social settings.

After we established a thorough understanding of both social networks, it was time to start talking to others about these networks. We began with a very general survey. We wanted to find out how people were using Facebook. On these initial surveys we asked a multitude of questions concerning how they spend their time on Facebook. We proposed questions like, "do you use Facebook professionally? If so, how do you use it and has it helped you?". We also asked questions about how people used Facebook collaboratively in groups within and outside of an academic setting. This initial step was important because it helped us define the social network landscape and realize the differences in priorities between Facebook users and Google+ users. After initial surveys we conducted some one on one interviews to find out in more detail how people spend their time on Facebook or Google+.

By understanding how individuals use their social networks, we then were able to move on to finding out how people wanted to use them. We started asking people questions about their negative feelings towards Facebook. We wanted to know what features or aspects about their social network ticked them off on a daily basis. These more specific surveys started out with questions focused on the flaws of Facebook because it set the stage for the remainder of questions pertaining to hopeful topics concerning things they would like out of a social network, or describing new features of Google+ and asking for their opinions/feedback.
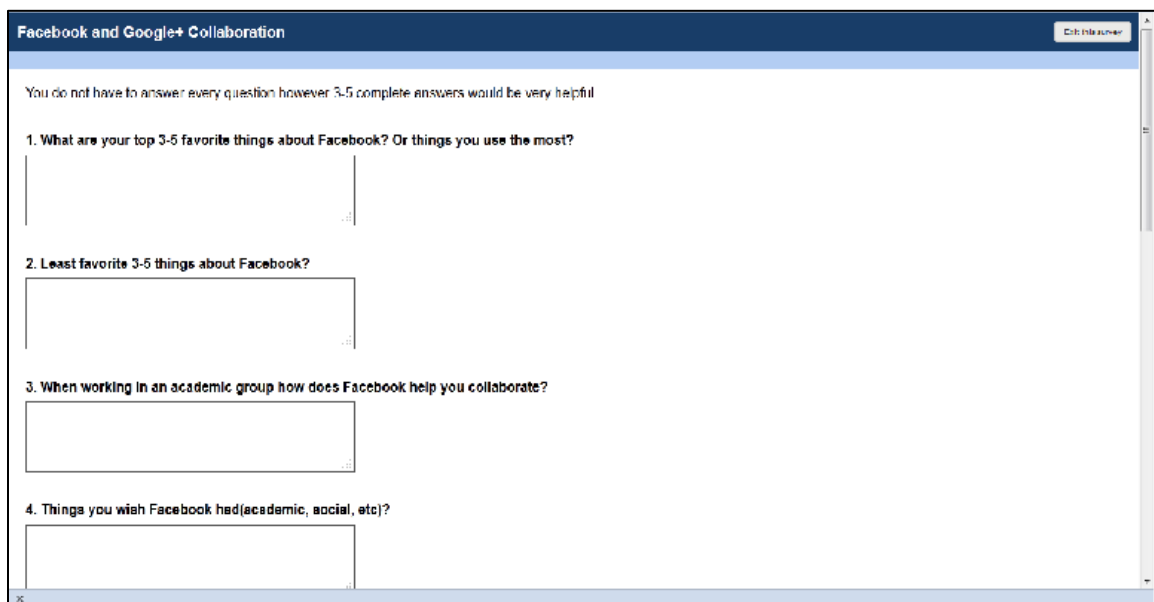
At that point, we were equipped with enough knowledge from background research and surveys that we focused all of our energy towards in depth personal interviews and focus groups. The more advanced, complex questions talked about in focus groups and interviews is where we were really able to make substantive conclusions about Facebook users and the shift towards Google+. Getting participants to debate with one another about Facebook and Google+ was a valuable experience for us as we were able to realize different personalities views of both networks and what different factors were holding them back or pushing them towards switching to Google+.

Overall, our research methodology progressed from general to specific. We organized it in this fashion because as we got to each new step we were able to capitalize on what we had learned and make our efforts on the next step more effective and focused.

Analysis and Results

Surveys

Our first survey was created to give us a good idea of major trends and strong opinions that users have about their social network. Since this was our first primary research we wanted to make the questions require written responses to prevent missing potential answers. This also allowed for more detailed responses and less thoughtless answers. That choice proved useful as we got a variety of answer while still identifying the common themes. We focused most our questions on how users currently use their social networks in order to gain a better understanding, before we moved on to the future of social networks. We spent extra time on this survey in order to reach out to as many people as possible. This was in order to give us a good amount of data we could compare further findings against. We had a total of 73 responses to this survey which consisted of most friends and class acquaintances. We did not make an effort to include Google+ users which led to the majority of answers being answered about Facebook. This was expected by us and we addressed this problem in most of our primary research after this survey. Many of our major final insights/findings were originally found in this survey and were explored further in our subsequent research. Due to the large amount of information and results to be analyzed I will break the analysis of the survey down in to two sections.

