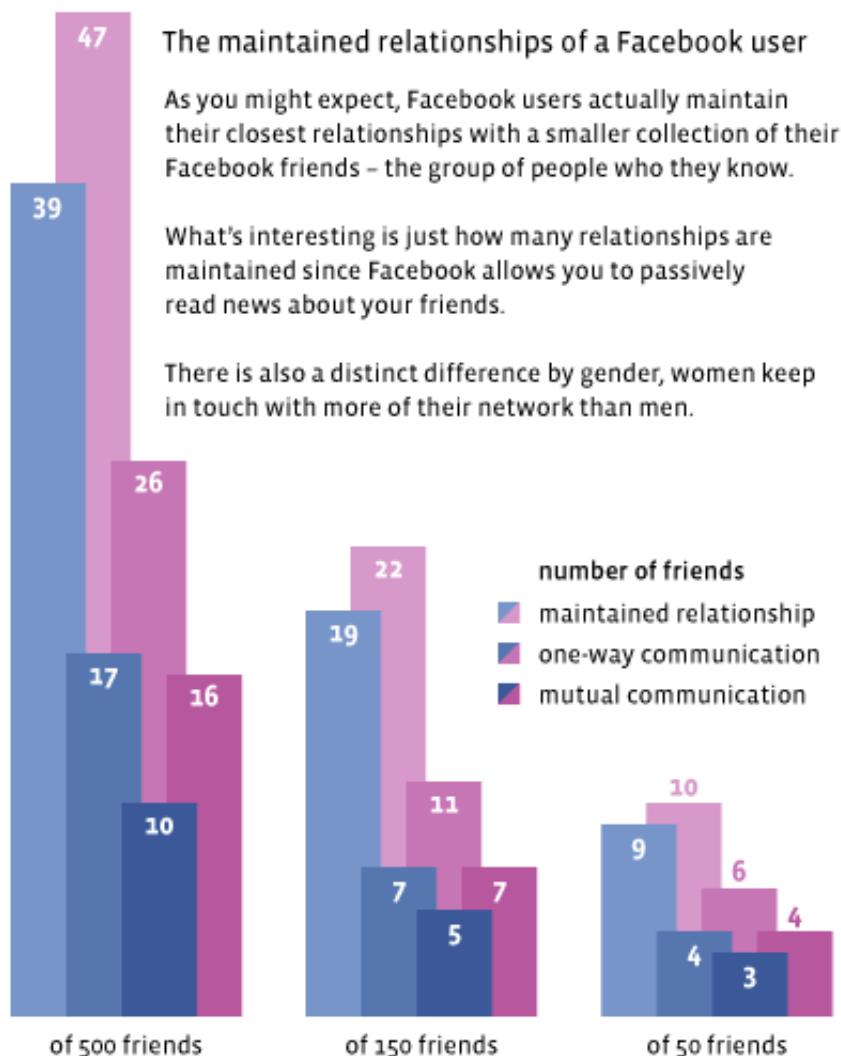# overstated

- [about](#)
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a weblog by cameron marlow

Maintained Relationships on Facebook

by cameron

This past week the Economist published a piece entitled *Primates On Facebook* that described some research done by the Facebook Data Team. Since there have been a number of questions throughout the [monkeysphere](#), we thought we would take the opportunity to describe our approach, the data, and our analysis.

The maintained relationships of a Facebook user

As you might expect, Facebook users actually maintain their closest relationships with a smaller collection of their Facebook friends – the group of people who they know.

What's interesting is just how many relationships are maintained since Facebook allows you to passively read news about your friends.

There is also a distinct difference by gender, women keep in touch with more of their network than men.

number of friends
- maintained relationship
- one-way communication
- mutual communication

We were asked a simple question: is Facebook increasing the size of people's personal networks? This is a particularly difficult question to answer, so as a first attempt we looked into the types of relationships people do maintain, and the relative size of these groups. The image above presents a high-level overview of our findings: while the average Facebook user communicates with a small subset of their entire friend network, they maintain relationships with a group two times the size of this core. This not only affects each user, but also has systemic effects that may explain why things spread so quickly on Facebook.

Before discussing the data, let us first set the context.

People you know

Many people are asking questions about the number of friends they have on Facebook. Do I have enough? Do I have too many? What may be tripping people up here is the language: while the people you're connected to on Facebook are called your "friends," they're more likely people you have met at some point in your life. Social network researchers have been trying to measure this number for decades, and come across a number of clever techniques.

If you've read the Tipping Point, you may remember a study Gladwell described where people were asked to identify whether or not they knew people with names from a long list culled from a phone book. Based on the probability of knowing someone with a given name and the number of people with this name that a person knows, we can estimate the number of people a given subject has met. Killworth, et al. found using this technique and others that the number of people a person will know in their lifetime ranges somewhere between 300 and 3000[1].

On Facebook, the average number of friends that a person has is currently 120[2]. Given that Facebook has only been around for 5 years, that not everyone uses it, and that the not every acquaintance has found each other, this number seems reasonable for an average user.

Communication network

As a subset of the people you know, there are some individuals with whom you communicate on an ongoing basis. The number of individuals that represent a person's core support network has been found to be much, much smaller than their entire network. Peter Marsden found the number of people with whom individuals "can discuss important matters" numbers only 3 for Americans[3]. In a subsequent survey, researchers found that this number has dropped slightly over the past 10 years[4], causing some alarm in the press, but without sufficient explanation[5].

How many people an individual communicates with probably exists somewhere between their total network size and their support network. Some research by Gueorgi Kossinets and Duncan Watts observing all email communication at a university shows that the number of ongoing contacts hovers somewhere between 10 and 20 over a 30 day period[6].

