

# EXHIBIT 1



June 28, 2011

# Another Try by Google to Take On Facebook

By **CLAIRE CAIN MILLER**

Remember [Google Buzz](#)? What about Orkut, or Google Wave?

Google has tried several times, without much success, to take on [Facebook](#) and master social networking. Now it is making its biggest effort yet.

On Tuesday, Google introduced a social networking service called [the Google+ project](#) — which happens to look a lot like Facebook. The service, which is initially available to a select group of Google users who will soon be able to invite others, will let people share and discuss status updates, photos and links, much as they do on Facebook.

But the Google+ project will be different in one significant way, which Google hopes will be enough to convince people to use yet another social network.

It is meant for sharing with groups — like colleagues, roommates or hiking friends — not with all of one's friends or the entire Web. It also offers group text messaging and video chat.

“In real life, we have walls and windows and I can speak to you knowing who's in the room, but in the online world, you get to a ‘Share’ box and you share with the whole world,” said Bradley Horowitz, a vice president for product management at Google, who is leading the company's social efforts with Vic Gundotra, a senior vice president for engineering. “We have a different model.”

When it comes to social networking, Google finds itself in an unusual position, one that its competitors in Web search know all too well: playing catch-up with a service that dominates the market.

The debut of Google+ will test whether Google can overcome its past stumbles in this area and deal with one of the most pressing challenges facing the company. At stake is Google's status as the most popular entry point to the Web. When people post on Facebook, which is

mostly off-limits to search engines, Google loses valuable information that could benefit its Web search, advertising and other products.

But Google+ may already be too late. In May, 180 million people visited Google sites, including YouTube, compared with 157.2 million on Facebook, according to comScore. But Facebook users looked at 103 billion pages and spent an average of 375 minutes on the site, while Google users viewed 46.3 billion pages and spent 231 minutes.

Advertisers pay close attention to those numbers — and to the fact that people increasingly turn to Facebook and other social sites like Twitter to ask questions they used to ask Google, like a recommendation for a restaurant or doctor.

Analysts say that Facebook users are unlikely to duplicate their network of friends on Google+ and post to both sites, but that they could use them for different types of communication. Google+ could also attract Facebook holdouts who have been uncomfortable sharing too publicly.

“Can someone eclipse Facebook in terms of its hold? It is a fantastic broadcast mechanism,” said Charlene Li, a social media analyst and founder of Altimeter Group, a technology research firm. “But if Google becomes the owner of your private groups, it’s going to be a splintering of our social lives.”

Mr. Gundotra and Mr. Horowitz said that knowing more about individual Google users would improve all Google products, including ads, search, YouTube and maps, because Google will learn what people like and eventually personalize those products.

“To think we could achieve Google’s stated mission of organizing the world’s information absent people would be ludicrous,” Mr. Horowitz said.

But Google has been criticized for failing to understand the importance of social information on the Web until competitors like Facebook and Twitter had already leapt ahead.

Larry Page, Google’s co-founder, regrets Google’s failure to lead in this market and has spent time working with the team since he became chief executive in April, people at the company say. He promoted Mr. Gundotra to senior vice president this year, placing him on an equal level with the heads of Google’s core products like search and ads.

Part of the blame, analysts say, falls on Google’s engineering-heavy culture, which values quantitative data and algorithms over more abstract pursuits like socializing.

Exhibit A is Buzz, a sharing tool for Gmail users. It automatically included users' e-mail contacts in their Buzz network, setting off widespread criticism that Google had invaded the privacy of users and failed to understand that people's e-mail contacts are not necessarily their friends.

Google quickly changed the service so it did not automatically connect people. In March, Google settled with the Federal Trade Commission over charges of deceptive privacy practices related to Buzz and agreed to 20 years of audits.

Mr. Gundotra and Mr. Horowitz, both of whom worked on Buzz, say they were chastened by the experience. Google+ grew out of those mistakes, they said, because they realized how much people care about controlling the information they share.

And unlike its approach with Buzz, which was tested only by Google employees before its broad introduction to the public, Google is calling Google+ a project, as a way to emphasize that it is not a final product. The company says it will undergo many changes to fix problems and introduce features. Still, its new Web site, [plus.google.com](http://plus.google.com), is Google's most fully formed social networking tool yet.

Mr. Gundotra and Mr. Horowitz said they took pains to mimic people's relationships in real life and eliminate the social awkwardness that things like friend requests and oversharing can generate on other sites.

Google+ users will start by selecting people they know from their Gmail contacts (and from other services, once Google strikes deals with them). They can drag and drop friends' names into different groups, or circles, and give the circles titles, like "sisters" or "book club." Then they can share with these groups or with all of their friends.

Unlike on Facebook, people do not have to agree to be friends with one another. They can receive someone's updates without sharing their own.

Facebook has also recognized people's desire to share with smaller groups, and last year introduced Groups to make that possible. It has been one of Facebook's fastest-growing products, with users creating 50 million groups in the first six months, according to Facebook.

"We're in the early days of making the Web more social, and there are opportunities for innovation everywhere," a Facebook spokeswoman said in response to Google+.

When users visit their Google+ home page, they see three columns and a stream of status updates in the middle that looks remarkably like Facebook. But Google said that besides an

easier way to share with select groups, Google+ has several other features that distinguish it from competitors.

It offers group video chats, called Hangouts, that other members of a group can join as it is happening. Users can search a section called Sparks to see articles and videos from across the Web on certain topics, like recipes or ailments, and share them with relevant groups of friends.

And on the Google+ mobile app for [Android](#) phones and iPhones, people can chat with groups using a feature called Huddle. Photos and videos shot with cellphones are automatically uploaded to a private album, so Google+ users can quickly view and post them from their phones or later on a computer.

With these services, Google will compete with a host of start-ups, like Path for sharing with small groups, SocialEyes for video chat, Flipboard for articles on certain topics and GroupMe for group texting.

“The notion that online sharing is broken is not an insight that is unique to us,” Mr. Horowitz said.

“We have a way to bring in millions of users in a way that is challenging for a start-up.”

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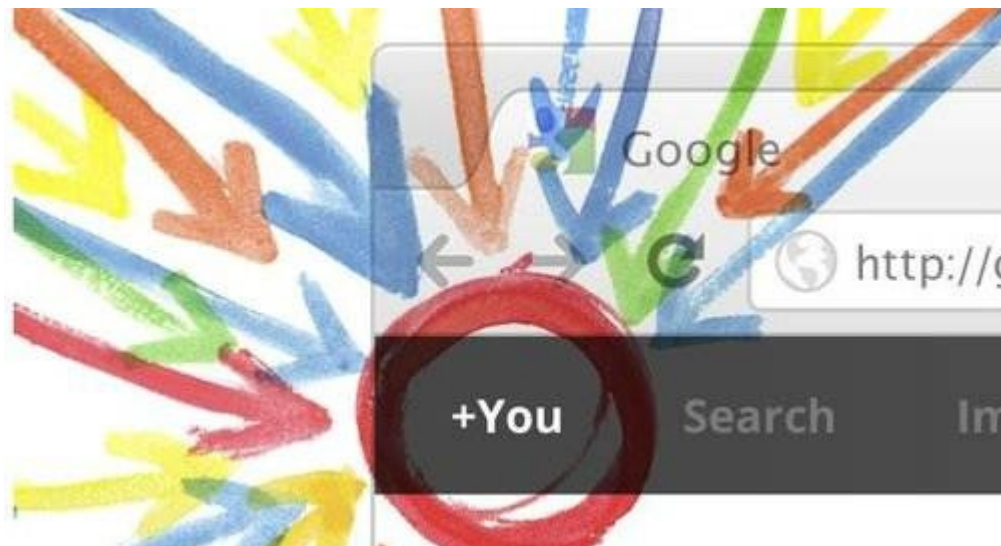
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# Google to launch Facebook wannabe

Nidhi Subbaraman, TODAY

June 28, 2011 at 5:29 PM ET



Google is rolling out a new social networking site called Google Plus.

Google Plus (or Google+) debuted last night to a limited, invite-only audience. It's available today for the Android crowd, and should be coming to Apple's App Store soon, Vic Gundotra, a Google senior VP **wrote on the Google Blog today.**

Here's the run down on what you can expect when the service finally opens up:

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- **Circles** - The feature lets you group friends into "Circles," so you can control what you tell each cluster. This is Google's way to let Google+ users share info selectively, so that every post is not "a public performance."
- **Hangouts** - Facebook Chat got you IMing your pals in real time, but Google+ takes this one step further, with live multi-user video conferencing in what looks like a pretty elegant layout. A Google+er sets their status to "Live," and chatty friends can click "Join This Hangout" to get face to face.
- **Huddle** - Group instant messaging! When your picnic's rained out, or it's time to take the pub crawl to the next venue, this is your tool.
- **Sparks** - Starts out looking like a Google home page with a search bar, but this feature actually connects you to people with common interests. (Fellow food bloggers, say, or cat photographers.)

With Google+ on your mobile device, photos or videos (of your cat) taken with the app should get saved directly to an album on your Google+ account, ready to be shared (with your kitty-lover friend Circle). Also, you should be able to add locations to your every post, should you want to.

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There's no word yet about when Google will let everyone on board the Google+ boat, but **their website says** it won't be long now.

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*Nidhi Subbaraman writes about technology and science at msnbc.com. Find her on [Twitter](#) and join our conversation on [Facebook](#).*

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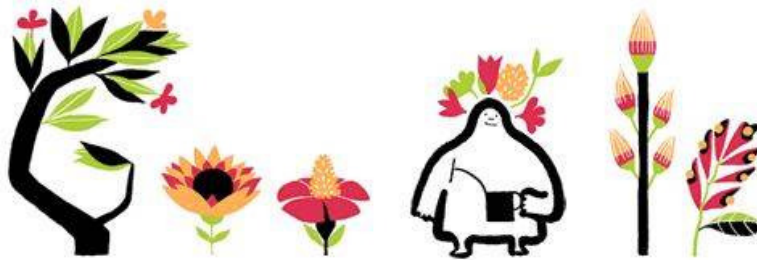
## TECH

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# Google Doodle marks first day of spring

Keith Wagstaff, NBC News

17 hours ago

Google

Spring, technically, is here. While it's still snowing in parts of the Midwest, in Mountain View, Calif., home of Google, it's expected to reach a balmy 71 degrees on Thursday.

Maybe that is why the character in the latest Google Doodle looks so happy. In a short, animated sequence, he waters colorful plants, marking the spring equinox.

So why does the spring equinox, or vernal equinox, mark the first day of spring? Because the Earth's axis points neither towards nor away from the sun – meaning that Thursday is the closest that people in the Northern Hemisphere are going to get to having an equal number of hours in the night and day.

After that, the Earth's axis will tilt towards the sun. The result: warmer weather and the end of a winter which brought **all-time record low March temperatures** to 18 states.

If you are still wearing a jacket, have a little hope. Spring as climate scientists define it — the last frost of the season — might come even to frigid areas of the United States **as early as next week**.

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## How Google+ compares to Facebook

By Mark Milian , CNN

June 28, 2011 10:22 p.m. EDT | Filed under: Social Media

CNN.com

**(CNN)** -- With Tuesday's debut of Google+, a new social network, comparisons to Facebook are inevitable, and immediate.

CNN.com has yet to demo the service, which lets users gather and organize contacts through such Google products as Gmail and Picasa.

But based on what [Google has posted about it online](#), here are some initial impressions.

Punch for punch, [Google+](#) reproduces some of Facebook's most popular tools but adds one distinctive function: video chat.

Google refers to the video service as Hangouts. Several friends can join a room, and the live feeds from their webcams appear as separate blocks along the bottom of the window. The main video box shows the person who's speaking the loudest at any given time. Hangouts can also integrate with Google's YouTube.

By contrast, Facebook hasn't made video conferencing available on its website. But the social networking giant has a close relationship with Microsoft, which acquired Skype last month. Recent versions of the Skype desktop software tie into Facebook's services.

With Hangouts, Google+ has at least one technological advantage over Facebook. But Google's apparent ambition is not to unseat Facebook right away. Google has set up barriers to fast adoption, as it has done with some of its other products, by only allowing people who have been invited by friends to use Google+.

### [How tech bloggers are reacting to Google+](#)

When crafting a service to take on Facebook, Google was wise not to ignore what that popular network, with its more than 600 million users, already does well.

Google+ has photo sharing, which places a large emphasis on smartphone usage. For example, photos taken from an Android phone can be automatically dumped into a private folder in the Google+ Web service, a la Apple's iCloud.

The Circles section in Google+ is like Facebook's friend lists. Each user can organize friends into categories and limit which group sees which parts of his profile. With Circles, users can more quickly send certain messages to a particular crew, such as siblings or frat buddies, that they wouldn't want to share with their entire list of contacts.

A Google+ group-messaging feature, similar to Facebook's newer Messages and Groups products, is called Huddle.

The +1 button, which was previously made available as an optional program for Google account holders, ties this all together, not unlike Facebook's "Like" button. Clicking +1 on Google search results, embedded

on other sites or from within Google+ pages, allows you to share links with friends or selectively with groups of friends.

Unsurprisingly, Google has tapped its prowess in Web search for a section called Sparks. It's like Google Alerts, for receiving updates on favorite topics. Facebook's search engine is Microsoft's Bing, but users of that site can't subscribe to updates in this way.

The video conferencing ability may be Google's sharpest edge over Facebook's current product. However, video chat alone likely won't spark a mass exodus from Facebook.

Google appears to be rejecting the idea that Google+ is meant to take Facebook head on. Google says its service is for more tight-knit groups, rather than for all types of online interactions.

"The problem is that today's online services turn friendship into fast food -- wrapping everyone in 'friend paper,'" Google executive Vic Gundotra writes in a blog post. "We'd like to bring the nuance and richness of real-life sharing to software."

Eric Schmidt, Google's executive chairman and former CEO, took a more directed swipe at Facebook last month. At a technology conference, he described the service as catering to "every friend you've ever had, including the ones you can't quite remember."

Google suggests that it has plenty more to show. The company repeatedly refers to Google+ as a "project," indicating it will change over time.

"This is just the beginning," Google said Tuesday. "We're just getting warmed up, and we're already pretty excited about what's coming next."



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# Social Wars! Google Unveils Facebook Competitor Google+

Published June 28, 2011 | FoxNews.com

ADVERTISEMENT

Has Google just launched its most ambitious project yet?

After years of rumors and hints, Google Tuesday launched a trial of its Facebook competitor, a social network called The Google+ Project.

And the company clearly isn't shy about it.

In a blog post announcing the launch of The Google+ Project, Vic Gundotra, senior vice president of Engineering for the company, argued that the subtlety of real world interactions are lost online due to the rigidity of today's tools. Google, he said, could succeed where other services have failed.

"Online sharing is awkward. Even broken. And we aim to fix it," Gundotra said. The service launched in a limited beta Tuesday afternoon. And getting it live was a massive, lengthy struggle, explained Wired's Steven Levy.

"Developed under the codename Emerald Sea, it is a result of a lengthy and urgent effort involving almost all of the company's products," Levy wrote. "Hundreds of engineers were involved in the effort. It has been a key focus for new CEO Larry Page."

To set Google+ apart from Facebook, which some recent reports have pegged at 750 million users, Google is claiming to have a better approach to privacy, taking on the hot-button issue that has burned both companies before.

"For us, privacy isn't buried six panels deep," Google vice president of product management Bradley Horowitz told Reuters.

Google's social network revolves around Circles -- long rumored to be the project's name -- which helps you segment the people you know into, well, circles: friends, family, coworkers and so on. Create as many as you want, and then drag a picture of a person into one of them to add them.

"Not all relationships are created equal," Gundotra said, adding a not-so-subtle dig at Facebook: "Today's online services turn friendship into fast food -- wrapping everyone in "friend" paper -- and sharing really suffers."

The Google+ service consists of several linked components: a continuous news feed similar to Facebook's called "the Stream" and a second, related component called "Sparks" that reveals posts related to one's specified interests.

Other elements of the new service include Hangouts, a video chat; Huddle, for group chats; and Sparks, a personalized recommendation service. Once logged into the Google network, nearly all Google sites will feature a special toolbar that runs across the top of the page, reminding you that you're logged into Google+.

But will it be enough to get those hundreds of millions to switch? Gundotra told Reuters that wasn't necessarily the goal.

"People today use multiple tools. I think what we're offering here offers some very distinct advantages around some basic needs," he said.

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**Bloomberg Businessweek**

## **News From Bloomberg**

<http://www.businessweek.com/news/2011-06-28/google-takes-on-facebook-with-new-social-networking-service.html>

# **Google Takes On Facebook With New Social-Networking Service**

By Brian Womack June 28, 2011

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(Updates with analyst's comment in third paragraph.)

June 28 (Bloomberg) -- Google Inc., the world's biggest Internet-search company, is making a fresh attempt at social networking with a service to compete with Facebook Inc.'s site.

The service, called Google+, looks similar to Facebook, with streaming updates of photos, messages, comments and other content from selected groups of friends, said Bradley Horowitz, vice president, product management. The service, which will integrate with Google's maps and images, seeks to help people organize social contacts easily within groups of friends.

"Instead of coming directly at Facebook, which would be suicidal, I think they've recognized that they have to grow out from a niche -- and the niche here is people who want to be connected with a specific circle or a specific group," Josh Bernoff, an analyst with Cambridge, Massachusetts-based Forrester Research Inc. "In that context this has a chance to be a small success."

As Internet users spend more time on social-networking sites, Google is releasing new social features to lure Web surfers to its own services and expand advertising sales. Facebook, the world's most popular social network, captured 13 percent of total hours people spent online in May, while Google attracted 10 percent, according to ComScore Inc.

'Changing Quality'

"It's something that is changing the quality of Google itself," Horowitz said of the push into social networks. "It's the Google you know and love, but now with people."

Chief Executive Officer Larry Page is starting Google+ after missteps last year with the introduction of a social component to Gmail called Buzz. In March, Google reached a settlement with the U.S. Federal Trade Commission to resolve concerns it violated its own privacy policies.

Google also made an earlier foray in social networking with its Orkut site, started in 2004. While the service made inroads emerging markets such as Brazil, it hasn't matched the growth of Facebook globally.

Executive Chairman Eric Schmidt, CEO for a decade before Page assumed the role, said earlier this month that he “screwed up” in the area of social networking. “I clearly knew I had to do something and I failed to do it,” he said.

### ‘Getting Started’

The new service will initially be available to only a limited set of users. The company has been testing Google+ internally and is now ready to gradually open up what it calls a “project” to the general public.

“This is a project that will span many years,” Horowitz said. “This is not something where we’re done. On the contrary -- we’re just getting started, laying some of the foundation and then many features will evolve.”

With Google+, users easily share information based on the circle of friends they think would most like to see a photo or read a message, such as immediate family or people who like a certain hobby or sports team. Once users sign up, they have a profile page with security settings that let them share or hide personal information, such as education or job descriptions. Contacts are suggested based on user e-mail accounts.

“What Google is doing is leveraging the fact that you have a lot of contacts in your e-mail; the biggest network you have is your address book,” said Charlene Li, founding partner and technology analyst at the Altimeter Group in San Mateo, California. “Friend management, contact management, has always been an issue when it comes to Facebook.”

### Sparks, Hangouts

Other Google+ features include Sparks, which gathers videos and articles on topics of interests or hobbies, and Hangouts, which lets friends join video chat with multiple people at once. There is also a mobile version of Google+ for handsets running the Android software, and the company seeking approval from Apple Inc. to introduce a service for the iPhone. The mobile version enables text-message chats with multiple users and, with an opt-in, photos and videos are automatically stored in an online album for later access.

Shares of Google, based in Mountain View, California, rose \$10.85, or 2.3 percent, to \$493.65 at 4 p.m. New York time on the Nasdaq Stock Market. The shares have fallen 17 percent this year.

Access to the social service will be on a tool bar that runs across the top of some Google products, including maps and images.

“We already have users,” Horowitz said. “This isn’t a startup that’s trying to acquire users. The users are here already. It’s just that the experience we’ve offered them is incoherent and disconnected.”

--With assistance from Douglas MacMillan in San Francisco. Editors: Lisa Rapaport, Nick Turner

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# Google goes after Facebook with Google+

After months of rumors, Google takes the wraps off its own social network

Sharon Gaudin

June 28, 2011 ([Computerworld](#))

After months of speculation, Google has launched a social network to rival Facebook.

Google today unveiled its Google+ project, [a social networking service](#) that looks and functions very much like [Facebook](#). The two Internet giants have been increasingly competitive, and with today's announcement, [Google](#) is taking a giant step directly onto [Facebook's market](#).

"Among the most basic of human needs is the need to connect with others," wrote Vic Gundotra, Google's senior vice president of engineering, in a [blog post](#). "Today, the connections between people increasingly happen online. Yet the subtlety and substance of real-world interactions are lost in the rigidness of our online tools. In this basic, human way, online sharing is awkward. Even broken. And we aim to fix it."

Google's new service, which now is only available to a small group of users and invitees, is designed to enable people to post status updates, share links and upload photos.

However, what Google hopes will set its social network apart from Facebook and the smaller social networking services is that Google+ is set up to allow users to communicate within separate groups of their online friends. Instead of posting an update that goes out to everyone, Google+ enables users to create "circles" or groups, such as a user's poker buddies, college friends, work colleagues and family members.

Now a user can communicate separately with each group.

"The "circles" idea makes a lot of sense," said Ezra Gottheil, an analyst at Technology Business Research. "It's smart, and while you can do something similar in Facebook, it's not Facebook's main thing. It's not as easy to do."

But it remains to be seen whether this feature will be enough to convince Facebook users -- many of whom are already tied in with sometimes hundreds of people on Facebook -- to use a second social network or even toss aside the über-popular Facebook in favor a brand new service that not many people are using.

Bloggers and pundits have long talked about whether Google would come out with a [Facebook killer](#), but that is one tall order.

The one certainty is that Google is facing an uphill battle in taking on Facebook. While the social network has officially said that it has more than 500 million users, other sources recently have reported that the number now is more than 750 million.

But Google has accepted the challenge.


With Google+, the company is giving users a way to get a rolling scroll of content from across the Internet on any topic of they're interested in. Really into fashion, gardening or restoring old cars? Google+ will stream a feed of content into your page so you can stay up to date on your favorite

topics.

And with a feature called "Hangouts," Google+ enables users to meet up with their friends online, using multiperson video.

Want to share the photos on your [smartphone](#) but don't want the hassle of uploading them? With the user's permission, Google+ will take the photos you've snapped with your phone and store them in the [cloud](#) so you can easily move them onto any of your devices.

