Challenges in building human networks

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Outline

- Human networks?
- Challenges
Human Network?
The Internet Today

- Computers ~1.5 Billion
- ~2.4 Billion people online
- 200M domains, >50B pages
Education

World illiteracy rate
Access

Smartphone Users in the World

80% of the world’s population now has a mobile phone

Number of Smartphones in U.S
91.4 Million

Mobile Phones in World
5 Billion

Out of which only 1.08 Billion are smartphones
• 2020 - 8 billion people
• 7.2 Billion people literate 90%
• 5.7 Billion people with smart phones 80%
• India, China, South America greatest new markets
• Internet dominated with a different demographic
Less Web More Native

Time Spent on iOS & Android Connected Devices

- BROWSER (20%)
  - Safari, 12%
  - Other, 6%
  - Productivity, 2%
  - News, 2%
  - Social Networking, 6%
  - Utility, 8%

- APP (80%)
  - Facebook, 18%
  - Games, 32%
  - Entertainment, 8%
  - Opera Mini, 2%
  - Android Native, 4%

Source: Flurry Analytics, comScore, NetMarketShare
Human Networks

- 2020 - Mobile world
- New collaboration models?
- New ways to create knowledge?
- New market places?
Social Engineering
Graph Structures

(a) Random network

(b) Scale-free network
• Preferential attachment

• Resilience to node removals

• Less friction for humans to connect
As Networks Need to Grow

Why can I only share with 150 people?

Here at Path, our goal is to help you develop a high quality network to connect more deeply and share personal moments with your closest friends and family. We are inspired by Oxford University Professor Robin Dunbar, whose research delves deeply into the number of trusted relationships humans can maintain throughout life.

We tend to have 5 best friends, 15 good friends, 50 close friends and family, and 150 total friends. At Path, we’re building tools for you to share with the people who matter most in your life. Our intent is to nurture quality relationships to offer you the comfort to share all your personal moments.

The Path Team
Viability
Try it you will like it!

- Clear Utility
- Social Currency
- Social Proof
Happiness

- Value to yourself
- Value to people close
- Value to a larger group
• Why this talk?