Maintained Relationships

Facebook and other social media allow for a type of communication that is somewhat less taxing than direct communication. Technologies like News Feed and RSS readers allow people to consume content from their friends and stay in touch with the content that is being shared. This consumption is still a form of relationship management as it feeds back into other forms of communication in the future. For instance, a high school friend uploads a photo of her new puppy and this photo appears in your News Feed. You click on the photo, browse through a host of other photos and discover that she has also gotten engaged, which may lead you to reach out to her.
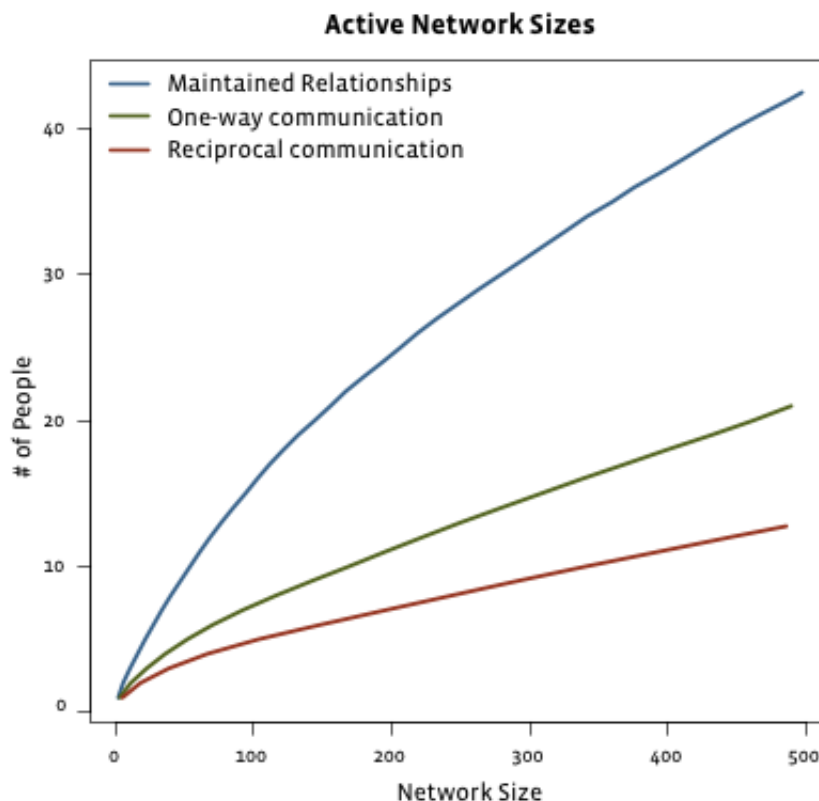
This type of communication is the core of the Facebook experience, and given the question posed by the Economist, we wondered what effect this sort of relationship maintenance had on the breadth of people's networks.

Measuring Networks on Facebook

To try and answer questions about network size on Facebook, we looked at the communications of a random sample of users over the course of 30 days. We defined networks in 4 different ways:

- **All Friends:** the largest representation of a person's network is the set of all people they have verified as friends.
- **Reciprocal Communication:** as a measure of a sort of core network, we counted the number of people with whom a person had had reciprocal communications, or an active exchange of information between two parties.
- **One-way Communication:** the total set of people with whom a person has communicated.
- **Maintained Relationships:** to measure engagement, we took the set of people for whom a user had clicked on a News Feed story or visited their profile more than twice.

For each users we calculated the size of their reciprocal network, one-way network and network of maintained relationships, and plotted this as a function of the number of friends a user has. As Andreas mentions in his blog post about the article, the visualization (shown below) did not make it into the article, but presents a pretty clear picture of the relationship between these types of communication.
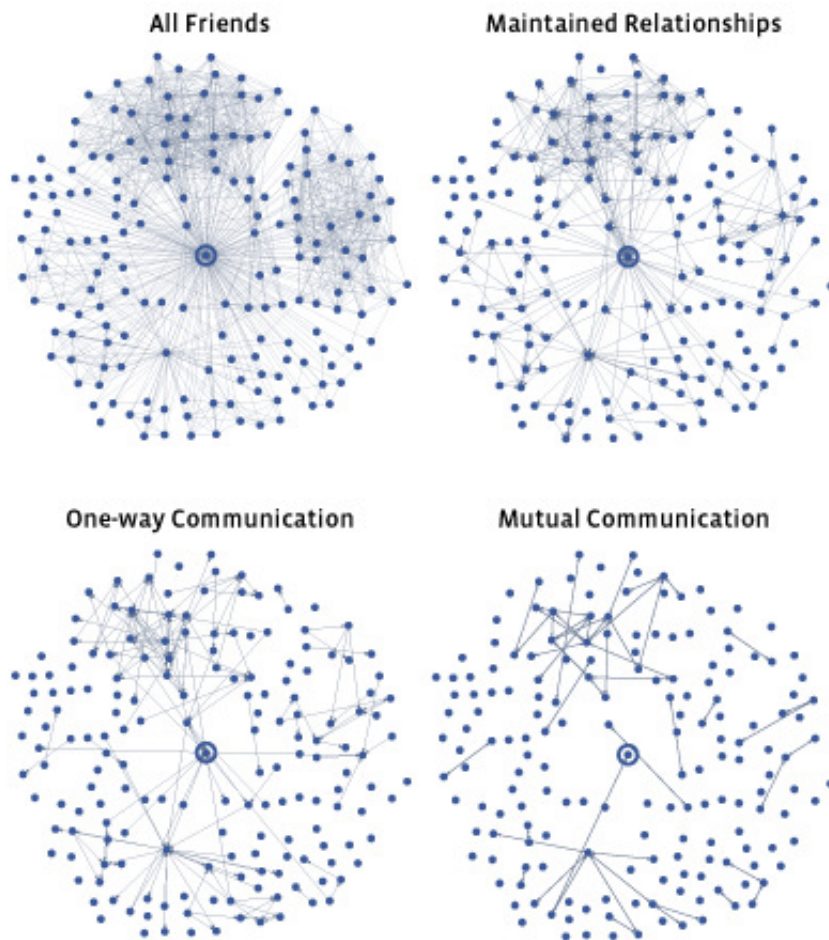