"We realize that Google+ is a different kind of project, requiring a different kind of focus -- on you," Gundotra wrote. "That's why we're giving you more ways to stay private or go public; more meaningful choices around your friends and your data."

**Sharon Gaudin** covers the Internet and Web 2.0, emerging technologies, and desktop and laptop chips for Computerworld. Follow Sharon on Twitter at [@sgaudin](#), or subscribe to [Sharon's RSS feed](#) . Her email address is [sgaudin@computerworld.com](mailto:sgaudin@computerworld.com).



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# New Social Network Google+ Goes for Facebook's Throat

## Gear Up

by SCOTT STEINBERG

JUNE 28, 2011

Online search giant Google has announced **new social network Google+**, which takes clear aim at Facebook's growing Internet empire.

Allowing small groups of friends to share streaming status updates, comments, photos and links, as well as send text messages and video chat, the service hopes to limit online interactions to conversation with trusted sources. Looking to provide greater security than Facebook, which shares news updates, snapshots and videos with large groups of acquaintances or the general public, Google+ aims to confine actions' visibility to a smaller circle of friends.

Groups can be created based on relationships, hobbies or shared interests, making the service more conducive for book clubs, baking circles, families and those with shared interests, e.g. obsessive Morrissey fans. Sign up, and you receive a custom user profile that offers the option to share or hide or personal information such as birthdates and locations. Support for Google maps and images as well as importing Gmail contacts will also be integrated, as will options to skim Web articles and videos on varying topics via a feature called Sparks. A Hangouts group video chat option will additionally allow friends to simultaneously videoconference with multiple parties. Accessible via a toolbar that appears on all Google sites, Google+ will also be offered on Android or iPhone smartphones, which can upload pictures and video to online albums.

Offering a running stream of news updates and multimedia, the service hopes to offset Facebook's growing ubiquity and dominance of users' time. Coming on the heels of high-profile disappointments such as Buzz and Orkut, and coupled with the recent rollout of a **+1 button** (designed to counteract omnipresent Facebook Like features), Google hopes to reverse its social media fortunes. As social networking continues to explode and its features and influence sprawl across individual websites, services like Google+ are part of a larger plan by the Internet search leader to regain relevance and interest. By integrating more social network features into its products, Google+ may help the firm hold viewers' attention longer, provide more discoverable goodies of relevance and increasingly keep you preoccupied by its sphere of influence.

Available to select users for testing, access to Google+ is currently by invitation only.

<http://www.rollingstone.com/culture/blogs/gear-up/new-social-network-google-goes-for-facebooks-throat-20110628>

## Google Targets Facebook With Google+

By Chloe Albanesius

ARTICLE DATE : June 28, 2011

pcmag.com

Google on Tuesday took another leap into the social space with Google+, which aims to connect people via specific friendship circles, interests, location, and more.

[Google+](#), which is currently operating via a "field trial," has four main components: Circles, Sparks, Hangouts, and Mobile.

"We'd like to bring the nuance and richness of real-life sharing to software. We want to make Google better by including you, your relationships, and your interests. And so begins the Google+ project," Google said in a [blog post](#).

Google+ begins with Circles, which helps compartmentalize all the people in your life. Google took a swipe at Facebook, arguing that putting everyone under the "friends" label hurts the ability to share. It becomes sloppy, scary, and insensitive, the search giant said.



### Check out our [Google+ Review](#)

Related

*Story* "From close family to foodies, we found that people already use real-life circles to express themselves, and to share with precisely the right folks. So we did the only thing that made sense: we brought Circles to software," Google said. "Just make a circle, add your people, and share what's new—just like any other day."

Now that you have your friends sorted into Circles, what are you going to talk about? With Sparks, the idea is to connect with people on topics that interest you both. "It's still too hard to find and share the things we care about—not without lots of work, and lots of noise," Google said.

The company promised a "feed of highly contagious content from across the Internet" so you'll always have something to watch, read, or share "with just the right circle of friends."

What if you're not sure what you want to chat about? Hangouts, a video-chat option, basically lets people know that you're available and ready to talk. Google argued that traditional instant message or chat services are annoying and awkward: you're inevitably interrupting someone and if they don't respond, are they not there or just ignoring you?

"By combining the casual meetup with live multi-person video, Hangouts lets you stop by when you're free, and spend time with your Circles. Face-to-face-to-face," Google said.

Given the [popularity of Android](#), meanwhile, it's not surprising Google+ includes a mobile component. Despite the recent [uproar over location-based services](#), Google+ will allow you to add your location to every post (or not) to create more relevant conversations.

Taking a queue from iCloud, meanwhile, Instant Upload will add camera phone snaps "to a private album in the cloud" as you take pictures, provided you give the OK. "Pictures are meant to be shared, not

stranded," Google said.

Meanwhile, Google+ also includes a group messaging option known as Huddle.

Google is currently testing the project with a small number of people, but you can [sign up](#) to be notified when it opens to a larger group. The company said Google+ is also available today on the Android Market and mobile Web, and is coming to the Apple App Store soon.

The announcement comes the same week that Google opened up its [+1 sharing button](#) globally. The feature lets you recommend certain Web sites with the click of a button, much like you might "like" something on Facebook.

Google, of course, has not had the best of luck with its social efforts. In March, the [Federal Trade Commission announced](#) a settlement with Google regarding its Buzz social-networking service that requires the search giant to develop a comprehensive privacy program and submit to regular audits of its privacy policies. Specifically, Google will be subject to independent privacy audits every two years for the next 20 years. The company is also banned from misrepresenting the privacy of its customers' data, and must obtain consent before sharing user information with third parties.

Google Wave, meanwhile, which allowed users to share images and other media in real time, was [killed off](#) in August 2010, about a year after its debut.

In recent months, Google has insisted that it will not launch a separate social network to compete with the likes of Facebook, but instead integrate social components into existing products. Stay tuned for PCMag's hands-on with Google+ to see if that is still the case.

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## Google's Facebook Competitor, The Google+ Social Network, Finally Arrives

Jun 28, 2011 at 1:12pm ET by [Danny Sullivan](#)



Google's long expected second shot at taking on Facebook in the social networking space **has arrived in the form of the Google+ Project**. It has some interesting twists on the social networking model but is far from a Facebook-killer.

### That Name

The terrible name is a bad start. Google+? Google+! I can't even question or exclaim about the bad name without it looking bad in writing.

Pronounced "Google Plus," the product is officially written as Google+ — making placing any punctuation after the name fairly awkward.

Seriously, I'm cursing whoever made the final decision to go with Google+ as a name. Wasn't the **Google +1 sharing service** bad enough?

Now we have Google+, which in turn allows you to +1 things that you've Google+'d. My head hurts from writing that.

In this article, I'll generally stick with the Google+ name except where Google Plus is more legible, due to punctuation.

### The Google+ Project

What about the product itself? Google dubs **Google+** as a "project" rather than a product, stressing it's part of making Google itself more social rather than being a standalone social network to take on Facebook.

"It's 'Plus' because it takes products from Google and makes them better and 'project' because it's an ongoing set of products," said Vic Gundotra, the senior vice president who oversees Google's social products.

But is it Facebook competitor, I asked in a follow-up question. Google emailed back:

No. We realize that today people are increasingly connecting with one another on the web. But the ways in which we connect online are limited and don't mimic our real-life relationships. The Google+ project is our attempt to make online sharing even better. We aren't trying to replace what's currently available, we just want to introduce a new way to connect online with the people that matter to you.

OK, but as the saying goes, if it looks like a duck and quacks like a duck, it's probably a duck. And Google+ looks like and quacks like Facebook in several ways.

## Circles

Most important, Google+ is a social network of your friends, family and other contacts, a way to connect to these people, just like Facebook.

Unlike Facebook, Google+ is built from the ground up around the concept of sharing material with groups of people, called “Circles.” Here’s an example of how they look:



The idea is that you can easily drag-and-drop people into different types of Circles, which you can then use for sharing different types of things.

For example, you can create a “Family” circle where you might choose to share things only with family members in it, while another “Work” circle might contain work colleagues who only see what you share to that.

## Google+ Circles Vs Facebook Lists & Groups

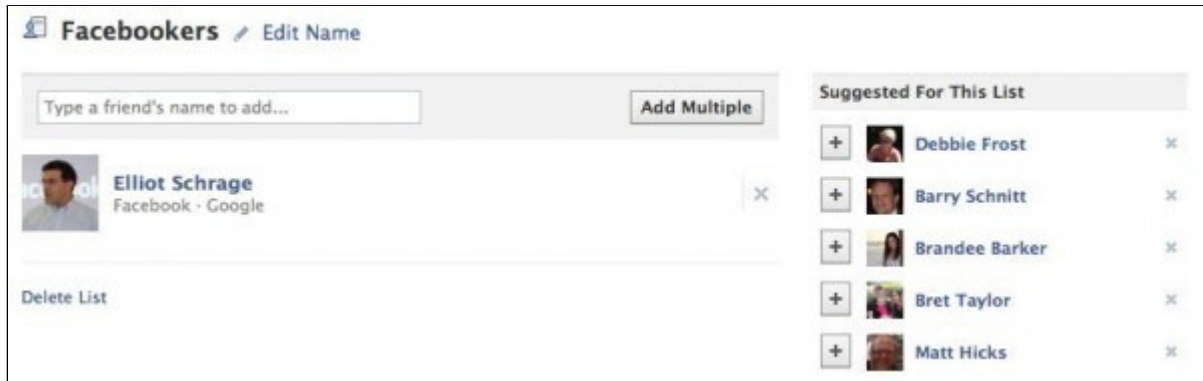
While Facebook might not have been built from the beginning with a Circles-like sharing concept, Facebook does currently have two features that are similar: Friend Lists & Groups.

**Added** in December 2007, **Friend Lists** allow you to share some of your Facebook information with specific groups of friends (or other selected contacts) that you create. They’re also supposed to allow you to group message people in a list, though I couldn’t get this to work, when I tested it today.

Friend Lists don't allow for selective sharing. But the updated [Facebook Groups](#) feature that [came out last October](#) does provide this, a way to share what you want with whom you want.

How does Circles weight up against these? I can't say first hand. The Google+ product wasn't live for me to test when I wrote this (our hands-on review will come later today).

Friend Lists are nice in that if you pick one person, such as below where I selected Facebook communications chief Elliott Schrage, you get relevant suggestions that appear (other Facebook execs who've friended me on Facebook):



But that list can't be used, as best I can tell, to start an associated group to share just to these people. Instead, when I tested today, I was still forced to make a group, then pick people individually to add to that.

So, the drag-and-drop interface of Circles looks appealing. Then again, if you have hundreds of "friends," it still might turn into too much organization. Maybe people will use it to create some select groups that they really want (family, close friends, those in a club, etc.). But if it turns into a wonderful tool, it's hard to imagine that Facebook couldn't easily match it.

## Who's In Your Circle?



There's no limit to the number of circles you can create. But where do the people come from who will be in your circles?

First, any contacts you've stored through the Google Contacts service will be available. If you have no contacts, you can import them through the CSV format, which many contact services will export out to.

Google also said that it is looking into ways to directly import contacts from Yahoo and Microsoft. Facebook wasn't mentioned.

That's not surprising. Facebook hasn't allowed the export of friends' email addresses, except to ... Yahoo and Microsoft. The stories below explain more about this:

- [Facebook: You've No Right To Export Email Addresses \(Unless It's To Yahoo & Microsoft\)](#)
- [Facebook Messages: Export Of Facebook.com Addresses OK](#)

What's all this mean in practical terms? Everyone in Google+ will effectively be starting from scratch.

If you already use things like Gmail, you probably have Google Contacts that give you email addresses of your social network. If you don't, you can import — and Yahoo and Microsoft may serve as go-betweens to help you bring information from Facebook into Google Plus.



## From Email To Virtual Person



The bigger issue is that your contacts — be that from within Google or imported from Facebook — are basically just email addresses. They won't have any social connection information with them.

Google Contacts won't know that a particular person whose email address you have is friends with other people you know. A Facebook import won't turn email addresses gathered from there into links with other people who use Facebook.

Instead, what will really jump start Google+ is if a significant number of people come into the system and start claiming profiles within it, effectively turning those email addresses into virtual people who have connections within Google Plus.

That's a big if. If you're already happy using Facebook, you may have no more incentive to use Google's new social network than someone already happy using Google has to switch over to Bing. What you're using is doing the job just fine.

## Buzz Off Google Buzz

When people do get into the system, that does open up another way to add contacts. You'll be able to search through other members who have registered.

But here's the crazy thing. Those connections you may have already formed using [Google Buzz](#)? Remember, Google's last attempt to take on Facebook from February 2010? None of that is being used for Google Plus. The two products are being kept completely separate.

I suspect Google's trying to be as cautious as possible, in the wake of its settlement with the US Federal Trade Commission (see [Google Settles FTC Charges Over Buzz, Agrees To 20 Years Of Privacy Audits](#)). Buzz seems tainted, so keeping Google+ isolated from that may be deemed the most prudent course.

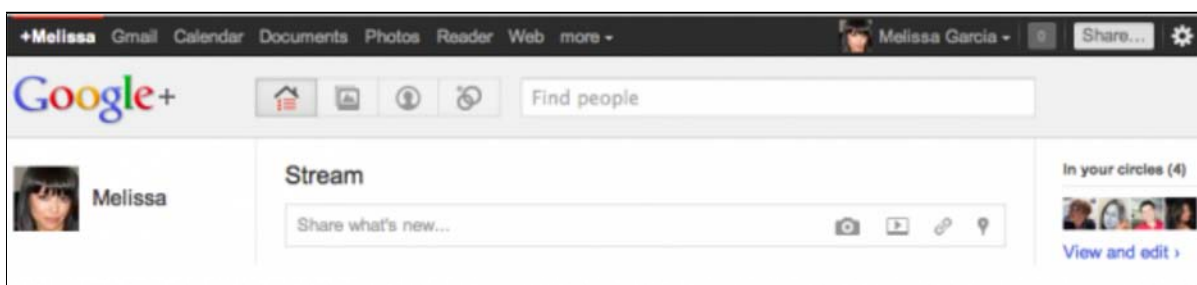
And what's the future for Buzz, with Google+ coming out? Google told me in a follow-up email:

The short answer is it won't have any major impact on Buzz at launch. Buzz users will still see a Buzz tab on their Google profile, and Buzz will continue working as it always has. Google+ users can also be Buzz users or can decide to just share their content using one of the products. Over time, we'll determine what makes the most sense in terms of integrating the products.

## Google+ Stream

Now let's talk about how you see what's being shared by those in your network, as well as what you can specifically share.

Information appears in your "Stream," which is akin to Facebook's news feed. At the top of your stream is a sharing box. Actually, two sharing boxes:

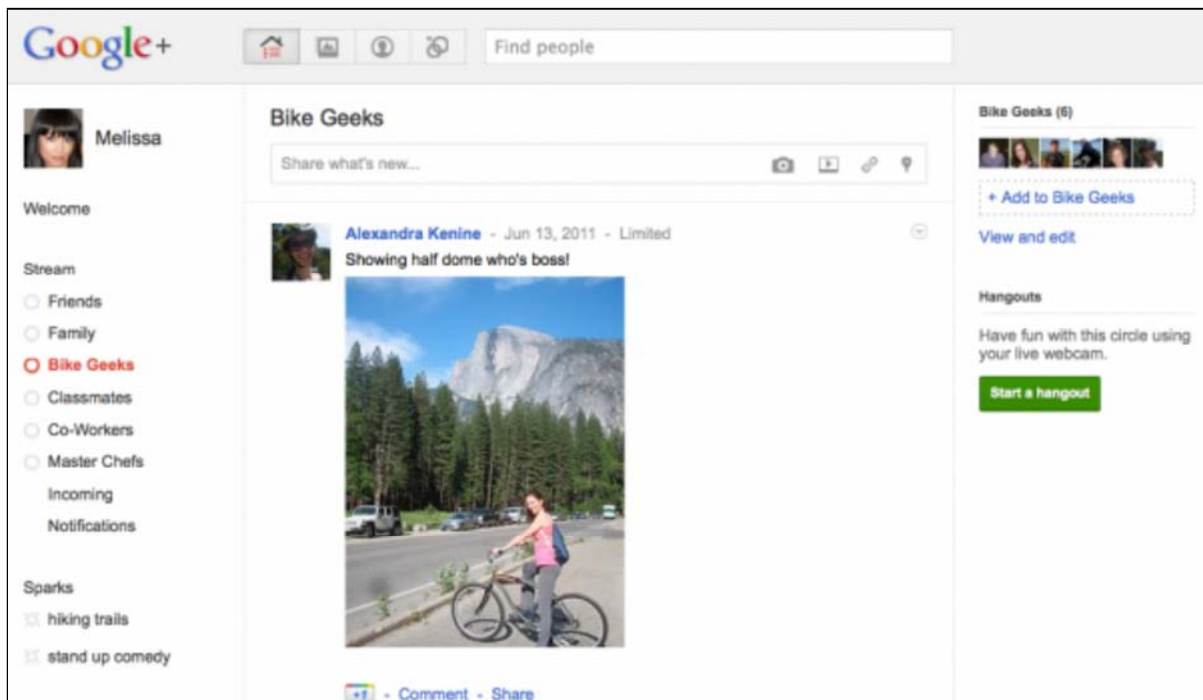


In the new black navigation bar that began [showing up for some people this week](#), there's a "Share" area to the right side. That bar, by the way, has been dubbed the "One Google" bar, Google told me. No matter where you are on Google, you'll have the ability to share something out to Google Plus.

In the Stream itself, there's a longer box, where you can enter a status update or use icons to upload and share photo and videos. You can also share links or your location, if you've allowed Google to track that for you. On mobile devices, you can select from a drop-down of nearby places to check-in.

The check-in feature also raises questions about Google Latitude — does it get absorbed into Google+ eventually? What about HotPot?

What do you see from others? Here's an example:



In this screenshot, the person is viewing what's been shared only by people in their "Bike Geeks" groups, as highlighted on the left side. By selecting another circle that's listed, they would see only information being shared by that group.

## Friends, Followers & Off-Network Friends

As with Twitter (or with Facebook, when it comes to fan pages), it's possible with Google+ to follow other people on the network, even if they don't reciprocate and follow you or friend you back.

Google says that if you follow someone this way, you'll only see what they choose to share with everyone publicly. If they share some things more restrictively, with particular circles, for example, those outside of those circles won't see that.

Somewhat related, you can be friends with people who aren't formally part of Google Plus. If they're an email-only contact and never formally join the service, you can still add them to circles and share with them.

When you do this, they'll apparently be sent an email with whatever you wanted to share, a picture, an update and so on.

The downside is that if they're not on Google Plus, they'll get a notification anytime you share anything. So if you're a big sharer, potentially you might hit some of your friends with a lot of email.

## Where's +1?



In the stream example above, there was a +1 button at the bottom of the photo. Yes, anything you like within Google+ can be +1'd, in the way that anything you like on Facebook can be liked with Facebook Like buttons.

If you do that, do your friends on Google+ see that action, in the way that friends on Facebook may see what you like? Nope. Not to my understanding,

Further more, all those Google +1 buttons that are now [starting to appear on Google search worldwide](#)? Those [Google +1 buttons](#) that publishers have diligently been adding to their sites since they were released earlier this month? Nothing from those button clicks flows back into Google Plus.

It's crazy. It makes no sense. It's as if Facebook launched its Like buttons but forgot to hook them up to flow information back into Facebook.

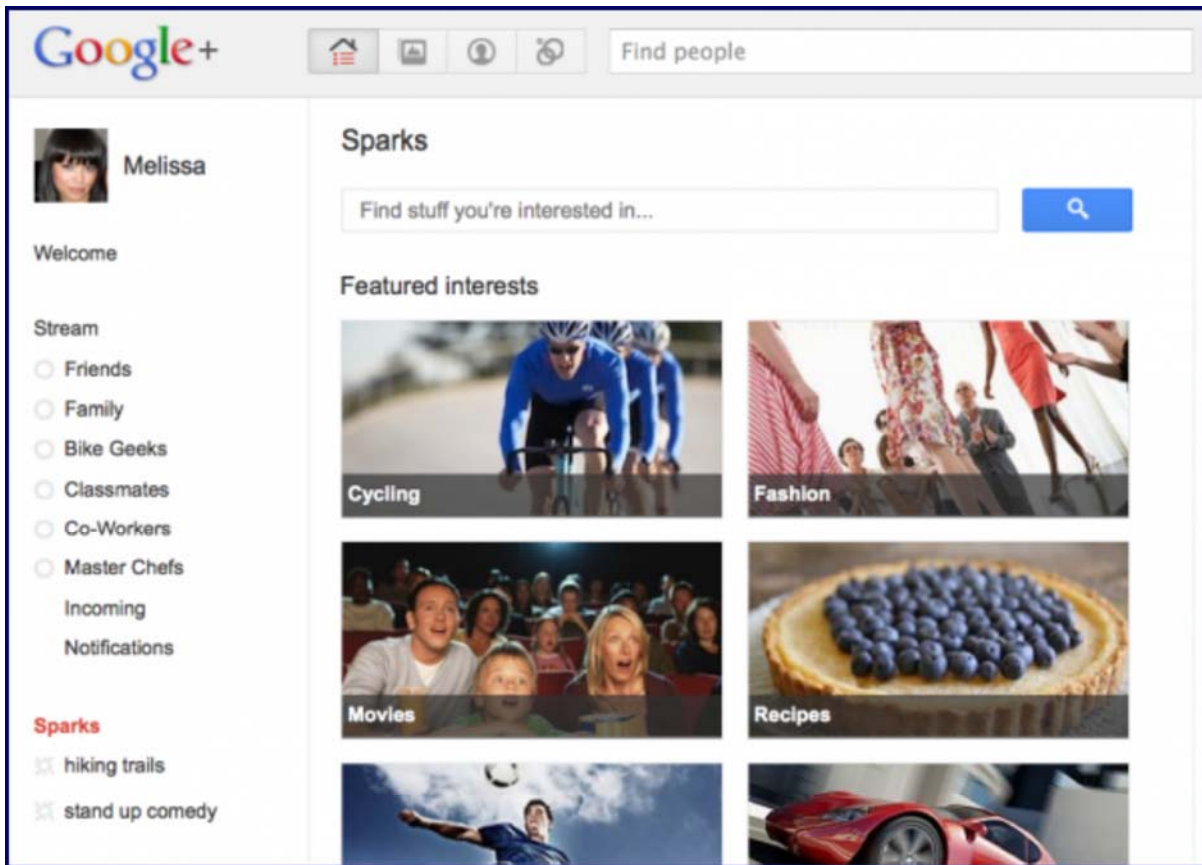
Right now, it remains the case that if you want to see what someone has +1'd, then you have to remember to go to their Google Profile page on a regular basis, then hope they've enabled the +1 tab on that profile, then rinse and repeat for other people.