The Analysis and Results are broken down for each question separately:

1. *What are your top 3-5 favorite things about Facebook? Or things you use the most?*

   The most common answers we received here were about photos and talking to friends through statuses and text chat. Although we were looking more for a certain functionality in Facebook with this question, there were still a few answers that referred to enjoying browsing profiles which was a topic we decided to research further. This question gave use a great starting point for reasons why members use Facebook. Getting up to date with

friends while browsing profiles seemed to be the common theme here as most responders didn't mention a specific tool or app they like to use besides games.

2. *Least favorite 3-5 things about Facebook?*

This question played a vital role in our conclusions as it we found out what people dislike about Facebook are problem areas Google+ has already begun addressing. (More on this in the discussion of a later research) The number one concern from people was that Facebook has become too cluttered with advertisements and other options. It seemed quite clear that people were looking for a cleaner and more streamlined interface. One without so much stuff people consider useless clogging up your screen and occasionally taking you to another page by a miss click. That also goes along with what was another big concern of Facebook users, security and privacy issues. Some of the security issues related to lack of trust users had with the legitimacy of Facebook's ads. Another area of concern was the privacy of your own information and data logged by Facebook. Information about people is worth money and Facebook has lots of it, many are worried about what Facebook is doing with this information and who is getting their hands on it. Other popular responses included the lack of video integration (which Facebook does have however many people don't use it or know about it as it's a simple one on one Skype chat) and too much family or employers to worry about.

3. *When working in an academic group how does Facebook help you collaborate?*

This question didn't get a lot of responses which seemed to indicate not many people used Facebook for academic group settings. The three areas we got at least a couple responses of were forming groups, sending messages, or live text chat. These all seemed to be very basic levels of communication which could have just as easily been facilitated through an email. An interesting response we got was somebody said when they started a group for a team on Facebook that "it would often end up being more a hassle because people will still send emails to so it's often two conversations going on." An interesting point we brought up in later interviews to gain more insight on the topic and this question which had little responses

4. *Things you wish Facebook had? (academic, social, etc.)*

The vast majority of responses were very vague for this question. People often respond to the academic part of the question with things such as apps/tools for teamwork or more abilities for groups in Facebook. People weren't able to pinpoint detailed issues that could be resolved. It was interesting that people seemed to see major faults without generating any ideas. Creating an academic atmosphere online is not what even close to what Facebook is trying to accomplish so it makes since that people have troubles trying to think about the two together. On the social side of things most our answers were very personalized request that had no connection to our research. One topic which was brought up was being able to manage your friends in circles, divide your friends into groups such

as friends, coworkers, and family, like Google+ allows. This allows users to share different information/pictures of theirs only with the people they want to instead of sharing it with all your contacts.

5. *Open to at least trying a new social network?*

   We got 19 yes/maybe and 22 no for this question which was more yes's than we were expecting. That is still less than half so people seemed pretty happy with what they currently have but there is opportunity for Google+ when there seemed little at first. They must overcome the barrier Facebook presents and differentiate themselves from it enough to draw attention of unsatisfied Facebook users.

6. *Do you know anything about what Google+ has to offer?*

   This turned out to be a badly worded question. Many of the people who responded mentioned they knew it was a social network but had never really used it before. Some people had an account but rarely used it due to the lack of activity on it compared to Facebook. That wasn't surprising after we had already found out that people really like to look at pictures and statuses of friends, the type of content Facebook has way more of than any of its competitors.

7. *What do you think about Google+ "circles" functionality?*

   Only two people answered this question but their answers were along the same line. It's a great personal customization tool that Facebook lacks. This tool of Google+ is a step towards fixing the privacy issues many people have with social networks.

8. *Do you use Facebook for primarily social/casual friends, professional network, or both?*

   The responses were 27 social/casual friends, 1 professional network, and 4 both. Most of the respondent where college students so it came as no surprise that most people use Facebook for interacting with their friends. This is a major point on the downside of Google+ because Facebook users are already well connected with their friends and a complete switch to Google+ would involve losing lots of friends while probably adding very few new ones.

9. Would integrating Google's extra tools (ex: Google Docs) into Google+ make you more likely to use it for collaborating with colleagues?