In the diagram, the red line shows the number of reciprocal relationships, the green line shows the one-way relationships, and the blue line shows the passive relationships as a function of your network size. This graph shows the same data as the first graph, only combined for both genders. What it shows is that, as a function of the people a Facebook user actively communicate with, you are passively engaging with between 2 and 2.5 times more people in their network. I'm sure many people have had this feeling, but these data make this effect more transparent.

Systemic Effects

What effect does a 2x increase in connectivity mean for a network? The easiest way to observe this is to look

at one person's personal network. The image below shows the personal network for one of my coworkers. The first diagram shows his entire network, namely all of his friends, and all of the relationships between his friends. It is clear that the cluster on the top is the highly connected set of Facebook coworkers, and the cluster on the right is another group of friends.

The cell on the bottom right shows only those relationships that have reciprocal communication. Many of the individuals in his network are completely disconnected or out of touch with each other. Moving to the bottom left cell, we see the slightly more connected network containing one-way communication. This includes every person who wrote a comment, sent a message or wrote a wall post to one of my coworker's other friends. The cell on the top-right shows the passive network, including all those people who were keeping up with their friends. While some of his friends are still disconnected, a very large percentage are now reachable through some set of observations.

The stark contrast between reciprocal and passive networks shows the effect of technologies such as News Feed. If these people were required to talk on the phone to each other, we might see something like the reciprocal network, where everyone is connected to a small number of individuals. Moving to an environment where everyone is passively engaged with each other, some event, such as a new baby or engagement can propagate very quickly through this highly connected network.

While these data are not a controlled experiment, and do not directly relate to the theories described above, they do show a directional trend in the way people manage relationships on a social network today. We hope to continue this line of research with the eventual hope of making relationships that much easier to manage.

This post represents the work of data scientists Lee Byron, Tom Lento, Cameron Marlow, Itamar Rosenn. Special thanks to Alex Smith for letting us use him as an example. For more insights like this, make sure to become a fan of the Facebook Data Team.

Like   Joachim Viktil and 300 others like this.

Footnotes

1. Killworth, P., Johnsen, E., Russell, H. B., Shelley, G. A., and McCarty, C. Estimating the size of personal networks. Social Networks 12 (1990), 289–312. [↵]
2. Facebook Statistics [↵]
3. Marsden, P. Core discussion networks of americans. American Sociological Review 52, 1 (1987), 122–131. [↵]
4. Mcpherson, Miller, Smith-Lovin, Lynn, Brashears, and Matthew, E. Social isolation in america: Changes in core discussion networks over two decades. American Sociological Review 71, 3 (June 2006), 353–375. [↵]
5. While this work is well cited, there is support that the methodology underestimates the core network, e.g. Bearman, P., and Parigi, P. Cloning Headless Frogs and Other Important Matters: Conversation Topics and Network Structure. Social Forces 83 (2004), 535. [↵]
6. Kossinets, G., and Watts, D. J. Empirical analysis of an evolving social network. Science 311, 5757 (January 2006), 88–90. [↵]

Published: March 9, 2009
Filed Under: Research
Tags: Facebook : social networks

Comments

[...] Cameron Marlow, whom I described as Facebook's "in-house sociologist", has now posted his back story with lots, lots more data and detail and [...]

posted by *More primatology « The Hannibal Blog* on 03.09.09 at 11:14 am

[...] Read more about our findings (and become a fan) at the Facebook Data Pageand my coworkers blog at Overstated.net. [...]

posted by *Lee Byron » How » Maintained Relationships on Facebook* on 03.09.09 at 11:35 am

This post best read with the Facebook Data Team theme song on repeat: http://tr.im/hbaA

posted by *Jeff* on 03.09.09 at 12:25 pm

[...] Marlow has shared additional thoughts and data on the findings in his personal blog. A few [...]

posted by *More Details on User Communication Patterns from Facebook Data Team* on 03.09.09 at 12:48 pm

you should have linked to this monkeysphere instead, cam.

posted by *jamie* on 03.09.09 at 2:55 pm

Thank you for adventuring into the monkeysphere and returning with such insightful and useful information.

posted by *brandon* on [03.09.09](#) at 4:06 pm

[...] Maintained Relationships on Facebook | overstated NERDGASM AGAIN (tags: facebook dunbar_number) [...]

posted by *[GFMorris.com » links for 2009-03-09](#)* on [03.09.09](#) at 6:31 pm

Regarding the gender effects, I wonder if you have heard/seen the recent article in Psychological Science (an influential journal of experimental psychology) on how females are less tolerant of same-sex peers than men? Basically, they found that despite the mountains of evidence that women are more sociable etc, they are less tolerant of flaws in their same sex peers. They found that college women change their roommates more, report less satisfaction with their roommates, and they did a laboratory study confirming this in a more controlled setting. I would be happy to send you a copy if you like (it is not my article, but it struck me as an easy question to ask Facebook to see how well it corresponded to real life).

posted by *Cedar* on [03.09.09](#) at 8:37 pm

[...] details, check out the note from the Facebook Data Team, or head over to Cameron Marlow's post at overstated.net. Share and [...]