Google told me that it would be "logical" to see +1 flow into Google+ and that "one could guess eventually" it will happen. So, I'm pretty sure we will see this happen. But when it will launch is unclear, and it really feels like an incredible mistake that it's not part of the launch.

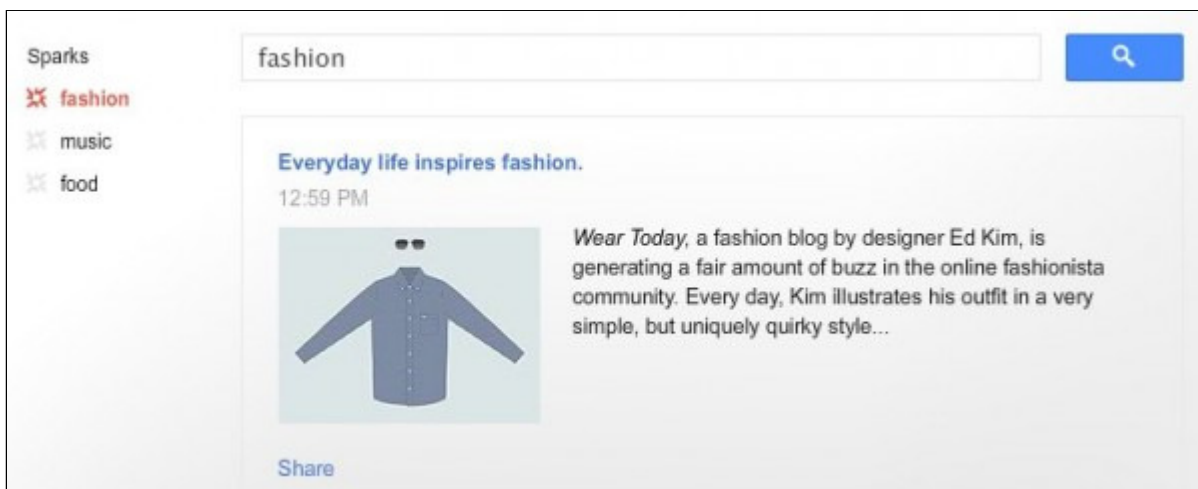
## Google Sparks: Tips On What To Share

Time for more features. What if you started a social network and no one knew what to share? That's a problem that Google Sparks is intended to solve.

Think of it like Google Alerts made to flow into Google Plus. Google Sparks lets you follow topics of interest:



You can browse suggestions or set up your own keyword-based searches. Then when you select a “Sparks” link, you’ll get a feed of search results that you might wish to share. Here’s an example of what Sparks might show for a fashion topic:



The relevancy is supposed to be tweaked to find especially sharable content that people are already clicking on, things that are very visual with photo and pictures.

I got a brief demo trying two searches, and the results didn’t thrill me. They were OK, but they didn’t feel particularly shareable. Still, the feature will probably be useful to some, and I can’t really assess the relevancy either way on such limited testing.

## Hangouts: Group Video Chat

Google seems to be hanging most of its hopes that Google+ will attract people from Facebook on two main features, I'd say. One is the aforementioned Circles sharing feature. The other is the Hangout video chat feature.

With Hangouts, up to 10 people at a time can all interact through video:



The demo I saw of the system was compelling. As one participant spoke, the main image automatically changed to that person. You can also play video that everyone watches.

Gundotra spent some time talking with me about how Google has examined the social dynamics of video chat, to get people more comfortable participating. The key is to get several people all involved casually, rather than to barge in with a solitary invite.

He used a “talking to your neighbor” analogy to explain more. You’re probably are hesitant to knock a neighbor’s door and disturb them just because you want to talk. But if you saw them outside on their porch, Gundotra said, you’d probably feel better saying “Hi” when passing by. If two neighbors were sitting and talking, you’d probably feel rude not also stopping and chatting.

Hence the Hangouts name. When someone launches a Hangout, this shows up on the feed that goes out to their friends. As more people join, the notifications get updated to show the number participating. As that number rises, Google says even more people are compelled to take part.

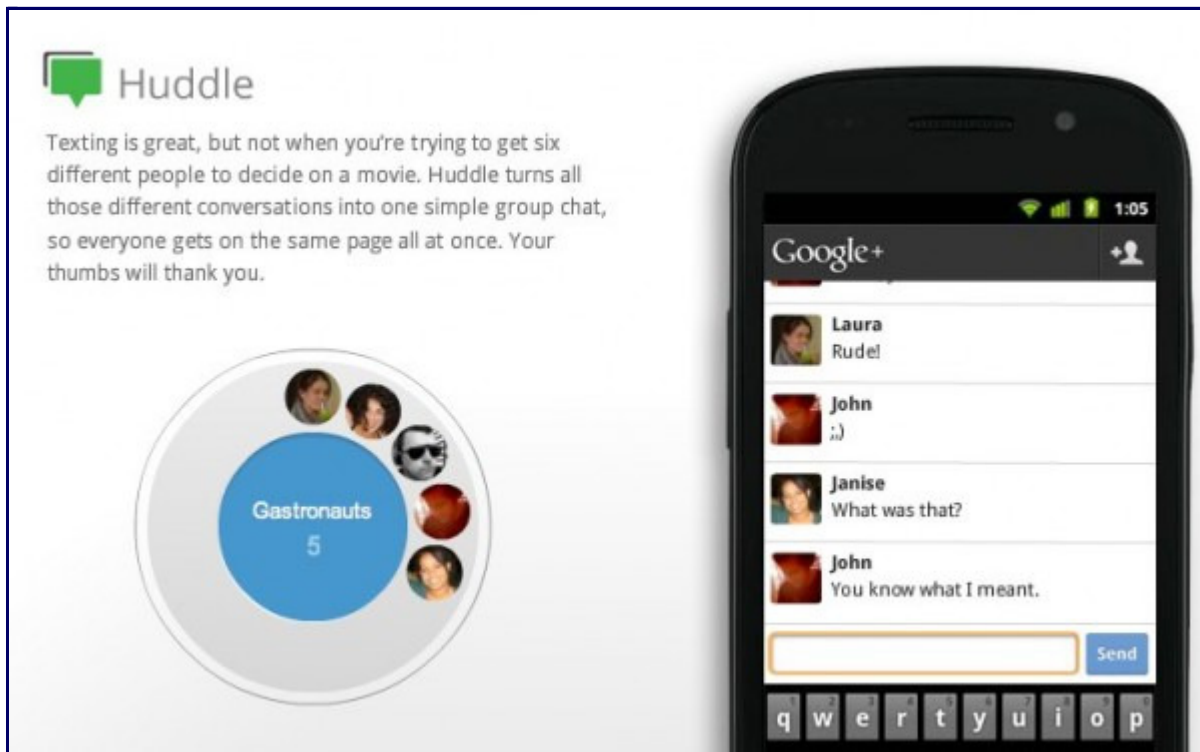
The party ends at 10, however. No more can participate for scale reasons and also because the group dynamics get too hard, Gundotra said. If someone leaves, others can come in.

The puzzling thing to me is that Google’s not made it possible for anyone to stream the chat out to non-participants. If you have a group of friends, and not all can take part at once, others might be interested just to listen in.

Beyond that, Hangouts seems like a pretty awesome tool for those who wanted to record video shows. But there’s no way to save what happens.

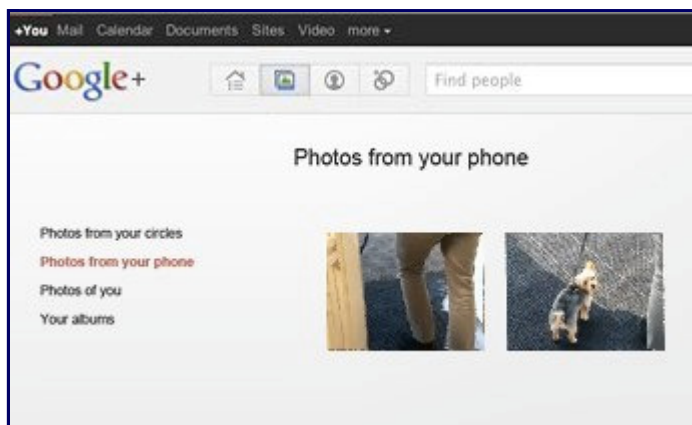
## Huddle: Group Text Chat

Somewhat related to Hangouts is Huddle, a group text chat service. I can't really tell you more than that. Google didn't cover this during my talk with them about Google Plus last week, so I've only got a screenshot for you and a promise will cover it more in our coming hands-on piece:



Huddle is for Android 2.0+ phones, iPhone 4.0+ phones and SMS, Google tells me.

## Instant Upload



Upload.”

The last major feature of Google+ is called “Instant

For those with Android phones, you can have any picture you take be uploaded to a centralized — and private — photo album area.

Google tells me they hope to bring it to other phones, as well.

## Getting Google+

Want to try the service? Right now, it's strictly invite only. Some press are being allowed in, along with others that Google hand picks. There's no ETA on when wider invites will be available.

Unusually, this isn't being called a beta test or an experiment but rather a "field trial" that's meant to finally gather some feedback from outside Google itself.

The limited test is probably wise. It'll give Google more time to discover things it might not have anticipated being problems, as was the case with Buzz.

As for a wider release, and possible success, it's anyone's guess. As I said earlier, if you're happy using Facebook, there seems relatively little to make you want to switch over to Google Plus, at the moment.

Perhaps with further Google +1 integration, that might change. Perhaps if there are people who want a Facebook alternative, Google's now got a core to build on for them. At least the guessing about what Google might be doing is over.

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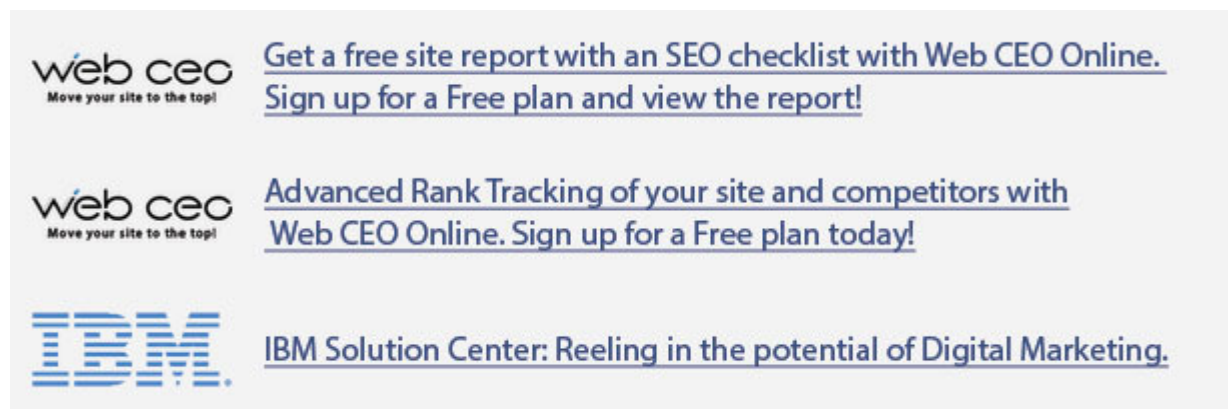
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**About The Author:** [Danny Sullivan](#) is a Founding Editor of Search Engine Land. He's a widely [cited](#) authority on search engines and search marketing issues who has covered the space since 1996. Danny also serves as Chief Content Officer for [Third Door Media](#), which publishes Search Engine Land and produces the [SMX: Search Marketing Expo conference series](#). He has a personal blog called [Daggle](#) (and keeps his [disclosures](#) page there). He can be found on [Facebook](#), [Google+](#) and microblogs on Twitter as [@dannysullivan](#). [See more articles by Danny Sullivan](#)

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# Google resets social agenda with Google+

Launching a small "field trial," the Web giant circles its way back toward the social sphere with its Google+ project. Can this win the friends that Buzz failed to gather?

by **Don Reisinger** | June 28, 2011 11:29 AM PDT



Google+ has several features.

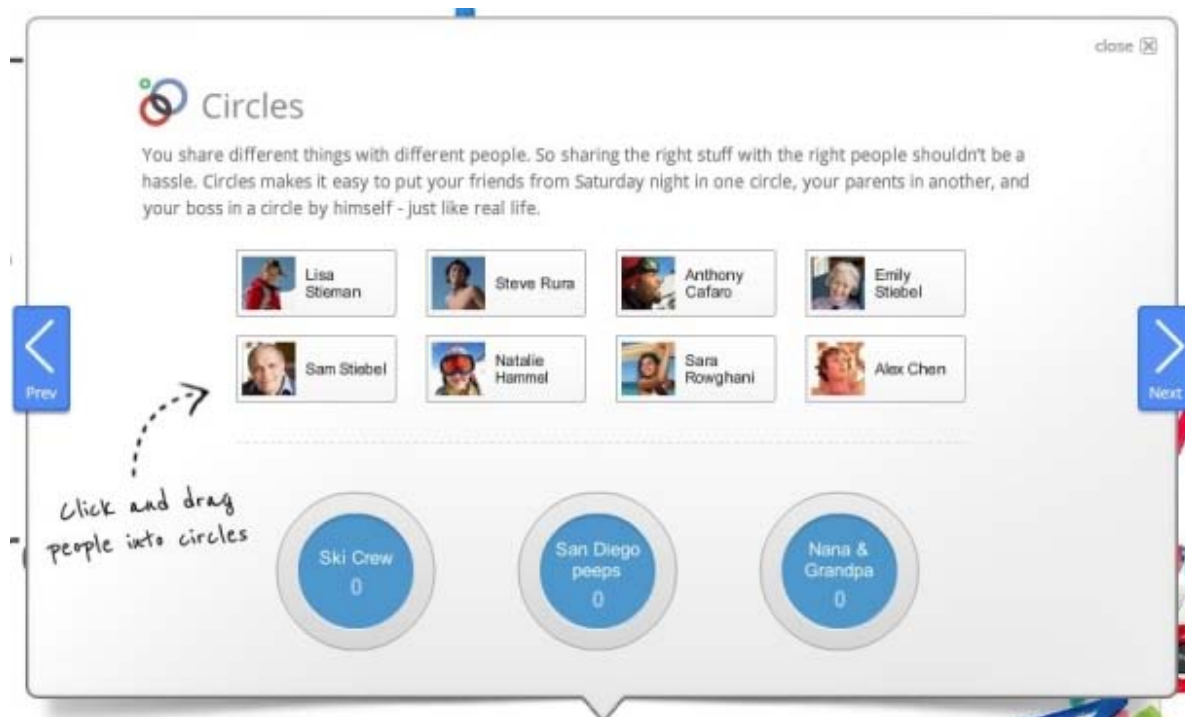
(Credit: Screenshot by Don Reisinger/CNET)

Google is taking another stab at the social space with a **[new service, called Google+](http://googleblog.blogspot.com/2011/06/introducing-google-project-real-life.html)** [<http://googleblog.blogspot.com/2011/06/introducing-google-project-real-life.html>].

For now, Google is quick to call **Google+** [<https://plus.google.com>] a "project," and acknowledged that the social service still has "rough edges." However, it currently has a host of features to help people communicate over the Web with friends and family.

Google+ is designed around "Circles" that allow users to group people within their social sphere into different categories. Google says that the people you tend to meet up with on Saturday nights, for example, can be grouped into their own category, while parents can be placed into another. You can then decide to share only certain information with different Circles.

In addition, the social service includes a feature called Hangouts that lets you find others who are "hanging out" on the Web. If you decide to join a given hangout, you'll be able to engage in a video chat with the others there. Google+ also comes with an Instant Upload option that automatically uploads all photos and videos from your phone to your profile. From there, you can decide who to share that content with.



Google+ features a Circles option to place different friends in unique groups.

(Credit: Screenshot by Don Reisinger/CNET)

A Sparks feature in Google+ lets users input interests and then receive "something cool" related to the specific topic, including news, videos, and other content. The service's Huddle option allows for group chatting on mobile devices.

Though Google acknowledged that its social service is currently in a "field trial period," comparisons are already being drawn to the company's past attempts to build a top social network.

#### **Related links:**

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Google's first major foray into the social networking world came by way of Orkut, a service that has seen some success outside the States, but has largely been ignored by U.S. users.

Last year, Google **[tried its luck again \[http://news.cnet.com/8301-30684\\_3-10449662-265.html\]](http://news.cnet.com/8301-30684_3-10449662-265.html)** with the launch of its Buzz social network. Upon its launch, Buzz came under fire from **[users who criticized the service \[http://news.cnet.com/8301-31322\\_3-10451428-256.html\]](http://news.cnet.com/8301-31322_3-10451428-256.html)** for violating their privacy by automatically making some of their contacts public. The company quickly scrambled to address the problem, but it didn't make much of a difference: like Orkut, Buzz has been unable to compete with Facebook.

### **Mano a mano with Facebook**

Even so, it's becoming clearer that both Google and Facebook see each other as threats.

Google is an online-advertising juggernaut, easily outpacing all others in that market. However, as Facebook's user base continues to grow--most estimates suggest the company has more than 600 million active users--advertisers are warming to the idea of promoting their brands on the social network.

In fact, research firm **[eMarketer reported earlier this year \[http://news.cnet.com/8301-13506\\_3-20029292-17.html\]](http://news.cnet.com/8301-13506_3-20029292-17.html)** that Facebook generated \$1.86 billion in advertising revenue in 2010. This year, the company expects Facebook to make \$4 billion in advertising revenue. In 2012, its advertising revenue could reach \$5.7 billion, the company said.

Aside from Google's advertising business, Facebook has also taken aim at the search giant's social strategy.

In May, public relations firm Burson-Marsteller revealed that Facebook had hired it to **[initiate a campaign against Google's Social Circle feature \[http://news.cnet.com/8301-13506\\_3-20062192-17.html\]](http://news.cnet.com/8301-13506_3-20062192-17.html)**, which lets users see publicly available information on those they're connected with in Google Chat and Contacts. On Facebook's behalf, the PR firm said that Google was "cataloging and broadcasting" the personal information of users in Social Circle "without their permission."

Though Facebook's involvement was initially kept secret, the company told CNET in May that it stood by its decision to launch a PR campaign against Google.

"You and your readers can look at the feature and decide if they have approved of this collection and use of information by clicking [here](#) [<http://www.google.com/s2/search/social>] when their Google account is open," a Facebook spokesperson said in an e-mailed statement to CNET. "Of course, people who do not have Gmail accounts are still included in this collection but they have no way to view or control it."

For its part, Google didn't comment on Facebook's campaign. But now, the search company is firing another shot over Facebook's bow with Google+.

Google+ is available now to a small number of users. Those who are interested in eventually joining can sign up on the project's page and wait to be notified when invites are available.

Check out the video below to see Rafe Needleman's early thoughts on Google+ and how it's better--and worse--than Facebook.

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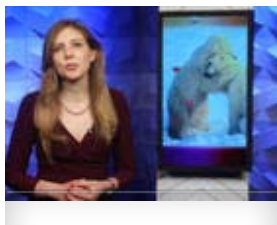




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## Google+ Project: It's Social, It's Bold, It's Fun, And It Looks Good — Now For The Hard Part

Posted Jun 28, 2011 by [MG Siegler \(@parislemon\)](#)

541 Like 0 Tweet 5,308 Share 0

Last night, you may have heard talk of a mysterious black bar appearing on the top of Google.com. Or you may have even seen it yourself. No, you weren't hallucinating. It was a sign of something about to show itself. Something big. [Google+](#).



What is Google+? It's the super top-secret social project that Google has been working on for the past year. You know, [the one being led by General Patton \(Vic Gundotra\)](#) and General MacArthur ([Bradley Horowitz](#)). Yes, the one Google has tried to downplay as much as humanly possible — even as we got [leak](#) after [leak](#) after [leak](#) of what they were [working](#) on. Yes, the one they [weren't going to make a big deal about](#) with pomp and circumstance. It's real. And it's here.

Sort of.

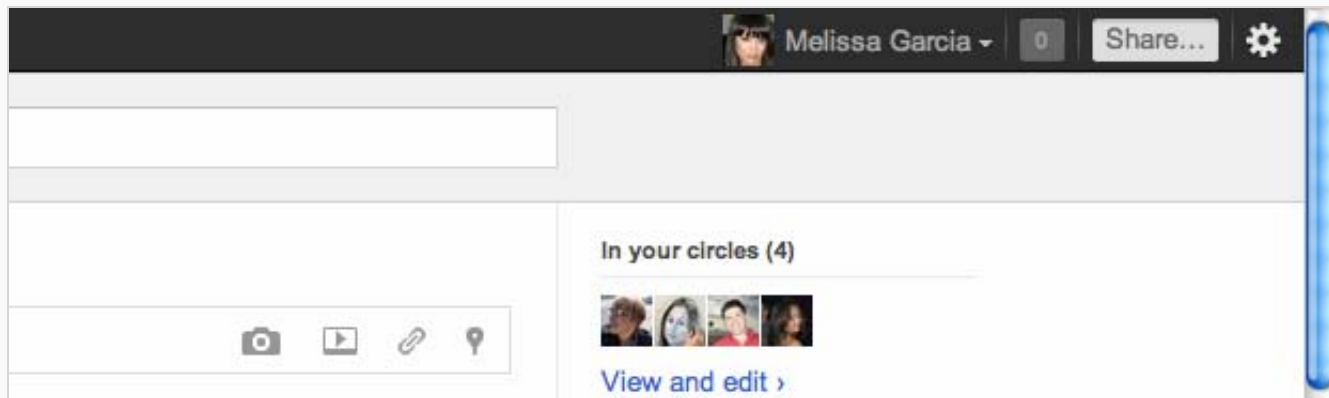
You see, the truth is that Google really is trying not to make a huge deal out of Google+. That's not because they don't have high hopes for it. Or because they don't think it's any good. Instead, it's because what they're comfortable showing off right now is just step one of a much bigger picture. When I sat down with Gundotra and Horowitz last week, they made this point very clear. In their minds, Google+ is more than a social product, or even a social strategy, it's an extension of Google itself. Hence, Google+.

How's that for downplaying it?

"We believe online sharing is broken. And even awkward," Gundotra says. "We think connecting with other people is a basic human need. We do it all the time in real life, but our online tools are rigid. They force us into buckets — or into being completely public," he continues. "Real life sharing is nuanced and rich. It has been hard to get that into

software," is the last thing he says before diving into a demo of Google+.