   There was nearly a complete positive response to this. The question was yes or no so we didn't receive much elaboration from the respondents but people didn't have any negative things to say about it. Google+ did offer such integration within Google Hangouts near the end of or research which provided a short time for us to research this topic with some tools available for us to demo.

In our surveys and interviews we noticed there seemed to be a big difference in the way members were spending their time on Google+ versus Facebook. In our survey above we found out that people on Facebook enjoy browsing friend's photos and statuses. Users of Google+ talked much more about the professional/business related aspects of it as well as a lot about Google+ Hangouts, a video chat of up to 10 people that incorporates apps to facilitate and improve your online collaboration experience. In order to get some statistics we created new surveys that focused on the exact information we needed. Our most important example is this question we used on our final poster.
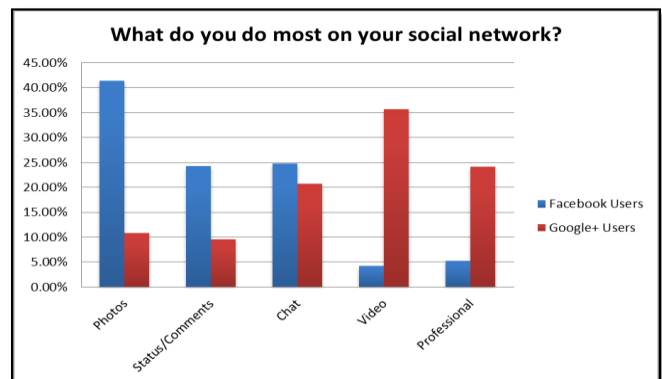
The differences here were much more drastic than we expected. We did have around twice as many Facebook respondents than Google+ respondents so this chart based off ratios. The results for Facebook confirmed what we had found in the earlier survey. Google+ users though are spending their time in a completely different way than Facebook users. They are way more

focused on the video chat and professional aspects of their social network than Facebook users. As we our finding were pointing to earlier it would be hard for Google+ to try to win over users based on photos/comments so it's a significant boost to Google+'s potential that they are attracting users in different areas than Facebook, areas which they currently contain a technical advantage. Google+ Hangout blows Facebook video chat out of the water and with the integration of their tools and new apps they are bringing new tools to the table that no social network has anything close to.

Interviews

Many of the insights we gained about what people want in the future of their social network came from our interviews. In our interviews we were able to gain thorough insights from people in a manner that allowed us to demo Google+ or show the person exactly what it was we were asking them about. Some interviews we sought out people with a lot of experience in using Google+ in due to large amount of Facebook user we were getting information from. After narrowing down our topic with earlier research we were able to further investigate many of the topics we had found interesting topics in during the interviews. Most of the new information/insights we gained came from the Google+ users because their users talk about wider variety topics and concerns than Facebook user whose thoughts are heavily focused on the photos, statuses, and friends. Also the regular uses of Facebook are well established among the majority of people and new insights are hard to come by whereas Google+ is still molding its form for the future and releasing new update to their network regularly

One of topics we discussed regularly in our interviews with Google+ user was how Google+ seems to be addressing many of the major problems people have with Facebook. The biggest problem people had was that they felt Facebook had too many ads and felt cluttered. Google+'s heavy users loved the fact that Google keeps ads to a minimum and they don't seem to fill up your screen and stand out nearly as much as on Facebook. In addition to that they allow you to customize the layout of the webpage to suit your personal wants, preventing the cluttered layout problem many people have with Facebook. Facebook users we interviewed agreed that Google+ was much cleaner looking and wondered why Facebook didn't offer more customization options. Google+ has also taken the initiative in the area of privacy/security. Google+ gives you the rights to all the information accumulated during time online. You are able to delete this information in order to protect your information/privacy whereas Facebook claims the rights to this type of information. Many of the college aged student we interviewed didn't see the importance of this, excluding most IT type people, but older people who are also more likely to use social networking in serious/professional fashion were happy/impressed with this addition to Google+. Rights to you own digital information is a topic that will become more relevant to the rest of the world in the future, giving Google+ another bonus to its potential. The quality video integration that is mostly lacking in Facebook is at the forefront of Google+'s efforts to be a catalyst for online collaboration. The integration of apps in Google Hangouts is an aspect which Facebook and Google+ users alike agreed has the ability to be a game change for Google+ and where it fits into the market place. Tools such as Google Docs, screen share, slide deck, and diagram templates/builder give people tools they have never had before to facilitate productive group work online. This along with the fact that Google opened up app development to 3rd party

developers is something that really interested Facebook users in to at least exploring what Google+ has to offer. That's a big step considering most Facebook users had little to no interest in Google+ before seeing it in action, but practicality and huge difference from Facebook had people thinking they might have judged a little too quickly.