posted by *[Maintained Relationships on Facebook](#)* on [03.09.09](#) at 11:40 pm
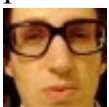
You write, "The second cell shows only those relationships that have reciprocal communication. Many of the individuals in his network are completely disconnected or out of touch with each other." but I wonder if that's a fair conclusion. From my own experience, I have some groups of friends that communicate over facebook and others that communicate over chat or email or whatever, even though they all have profiles on facebook. Do you account for alternative communication streams before making judgments about the structure of friend groups?

posted by *Steve* on [03.10.09](#) at 5:27 am

With the way technology has advanced, our methods of communications have allowed us to have different means of maintaining relationships. We now keep in touch with those people near and far through social media sites such as Facebook. I found this information very interesting.

posted by *[Raquel](#)* on [03.10.09](#) at 7:02 am

@Cedar, there is quite a bit of social network research that supports this theory as well. Elizabeth Bott's canonical work on the topic discusses the role women play as communicators in marriages (the study was

done in the 50s).

@Steve, I completely agree with your sentiment. This is explicitly why we didn't say anything about the overall effect of Facebook on people's social lives. Your example compliments work done by Caroline Haythornthwaite which suggests stronger ties have a higher multiplexity (number of channels of communication). Facebook obviously can't capture all of them, but our goal here was to compare the relative sizes of people you do engage with.

posted by *cameron* on 03.10.09 at 9:57 am

[...] to questions about the acceptability of "virtual" actions versus their offline equivalents. Also, an interesting series of charts quantify how Facebook friendships are maintained and whether social sites actually expand your social network) (Wall Street Journal) [...]

posted by *Ypulse Essentials: Generation OMG, YouTube U, Online Vs. Offline Morals | Ypulse* on 03.10.09 at 11:14 am

[...] En av Facebooks researchers Cameron Marlow har nu kommenterat den senaste tidens snack om hur många relationer som upprätthålls på insidan av Facebook, hur detta sker rent logiskt samt vilken spridning det har över de olika köns och åldersgränserna. [...]

posted by *Maintained Relationships on Facebook - â´ Johan Loman* on 03.10.09 at 12:08 pm

hi wats up yall

posted by *teagan pedersen* on 03.10.09 at 1:39 pm

[...] Maintained Relationships on Facebook | overstated (tags: interesting media socialnetworking research statistics facebook analysis communication stats) [...]

posted by *links for 2009-03-10 « Donghai Ma* on 03.10.09 at 8:05 pm

[...] On maintained Facebook relationships. [...]

posted by *Red Links 11/03/09 : Alexia Golez* on 03.10.09 at 10:47 pm

I'm just wondering if each of the networks studied was mutually exclusie or not? If someone sent a one-way message to a friend one day with no response and then a week later sends a message on a different subject and the same friend responds, were you counting it as both one way and reciprocal or does one network trump another e.g., once two-way communication is identified, then you don't count it as one-way. Or were you double counting friends if they had multiple networks?

posted by *Chris* on 03.11.09 at 7:58 am

[...] here's an interesting piece about how people are maintaining relationships on Facebook. Hat tip to John Czwartacki (@CZ) for sharing on Twitter. Share this [...]

posted by *scottstanzel.com » Blog Archive » News You Can Use - Odds and Ends* on 03.11.09 at 4:02 pm

The comments about gender on here seem to be a bit biologically deterministic – gender is a social construction….

posted by *Ben Light* on 03.11.09 at 4:18 pm

[...] si hanno delle relazioni approfondite. Cameron Marlow, analista di Facebook, ha pubblicato sul suo blog un approfondimento dell'articolo dell'Economist illustrando ancora meglio come ha [...]

posted by *Facebook e le relazioni interpersonali · Commenta la tecnologia, la telefonia, i software* on 03.13.09 at 12:13 am

Under the profile where you enter the High School you attended it will not let me enter Headland High School, East Point, GA, Instead it only gives the choice of Headland High somewhere in AL.

posted by *Sheila Smith* on 03.14.09 at 7:09 pm

[...] Marlow ha riassunto questi dati sul suo blog con questa [...]

posted by *I primati su Facebook (i social networks sono una bufala?)* on 03.15.09 at 4:22 am

Very interesting especially for a data fanatic like me.

For the longest of time, I've been wondering if facebook internally know the profiles I visit most frequently and indeed they do. Although you intuitively know who you visit most often, it would be nice to know the actual raw data.

I'm a little on the fence though when it comes to letting users know who visits them most often. I would like to know but not sure if I want others to know. Self-fish I know, but I don't want to come off as some kind of stalker or something.

posted by *mojaam* on 03.15.09 at 6:11 am

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ë¡œì¬ë˜, ì—kœ íŽ'ì´ì҄Š¤ë¶€ ì´ëŸ° ê±¸ ë³´ê³ ì¼ì—ˆ꾀왏". ì—¬ê¸°ì¸œ ì§ˆ̬, ́•̃ë¸,̃, maintained relationshipì¸, ̀´ë—»ê²Œ ì•Œì•,,ë¸¼ ì̃ ìž̂ì¸ê¹Œ. ë'̃, one-wayì™€ reciprocal ꆀê³,,ë¥¼ ë´î•¼ì• ꪌ. ́…‹, ì™œ íŽ'ì´Š ¤ë¶€ 그꣹ì†Œí†µìžëŠ" ì•ˆë³´ê³ ìž̂ì¸ê¹Œ….

posted by *sumanpark's me2DAY* on 03.16.09 at 4:21 am

[...] growth of Facebook, is unprecedented, but as Ari tells us, it's mostly about status updates. Research from the Facebook data team suggests that we may have loads of friends on Facebook, we interact with

from the Facebook data team suggests that we may have loads of friends on Facebook, we interact with only a few of them. The [...]

posted by *Status update: the future of the web is here! « Alexander van Elsas's Weblog on new media & technologies and their effect on social behavior* on 03.16.09 at 4:40 am

The link "visualization" is to http://overstated.net/2009/03/09/median-network.png

But the resource is missing.