What he proceeds to show me is a product that in many ways is so well designed that it doesn't really even look like a Google product. When I tell Gundotra and Horowitz this, they laugh. "Thank you," Gundotra says very enthusiastically. Clearly, they've put a lot of work into both the UI and UX of Google+.



The first thing Gundotra shows me about Google+, and the first thing you're likely to interact with, is something called "Circles". You may recall that [talk of this feature](#) leaked out a few months ago — though it wasn't exactly right. In fact, our story from months prior about a feature of Google +1 (the name of the network at the time which ended up being the name of the button — more on that in a bit) [called "Loops" may have been a bit closer](#). That is, Circles isn't actually a stand-alone product, it's a feature of Google+ — an important one. "It's something core to our product," Gundotra says.

It's through Circles that users select and organize contacts into groups for optimal sharing. I know, I know — not more group management. But the truth is that Google has made the process as pleasant as possible. You simply select people from a list of recommended contacts (populated from your Gmail and/or Google Contacts) and drag them into Circles you designate. The UI for all of this is simple and intuitive — it's so good, that you might even say it's kind of fun. It beats the pants off of the method for creating a group within Facebook.

Gundotra realizes that many social services have tried and failed to get users to create groups. But he believes they'll succeed with Circles because he says they're using software in the correct way to mimic the real world. More importantly, "you're rewarded for doing this," he says. How so? A big feature of Google+ is the toolbar that exists across the top of all Google sites (yes, the aforementioned black one). Once your Circles are set,



sharing with any of them from any Google site is simple thanks to this toolbar.

Speaking of this black toolbar, which was codenamed the “Sandbar” as Google was working on it, Horowitz explains that it arose from the fact that sharing models on different sites are all different. The toolbar is an attempt to unify them. This toolbar will exist across all Google properties (though it may take some time to fully roll out). And down the road, you can imagine browser extensions, mobile versions, etc. But again, we’re on step one here.



Next, Gundotra showed off a feature called “Sparks”. He was quick to note that even though it’s a search box, this is not some sort of new search engine. Instead, he calls it a “sharing engine”. “Great content leads to great conversations,” he says. With Sparks, you enter an interest you have and Google goes out and finds elements on the web that they think you’ll care about. These can be links to blog posts, videos, books — anything that Google searches for. If you find something you like, you can click on an item to add it to your interest list (where it will stay for you to quickly refer to anytime you want). Or you can see what others are liking and talking about globally in the “Featured interests” area.

“Our goal here is to connect people. And everyone has a camera in their pocket,” Gundotra says as he shows me “Instant Upload”. This feature of Google+ relies on the use of an Android devices to take photos or shoot video. From a new app, you’ll do either of these things and the content will automatically be uploaded to Google+ in the background and stored in a private album (which you can share with one click later).

Another feature of Google+ is called “Huddle”. It’s essentially a group messaging app that works across Android, iPhone, and SMS to allow you to communicate with the people in certain Circles. When I asked why they wouldn’t just use Disco, the group messaging app that the Slide team within Google **built**, Horowitz would only smile and pretend that he didn’t know what I was talking about.

Finally, there’s a feature called “Hangouts”. “Everyone has high-speed networks these days, but how many use group video chat?,” Gundotra asks. “Not a lot.” He notes that while there are technical challenges, and some cost money, the biggest problem is that it’s socially awkward to video chat with someone. The Google+ team set out to fix this by thinking about neighbors sitting out on porches. If your neighbor is sitting there, you know that they’ll likely be interested in striking up a conversation. In fact, it would be rude for you to walk by and not say anything.

With that in mind, Google+ Hangout attempts to solve the social problem of video chat by making it easy for you to let others know that you’re interested in chatting. And if you’re already chatting with a Circle, everyone else in that Circle will get an alert to come hang out. This works for up to 10 people. And seeing it in action is a bit magical. Gundotra starts a Hangout with some co-workers and as they join, conversations start between multiple people. But the Google+ system is smart enough to focus on who is controlling the conversation in any given minute. This makes the conversation easy to watch. It was almost as if an editor is working behind the scenes, cutting between people.

Even cooler is that you can share a piece of content, like a YouTube clip, and everyone in the Hangout can watch it together while talking about it. It sounds a bit cheesy, but it's really pretty great.

After the rundown of all of these features, Google+ may sound a bit convoluted. But the key to the project is the attempt to unify everything. This is done via the toolbar (which features a drop-down showing you all of your relevant Google+ activity), but also on the mobile apps (again, Android and iPhone), and, of course, on the web. The Google+ site is the main stream on which you'll find everything. From here, you can easily switch between all of your Circles, share content with any of them, start a Hangout, look up Sparks, etc.

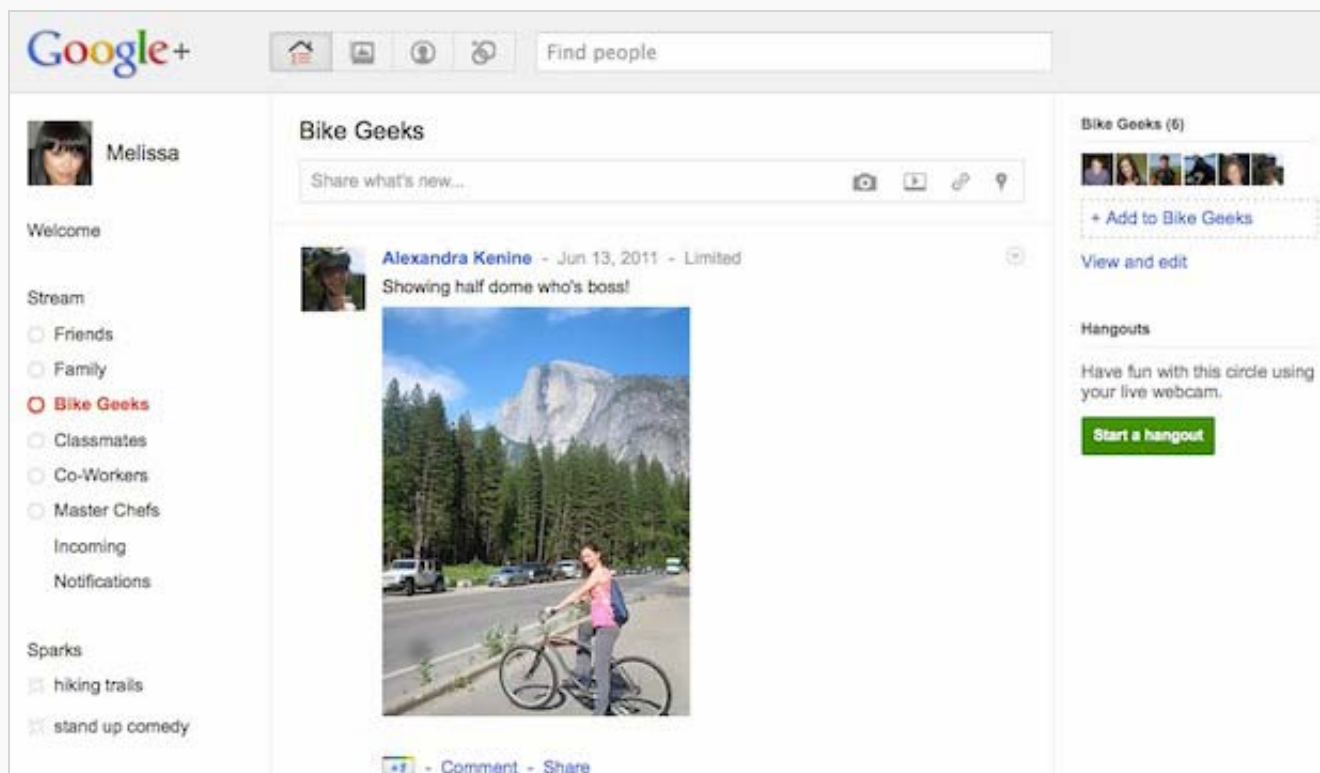
All of the information flowing through the system does so in real time. As something is shared with you, it appears at the top of your stream. It's a bit like FriendFeed, in this regard (which I love).

You'll also find a link to your Google+ Profile, which will replace your old Google Profile if you have Google+ enabled. On this profile you'll find not only a stream of everything

you've shared across Google+, but also your +1 content. That's likely important. While there has been plenty of speculation ([by myself and others](#)) that the +1 Button is already a dud, the larger picture is still a bit hidden. While Gundotra and Horowitz declined to specifically talk about it too much, you'll see a +1 button on all Google+ content — the +1 Button clearly ties deeply into all of this. [It is going to be their Facebook "Like" button.](#)

All of this sounds great so far, but what about the downsides? Whether they'll admit it or not, Google is making a bold and perhaps risky move by attempting to attack social from scratch. What if they flop again?

From the little that I've seen so far, Google+ is by far the best effort in social that Google has put out there yet. But traction will be contingent upon everyone convincing their contacts to regularly use it. Even for something with the scale of Google, that's not the easiest thing in the world — as we've seen with Wave and Buzz. There will need to be compelling reasons to share on Google+ instead of Facebook and/or Twitter — or, at the very least, *along* with all of those other networks. The toolbar and interesting communication tools are the most compelling reasons right now, but there will need to be more of them. And fast.



Speaking of Buzz, one thing that strikes me about Google+ is that it seems a bit like Google Buzz done right. When I asked if Google+ would be the [official death of Buzz](#),

Horowitz declined to say, but did note that it was still being decided how those pieces will play together.

And that could be a bigger issue for Google. With much of Google+, they're simply creating a new layer rather than utilizing Google's existing services. For example, when you upload pictures to Google+, they don't just go to Picasa (though they do go there as well), they also reside on Google+. On one hand, that will confuse some users. On the other, it's quite refreshing to see Google attempt to start fresh with this new project.

What about Twitter, Facebook, or other social integration? Horowitz wouldn't go into too much detail as it sounds like tie-ins are still being discussed. As I understand it, right now, Google+ will largely be a stand-alone network with some low-level third-party social network integration.

So when can you try Google+? Here's the thing that will be a kick in the pants to some users: Google is beginning to roll it out today, but it will only be a *very limited* field trial. You can submit your email address [here](#) to be entered into the system and notified as roll-outs continue, but Google says that they have no set time table for a full rollout. Again, this is phase one of what Google hopes to do with Google+, so they're taking it slow.

"It's not about one particular project, it's about Google getting better. We know this is going to take us a considerable amount of time. But we want to make Google better by connecting you with your relationships and interests," Gundotra reiterates. He declined to state how big the team within Google currently working on the project is, but says that it's a "decent sized team".

"Today's web is about people. To organize the world's data, you have to understand people," Gundotra concludes, noting that newly crowned CEO Larry Page has been heavily involved in this project from the get-go.

As it is unveiled to the world, Google+ sounds and looks great. But [we've seen that before from Google](#). Now comes the hard part.

**More:**

**[Why Google+ Looks Good: Original Macintosh Team Member Andy Hertzfeld](#)**

## While We Await The Native App, The Google+ iPhone Mobile Web App Is Pretty Solid

## Good First Sign: I Have A Strong Desire To Keep Using Google+

## Watch Twitter Explode: Google+ Invites Granted To Early Users

## Walking Around In Circles: As Google+ Opens Up Will People Start Using It Correctly?





0:00 / 1:49

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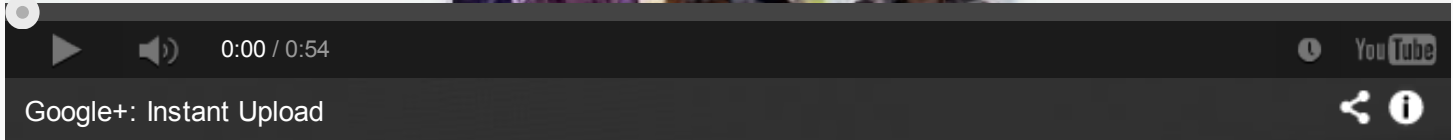
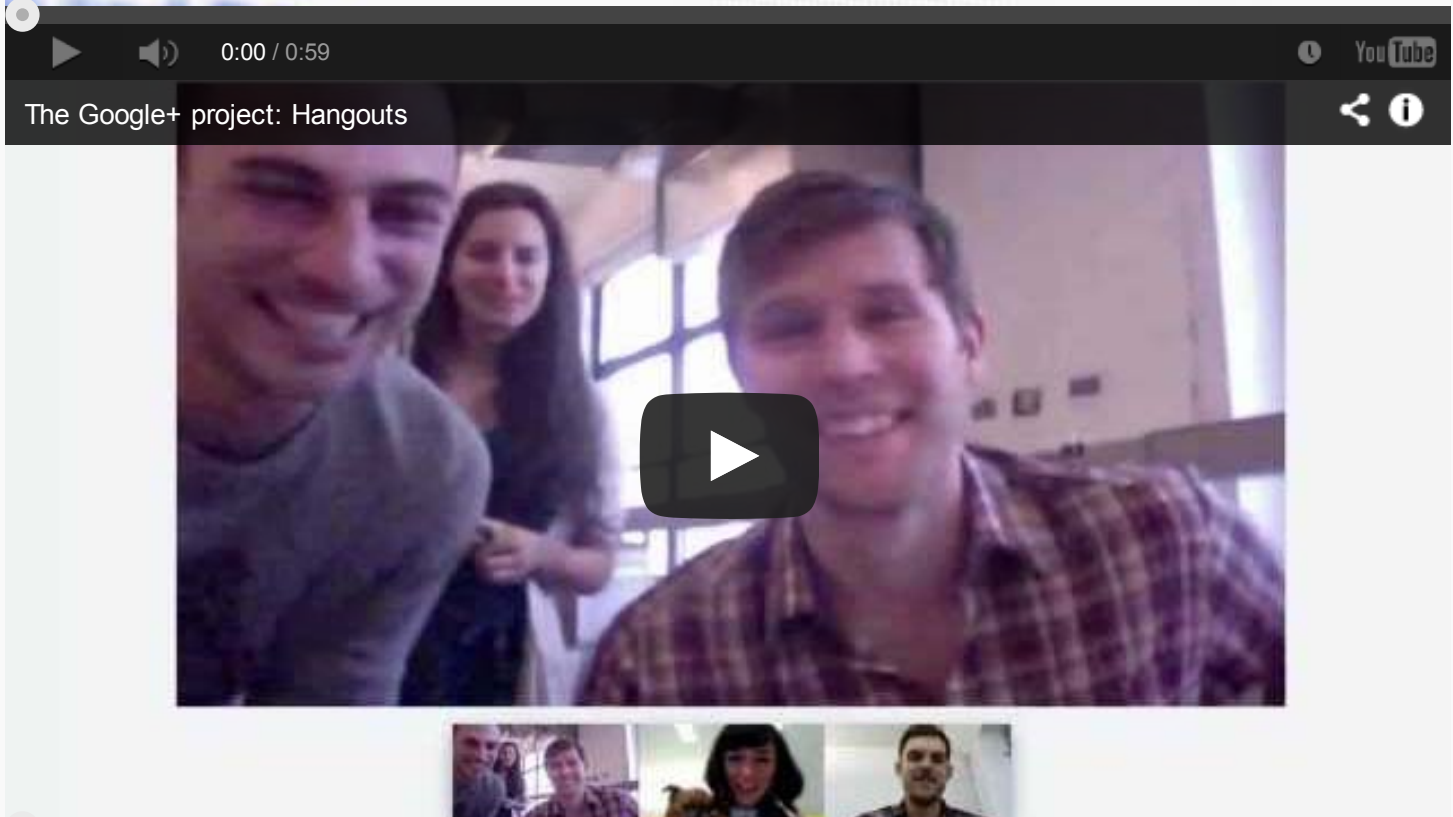
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Google+: Sparks

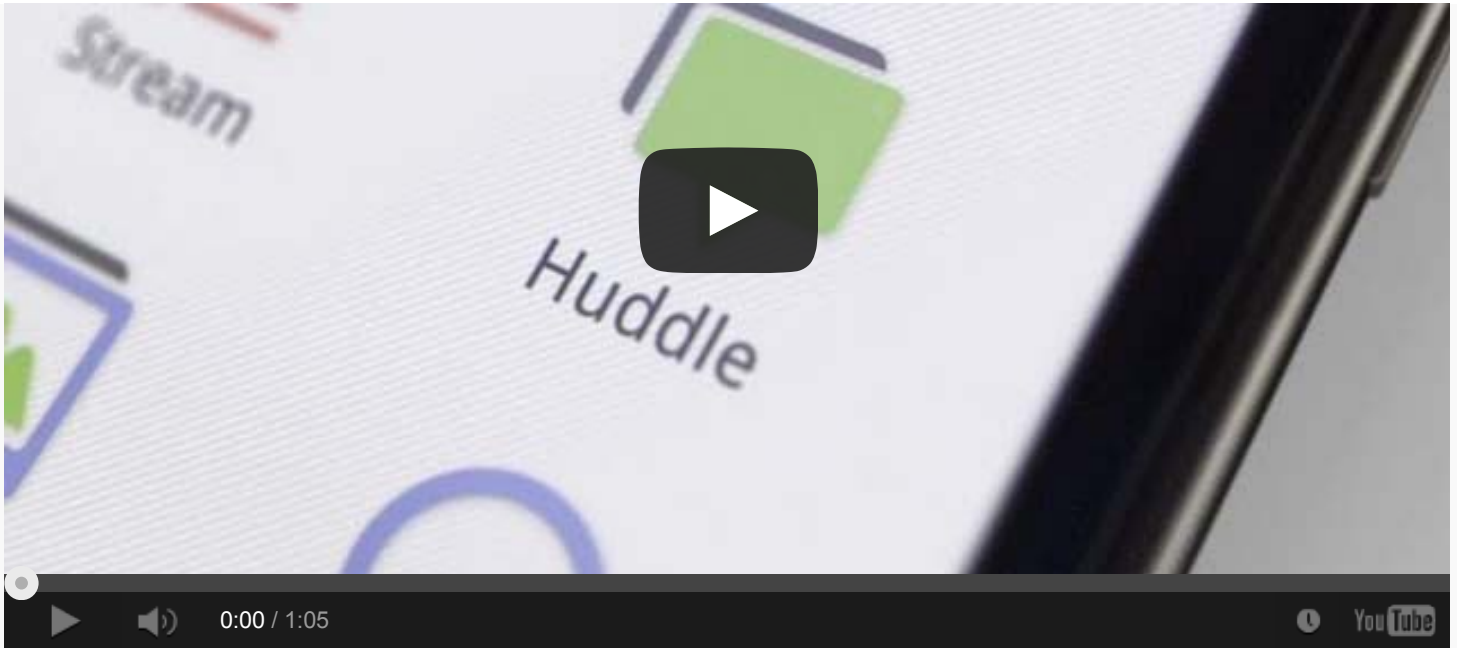
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**Srinivas N Jay** · Follow · Works at EA - Electronic Arts

RIP Facebook!

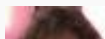
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**Joshi Abhishek** · Follow · Associate Consultant at Atos

Its really a cool invention .....

Reply · Like · 4 · June 28, 2011 at 11:41am



**Anton Savchuk** · Los Angeles, California



ye.. get rid facebook. .

Reply · Like · 4 · June 28, 2011 at 12:30pm



**Suhas Jagadeesh**

heyyy Microsoft promoter... don't demoralize google! lol

Reply · Like · 4 · June 28, 2011 at 12:50pm

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**Eli Waite** · Follow · Night Auditor at The Resort at Port Ludlow

For the love of freaking God, GOOGLE! Why do you hate Google App users. You need a Google Profile to use Google+, and Google App users are not able to make a Google Profile for some unknown, crazy reason.

Reply · Like · 43 · Follow Post · June 28, 2011 at 10:37am



**Chris Chabot** · Follow · Head of International Developer & Platform Relations at Twitter · 249,947 subscribers

We're only just starting down the road of the Google+ project, but we love our Google Apps users so please stay tuned

Reply · Like · 70 · June 28, 2011 at 11:01am



**Chaitanya Paruchuri**

any chance for getting invites to the beta of google + ?? .....past 30 mins googling like hell to see if there is a way.....for an invite .....am sooo excited....

Reply · Like · 5 · June 28, 2011 at 11:14am

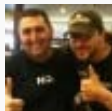


**Héctor Ramos** · Follow · Top Commenter · San Francisco, California

The product was barely announced today. Hold your horses.

Reply · Like · 8 · June 28, 2011 at 11:16am

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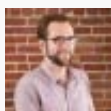


**Adam Rifkin** · Follow · Top Commenter · Co-Founder/CEO at PandaWhale · 48,654 subscribers

I hope Google+ Sparks let me meet new people who have the same interests as me -- this is why I like Twitter...

Social isn't just stuff I do with people I know. Meeting great people I don't yet know is part of what makes the Interest Graph so compelling!

Reply · Like · 38 · Follow Post · June 28, 2011 at 12:14pm



**Jesse Farmer** · Follow · University of Chicago · 125 subscribers

God these buzzwords

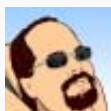
Reply · Like · 12 · June 28, 2011 at 12:15pm



**Patrick Nouhailer** · Follow · Zürich, Switzerland · 816 subscribers

the new Google Wave+1 Buzz you mean ? ;-)

Reply · Like · 3 · June 28, 2011 at 12:20pm



**Dean Bairaktaris** · Follow · Marjory Stoneman Douglas High School · 159 subscribers

Let's see who gets in first. [Indeed TheDudeDean.](#)

Reply · Like · 3 · June 28, 2011 at 12:59pm

[View 4 more](#) ▾**Dan Peguine** · Follow · Top Commenter · Director of Product Marketing at BillGuard · 1,253 subscribers

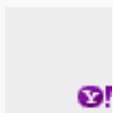
The number of anti-Facebook comments here would alarm me if I were part of that company.

[Reply](#) · [Like](#) · 30 · [Follow Post](#) · June 28, 2011 at 12:53pm**Yoav Segal** · Follow · Owner and General Manager at קפה סגל Cafe Segal

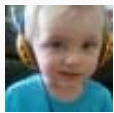
wow, the + project is freaky local

[Reply](#) · [Like](#) · 1 · June 28, 2011 at 2:37pm**Graham Michaels** · Top Commenter · University of Alberta

why? Facebook is doing fine.

[Reply](#) · [Like](#) · 3 · June 28, 2011 at 8:25pm**williamdagreat2002** (signed in using yahoo)

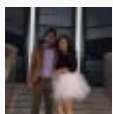
"was" (past tense )

[Reply](#) · [Like](#) · 1 · July 3, 2011 at 4:34am[View 1 more](#) ▾**Scott Hildebrand** · Top Commenter · Works at Black Antelope

I've got \$5 on this disappearing faster than Wave did.

