

# Welcome

## Seminar Series of the Department of Computer Science Electrical Engineering Presents

### Evolution of online social networking services

May 2, 2008. Time 2:00-3:00PM. FH 557.



**Sue Moon**

Associate Professor  
KAIST, Seoul, Korea

#### **Abstract**

Social networking services are a fast-growing business in the Internet. These online services offer an unprecedented opportunity for social scientists and computer scientists alike to capture and decipher human interactions and design systems to facilitate such interactions.

In this talk, we compare the structures of three online social networking services: Cyworld, MySpace, and Orkut, each with more than 10 million users, respectively. We have access to complete data of Cyworld's ilchon (friend) relationships and analyze its degree distribution, clustering property, degree correlation, and evolution over time. We also use Cyworld data to evaluate the validity of snowball sampling method, which we use to crawl and obtain partial network topologies of MySpace and Orkut. Cyworld, the oldest of the three, demonstrates a changing scaling behavior over time in degree distribution. The latest Cyworld data's degree distribution exhibits a multi-scaling behavior, while those of MySpace and Orkut have simple scaling behaviors with different exponents. Very interestingly, each of the two exponents corresponds to the different segments in Cyworld's degree distribution. Certain online social networking services encourage online activities that cannot be easily copied in real life; we show that they deviate from close-knit online social networks which show a similar degree correlation pattern to real-life social networks. We conclude this talk with preliminary results on our ongoing work on intimate interaction over existing online social relationships.

**Bio:** Sue Moon received her B.S. and M.S. from Seoul National University, Seoul, Korea, in 1988 and 1990, respectively, all in computer engineering. She received a Ph.D. degree in computer science from the University of Massachusetts at Amherst in 2000. From 1999 to 2003, she worked in the IPMON project at Sprint ATL in Burlingame, California. In 2003, she joined KAIST and now works as an Associate Professor. She served as a TPC co-chair for ACM Multimedia 2004 and ACM SIGCOMM MobiArch 2007 and in the program committee for IEEE INFOCOM 2003-2006, World-Wide Web 2007-2008, NSDI 2008, ACM SIGMETRICS 2005, ACM SIGCOMM Internet Measurement Conference 2007, and many others. Her research interests are: network performance measurement and monitoring of diverse network types and their security, anomaly, and fault resilience aspects. She is currently on sabbatical visiting UCSD until August 2008.