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10-3g Google+

In 2011 Google launched its social network Google+, positioning it as an alternative to Facebook. By 2013 Google claimed the social network had 300 million members that were active at least monthly. However, there were signs that these numbers were somewhat misleading because most “active” users spent very little time on the site, far less than average user time on Facebook. An independent analysis in 2015 concluded Google+ had only 111 million active profiles, and only 6.7 million with more than 50 total posts. Many industry experts have called Google+ a “ghost town.”

Even if Google+ has not ended up posing a significant threat to Facebook, it has been successful in helping Google unify its products and better understand its users. Before Google+, all of Google’s online products—Gmail, YouTube, Google Docs, Google Drive, etc.—required their own separate logins, meaning Google could not tell if the same user was using multiple services. Google used Google+ to create a single login system.

Furthermore, some features of Google+ have become very popular. Google Hangouts unifies Google’s online messaging, text messaging, audio and video call, conferencing, and other communications offerings into one service. Google Photos, an online photo management, backup, sharing, and basic editing service, is considered by fans to be the best service of its kind. Both of these started out as a part of Google+ but have since become their own standalone services. Google has since redesigned Google+ to focus more on its Communities and Collections features.



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