[Reply](#) · [Like](#) · 27 · [Follow Post](#) · June 28, 2011 at 11:30am**Chris Chabot** · Follow · Head of International Developer & Platform Relations at Twitter · 249,947 subscribers

I'll take that bet :)

[Reply](#) · [Like](#) · 79 · June 28, 2011 at 11:50am**Ankur Vakil** · Works at PriceGrabber.com

I'm trying it as we speak.

[Reply](#) · [Like](#) · 2 · June 28, 2011 at 12:11pm**Chris Cho**

Well, Facebook is 95% useless. So I'm up for any competition that can create a more useful social network. We shall see.

[Reply](#) · [Like](#) · 5 · June 28, 2011 at 12:12pm[View 17 more](#) ▾**Will Heineman** · Follow · Top Commenter · Penn State

I think they have a winner on their hands. But it needs to be smart enough to parse ANYTHING I can throw at it. I hate putting links to pictures or videos on facebook, but finding that it is too dumb to recognize what I am posting. Showing pictures and video right in the stream would be big to me (and Google already hosts most of it).



Deep ties into Android will also be very cool. I also like the idea of cross-platform chat and video chat!

I am also much more comfortable with Google hosting my internet identity. Right now I am commenting from a facebook account, which I have very little control over. I would much rather register for sites through Twitter or Google, but Facebook has become the standard. I want control back!


I cannot wait till I can sign up for the beta.

Reply · Like ·  26 · Follow Post · June 28, 2011 at 10:34am



**Ben King** ·  Follow ·  Top Commenter · Nottingham Trent University · 2,511 subscribers

What?! If you share pictures/videos on Facebook it formats them appropriately...

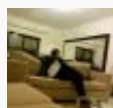
Reply · Like ·  4 · June 28, 2011 at 11:50am



**Anton Savchuk** · Los Angeles, California

yes, facebook sucks.. have to eliminate this fb connect.. I would love to use google account

Reply · Like ·  8 · June 28, 2011 at 12:29pm



**Pedro Marques** ·  Top Commenter


Really looking forward to this project, as I usually am with all of Google's products. The one that got me least excited was Sparks, but if that has a history of my +1's, it could come in handy.

After seeing all the videos, there's something missing for me. In Circles, it (apparently) only allows you to put a friend into one circle. However, I may have one that should be inserted in two circles. For instance, close friends of mine that also belong to my university network.

Something awesome: instant upload. Like contact sync for android. Glad I'll never lose my camera photos again.

Finally, I believe if they tagged Buzz along for the ride and allowed streamlined sharing with your other social accounts (i.e. auto share +1 pages on facebook , auto retweet buzzes on twitter) Google+ could easily become people's internet hub, letting people do all the crucial social activities on the page and accentuating their online presence on all sites automatically.

I'd be down with that.

Reply · Like ·  12 · June 28, 2011 at 2:38pm

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**Deron Blevins** · Bristow, Virginia

I try all the new stuff Google puts out there, and I was a big "pre-fanboy" of Wave before it rolled out. One of the problems with Wave, and what they may face again with Google+ - is this " but it will only be a very limited field trial. "

I, and many others I imagine, don't want to start using a product that relies on your other friends/family/pals to ALSO be using it to truly get the full use out of it.


With Wave, we could invite others, but it took way too long to get them in there to do any interacting with. It got very lame very fast. I sure hope Google does not make the same mistake with this "very limited release" - as it is easy to get someone to try a new type of candy, but if they get a bad taste in their mouth, they'll be hard pressed to try it again.

Reply · Like ·  23 · Follow Post · June 28, 2011 at 11:27am



**Chris Wilson** · Centreville High School


Wave seems like a flop - they would have been better of building the functionality in to Google Talk. I have been a big fan of Voice ever since it was in Beta and I still use it.

Reply · Like ·  1 · June 28, 2011 at 1:08pm



**William Foster** · Duke Law School

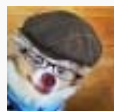
Speed and usability--not use rbase--was the problem w/ Google Wave.

Reply · Like ·  2 · June 28, 2011 at 2:15pm

**Justin Alexander** · Top Commenter · Penn State

The main problem with Wave was a horrible UI.

Reply · Like · 9 · June 28, 2011 at 2:21pm

[View 3 more](#) ▾**Drew Olanoff** · Follow · Top Commenter · Director of Communications at Convo · 12,664 subscribers

WANT!@#!@#!@#!@#

Reply · Like · 16 · Follow Post · June 28, 2011 at 10:14am

**Theodore M. DeBettencourt** · Martha's Vineyard Regional High School

Here's what will happen. People will think its great at first and sign up and everything, then realize its just a bunch of random new ideas that have a social element with no real unified social network platform. The Stock will go up at first with people saying "Yaaa Google GETS social" Then a few days will pass. FB will start working on the "Circles" feature but call it "Ringlets" or something and then people will say "Wait...what exactly did Google just do? Didn't we see this before with Buzz? How does this help me stalk my ex? What! - No farmville integration!"

Google isn't a social company - they generally aren't that good with social. This is a just a bunch of random social elements. They're throwing S&@t to a wall to see what sticks. Did they acquire a ton of new talent? Did they evolve? I doubt it. They're too big. They're great at what they do - but this isn't it. Even the article quotes the guy as saying this will take a while. Most big companies can't change their core competencies over night and I don't thing Google is any different. I predict this product to be more succesful then Buzz but still not that big of a deal.

If I weren't poor I'd ride Google until about 520 or until the tide turns and people realize Google+ isn't that great, then short it. I have been waiting for FB to come out with a Circles Feature for years. This will probably motivate them to do it - but who knows.

Reply · Like · 11 · Follow Post · June 28, 2011 at 12:24pm

**Theodore M. DeBettencourt** · Martha's Vineyard Regional High School

I see Google employees are reading these posts. Please don't have my most beloved google apps lose all of my saved data :-)) I love google. Please.... I'm afraid... I'm rooting for Google. FB scares me. I want Goog to win. Promise.

Reply · Like · 4 · June 28, 2011 at 12:38pm

**Paul Heintzelman** · Follow · Top Commenter · University of Delaware

I mostly agree. But I think social is more crucial to Google's search than you realize. Social is the future of search, just look at the number of links shared daily. Google needs to work social out in order to survive. Is Google+ the answer? I doubt it. Keep trying Google.

Reply · Like · 1 · June 28, 2011 at 1:48pm

**David Knowles** · Follow · Top Commenter · Harlow College

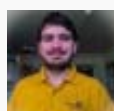
Facebook already got its circles, it called groups and it crap.

Reply · Like · 6 · June 28, 2011 at 1:55pm

[View 2 more](#) ▾**Hua Zhong** · Top Commenter

If MG says Google has done something cool, it must be fantastic.

Reply · Like · 9 · Follow Post · June 28, 2011 at 11:31am

**Nick Felker** · Follow · Top Commenter



I like what Google did. They didn't just say, 'this is what Facebook is doing, and we need a Facebook competitor.' They looked at what social is, and what it used to be, and is creating a

digital version of those services.

I can't wait to get access to it. I just hope it is successful.

Reply · Like ·  8 · Follow Post · June 28, 2011 at 11:36am



**Indhuja Pillai** ·  Follow ·  Top Commenter · Designer & Catalyst at The Inverted Box · 1,668 subscribers

Know more about the "+" from here: <http://me.lt/4xhGj>.

Reply · Like ·  7 · Follow Post · July 6, 2011 at 3:50am



**Robert Glastra** ·  Follow ·  Top Commenter · PayPal

Super excited to see some deep Android integration with this. Really looking forward to seeing this kick off big time!

\*hovers mouse over 'Deactivate your Facebook account' button in anticipation\*.

Reply · Like ·  7 · Follow Post · June 28, 2011 at 12:14pm



**John McKenzie** · IBM

Any invites?

Reply · Like · June 28, 2011 at 2:31pm



**Robert Glastra** ·  Follow ·  Top Commenter · PayPal

Only through <https://services.google.com/fb/forms/googleplus/> so far

Reply · Like · June 28, 2011 at 3:30pm



**Paul Denlinger** ·  Follow ·  Top Commenter · University of St Andrews

Sounds a lot like the idea of sixdegrees.com and eircles.com from the late nineties. While FB has a flat organization in terms of who you know and connections only, it seems like Google is trying to help people group people together by activities and activity partners. This would provide people with tools to define different levels of granularity in their activities compared to FB, and presumably giving advertisers better targeting in their advertising by providing levels of activities to define customers.

Reply · Like ·  6 · Follow Post · June 28, 2011 at 10:50am



**Marcel Ekkel** ·  Follow · Hong Kong

well healthy to see competition for Fb

Reply · Like · June 28, 2011 at 11:11am



**Johann Quassowski** ·  Follow ·  Top Commenter · Universiteit Maastricht

It's kinda also like the concept of Diaspora... or what Diaspora should have been, I guess.

Reply · Like · June 28, 2011 at 12:00pm



**Paul Denlinger** ·  Follow ·  Top Commenter · University of St Andrews

Diaspora promised data privacy, but it didn't have anyone on its team who understood how to build a business proposition. Sad.

Reply · Like · June 28, 2011 at 12:04pm



**Nisarg Bhavsar** ·  Follow

facebook. google is here.... watch out... the promo is awesome. how about the whole movie..

Reply · Like ·  5 · Follow Post · June 28, 2011 at 11:58am



**Hezi Taniani** ·  Follow · Interaction Designer at Designit

The moment link for Google+ is available. It's available to everyone.



The request link for Google + project invitation is available again.  
Try your luck at <https://services.google.com/fb/forms/googleplus/>.

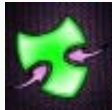
Reply · Like · 4 · Follow Post · June 28, 2011 at 11:06am



**Sharona Rozenblum** · Follow

;-) איך אתה אוהב את גוגל...

Reply · Like · June 28, 2011 at 10:15pm



**Anand Muglikar** · Follow · Senior R&D Engineer in Computer Vision at TouchMagix

I just hope, just hope...this is good for us and not a flop like wave! Though wave ws good too for me...bt nt for all~ Wish u all the best Googol...beat FB nw!

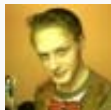
Reply · Like · 4 · Follow Post · June 28, 2011 at 11:31am



**Michael Henry** · Drexel

Each video about the individual Google+ features is like a lifetime movie, I kind of want to cry at the end.

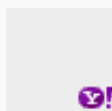
Reply · Like · 4 · Follow Post · June 28, 2011 at 4:19pm



**Ben Rochon** · Drexel University

Well I might as well delete facebook, skype, and dropbox. Never going to need them ever again.

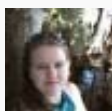
Reply · Like · 2 · June 28, 2011 at 5:35pm



**tedd.meyers** (signed in using yahoo)

My Theory: This will gain heavily against Facebook, because its my impression that no one \*loves\* Facebook. Facebook is just something everyone uses so you use it. Facebook used to be cool its first few years before every relative, co-worker, and boss jumped into your friend group. I don't bother with Facebook apps, nor should you, so to me Facebook is little more than a space, and given their IPO lust and privacy violations, Facebook has done nothing to get consumers emotionally attached to their product. Again, its a space we all have to use, and as long as cute girl from across the hall is using it, we will continue to use it (and for many that's the actual appeal of Facebook, that appeal being entirely in spite of Facebook). Google+ on the other hand has built some very interesting features. The video chat is killer. I'm curious to try it. My friend group has no emotional attachment to facebook, but I could see that same group saying "wow, Goolge+ is great." So, thank you Google, from someone who is very ready to get off Facebook.

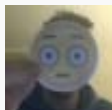
Reply · Like · 3 · Follow Post · June 30, 2011 at 3:26pm



**Kat Meredith** · Top Commenter · Jacksonville, Florida

I hope it has slightly better integration for the kickoff. Instant Upload sounds great but if it doesn't go to Picasa, Twitter, FB, I'll still have to find a way to send it there. Huddle sounds great but if you're not in my Google contacts, I'll still have to either add you or leave you out. Circles just flat out looks awesome and I can't wait to use it. Hangouts is just a great idea, if the implementation is as good as MG said, so I hope that'll take off. Most people that I know are slightly paranoid about their web cams. People are going to be the problem, everyone hates FB but we use it and we're used to it. Change is hard. I really just want something to use as a hub, either a hub that everyone uses or a hub that sends to everything, I don't care which. I will use this because it's Google but I can't sign up for any more social networks, they're driving me insane.

Reply · Like · 3 · Follow Post · June 28, 2011 at 11:55am



**Martyn Jackson** · Follow · Top Commenter

Weren't you guys all about how Google sucks and can't do this a while back? Anyway, looks good. Great marketing. "Epic Bros" - great way to hook the users in emotionally. Let's hope this is executed as well as they can market with the heart string pulling music and emotional narration!

Reply · Like · 3 · Follow Post · June 28, 2011 at 12:00pm



**Michael Droz** · Top Commenter · Manager, Enterprise Automation and UI Development at Visa



The "toolbar" you see at the top of Google.com will be a plugin that sites will add to make their sites 10x more social than fan pages on Facebook. Have this plugin will help your page rank - incentive everywhere. Nice job Google. This is a homerun.

Reply · Like · 3 · Follow Post · June 28, 2011 at 11:15am



**David Haddad** · Follow · Top Commenter · Dubai, United Arab Emirates · 239 subscribers  
Here's the full demo for those who want to learn more: <http://www.google.com/intl/en/+demo/>.

Reply · Like · 3 · Follow Post · June 28, 2011 at 11:21am



**Brandon Davenport** · Follow · Top Commenter · Founder and Creator at The Hype Review  
I was happy knowing +1 would make search results more accurate, now I'm just confused...

Reply · Like · 3 · Follow Post · June 28, 2011 at 10:12am



**George R. Bridges** · Follow · Paris, France

For companies to grow and improve they need competition. I'm hoping this takes off and Google gives Facebook the competition it needs. Everyone will benefit in the end and that's a good thing.

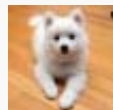
Reply · Like · 2 · Follow Post · July 4, 2011 at 4:43am



**Swen Eberhart**

Any idea when this is coming out for the general public?

Reply · Like · July 4, 2011 at 2:20pm



**Yurika Kawahara** · Chesterton, Indiana

Contact me off line. I have some interesting info.

Reply · Like · 1 · July 4, 2011 at 11:04pm

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Facebook social plugin

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Posted Jun 28, 2011

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# Google Launches Google+ To Battle Facebook [PICS]

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BY BEN PARR / JUN 28, 2011

Using Google+? Add [Mashable](#) to your circles. You'll get the latest about new Google+ features and tips and tricks for using the platform as well as top social media and technology news.

Google has finally unveiled Google+, the company's top secret social layer that turns all of the search engine into one giant social network.

Google+, which begins rolling out a very limited field test on Tuesday, is the culmination of a year-long project led by Vic Gundotra, Google's senior vice president of social. The project, [which has been delayed](#) several times, constitutes [Google's answer to Facebook](#).

The search giant's new social project will be omnipresent on its products,

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\*Restrictions apply <http://goo.gl/nzW08w>

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US & WORLD

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TECH

Now Gmail Encrypts Messages Sent to Google Servers

1.4K SHARES

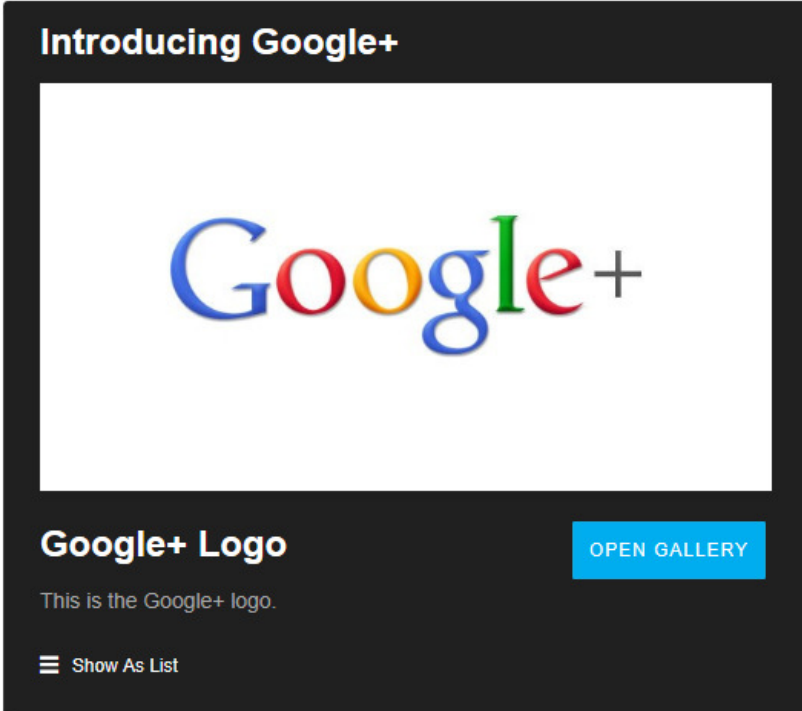
**xfinity**  
GET XFINITY TV, INTERNET OR VOICE  
The Blacklist available at [xfinity.com/tv](http://xfinity.com/tv)

thanks to a complete redesign of the navigation bar. The familiar gray strip at the top of every Google page will turn black, and come with several new options for accessing your Google+ profile, viewing notifications and instantly sharing content. The notification system is similar to how Facebook handles notifications, complete with a red number that increases with each additional notice.

**SEE ALSO:** [GOOGLE+: THE COMPLETE GUIDE](#) | [VIDEOS](#) | [REVIEW](#)

At its core, Google+ is a social network. The first thing users are introduced to is the Stream. It's much like the Facebook News Feed, allowing users to share photos, videos, links or their location with friends.

## Screenshots: What Google+ Looks Like



**Introducing Google+**

**Google+ Logo**

This is the Google+ logo.

[OPEN GALLERY](#)

Show As List


## Circles+

That's where Google+ begins to diverge from Facebook, though. The focus of this social project is not on sharing with a mass group of friends, but on targeted sharing with your various social groups. To do this, Google uses a system called Circles.

Gundotra explained that most social media services (read: Facebook, Twitter) haven't been successful with friend lists because they've been designed as a "tack-on" product rather than being integrated at every level. Gundotra also believes that current friend list products are awkward and not rewarding to use.

Google+ Circles is an attempt to address that challenge. The HTML5 system allows users to drag-and-drop their friends into different social circles for friends, family, classmates, co-workers and other custom groups. Users can drag groups of friends in and out of these circles.

One of the nice things about the product is its whimsical nature — a puff of smoke and a -1 animation appears when you remove a friend, and when you remove a social circle, it rolls away off the screen.



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**US & WORLD**

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## Photos & Group Video Chat

It's clear from the extended demo that Gundotra and his team have thought about every aspect and detail of Google+ thoroughly. The photo, video and mobile experiences are no exception.

Google has created a section specifically for viewing, managing and editing multimedia. The photo tab takes a user to all of the photos he or she has shared, as well as the ones he or she is tagged in. It's not just photo tagging, though: Google+ includes an image editor (complete with Instagram-like photo effects), privacy options and sharing features.

The video chat feature might be one of the most interesting aspects of Google+. Gundotra and his team thought about why group chat hasn't become a mainstream phenomenon. He compared it to knocking on a neighbor's door at 8 p.m. — most people don't do it because it isn't a social norm. However, if a group of friends are sitting on a porch and you just happen to walk by, it's almost rude not to say hi.

That's the concept behind "Hangouts," Google's new group chat feature. Instead of directly asking a friend to join a group chat, users instead click "start a hangout" and they're instantly in a video chatroom alone. At the same time, a message goes out to their social circles, letting them know that their friend is "hanging out." The result, Google has found in internal testing, is that friends quickly join.

One cool feature of Hangouts is that it doesn't place a chat window on the screen for each participant. Instead, Google changes the chat screen to whoever is currently talking. It quickly switches from video feed to video feed, moving faster in bigger groups. The maximum members in any video Hangout is 10, though users can get on a waitlist and wait for someone to leave.

## Content Discovery Through Sparks

To spur sharing, Google has added a recommendation engine for finding interesting content. The feature, Google+ Sparks, is a collection of articles, videos, photos and other content grouped by interest. For example, the "Movies" spark will have a listing of recent and relevant content for that topic.

The system is algorithmic — it relies on information from other Google products (e.g. Google Search) as well as what is being shared via Google+ and through [+1 buttons](#).

The goal, according to Gundotra, is to make it dead-simple for users to explore their interests and share what they find with their friends. Google+ is attempting to become the one-stop shop not only for sharing content, but for finding it as well. In some ways, it reminds us of Twitter and its mission to become an information network, and "instantly connect people everywhere to what's most important to them."

## Mobile

Google will also be launching mobile apps for Google+, starting with Android. The Android app includes access to the Stream, Circles, Sparks and multimedia.

The addition of these features in a mobile app isn't a surprise. What is a surprise, though, is the app's auto-upload feature. Any photo or video you take on your phone through Google+ will automatically be uploaded to your

898 SHARES



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computer, ready to snare. These uploads aren't public, but the next time you log onto your desktop, the photos button in the status bar will have a number, indicating how many new uploads are available for sharing. It keeps these photos and videos available for sharing for eight hours after upload.

Gundotra says that Google intends to launch apps for Google+ on other platforms in the future.

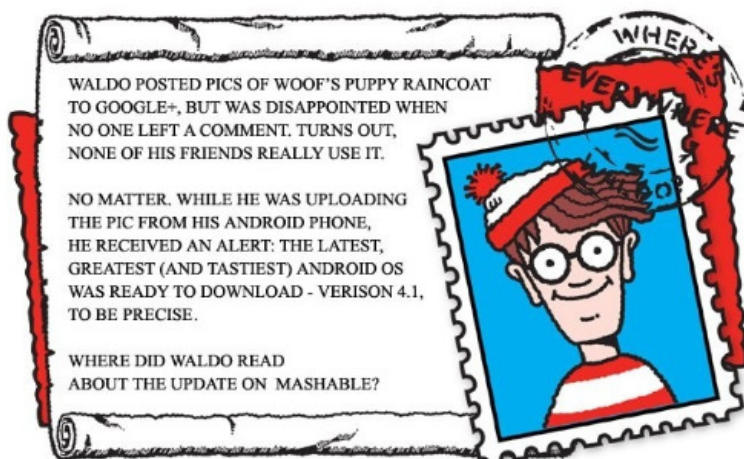
## Conclusion

Google freely admitted to me during our conversation that its previous attempt at social, Google Buzz, did not live up to expectations. Bradley Horowitz, Google's vice president of product, says that part of the problem was that Buzz was just "tacked on" as a link on millions of Gmail accounts, something that Google won't be repeating. Horowitz also says that, unlike the Buzz rollout, Google+ is a project that will roll out in stages.