Focus Groups

The main parts of our focus groups were to solidify the insights we had already gained through our research as well as further explore the possible future of social networks. We mixed Google+ users with Facebook users in order to have healthy debates about the topics. The main points we felt comfortable as validated we incorporated into our conclusion which will be discussed next. Those points were nearly universally agreed upon by everyone at the end of the focus group. We did have a lot of variation in the answers relating to the future of social networks. Heavy Facebook users still had some skepticism about whether Facebook could actually be unseated from the head of the table; however they also believed that Google+ was making progress in areas Facebook seemed to be ignoring. Both sides also agree that improvements and innovation in Facebook seem to be slowing way down while Google+ is opening new doors loaded with potential.

Conclusions

Through our research, we've come to the conclusion that Google+ is a more effective collaboration tool and has a much higher potential than Facebook. Facebook is the obvious leader of social networks when you look at their number of users and they do have some useful collaboration tools. The ability to create groups and share documents, paired with the amount of people that use Facebook, makes this social network effect when collaborating on a basic level. Despite being an effective communication tool, Facebook is still a social network that appears to be focusing on the social aspect of things which can make it difficult to be accepted in the workplace as an effective collaboration tool. Although Facebook has many more users, Google+ is setting a new precedent for the way groups can collaborate via social networks as well educational applications. Google is still looking to find its place in a market that is heavily dominated by Facebook and is working towards achieving this goal with new tools and applications that are available.

The first beneficial collaboration tool that you will come across when using Google+ is its use of circles. Circles allow you to easily group and manage your friends, co-workers, family, etc. and makes communication much simpler. The use of circles also lets the user separate his social life from his work life by choosing what information you communicate to different circles. This is one issue that users of Facebook have due to the fact that you cannot pick and choose who sees certain things you post which raises privacy concerns. While it is still possible to make groups on Facebook, it is not something that they actively encourage its users to do, while on the other hand, grouping your friends into circles on Google+ is a main feature of the social network and something that they advertise and promote.

The strongest collaboration tool that we found on Google+ would be its Google Hangout application. This is a relatively new feature of Google+ that allows users to video chat with

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multiple users at the same time. At the moment, Google+ allows for up to 10 users to simultaneously communicate with each other which can prove very valuable in group collaboration. An important feature of Google Hangout is the use of applications that users can enable to further their group collaboration. The emergence of Google Hangout and its applications is so new in today's market that even as we have been conducting this research project, the uses and applications of Google Hangout have been developing and evolving to make for even stronger group collaboration methods. Google announced the arrival of fully featured applications for Hangout at the end of March 2012 and put out a handful of applications to start it off. These applications lay a very solid framework for what the potential of group collaboration on Hangout can be. They have integrated Google Docs into Hangout which allows all users involved to seamlessly view and edit the document in real time. Along with Google Docs, they have also released SlideShare. SlideShare lets users view slide presentations and documents which can be beneficial during things like professional business meetings via video chat. Cacoo is another application that was released which allows for wire-framing, mind-mapping, and collaborative diagramming. Google+ has opened up the development of Google Hangout apps to third party software developers so we expect to see an emergence of new applications on the near future. Although there are not many apps out now, we have come to see the huge potential that Hangout can have when dealing with group collaboration and through the conclusions of our research we have developed ideas for future applications that we believe will prove very useful.

Based off the findings of our research, we have developed concepts for new group collaboration applications to use with Google+ and divided these ideas into three main categories. Many of these concepts focus on collaboration through Google Hangout. Our first category deals with applications that can have educational benefits. Google has already integrated the use of their other tools with Google+ such as Google Docs and YouTube which lays the groundwork for making education through social networks a real possibility. One idea specific to Indiana University that we came up with is the integration of OnCourse to Google+. Indiana University already uses Google to host its e-mail server so all students already have Gmail accounts. Integrating something like OnCourse to Google+ can have tremendous benefits for both students and teachers. Students would be able to have all of their class information and emails in one spot, and could make communicating much easier. Teachers at IU have a variety of different options to communicate online with their students and it can sometimes get confusing when different teachers use different methods. Some teachers may use OnCourse Messages, while others may opt to use the Announcements feature, or just stick to email. Integrating OnCourse onto Google+ could make students' lives much easier so they don't have to check multiple outlets to get messages from their teachers. Many teachers are also constantly updating or making changes to the course syllabus and if this syllabus was a Google Doc, it would be much easier to update. Google Hangout opens up many possibilities for group communication as well. Google Hangout would be a great way to teach online classes, especially if Google increased the number of users allowed in the Hangout. The use of SlideShare and Google Docs would aid in these classes as well. Teachers could also offer online tutoring sessions as well as hold office hours on Hangout. This would be very useful for people who have trouble commuting to where these sessions may be held, as well as save both students and teachers valuable time. We can also envision a tool

