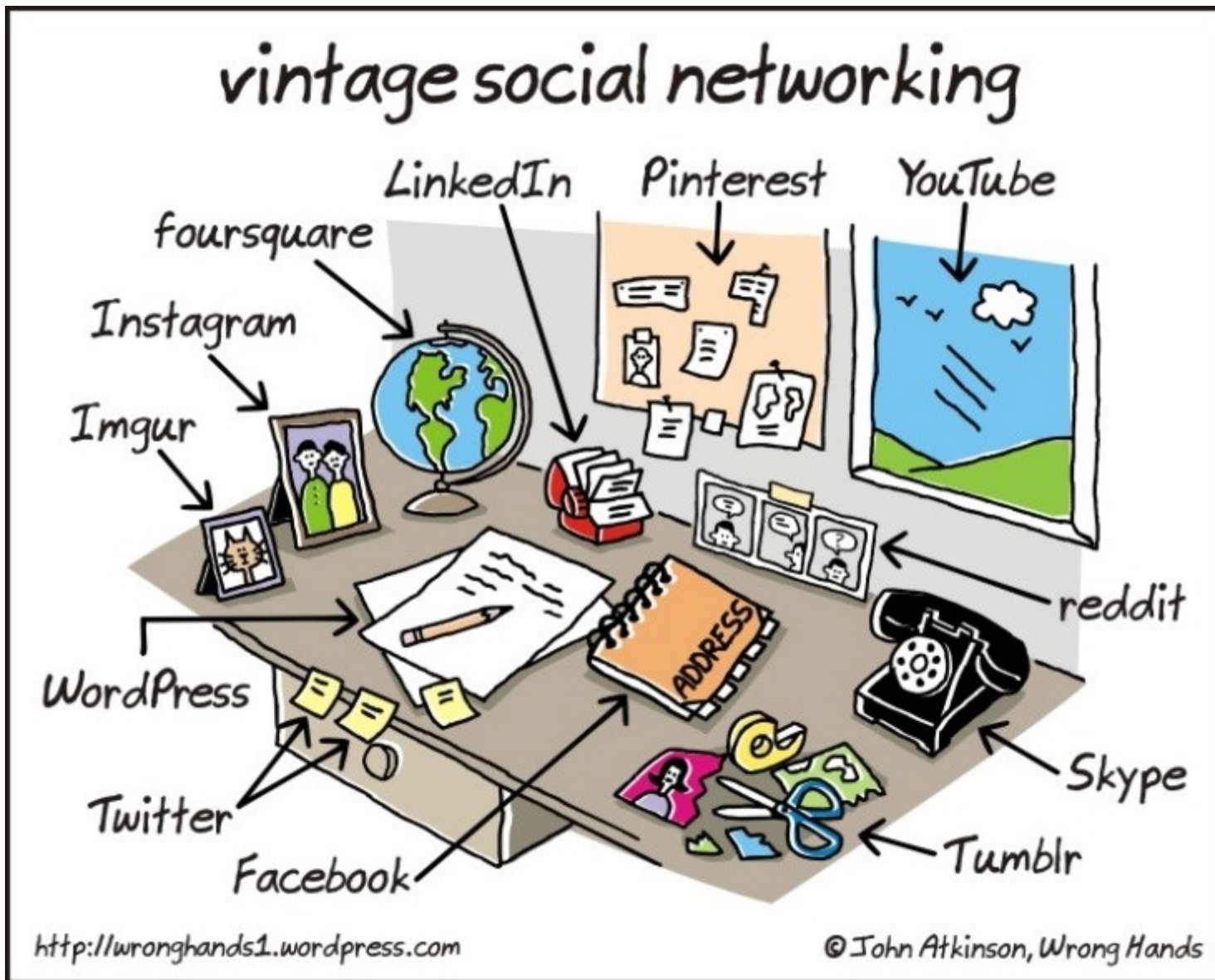


Sounds like a weird question...



But there's a social network for everything...





Disclaimer



This is not my **only** line of work...



Disclaimer



This is not my **only** line of work...
...but it is kinda interesting



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...but it is kinda interesting

TWITTER ADDICTION



Social networks offer a huge insight into system behaviour

- Consumption patterns
- Demographics
- Content provision

Decided to collect some data...