In many ways, it reminds us of Gmail's rollout. Invites to Google's email service were so sought after at one point that people were selling them for \$50 or more on eBay. While that type of fervor may not hit Google+, we expect the artificial scarcity will drive up interest while giving Google time to work out the kinks.

No matter what Google says, Google+ is the company's response to the rise of Facebook. The two companies are in heated competition for talent, page views and consumers. While Google controls the search market and has a strong presence on mobile with Android, it hasn't been able to crack the social nut. Its most successful social product, YouTube, had to be acquired, and it still ranks as one of the most expensive acquisitions in the company's history.

Has Google finally nailed social with Google+? We're going to publish more of our thoughts on Google's new social network in the next few hours, but we will say this: Google no longer gets a free pass in social. It must prove that it can draw users and keep them engaged in a way that doesn't replicate Facebook or Twitter's functionality. Only time will tell if Google has finally found its magical arrow.



TOPICS: CIRCLES, GOOGLE CIRCLES, GOOGLE SPARKS, GOOGLE STREAM, SOCIAL MEDIA, SOCIAL NETWORKING, SPARKS, STREAM

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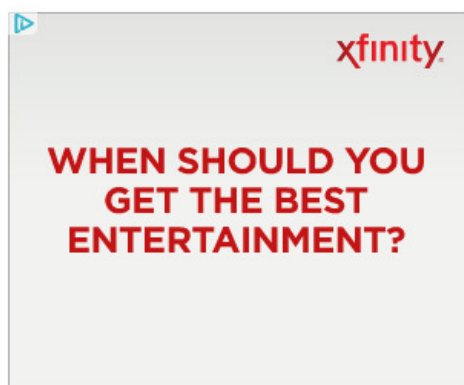
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13

## Google unveils Google+, its Facebook-fightin' social network

Tuesday, June 28, 2011 - 9:27am



Google today pulled the curtain back on Google+ (or Google Plus), a social network designed to go toe-to-toe with Facebook while emphasizing something Facebook doesn't: privacy.



On Facebook, you find yourself with a mass of hundreds of friends — some close, some not, some unknown entirely — all of whom you share everything from the delicious sandwich you just ate to the bad day you had at work. Really, it can be like standing on a rooftop and shouting it out, and it can **get folks in trouble** ([http://www.huffingtonpost.com/2010/07/26/fired-over-facebook-posts\\_n\\_659170.html#s115707&title=Swiss\\_Woman\\_Caught](http://www.huffingtonpost.com/2010/07/26/fired-over-facebook-posts_n_659170.html#s115707&title=Swiss_Woman_Caught)).

Google+, instead, will concentrate on sharing with smaller groups of friends with a focus on more robust group and video chatting — including group video chats, too.

Facebook has its groups, sure, but it looks like Google+ brings it very much to the fore, and you'll be organizing your contacts into "circles" (pictured above) that you can chat and share with in a more private way. Your family can be in one, for instance, and your bar buddies in another. They can be as specific as you want: add one for your weekend bird watching club.

In addition to circles, Google+ will also "sparks," which is basically just recommendations from the service of related videos and articles you may enjoy; "hangouts," which is like a video chat session you can just leave open that folks can hop into; as well as offer the ability to upload video directly to the service and form "huddles," or group chats.

This isn't Google's first foray into the social world, of course, and its own Buzz set off a **bunch of privacy concerns** (<http://dvice.com/archives/2010/02/google-responds.php>) when it first started as it had you sharing with everyone on your email contacts list. I don't know about you, but I don't exactly keep that pruned. That said, Google+ appears to address all that with its design. Organization is easy, and it's a core part of the network.

Also, Google+ will allow you to follow someone without being their friend, and vice versa, much like on Twitter. Read: mom doesn't have to see all those body shots you were doing at the bar last weekend. Neither does your boss. Instead, you'll get the person's public updates, and they can sign up for yours.

Google+ will only be available to a select few users to start, but those users will be able to invite others into the program (much like how Gmail was when it first started up, and almost every other Google beta afterward).

Honestly, we knew Google was going to lean more heavily on the social side of things, but this is quite the surprise. We aren't the only ones caught off guard, either, according to **Reuters** (<http://blogs.reuters.com/mediacenter/2011/06/28/first-look-at-the-google-plus-social-network-the-top-secret-demo/>):

*At a time when leaks about product launches, acquisitions and potential hires are rife, Google resorted to extraordinary measures to ensure that word of its new social network, Google Plus, did not slip out ahead of Tuesday's official announcement.*

*The company reached out to Reuters late on Friday about a special briefing related to some undisclosed YouTube news, even tasking a YouTube PR-man with a curious sartorial style to coordinate the meeting, to complete the red-herring.*

Can Google carve out a space for itself in the social networking world? The slick look of the interface and the focus on communication, smart sharing and being easy to use certainly has us curious. Of course, Google's reveal comes after Facebook's bragging today about its **750 million users** (<http://www.pcmag.com/article2/0,2817,2387680,00.asp>). David vs. Goliath, round two. *Fight!*

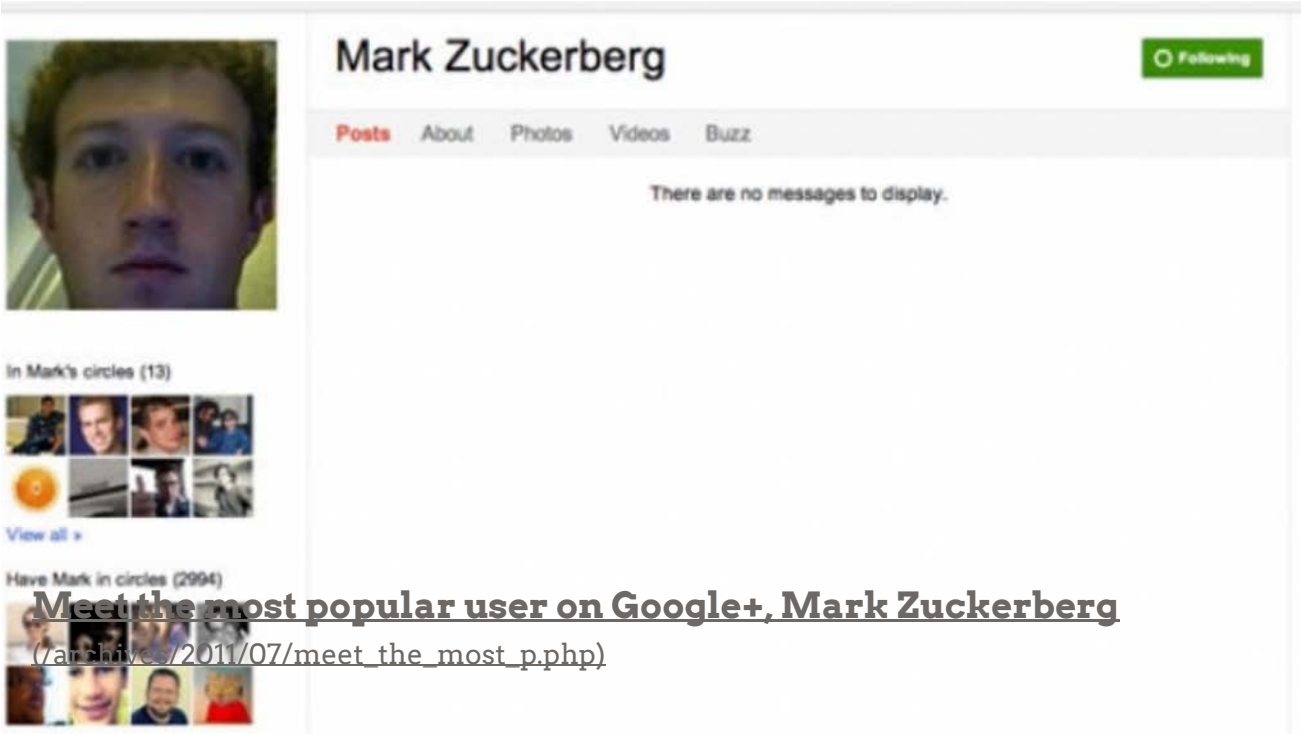
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[Google+](https://plus.google.com/up/start/?sw=1&type=st) (<https://plus.google.com/up/start/?sw=1&type=st>), via [Google](http://googleblog.blogspot.com/2011/06/introducing-google-project-real-life.html) (<http://googleblog.blogspot.com/2011/06/introducing-google-project-real-life.html>), via [NYT](http://www.nytimes.com/2011/06/29/technology/29google.html?_r=1&ref=technology) ([http://www.nytimes.com/2011/06/29/technology/29google.html?\\_r=1&ref=technology](http://www.nytimes.com/2011/06/29/technology/29google.html?_r=1&ref=technology)), [Mashable](http://mashable.com/2011/06/28/google-plus/) (<http://mashable.com/2011/06/28/google-plus/>) and [Reuters](http://blogs.reuters.com/mediafile/2011/06/28/first-look-at-the-google-plus-social-network-the-top-secret-demo/) (<http://blogs.reuters.com/mediafile/2011/06/28/first-look-at-the-google-plus-social-network-the-top-secret-demo/>)

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**seomaster** 950 days ago

Promoting google+ votes is becoming a very hot business. Using these types of services could have negative or positive affects on SEO.

We just have to see how google treats them. Another place to buy google plus votes is bulkones.com

Will be interesting to see how this evolves over the next few months.




0



**Ishka** 969 days ago

Kevin said something that was overlooked.

Don't sit on the sidelines with googleplus

jump in as an early adopter, use it and

position your self to help others with it down the road- especially offline, local

businesses.

That's what I'll be doing and here's the how to part

<http://snipurl.com/howtousegoogleplus>




0



**Ajit** 991 days ago

Hope v get google+ soon as soon....!!



Reply

0



**Eric** 991 days ago

Thank God, I'm so sick of Facebook. Hopefully Google+ does good. I also looked at OnlyMeWorld, small-time wannabe's with their font on fire. Whatev's. Guess what "dawg", if it doesn't take off overnight, then it's a flop.



Reply

0



**Titicaca** 995 days ago

Those circles look like the chambers of a revolver.



Reply

0



**namelessme** 995 days ago

Wait, why do we want to create small circles of tribes? is that necessary? Isn't the entire point of social networking not to limit ourselves to people we ALREADY know and to expand outside our small circles of associates? At least that's how I look at it. I have met a lot of new and interesting people thanks to NOT limiting myself that way.



Reply

0



**Sartaj** 996 days ago

It will be a great initiative by Google. Many people including me are looking forward to see somewhat more mature social networking technology similar to facebook, however, with more control over the shared data, privacy, security of information and social activity resembling real life behaviour. One of the salient feature of

such a tool must be its simplicity of use, light weight and setup to privacy protection by default, which is still a huge challenge for the technology giant without any cost to the customers.



Reply

[1 reply](#)

0



**Isaac** 996 days ago

I dunno, Sartaj. It seems like you're making a lot of smart, reasonable points, but it just doesn't convince me the way onlymeworld's argument for ONLYMEWORLD (triple digit growth dawg!) did.



Reply

0



**onlymeworld** 996 days ago

Sorry Google, but people hate both you and Facebook! Both companies continue to collect an infinite amount of information about it's users having a total disregard for privacy rights, whether it's users choose to or not! Google talks about privacy, that's another joke! There is one serious competitor to both Facebook, and now Google so called new social network, ONLYMEWORLD which is experiencing triple digit growth!



Reply

[3 replies](#)

0



**Mesonto** 996 days ago

Thank you! I am glad to hear someone else say this.



Reply

0



**scott** 996 days ago

Well at least google TRIES to not be evil. Unlike facebook.



Reply

0



**Isaac** 996 days ago

I definitely trust ONLYMEWORLD more than Google. Seems legit.



[Reply](#)

0



**Edwin** 996 days ago

#CacheterosCrew!!!



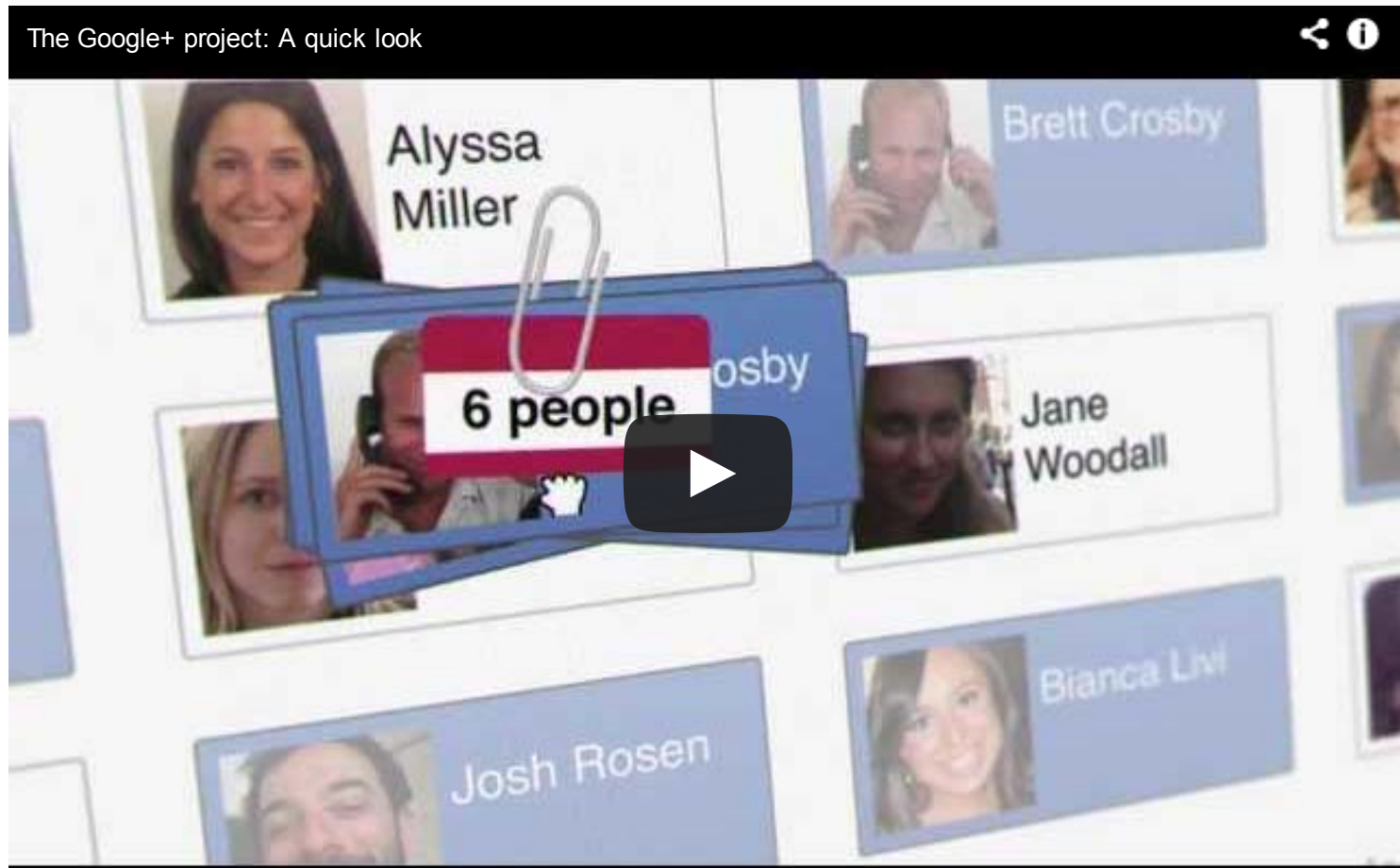
[Reply](#)

0

# A complete video tour of Google+ featuring Mobile, Sparks and Circles

By **MATTHEW PANZARINO**, Tuesday, 28 Jun '11 , 06:38pm

Google has released video tours of the various features of its new Google+ social service. This includes the mobile experience as well as Circles, which can help you to share with only the people that you specify and Sparks, which shows you blog posts, videos and articles that you might be interested in.





The new Google+ social sharing project was **detailed** in full by Techcrunch this morning. The project combines several sharing tools together to help you share content, discuss things with friends and upload items that you would like to share. The aim of Google+ is to help you to get more control over who you share things with and how.

The main components of Google+ are Circles, Sparks, Huddle, Instant Upload, Hangouts and Mobile.





The first major feature of Google+ is Circles, which is a group management tool that allows you to create 'Circles' of friends, family and other people that you share with. You can create Circles quickly online and add members of your friends to them. People that you add to various circles will not see content that you share with other ones.

This will allow you to share with people based on various bits of information that you know about them, helping you to share content that they will enjoy, without shoving it in the face of other people in your Google+ network that may not want to see it. Google says that this should help people to share more as they can pick and choose who they share what with.

Google+: Explore Sparks ← ⓘ

Share

**Quinoa Breakfast Recipe - Healthy Vegan Recipes On Video**  
YouTube - Jun 10, 2011



Recipe: [www.healthyveganrecipes.net](http://www.healthyveganrecipes.net) This quinoa breakfast recipe is so yummy it could almost work as dessert. One bite and you'll be amazed at how healthy...

Sparks

0:00 / 1:07 YouTube

Next up is Sparks, a recommendation engine that uses a list of interests that you give Google+ to recommend links and content to you.



You can then share those topics with friends in your various Circles, getting input and comments from them.



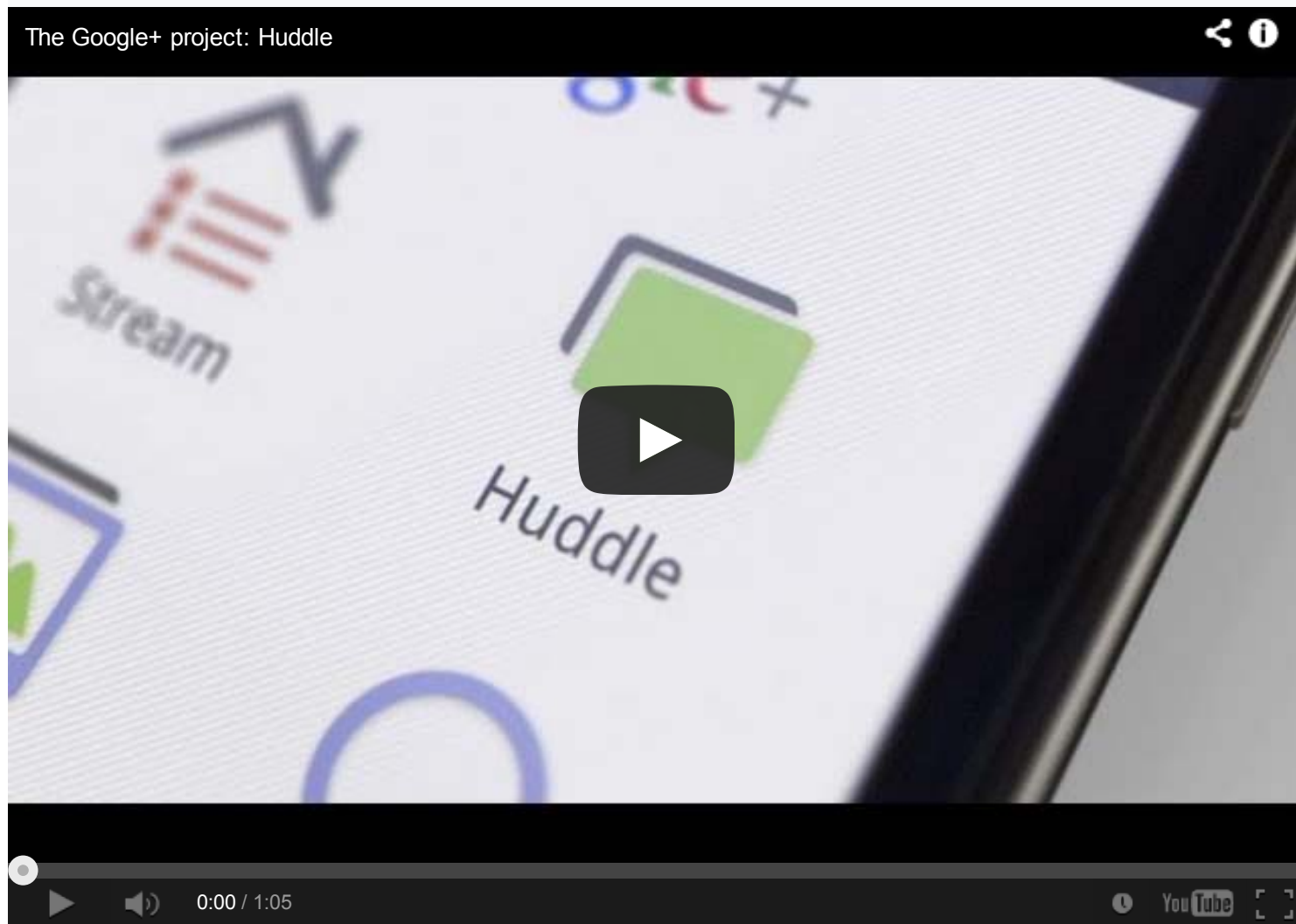


The next feature is called Hangouts and its a multi-person video chat service that allows you to create open chat rooms that members of your Circle can drop into. Google says that this feature combines the 'casual meetup with live multi-person video.





The Instant Upload feature will be integrated into the mobile apps for Android and iOS and will allow you to capture pictures or video which are uploaded directly into your Google+ account.



Google has included a feature called Huddle in Google+ that allows you to create temporary groups that allow you to plan gatherings or meetings easier. You can think of it as a sort of group messaging service that can narrow down the amount of people that you're talking about plans with. This way you can make arrangements to meet up at a certain time with

only a few select friends, but without all of the text messaging and calling that normally goes on when you're trying to get people together.



Google+ will be available on mobile devices via an Android app, a mobile web app and, eventually, an iPhone app as well. Each of the major components of Google+ will be accessible on the mobile app, including Circles. These features will take advantage of location data to display results that are near you, including the locations of checkins and recommended topics on a Google map view.





If you find Google+ intriguing, you can sign up to get an invitation as the network is rolled out [here](#).

 COMMENTS

# All Things

## Social

### Google Execs Explain Why They Launched Google+ Now, Before It's Ready

Published on June 28, 2011  
by **Liz Gannes**

Google this morning [press-launched](#) a set of in-progress social products that people have been waiting to see for a long time. But most people are only getting the opportunity submit their email addresses for updates about [Google+](#).

