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Another new scientific application of the Web is to use it as an experimental laboratory. It is allowing social scientists, in particular, to do things that were previously impossible. In one project, scientists made **observations** about the sizes of human social networks using data from Facebook. A second investigation of these networks, produced by Bernardo Huberman of HP Labs, Hewlett-Packard's research arm in Palo Alto, California, looked at Twitter, a social networking website that allows people to post short messages to long lists of friends.

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At first glance, the networks seemed enormous – the 300,000 Twitterers sampled had 80 friends each, on average (those on Facebook had 120), but some listed up to 1,000. Closer statistical inspection, however, revealed that the **majority of the messages were directed at a few specific** friends. This showed that an individual's active social network is far smaller than his 'clan'. Dr Huberman has also helped **uncover** several laws of web surfing, including the number of times an average person will go from web page to web page on a given site before giving up, and the details of the 'winner takes all' **phenomenon**, whereby a few sites on a given subject attract most of the **attention**, and the rest get very little.

Questions 7–10

Complete the notes below.

Choose **NO MORE THAN TWO WORDS** from the passage for each answer.

Social networks and internet use

Web used by **social scientists** (including Dr Huberman) to **investigate** the **7** of **social networks**

Most **8** intended for **limited number of people** – not everyone on list.

Dr Huberman has **also investigated**:

- **9** to discover **how long people will spend on a particular website**;
- why **a small number of sites** get much more **10** than others on same **subject**.