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such as Dropbox being integrated with Google Hangout which would make file sharing that much easier. All in all, Google + can help give schools and teachers the tools they need in order to facilitate an educational atmosphere online.

The next category that we discussed potential Google+ uses for was collaboration in the Professional world. In today's technology oriented society, business meetings and processes are being dealt with online more and more frequently. There are programs and applications currently available that seek to facilitate this online collaboration but we believe that Google is the frontrunner when picking a program to use for a number of reasons. First off, Google+ and Hangout are free for all to use and easily accessible which are two features that would draw many businesses in. Along with this, Google has the ability to meet a wide variety of needs in the business world. As previously mentioned, Google Hangout has great collaboration apps such as Google Docs and SlideShare which could serve many needs in an online business meeting. Since Hangout is still in its very early stages, we predict that the number of users allowed in the Hangout will increase in the future, which will allow for even larger meetings. Having a video camera or microphone is not necessary to use Hangout so you would still be able to sit in on meetings and view documents and slides that are presented. With the way technology is evolving today, it is not out of the question to suggest a voice-translation application. This application would help to maximize the potential of conducting business on an international level. Google Hangout also has the ability to improve many businesses that operate and sell products through websites. For example, integrating Google Hangout with sites like E-Bay or Craigslist would be a good way to increase business. Many people realize the risk of buying products through these websites and allowing for the option of the seller and buyer to communicate through video can help establish more trust. In many cases, the seller would be able to physically show the buyer the product and prove to them that it is in quality condition or that it works as advertised. Another business sector that could benefit from integrating Hangout into their website would be job finding websites such as Linkedin. For starters, potential applicants would have the ability to record a short introduction clip that could replace or supplement a cover letter in an application. This would help employers to get to know the applicant better before deciding if they want to move forward in the application process. Furthermore, if the employer does decide they are interested in the applicant, then they could schedule a video interview which could take the place of a phone interview.

The last area that we focus on when dealing with future group connectivity in Google+ is the social aspect. As we all know, Facebook is the leader in social networks especially when dealing with strictly social features, but Google+ has the ability to do things that Facebook cannot. We have already discussed how the use of circles makes Google+ a great way to communicate with friends. People do not always like change so it is going to be hard to just get people to pack up and leave Facebook behind when so many people are already on it but if there is one thing that would be able to sway users, we believe that Google Hangout is it. The obvious feature here is that you can visually connect with a number of friends at once even if you are in different parts of the world. This is great for those who are recent High School or College graduates and moving on with their lives but still would like to stay connected with old friends. Google Hangout has launched a few social applications already that makes it fun and enjoyable to video chat with your friends. One app is Aces Hangout which allows friends to play poker with each other, and unlike

other online poker applications, you can see your friends poker face! There is huge potential for the creation of social applications in Hangout and many are already under development and will be released in the near future. Along with playing games in Hangout, there are a number of other useful ideas that could emerge in the future. You can already view YouTube videos at the same time with your friends in Hangout, so we propose taking it one step further and creating a way for users to view things such as sports matches online with their friends. This allows for the possibility of partnerships to be created between broadcasting networks and Google. Viewing sporting events with your friends makes it much more enjoyable to watch and Hangout could allow for this even when you are not actually with your friends at the time. Another idea that could possibly be on the horizon is having celebrity hangouts between the celebrity and their fans. If Google allows for more users in the hangout at once, then this would have enormous potential on many levels. Google could facilitate a process that would allow for only the celebrity to talk and do things such as allow them to randomly pick someone to answer a question from. This would allow for musicians and actors to really connect with their fans on a much more personal level. This idea also has great possibilities in the field of politics. Candidates would be able to connect to potential voters and do Q&A feedback. It would be a great way for a candidate to get the vote of younger adults who are more tech savvy and online more.

As Google+ continues establishing itself in the social network market, more users will realize the value of their innovative approach to social networking consequently securing Google+'s position as a leader in social networking.

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