Even many of those promised first-day access, like the journalists at AllThingsD, waited hours for the company to untangle its "limited field trial" access process. I just corresponded with a Google PR person who hasn't been able to get in yet himself. You call that a launch?

I have to wonder, why now? Why create any more buildup for something that's not ready yet? If it's not all ready to go, doesn't this just seem like a mess of incoherent features? That's what I asked Google+ honchos Vic Gundotra and Bradley Horowitz, who are midway through this unlaunchiest of launch days.

They essentially replied that they were at a point in development where they needed to get a product out to real users, and real users would leak the product to the press, so they had to mount a PR offensive.

Gundotra and Horowitz also helped untangle for me some of rationale and logistics for the product that didn't come through from the cutesy videos and grand theories of privacy and sharing in their blog post and interviews today.

One thing I hadn't grokked earlier is the somewhat awkward Google+ name, which Horowitz said is meant to signify how it will impact every Google product by making them socially compatible: "It's almost the smallest modifier on Google itself that you can imagine," he said.

Horowitz and Gundotra explain what that the heck that means in a lightly edited transcript of our conversation:

#### **AllThingsD: Why launch now when you're not really launching?**

**Bradley Horowitz:** I think we learned a lot from [\[previous much-maligned social product\] Buzz](#) and it has very much informed the product that we're moving forward. People care deeply about their online presence and representation and a lot of what we've built conveys that. One of the things we've learned from Buzz is



that putting a product to market teaches you a lot of things you cannot learn from testing. I believe we've exhausted what we can learn from internal testing and so we'll now expose to a limited number of users.

### What kind of demand are you hoping for?

Horowitz: Demand is interesting when we're capping growth artificially through this invite stage. At this point we don't have the intention of generating pent-up demand, mostly we're in a learning phase.

### But isn't that what a press launch does — generate demand?

Horowitz: There's no way that we could have tested this that doesn't become a story. We're not proactively marketing this. Right now if users come it's a relatively frustrating experience, they're told to go away. The intent is to discuss our motivation so people understand where we're headed.

### What is the hook that gets people to incorporate this into their daily lives?

**Vic Gundotra** : We looked at how people share and we looked at the tools available to them and we

saw this huge missing capability. [Here he goes into the comparison of Circles with Facebook without naming it; you can get this from other coverage around the Web so I'm leaving it out here.]

[continued] You're using these services already; you're using Google maps, you use Google search, you use YouTube, you might be using Android or Chrome. So we're going to continue to make Google dramatically better and reward you for spending the few minutes it takes to say this is my family, these are my real friends. And we think the process of creating circles is a breakthrough. People don't like cumbersome processes.

### Is this a set of features or is it a whole package?

Horowitz: We're calling this the Google+ project for a reason. It's not a monolithic product. We've had products before: Blogger is a product, Orkut is a product, Buzz is a product. This is a project and when we say "project" we mean it's much broader in scope. This is something that will impact Google.

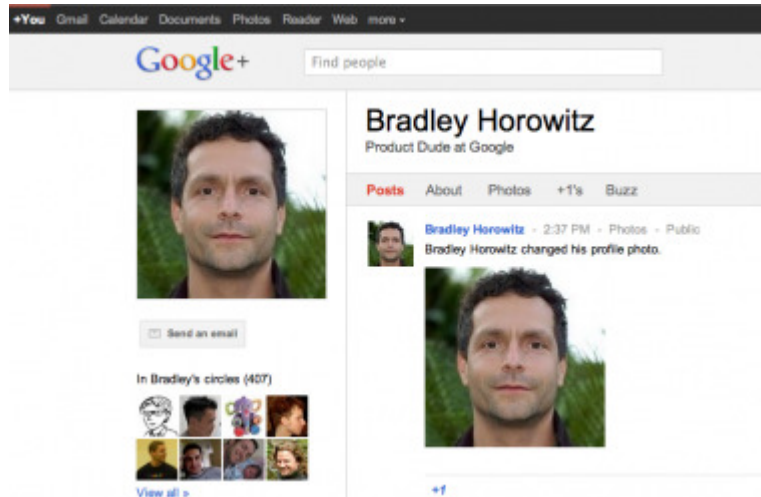
That's why it's Google+, almost the smallest modifier on Google itself that you can imagine.

Similarly, it's much longer in timeframe. There are features and foundational elements that we're dropping today: things like the stream, the rich profile, the Circle editor, those are core to everything that will come next and those are new.

But you'll see increasingly that this is about making these suite of Google services coherent and better. So when you're on maps and you want to share driving directions, you don't have to do it in a different way, it utilizes common infrastructure, common gestures.

We already have literally billions of users using these services at Google with the inefficiencies we have today, and we think this will delight these uses and create a common way for them to connect to other people and ultimately on the net.

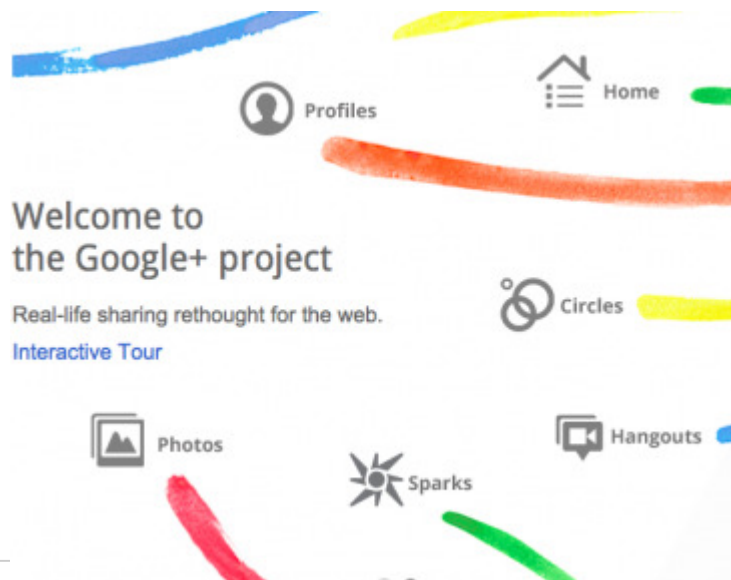
### Why did you do so much self-flagellation about being late to social in the various interviews you did around this announcement? Why did you feel like you had to convey that level of humility?





Gundotra: It's just sincere. I don't think it's anything more than that. We do have a mission that we've been working on for a long time: organizing the world's information and making it universally accessible and available.

And when you look at the web today it's obvious it's not just about pages, it's about people. It's not just about information, it's about what individuals are doing. So I think we have to do that in a coherent way. We think there's just tremendous room to do great stuff.



Return to: [Google Execs Explain Why They Launched Google+ Now, Before It's Ready](#)

URL: <http://allthingsd.com/20110628/google-exec-explain-why-they-launched-google-now-before-its-ready/>

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## [This Is Google Changing All of Information Sharing](http://gizmodo.com/5816311/this-is-google-changing-all-of-information-sharing) (<http://gizmodo.com/5816311/this-is-google-changing-all-of-information-sharing>)



Mat Honan (<http://mat-honan.kinja.com>)

85,930 🔥 1 ★ ▾

Filed to: [GOOGLE+ \(/TAG/GOOGLE\)](#) 6/28/11 3:03pm (<http://gizmodo.com/5816311/this-is-goo>)  
(<http://mat-honan.kinja.com>)



Google announced a new social sharing project today called Google+. It's among the company's most ambitious ventures to date, up there with Gmail, Android, Chrome and, yes, Search. It represents Google's very future. It's going to be huge.

Google+ is a concerted effort meant to turn the ship around. Google famously has a poor social track record. Buzz and Wave were failures, so it needs to get this right. But Google+ goes far beyond just sharing status updates or photos with friends: It aims to change the very way we share and communicate. [As it notes in a new blog post today](http://googleblog.blogspot.com/2011/06/introducing-google-project-real-life.html) (<http://googleblog.blogspot.com/2011/06/introducing-google-project-real-life.html>), "We'd like to bring the nuance and richness of real-life sharing to software. We want to make Google better by including you, your relationships, and your interests."

While there is much more to come, there are three major pieces announced today:

## Circles

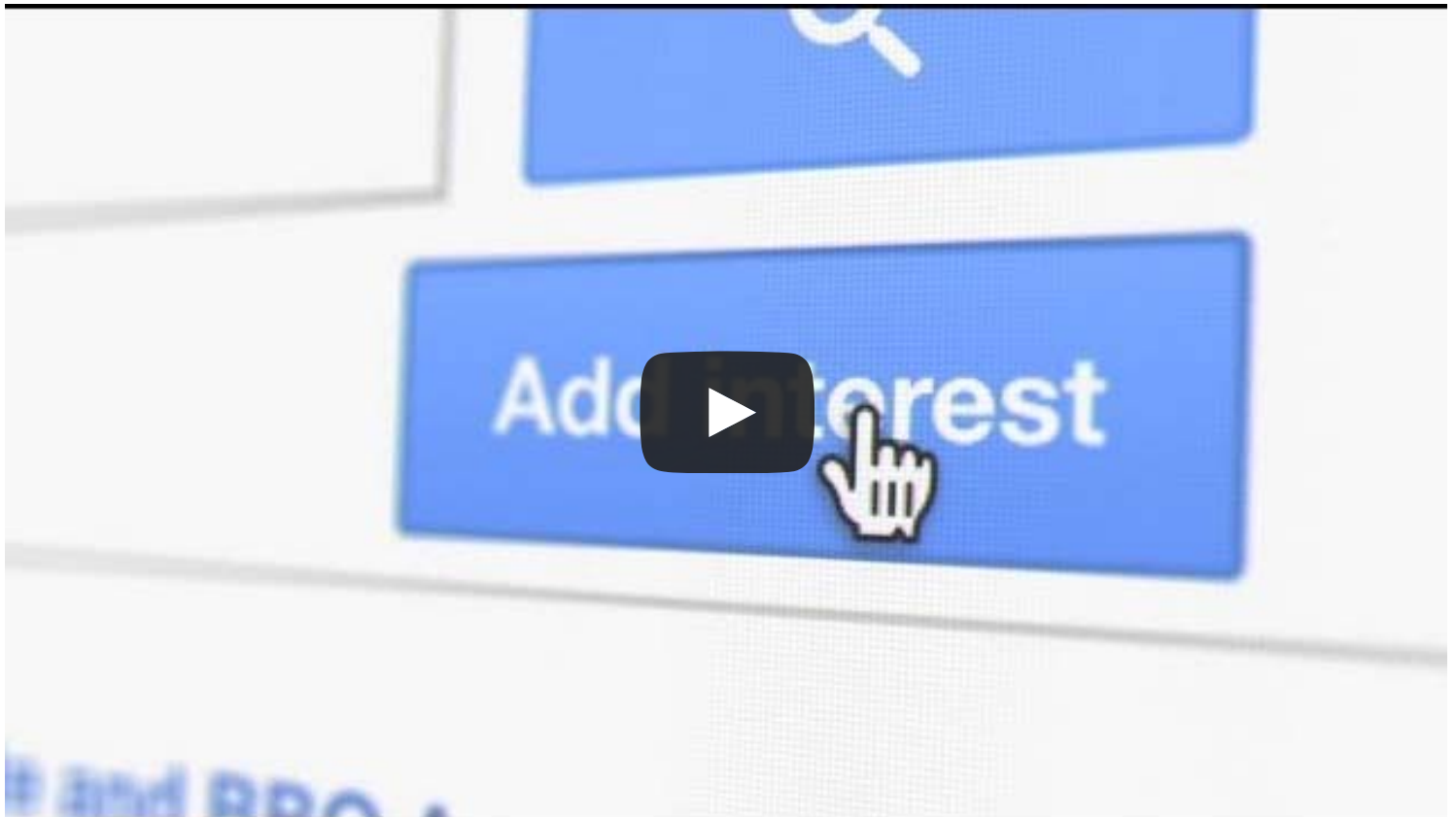
Circles (<http://www.google.com/intl/en-US/+/learnmore/index.html#circles>) let you share selectively with certain groups of people. You create a new circle, add contacts to it, and can share with just those selected people. As Google says "[t]he problem is that today's online services turn friendship into fast food—wrapping everyone in friend paper—and sharing really suffers." This seems to be somewhat like Facebook's friends lists. But the big difference is that it isn't a walled garden. You don't have to opt into Google+ to be included in a circle. If I want to add someone to it who's not a Google+ user, I can do so via email and they can still take see the things I want to share with them.





## Sparks

[Sparks](http://www.google.com/intl/en-US/+learnmore/index.html#sparks) (<http://www.google.com/intl/en-US/+learnmore/index.html#sparks>) is essentially a topical section that delivers news videos and blog posts on subjects you define. But moreover it lets you discuss those things with other people, or as Google puts it, "nerding out and exploring subjects together." This is something that Google is almost uniquely positioned to deliver. If you think about your Facebook feed, or, say a Tumblr tagged feed, they contain items placed there by humans. Google can deliver an endless supply of newly relevant items using an algorithm.



## Hangouts

[Hangouts](http://www.google.com/intl/en-US/+learnmore/index.html#hangouts) (<http://www.google.com/intl/en-US/+learnmore/index.html#hangouts>) is an online meetup space with live video that includes up to ten people. But it's designed to let people come and go, dropping by at will, rather than be locked into scheduled meetings. It sounds a bit like Campfire with video.

# Mobile

Mobile is the last major component announced today, and it has several moving parts. The table stakes are that you can always add your location (or not). Instant Upload automatically adds your photos to a private album online. Finally, Huddle is a group messaging tool that lets you communicate with a self-selected circle on your mobile device.

But these are just the beginning stages, the initial rollouts that are part of a much larger project led by Vic Gundotra. Wired's Steven Levy followed Google+ from the inside for more than a year, and has the inside scoop (<http://www.wired.com/epicenter/2011/06/inside-google-plus-social/all/1>). As he notes, it's a huge drive by Google. In fact it is, more or less, Google's future—an internal Manhattan Project meets moon shot.

*Developed under the codename Emerald Sea, it is a result of a lengthy and urgent effort involving almost all of the company's products. Hundreds of engineers were involved in the effort. It has been a key focus for new CEO Larry Page.*

*The parts announced Tuesday represent only a portion of Google's plans. In an approach the company refers to as "rolling thunder," Google has been quietly been pushing out pieces of its ambitious social strategy—there are well over 100 launches on its calendar. When some launches were greeted by yawns, the Emerald Sea team leaders weren't ruffled at all—lack of drama is part of the plan. Google has consciously refrained from contextualizing those products into its overall strategy.*

*That overall strategy will begin now, with the announcement of the two centerpieces of Google+. But even this moment—revealed in a blog post that marks the first limited "field tests" outside the company—will be muted, because it marks just one more milestone in a long slog to remake Google into something more "people centric."*

*"We're transforming Google itself into a social destination at a level and scale that we've never attempted - orders of magnitude more investment in terms of people than any previous project," says Vic Gundotra, who leads Google's social efforts.*

The entire story is worth a read (<http://www.wired.com/epicenter/2011/06/inside-google-plus-social/all/1>), complete with outsized personalities, massive stakes, and secret murals. But the takeaway is that this isn't just about social networking. As Levy notes, it's much bigger than that: It's about organizing information around people.

As Tim Carmody [points out on Twitter \(https://twitter.com/#!/tcarmody/status/85760763104477184\)](https://twitter.com/#!/tcarmody/status/85760763104477184), "Google doesn't actually care about social. Google cares about identity. Social (such as it is) is a means to an end." And: "[Not accidental that social, identity, apps, & browser are all linked. This is Google's play to control the whole stack like Apple does \(https://twitter.com/#!/tcarmody/status/85765363790393344\)](https://twitter.com/#!/tcarmody/status/85765363790393344)."

I agree. Google's biggest screwup wasn't ceding social space to Facebook. It was ceding identity.

Google wants to get to know you, and help you to get to know yourself. It wants to be the go-to place where you show who you are and what you care about to your friends, your family, your coworkers and the entire world. It wants to be the key you use to unlock the Web and the internet as a whole, the passageway through which all your interactions flow. Today is a big step in that direction.



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6/28/11 3:13pm

Chief Chili Fry Maker started this thread



**Chief Chili Fry Maker** (<http://jalb.kinja.com>)

<http://jalb.kinja.com>

It all hinges on one thing: will I know anyone else that uses it?

★ [Reply](#) [\(/posts/475750726/reply\)](/posts/475750726/reply)



**jazam2010** (<http://jazam2010.kinja.com>)

<http://jazam2010.kinja.com>

Exactly.

★ [Reply](#) [\(/posts/475750728/reply\)](/posts/475750728/reply)



**Gawker** (<http://gizker.kinja.com>)

<http://gizker.kinja.com>

Do you know anyone who uses google?

★ [Reply](#) [\(/posts/475750732/reply\)](/posts/475750732/reply)

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6/28/11 4:56pm

OCEntertainment started this thread



**OCEntertainment** (<http://ocentertainment.kinja.com>)

(<http://ocentertainment.kinja.com>)

Honestly, the coolest part of this, for me, is the Sparks feature. While I'm excited about a lot of this, Sparks sounds like the perfect idea for a social network feature when Google's behind it. Integrating actual content from the web into the social network is brilliant. Not only is it great for content discovery, but it gives people a reason to be on the network. Conversation starters built-in, and new content that doesn't necessarily devolve into a rampant stream of "Repost this if you love Jesus, and if you don't you're going to hell."

Awesome.

★ [Reply](#) (</posts/475750837/reply>)

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**ipottersmith** (<http://ipottersmith.kinja.com>)

(<http://ipottersmith.kinja.com>)

cough cough stumbleupon cough cough :p

★ [Reply](#) (</posts/475750885/reply>)

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**OCEntertainment** (<http://ocentertainment.kinja.com>)

(<http://ocentertainment.kinja.com>)

Umm. No. In my experience, stumbleupon is a crapshoot of various possibly interesting but usually barely relevant links in a topic. Compare to, say, Google News where if you pick a topic, that's pretty much what you get. And it's not surprising. Google's got the data and the engineering skills to solve that kind of problem.

That being said, few of these ideas are really all that new. Doesn't mean I don't want them integrated into one nice, fluid package.

★ [Reply](#) (</posts/475750892/reply>)

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6/28/11 3:29pm

**Kardster** started this thread

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**Kardster** (<http://kardster-old.kinja.com>)

(<http://kardster-old.kinja.com>)

Why hasn't facebook implemented some sort of Circles before? I know there are a lot of facebook posts that don't get posted for fear of the wrong "friends" seeing them. For example, one can't post that they're having fun at the beach when they're supposed to be working and their circle of co-workers will see the message!

★ [Reply](#) (</posts/475750758/reply>)

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(<http://krev.kinja.com>)

~~You can't let Facebook~~ to only let certain people see the posts but that would take too long to block out all of the friends that you don't want seeing you insulting a person (the person being insulted, the person's family, the person's friends, general chatter mouths, etc...)

★ [Reply](#) </posts/475750766/reply>



**[gohatters \(http://gohatters.kinja.com\)](http://gohatters.kinja.com)**

(<http://gohatters.kinja.com>)

I thought you used to be able to selectively block people or groups from anything on your wall. The technology is there to really create a custom list of groups to manage sharing and privacy, but I dont know many people who take the time to set any of that up. I have a few friends, all girls (not that it's indicitive of women) who spend more time on facebook in one day than most people do in a week yet they have no clue how to use groups or the some of the new message features or any security measures. They're just too lazy to try to learn

★ [Reply](#) </posts/475750767/reply>

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6/28/11 3:24pm

**kdupree** started this thread



**[kdupree \(http://kdupree-old.kinja.com\)](http://kdupree-old.kinja.com)**

(<http://kdupree-old.kinja.com>)

I'm rooting for this I really am. However will people drop Facebook for it? I think what they'll need to do is allow the site access to Facebook so that if you do something on + it puts it on Facebook as well. So those that don't want to switch will still get our updates and we can still read theirs. Kinda treat it like a RSS Reader app but for social sites.

★ [Reply](#) </posts/475750743/reply>



**[astrocramp \(http://astrocramp.kinja.com\)](http://astrocramp.kinja.com)**

(<http://astrocramp.kinja.com>)

This is what Windows Live does, and the social part of windows live is still a graveyard in a ghost town.

★ [Reply](#) </posts/475750778/reply>



**[lambdacore \(http://lambdacore.kinja.com\)](http://lambdacore.kinja.com)**

(<http://lambdacore.kinja.com>)

I think something like that might be necessary.



But will facebook allow it? It's probably its biggest competition yet.

And that probably would be a nightmare for Google engineers.

Like I post on my "work" circle, and on Facebook, it has to post only to those persons? Yet everybody else can go on their wall and see it too?

Hmm.

★ [Reply](#) [\(/posts/475750784/reply\)](/posts/475750784/reply)

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6/28/11 3:19pm

**Blue Celery** started this thread



**Blue Celery** (<http://blue-celery-old.kinja.com>)

(<http://blue-celery-old.kinja.com>)

Is this Android only? DOA, then.

★ [Reply](#) [\(/posts/475750734/reply\)](/posts/475750734/reply)



**sw white** (<http://sw white-old.kinja.com>)

(<http://sw white-old.kinja.com>)

No, they've announced apps for iOS too, according to the New York Times article I read.

★ [Reply](#) [\(/posts/475750737/reply\)](/posts/475750737/reply)



**DrBoom** (<http://drboom.kinja.com>)

(<http://drboom.kinja.com>)

Um...???

500,000 activations a day and you think it would be DOA?

That's just confusing.

★ [Reply](#) [\(/posts/475750815/reply\)](/posts/475750815/reply)

6/28/11 3:28pm

**Carl Halligan** started this thread



**Carl Halligan** (<http://carlhalligan.kinja.com>)

(<http://carlhalligan.kinja.com>)

Too many people use Facebook religiously now that I really can't see anything becoming more popular and making people not use it.

★ [Reply](#) [\(/posts/475750756/reply\)](http://posts/475750756/reply)



**[Creative Ninja \(http://romit.kinja.com\)](http://romit.kinja.com)**

<http://romit.kinja.com>

I think Google's support behind this is enough.

★ [Reply](#) [\(/posts/475750801/reply\)](http://posts/475750801/reply)



**[DrBoom \(http://drboom.kinja.com\)](http://drboom.kinja.com)**

<http://drboom.kinja.com>

MySpace and LiveJournal agree with you!

★ [Reply](#) [\(/posts/475750808/reply\)](http://posts/475750808/reply)

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6/28/11 4:04pm

**Ulmaxes** started this thread



**[Ulmaxes \(http://ulmaxes-old.kinja.com\)](http://ulmaxes-old.kinja.com)**

<http://ulmaxes-old.kinja.com>

So, question: is this up and running now? Or is it supposed to be implemented later?