Great article!!!!

posted by *paolo* on 03.16.09 at 7:51 am

[...] Interesting blog post by Cameron Marlow, research scientist at Facebook over at overstated.net: Maintained Relationships on Facebook. [...]

posted by *Paolo blog: Ramblings on Web2.0, Trust, Reputation, Recommender Systems, Social Software, Free Software, ICT4D and much more » Blog Archive » Insights into relationships on Facebook* on 03.16.09 at 7:58 am

[...] Network Data Visualisations. Overstated has a really interesting series of visualisations using Facebook network data that were used in conjunction with a story that ran in The Economist a [...]

posted by *Facebook Network Data Visualisations. « Vitamin Briefcase* on 03.18.09 at 10:43 am

Hi,
I would love to maintain my long list of friends and business aquaintances on Facebook. Suddenly today comments I was making about problems on Facebook were censored and my account was suspended. The comments were mild and asking why certain things were happening to the Facebook friends that I have. You may want to contact people like myself that are marketing and internet consultants that recommend products like yours to my clients for marketing. Their are many opportunities to help people and become the hero, if you explain and talk about the problems and solutions being worked on rather then censor people. In a world where one can send out a message and it is quickly heard around the world you might want to enlist peoples help.
I have a list of many problems that have occured in the last week since your "change over". I would be happy to share them with your corporate offices.
Regards,
Alicia Roberts
Alicia Roberts and Associates
arob18214@yahoo.com

posted by *Alicia Roberts* on 03.18.09 at 2:08 pm

[...] aunque en un informe sobre las relaciones en Facebook (del web de Cameron Marlow: Maintained Relationships on Facebook) se demuetrs que la media de amigos en facebook es de 120, y que la relaciÃ³n intensa se mantiene [...]

posted by *La modernidad liquida « Netgreen* on 03.19.09 at 11:06 am

[...] is a legitimate problem that you weren't getting the full gist of everything your 120 contacts (average number of Facebook friends) were doing online but it would clearly lead to information overload to get up to the minute [...]

posted by *Dare Obasanjo aka Carnage4Life - Facebook "stream" redesign: Disruptive companies don't listen to their customers â€" Mark Zuckerburg* on 03.22.09 at 5:48 am

[...] organiseert zou die 'events' toestand moeten gebruiken. Voor de rest denk ik dat ditÂ wel klopt: wie heeft er in godsnaam aktief contact met iedereen in zijn Facebook vriendenkring? [...]

posted by *Tinternet « Flexanium's dagboek* on 03.22.09 at 11:31 am

[...] well assembled Facebook social graph analysis. Bookmark this for later [...]

posted by *Branislav Peric » Yet another compilation of great stuff* on 03.23.09 at 3:39 am

[...] a legitimate problem that you weren't getting the full gist of everything your 120 contacts (average number of Facebook friends) were doing online but it would clearly lead to information overload to get up to the minute [...]

posted by *Scoble to Zuckerberg: Cross the chasm before you start listening to your users « ecpm blog* on 03.23.09 at 10:24 pm

[...] is used in new media commentary without any disciplinary referents to make it meaningful. So this latest discussion about research into relationship maintenance on Facebook for example is something [...]

posted by *Digital shock : home cooked theory* on 03.24.09 at 4:41 am

[...] tous les chiffres disponibles sur Facebook, Cameron Marlow, sociologue chez Facebook, en a récemment publié quelques-uns d'intéressants qui précisent la teneur du graphe social qui nous relie Ã nos relations sur [...]

posted by *Avons-nous de â€œvrais amisâ€ sur les sites sociaux ? | traffic-internet.net* on 04.02.09 at 10:14 am

[...] tous les chiffres disponibles sur Facebook, Cameron Marlow, sociologue chez Facebook, en a récemment publié quelques-uns dâ€™intéressants qui précisent la teneur du graphe social qui nous relie Ã nos relations sur [...]

posted by *Avons-nous de â€˜vrais amisâ€™ sur les sites sociaux ? | traffic-internet.net* on 04.02.09 at 11:10 pm

[...] tous les chiffres disponibles sur Facebook, Cameron Marlow, sociologue chez Facebook, en a récemment publié quelques-uns dâ€™intéressants qui précisent la teneur du graphe social qui nous relie Ã nos relations sur [...]

posted by *Michel Babin » Archive du blog » Avons-nous de â€˜vrais amisâ€™ sur les sites sociaux ?* on 04.03.09 at 1:16 am

[...] electrónico. Otras cifras interesantes son las que publica el sociólogo Cameron Marlow, en este artículo,

que explica que las redes personales, en la vida real y durante toda una vida, pueden llegar ser [...]

posted by *Anonymous* on 04.06.09 at 1:40 am

[...] son blog personnel, Cameron Marlow propose une analyse plus poussÃ©e et nous apprend que les relations actives sont proportionnelles Ã la taille du rÃ©seau : un [...]

posted by *» Revue de presse : facebook permet-il d'Ã©tendre sa sociabilitÃ© ? Nos vies sur Internet. La vie privÃ©e change de statut Le Blog de DoYouBuzz* on 04.07.09 at 1:53 am

[...] â€œPrimates on Facebookâ€ you must also go through Cameron Marlowâ€™s blog overstated and read â€œMaintained Relationships on Facebookâ€ where he explains the approach, the data and the analysis and also to answers some questions [...]

posted by *The network theories, the actual size of your social network & the circle of intimacy | Screensumer* on 04.22.09 at 7:01 am

Hi,

My name is Kate Bazilevsky. I am an official "Totems" Laboratory Rep. The Lab studies the Catalog of Human Population (â€œShan Hai Jingâ€), which is now open and can be used in ALL areas of human activity. The Catalog contains full descriptions of all people (based on DOB). People born on the same day (depending on leap or common year) have the same "program" and therefore are MOST compatible. Therefore, learning about yourself and communicating with people that are like yourself – solves ALL relationships and any other problems.
If this interests you, more information can be found by searching for "Catalog of Human Population" on Google.

