**Friends Similarities**

We designed a mock-up of a Facebook visualization that enables users to better understand in which ways they are similar to their friends. The user is compared to his/her friends in 4 different categories: Applications, Groups, Profile, and Friends.

**Applications:** Friends closer to this area have a lot of the same applications as the user.

**Groups:** Friends closer to this area are in a lot of the same groups as the user.

**Profile:** Friends closer to this area have similar information in their profile infos. They may participate in the same activities or may have the same interests, favorite music, favorite movies, or favorite TV shows.

**Friends:** Friends closer to this area have a lot of friends in common with the user.

The squares on the visualization range in color. Darker colors indicate more “active friends.” Friends gain “activity points” when they post on the user’s wall, send the user messages, tag pictures of the user, attend the same events as the user, or when the user posts on their wall, the user sends them messages, the user tags pictures of them, etc.

Figure 2 shows what happens when the user clicks on one of the squares. The square that was clicked on increases in size, becomes red and shows what friend is represented by that square.
Figure 1: Mock-up of the Friends Similarities visualization on Facebook
Figure 2: Example of clicking on one of the squares in the Friends Similarities visualization.