★ [Reply](#) [\(/posts/475750791/reply\)](http://posts/475750791/reply)



**[Monty \(http://monty.kinja.com\)](http://monty.kinja.com)**

<http://monty.kinja.com>

Coming soon.

[\[www.google.com\]](http://www.google.com/+demo/) (<http://www.google.com/+demo/>)

★ [Reply](#) [\(/posts/475750835/reply\)](http://posts/475750835/reply)



**[lucian.armasu01 \(http://lucian-armasu01-old.kinja.com\)](http://lucian-armasu01-old.kinja.com)**

<http://lucian-armasu01-old.kinja.com>

Invite-only for now.

★ [Reply](#) [\(/posts/475750870/reply\)](http://posts/475750870/reply)

6/28/11 3:11pm

**vsound** started this thread



**[vsound \(http://vsound.kinja.com\)](http://vsound.kinja.com)**

<http://vsound.kinja.com>

I still find myself pulling for Google in the social networking race. Facebook is kind of bothering me by implementing its new messenger service, with its own email addresses and such.

I like the idea of Google + social networking more than Facebook + email.

Just my opinion.

★ [Reply](#) [\(/posts/475750724/reply\)](/posts/475750724/reply)

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**[turwaith \(http://turwaith.kinja.com\)](http://turwaith.kinja.com)**

<http://turwaith.kinja.com>

Yeah, I'm the same way. As much as google may not always make the right decisions with privacy, they at least don't run people over and tell them to get over it if they do something wrong.

★ [Reply](#) [\(/posts/475750746/reply\)](/posts/475750746/reply)

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**[Jaredu \(http://jaredu.kinja.com\)](http://jaredu.kinja.com)**

<http://jaredu.kinja.com>

Agreed. Plus, the circles thing reminds me of my AOL grouping buddies days; but with links to profiles instead of usernames I can't remember anymore. This seems pretty cool. :)

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6/28/11 4:15pm

**Graviton1066** started this thread

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**[Graviton1066 \(http://graviton1066-old.kinja.com\)](http://graviton1066-old.kinja.com)**

<http://graviton1066-old.kinja.com>

"Google's biggest screwup wasn't ceding social space to Facebook. It was ceding identity."

Gotta say ... I don't know what the fuck that means ... Identity belongs to each individual ... my identity is mine ... not Facebook's or Microsoft's or Apple's or Amazon's or Google's ...

Google and the others have no right to know me or anyone else ...

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**[truenorthstrongandfree \(http://truenorthstrongandfree.kinja.com\)](http://truenorthstrongandfree.kinja.com)**

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100% agree. Fake facebook name (and disposable email addy) with no photos tagged of me or on my profile, fake twitter name... no youtube/google account, no gmail. I refuse to see benefit of allowing google to index my life. It's giving users stupid platforms that deliver little while reaping staggering

profits off your personal data. Just use search. That's all you need. And I can largely text, email, or - gasp - call my friends on my mobile.

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**siirial** (<http://siirial-old.kinja.com>)

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It is your identity, but where your tracks that make up your online identity are stored is what google or facebook wants.

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6/28/11 3:16pm

**astrocramp** started this thread

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**astrocramp** (<http://astrocramp.kinja.com>)

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Meh. Uploading photos automatically with "Mobile" I've already done with my Windows Phone, and honestly it's annoying. Not every picture I take is share-quality. Hangouts seems like chatroulette. The other stuff has also been done. I'll check it out though. I agree with the sentiment about identity - pretty soon you will be able to log on with your facebook account to bank accounts, computers, and basically everywhere online. Google missed the boat on that, as did everybody else. It's probably too late for Google.

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**jdale** (<http://jdale-old.kinja.com>)

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Given Facebook's privacy and security record, the idea of logging into your bank account via your Facebook account is head-smackingly horrifying.

I feel like Google has too much of my information, but at least what gets out is on purpose. Facebook really doesn't care, they'd leak all your info to everyone if they could get away with it.

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**astrocramp** (<http://astrocramp.kinja.com>)

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Google's had it's share of privacy snafus and leaks. And if you look at the proliferation of "share on facebook" and "comment with your facebook account" I think it's inevitable that facebook accounts become ubiquitous as identity management. If there's anybody who knows what they're doing at

facebook they are buttoning up security for these kinds of applications.

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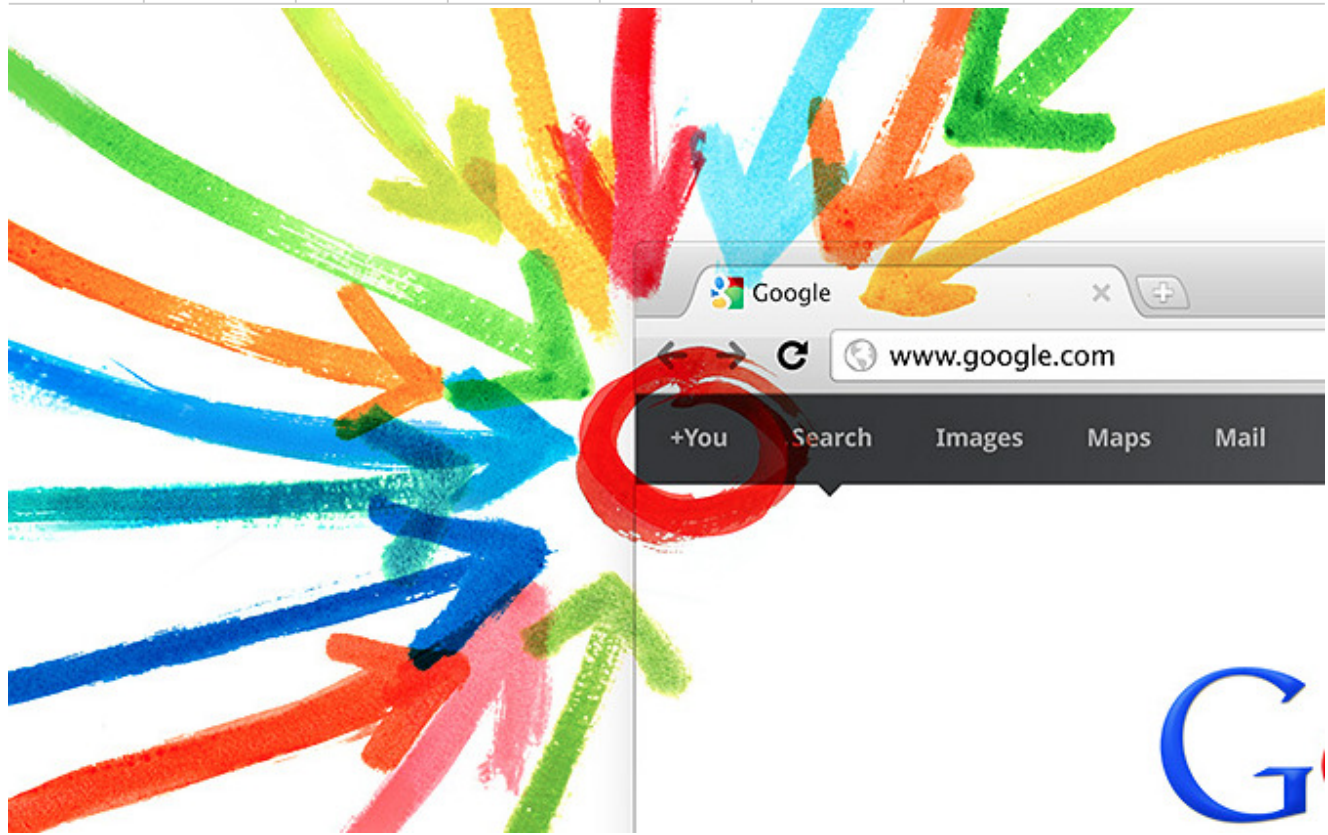


JUN 28, 2011 3:02PM ET / TECHNOLOGY

# Google Launches Google+, a Facebook Clone

ADAM CLARK ESTES

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GOOGLE

Google launched a new social network called Google+ to a limited group of users on Tuesday. Google+ is the search giant's all-in attempt to add a social layer onto their other products, and the executives in charge describe it as an extension to what Google's already doing. The company is

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emphasizing privacy in differentiating itself from the rest of the social networks.

*The New York Times* duly notes that the new service "happens to look very much like Facebook," but it works differently. The guiding principle behind Google+ is the notion that users want to share different kinds of things with different groups of people. A feature in Google+ called "Circles" allows users to put group their friends and share to the groups. Other unique features include "Hangouts," a group video chat feature; "Sparks," an automated feed of videos and articles custom-tailored for the user; "Huddle," a text message-powered group chat; and "Instant Upload," an automatic photo uploader for mobile phones.



Along with the launch, Google announced that development on Google+ wasn't fully finished the service would be rolled out slowly. (The service crashed in the first hour after being released.) However, those offered previews seemed positive about the product, despite Google's recent failed

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social products, Buzz and Wave. MG Siegler at [TechCrunch](#) wrote:

“ From the little that I’ve seen so far, Google+ is by far the best effort in social that Google has put out there yet. But traction will be contingent upon everyone convincing their contacts to regularly use it. Even for something with the scale of Google, that’s not the easiest thing in the world – as we’ve seen with Wave and Buzz. There will need to be compelling reasons to share on Google+ instead of Facebook and/or Twitter – or, at the very least, along with all of those other networks. The toolbar and interesting communication tools are the most compelling reasons right now, but there will need to be more of them. And fast.

You can sign up for the waiting list and read more about Google+ features [here](#).

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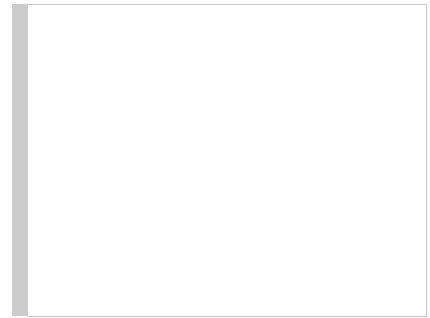
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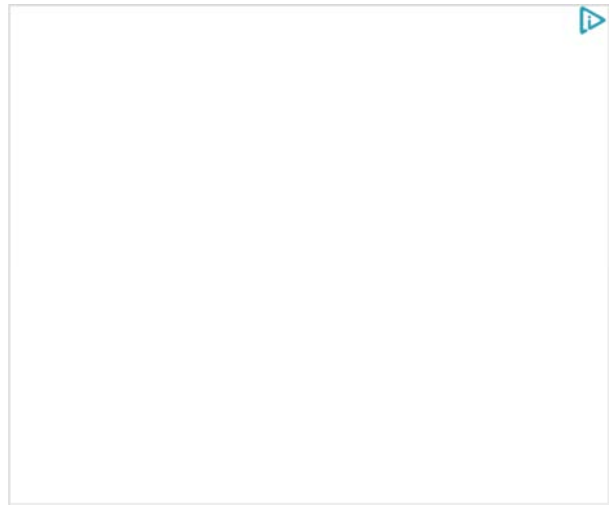
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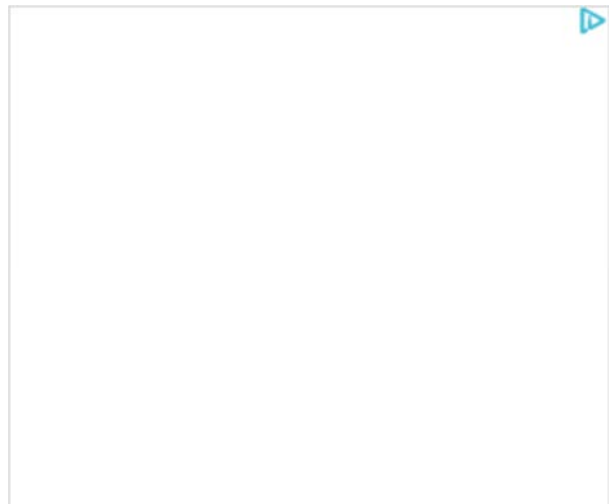
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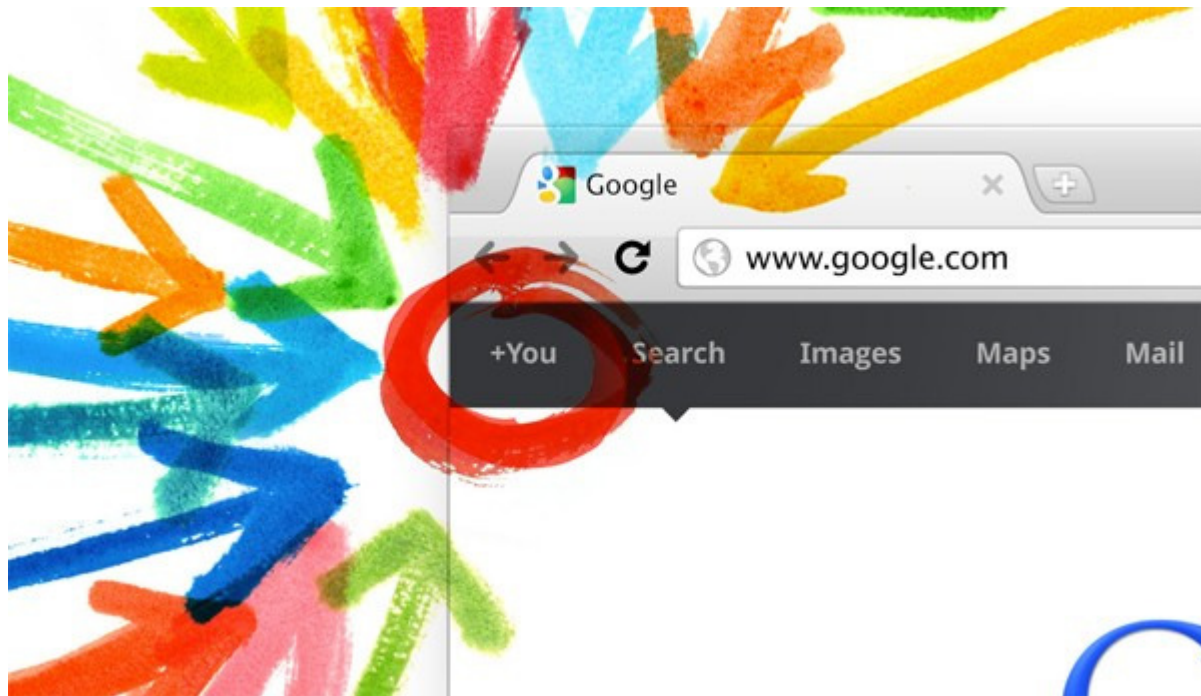
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# Google launches all out social networking assault with Google+ (video)

BY BRIAN HEATER @BHEATER JUNE 28TH, 2011 AT 2:34PM ET

0



Social networking has long been Google's white whale. The company has done plenty of dabbling in the space, releasing Orkut, which has failed to catch on in the US, and [rolling out Buzz](#) to the relative indifference of its massive user base. Announced today after seemingly [endless leaks](#), Google+ represents a major push for the software giant. The service began showing itself to a smattering of users last night, as a black bar across the top of various of the company's properties. A "+You" button on the far left of the bar currently brings you to the service's landing page, offering a tour of the many features that fall under the Google+ umbrella. Get to know the services better after the break.

Among the sub-services is Circles, which lets users divide up which of their friends / followers can see which content, assuring that only your "Epic Bros" and not your boss sees what you were up to at last night's bachelor party. Hangouts, meanwhile, offers up multi-person video chat with members of your Circle. Sparks is a customized feed aggregator of content you curate from across the web -- remember when RSS feeds were a thing? This is kind of like that.

There's also, not surprisingly, a mobile element to the service. Huddle offers up group messaging, largely targeted at arranging real-world meetups for those times you actually want to, you know, socialize with humans in the flesh. The Instant Upload feature makes it easy to transfer photos to private albums in the cloud.

Google+ is still in a limited trial mode and has a few "rough edges," according to the company. In the meantime, we want to know what you think. Is Google finally giving Facebook a run for its money? Is this just the latest social flop from the company? Let us know in the comments, and while you're at it, check out a whole bunch of officially sanctioned Google+ videos below.







Google+: Explore Sparks

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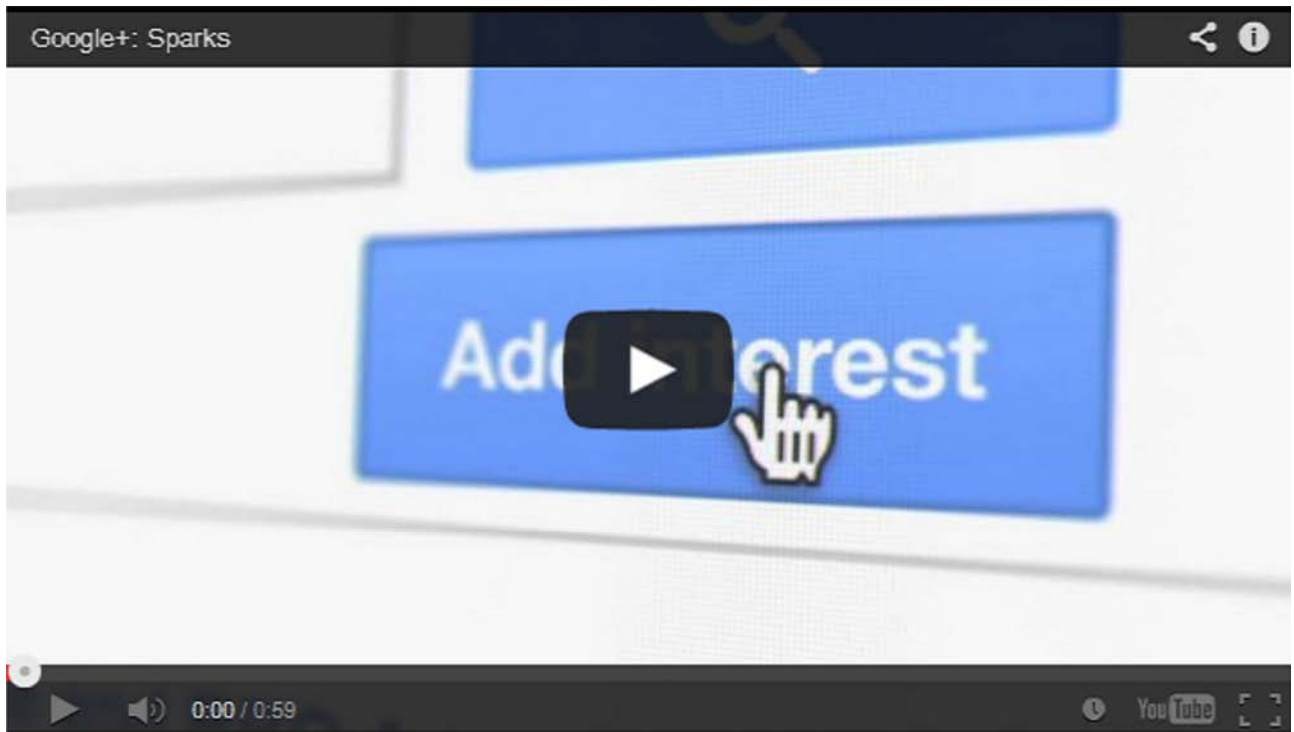


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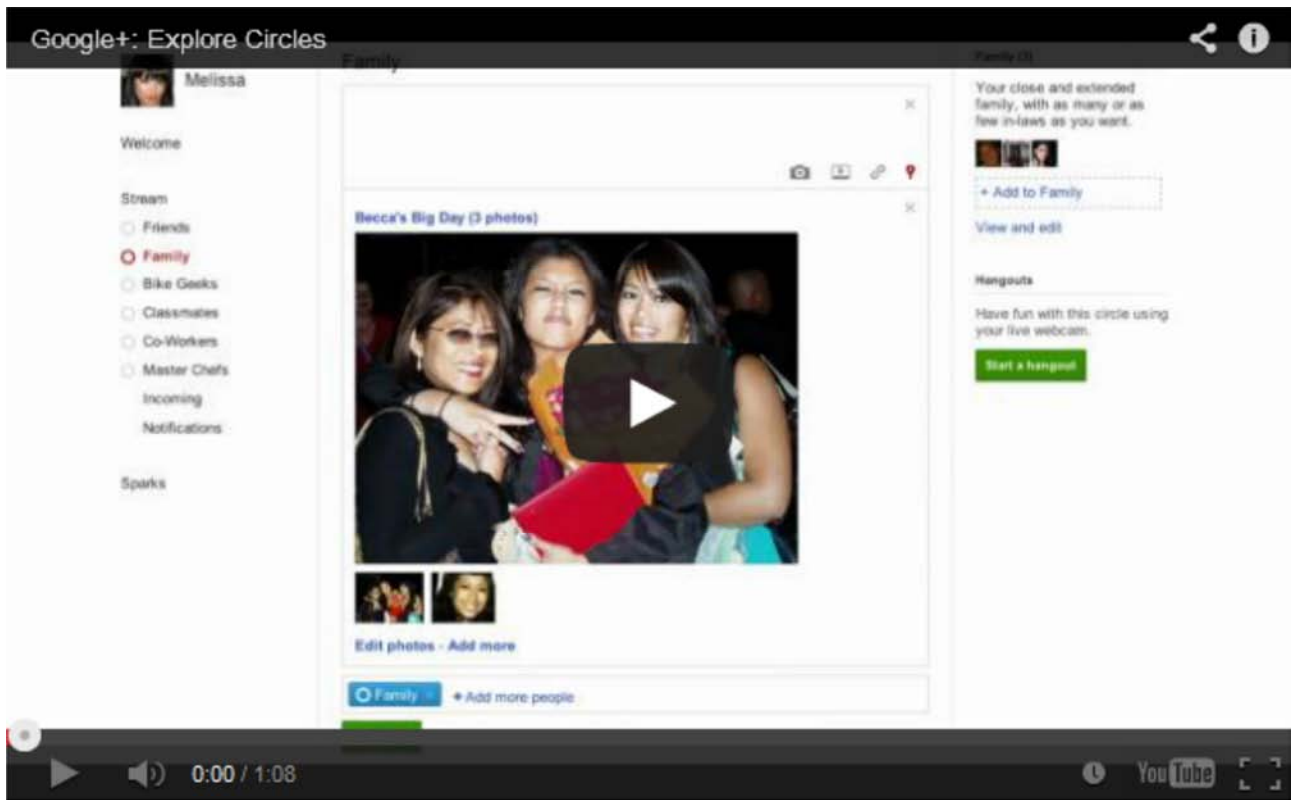
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