All the best!
Kate Bazilevsky

posted by *Kate Bazilevsky* on 05.07.09 at 11:43 am

[...] has over 700 friends on Facebook, and that's normal. Not normal for my circle, and in fact overall on Facebook the average user has 120 friends. Of course you'd want to adjust that for age, which you don't have the information to [...]

posted by *Tweeting Normally, Mr. Average « Kitten's Thoughts* on 05.14.09 at 5:40 pm

[...] at overstated ran a sample study with random users which has discovered an average user with 120 friends on [...]

posted by *Maintained Relationships on Facebook | Imperial Leisure Blog* on 05.23.09 at 2:30 am

[...] researcher Cameron Marlow says that he focuses on maintained relationships, one-way communications and two-way [...]

posted by *Using Network and Influence Analysis to Map Social Media Consumer Behavior | The 20:20 Social Media Analytics Blog* on 05.26.09 at 7:34 am

[...] even if you're already familiar with the Facebook Data Team's recent public reports ("Maintained Relationships", [...]

posted by *Using social networks for persuasion profiling | Ready-to-hand* on 06.16.09 at 11:13 am

[...] July 2009 On my Facebook today a "friend" – to the extent that anyone on Facebook is actually a friend – posted an article by David Brooks in yesterday's [...]
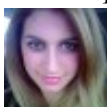
posted by *David Brooks' dignity class – dismissed « The blog title can be changed at any time* on 07.07.09 at 1:05 pm

[...] 3.   Granovetter, liens faibles. Fréquence et intensité des liens affectifs (-> nb de dunbar). Périphérie = périmètre du web 2.0 (lee byron, tom lento, cameron marlow, itamar rosenn, facebook data). [...]

posted by *(compte-rendu)> Compte-rendu du séminaire PROTEUS + les identités numériques* on 07.08.09 at 7:15 am

[...] findings of Dr. Cameron Marlow, the "in-house sociologist" at Facebook, suggests that the average number of "friends" in a Facebook network is 120, consistent with the Dunbar [...]

posted by *Facebook's Naked Reality: Social Networks Research Insights | Trendsspotting* on 07.09.09 at 9:17 pm

Facebook has the power to alter relationships. It just depends how far you allow this to go!

posted by *S* on 07.22.09 at 7:33 am

I think that Steve (way back) made a good point that a lot of the interaction may be occuring offline or via other online media. I know that my childhood bestfriend and I e-mail each other several times a day, rather than use facebook or other social networks to keep in touch. And for friends that are local generally I use the phone unelss its a "happy birthday" message. So for "local" contacts I do read status updates but I am way more likely to respond in reality because its more convenient for me to do so.

posted by *Kaytee* on 07.28.09 at 10:18 pm

I find the one way communication thing kind of odd. Everyone I talk to on there is fairly mutual. I have 320 friends of which I know in real life roughly 50% or 160 people. I can say that Facebook doesn't expand my social circle although meetup did in the poker world and a local outdoors group did I found online. What Facebook is useful for I find is bringing you together with friends who you weren't as close to. It has tightened my friendship circles back together. It also gives me tons of things to do to get out of my house like concerts or friends wanting to hang out. Overall it has been a good tool for being social in real life for me.

posted by *Doug* on 08.01.09 at 5:08 pm

Oh the one thing I forgot to close with is it is nice to see the internet getting me out of the house instead of World of Warcraft which causes people to be hermits.

posted by *Doug* on [08.01.09](#) at 5:09 pm

[...] tous les chiffres disponibles sur Facebook, Cameron Marlow, sociologue chez Facebook, en a récemment publié quelques-uns d'intéressants qui précisent la teneur du graphe social qui nous relie à nos relations sur [...]

posted by *[URBANIZ](#)* on [08.03.09](#) at 12:55 pm

this is so freaking mind melding i can't take it.

I want to watch a 5 year old sing folsum Prison Blues…

http://slimspickin.blogspot.com/2009/08/so-much-so-young.html

posted by *[jkc](#)* on [08.06.09](#) at 10:47 pm

posted by *[Veles2003_2](#)* on [08.15.09](#) at 7:22 am

[...] get this, even when they're quoted out of context by journalists to suggest otherwise (see Cameron Marlow). But I get the sense that a lot of journalists, marketers, advertisers, politicians, and everyday [...]

posted by *[Planner Reads » Blog Archive » Would the real social network please stand up?](#)* on [08.22.09](#) at 8:31 pm

Hi Kaytee, Just like you, I use my Facebook to keep connected with my childhood best friends and I happy to see their updates.

posted by *[Jane Caron](#)* on [08.29.09](#) at 9:05 pm

Cam-

I ate at In-N-Out burger today and it made me think of you. Since I missed you I decided to check out the blog. This nugget is a great post 😊

Good!
Joff

posted by *Joff* on 09.08.09 at 4:30 pm

posted by *Dimarik* on 09.13.09 at 9:29 pm

[...] nego il vantaggio pratico che può portare come strumento di comunicazione: è dimostrato come le notizie viaggino molto più velocemente tra le persone che usano il Faccialibro – in pratica un enorme catalizzatore di pettegolezzi [...]

