Motivation
Lots of content shared in Online Social networks
- ~72 billion pieces of content per month on Facebook
- 90 pieces of content per user on average!
- Three sharing options: Public, Private, Custom
- Custom settings can be reused via Friendlists

Key idea
Leverage structure of user's 1-hop social network
- Create new lists of user's friends
- Update the existing lists as the user forms or breaks friendships

Friendlist Manager
Facebook Application
Step 1: Use community detection to suggest friendlists
- Create "seed" lists via a global algorithm [JSTAT'08]
- Expand "seeds" via a local algorithm [WSDM'10]

Step 2: Locate missing members using a local algorithm [WSDM'10]
New local social network

Evaluation
Can community detection find friendlists?
- Randomly select 1000 users from each of the 3 Facebook networks

How big are the proposed lists?
Are the lists "tightly knit"?

In more than 90% of cases, Friendlist Manager creates communities with fewer than 20 members.
In 40% of cases, Friendlist Manager creates communities with normalized conductance greater than 0.2.

User interface
Built and deployed Facebook App
- Downloads 1-hop network, runs community detection algorithm
- First propose additions to existing lists
- User can apply any changes to Facebook
- Next propose missing lists
- User can tweak lists, then automatically created on Facebook

Tools provided to user for tweaking lists
Existing Lists
- Drag-and-drop friend
- Delete friend
- Collapsible tab groups
- Update friendlists

New Lists
- Drag-and-drop friend
- Delete friend
- Merge/Delete friendlists
- Name/Create friendlists

App usage so far
Friendlist Manager is released for public now
https://apps.facebook.com/friendlist_manager/
Some usage statistics from Feb 2012
- 374 users tried our app
- On average, 4 existing lists suggested
- On average, 6 new lists suggested
- 148 users updated at least one existing list
- 36 users created at least one new list