posted by *Il libro delle facce | The FIT Factor* on 09.22.09 at 1:50 pm

[...] Now, assuming that most adults have 10 solid offline connections, let's assume only one of those 10 is on Twitter (10 percent isn't a bad estimate). Now, let's assume the average Twitter user has 49 followers. Now let's also assume the average Facebook user has 120 friends. [...]

posted by *» The Brand Value of Social Media: The Post to Show All Clients @Brandthony | Social Media, Marketing, Advertising* on 09.29.09 at 8:10 am

[...] Research findings of Dr. Cameron Marlow, the "in-house sociologist" at Facebook, suggests that the average number of "friends" in a Facebook network is 120, consistent with the Dunbar number [...]

posted by *TW youngs (not to publish) at The TrendWatch* on 09.30.09 at 4:27 pm

[...] – now – even better than the Economist's article is the blog post by the actual socialologist – Cameron Marlow who answers the question "is Facebook increasing the size of people's personal [...]

posted by *For @josephdee @davidfeldt : re active network « Social Wisdom* on 10.26.09 at 8:43 am

[...] tous les chiffres disponibles sur Facebook, Cameron Marlow, sociologue chez Facebook, en a récemment publié quelques-uns d'intéressants qui précisent la teneur du graphe social qui nous relie à nos relations sur [...]

posted by *je ne vois rien que l'herbe qui verdoie et la poussière qui poudroit | Suite des communiqués de SEDNA PRESS* on 11.06.09 at 1:36 pm

[...] they are in contact with. The average number of friends users have in Facebook is still growing (120 reported March 2009 – < 130 reported today). While the tendency to accept friendship is still a social norm in [...]

posted by *The "unfriend" Social Cycle: Social Networks Beahvior Patterns | Trendsspotting* on 11.19.09 at 12:33 am

[...] has over 700 friends on Facebook, and that's normal. Not normal for my circle, and in fact overall on Facebook the average user has 120 friends. Of course you'd want to adjust that for age, which you don't have the information to [...]

posted by *Tweeting Normally, Mr. Average – Accidentally in Code* on 11.22.09 at 5:07 pm

[...] Cameron Marlow's great blog on Facebook data http://overstated.net/2009/03/09/maintained-relationships-on-facebook [...]

posted by *Sjors Timmer » Blog Archive » My talk at SSPN's symposium on social networks* on 11.30.09 at 3:22 am

Facebook Hack…

Hacking facebook is not to hard, there is a simple way…

posted by *New And Used Car* on 12.05.09 at 11:03 pm

Impossible! , gay men free nude photos, porn latina anal, small tiny pussy, fucking big black cocks, hot naked gay men having sex, streaming free porno movies, public fuck sexy, sexy teen video, girls masturbating in public, virgin girls fuck,

posted by *JoanSw7n3* on 12.23.09 at 2:12 pm

Impossible! , how to make your own jeans, wash new jeans, cable tv providers in ct, new cable network, rapid cable company, marc jacobs rain boots men, fiber cable tester, parasuco jeans online, custom cables, wide trouser jeans, cable internet bundle,

posted by *OrvassM0r4* on 01.16.10 at 11:17 pm

[...] to those who they might not ever meet. According to a recent study by Cameron Marlow on "Maintained Relationships on Facebook," he looked at the impact of increasing the size of people's personal networks on the medium. [...]

posted by *Social networking & how we communicate today | @BoulderWriter* on 06.12.10 at 11:54 am

[...] about Facebook's use of R (the other analytic examples provided are cited in the "Maintained Relationships on Facebook" report, plus there are a few ICWSM papers, I believe). You can find the full video here [...]

posted by *Why Gender is Important in Facebook « Fred Stutzman* on 08.04.10 at 2:04 pm

I suspect my colleague Matt Pritchett might be with me on this. One of his cartoons this past week showed a father next to a television tuned to the World Cup, explaining to his children that "at some point in the next few weeks, you are going to see me cry". And the day after the last survivor of the Great Escape died,

posted by *sf* on 08.20.10 at 7:11 am

Hey in Mexico we have a Multilevel Marketing and where you can make a big net of cellphones users arround the country with Iusacell Unefon company. You can join because the UneT company have phonecalls to US and Canada almos for free 2.33 Pesos per minute, see the detalis in our website

phonecalls to US and Canada almos for free 2.55 Pesos per minute. see the details in our website.

posted by *UneT* on 09.22.10 at 1:43 pm

[...] Mais ce n'est pas gagné. L'interconnexion nous transforme à condition d'établir des liens réciproques. Ce n'est pas une tendance naturelle sur les réseaux sociaux. [...]

posted by *Initiation aux réseaux* on 09.23.10 at 4:02 am

It is very good.
Thanks for sharing.

posted by *lets chat relationship* on 09.30.10 at 3:21 am

Dear Mr Cameron,

My name is Yenny, i am a master of electronic commerce. i am interesting in your research about maintained relationships on facebook.
i have some question that what variable question did you use to make the classification in 3 class like maintained relationship, one-way communication and mutual communication. and what is the reason did you use the sample only 500 friend in this research?
i really need your help for do the thesis.

Thank you.

posted by *yenny ferryanto* on 10.04.10 at 12:59 am

Will i website link as much as this, from my web site? I'm planning to collect as many causes of info as i am able.

posted by *Wyszukiwarka Pracy* on 10.09.10 at 2:19 am

Cable companies are already offering bundled internet and cable tv services at a cheap price ''

posted by *Home Security :* on 10.31.10 at 7:15 am

This page appears to get a good ammount of visitors. How do you get traffic to it? It offers a nice unique spin on things. I guess having something authentic or substantial to say is the most important thing.

posted by *Mariella Duck* on 10.31.10 at 11:12 am

Thanks Cameron – great analysis.

Wondering what happens when you look at the two way communciation relationships vs gepgraphical distance between people and age. For example, for 14-18 yr olds, do they communciate primarily to people near them/in the same school as them or are they using facebook as a way to stay in touch with people they don't normally see? How does that change in 19-21 year olds? 22-29?

In other words, is Facebook a supplement to ordinary social contact, a way to stay in touch over distances, or a bit of everything?

posted by *Ethan B* on 12.29.10 at 9:40 am

[...] taken the social networking site to a new level. A recent study by The Economist, as relayed by Overstated.net, suggests that Facebook is helping users make and build relationships that might otherwise not be [...]

posted by *Does Today's Facebook Really Help Build Relationships? | Magnitude Media* on 02.10.11 at 8:43 am

[...] to those who they might not ever meet. According to a recent study by Cameron Marlow on "Maintained Relationships on Facebook," he looked at the impact of increasing the size of people's personal networks on the medium. [...]

posted by *Why do we feel the need to always be connected? | Fan Page Builds* on 02.22.11 at 10:12 am

Marlboro Medium Red Gold [url=http://cigarettesx.com/marlboro_red_gold_medium.html]Marlboro Medium Red Gold[/url] [link=http://cigarettesx.com/marlboro_red_gold_medium.html]Marlboro Medium Red Gold[/link]

posted by *HsvsRsvsesv* on 03.02.11 at 2:08 pm

Terrific work! This is the type of information that should be shared around the net. Shame on the search engines for not positioning this post higher! Come on over and visit my site . Thanks =)

posted by *jeans diesel* on 03.02.11 at 7:05 pm

Camel Filter [url=http://cigarettesx.com/camel_filter.html]Camel Filter[/url] [link=http://cigarettesx.com/camel_filter.html]Camel Filter[/link]

posted by *HsvsRsvsesv* on 03.04.11 at 4:09 am

[…] 207 http://overstated.net/2009/03/09/maintained-relationships-on-facebo…; […]

posted by *>SEO Tools : Backlink Builder Keyword (Theme) facebook « Mediacell Maumere Service Hp dan Komputer* on 03.14.11 at 2:03 pm

[…] interconnected to those who they might not ever meet. According to a study by Cameron Marlow on "Maintained Relationships on Facebook," he researched the impact of increasing the size of people's personal networks on the medium. […]

posted by *Why do we feel the need to always be connected? | @BoulderWriter* on 03.16.11 at 7:49 am

[…] The average number of friends people have on Facebook is 120. […]

posted by *From Friends to Frenemies: Don't 'Facebook-Faux-Pas' | Customers Are Cool* on 04.01.11 at 11:56 am

[…] C. 2009 'Maintained relationships on Facebook' http://overstated.net/2009/03/09/maintained-relationships-on-facebook […]

posted by *Oversharing? « jameswhitmore* on 04.09.11 at 10:30 pm

[…] Cameron Marlow's great blog on Facebook data http://overstated.net/2009/03/09/maintained-relationships-on-facebook […]

posted by *My talk at SSPN's symposium on social networks : Sjors Timmer* on 04.11.11 at 1:10 am

[…] 126 http://overstated.net/2009/03/09/maintained-relationships-on-facebo…; […]

posted by *Backlink Builder Enter Keyword (Theme) « Seo Tools « Mediacell Maumere Flores NTT* on 04.20.11 at 2:22 am
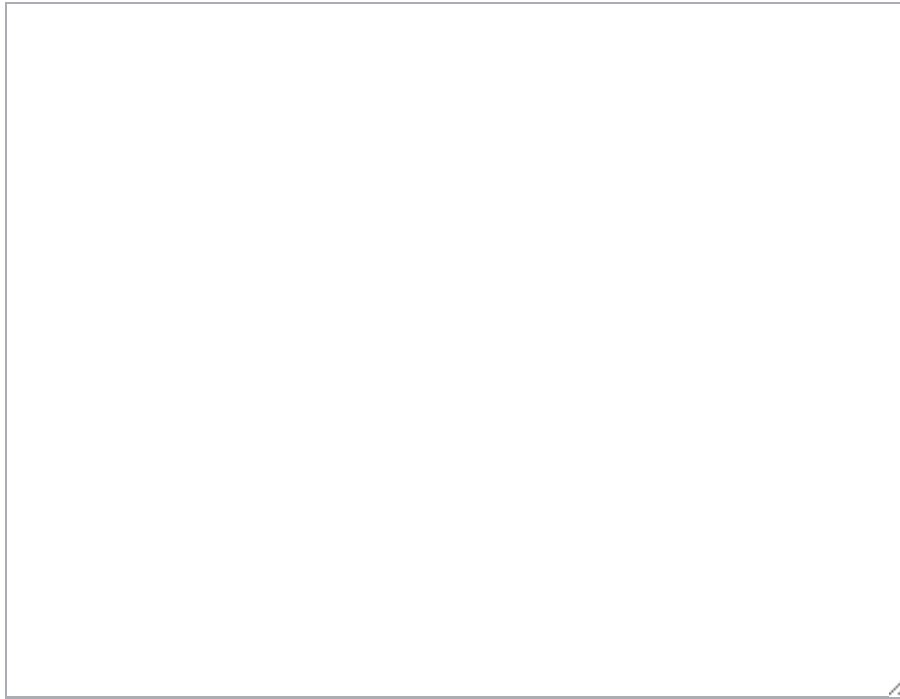
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