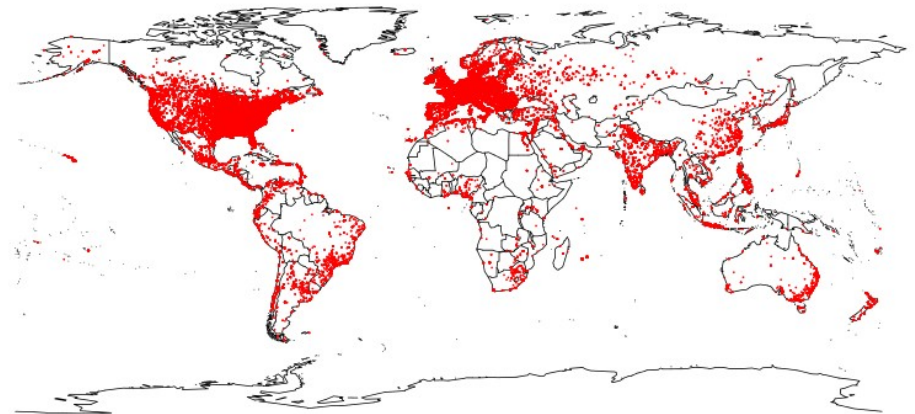
- We scraped the **Pornhub** website
 - Launched in 2007, ranked 80th in the world
- Collected data on:
 - **Social profiles** (536k)
 - All videos available via browsing (~100k)
 - Plus all public videos in social network (~745k)



Some questions...

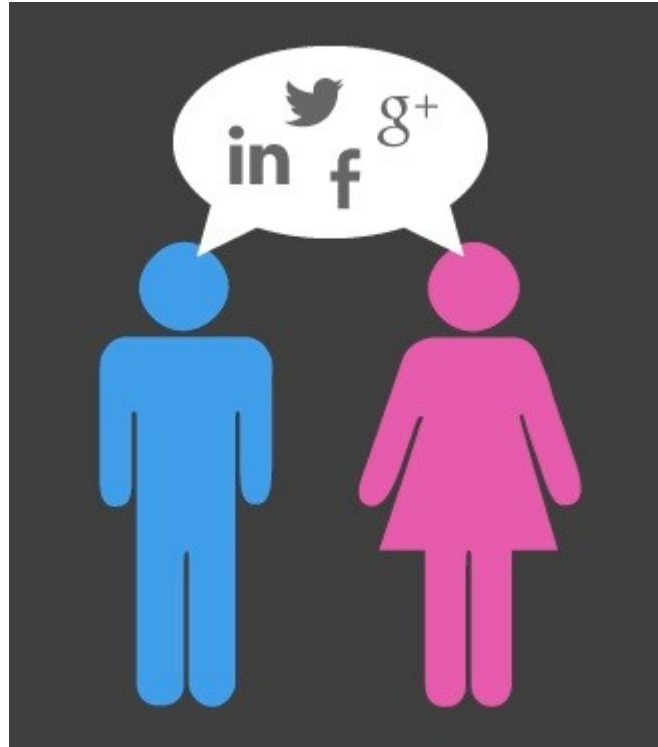
What is Pornhub's social network?

- Allows users to form online social groups
- Features include
 - Befriending, subscribing, sharing content, posting comments on 'walls', private messaging etc.
- Quirks include
 - Verified status
 - Mass private content sharing
 - Previously watched



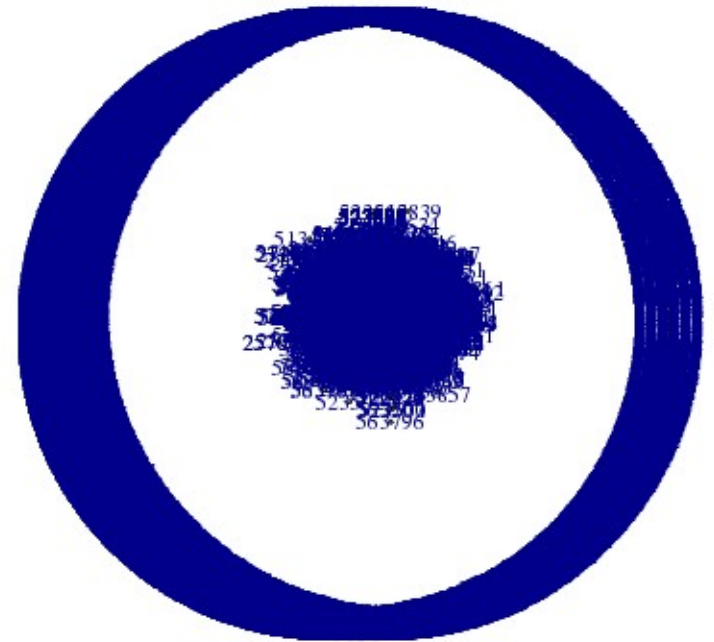
User Location Map

Do people actually make friends?



Do people actually make friends?

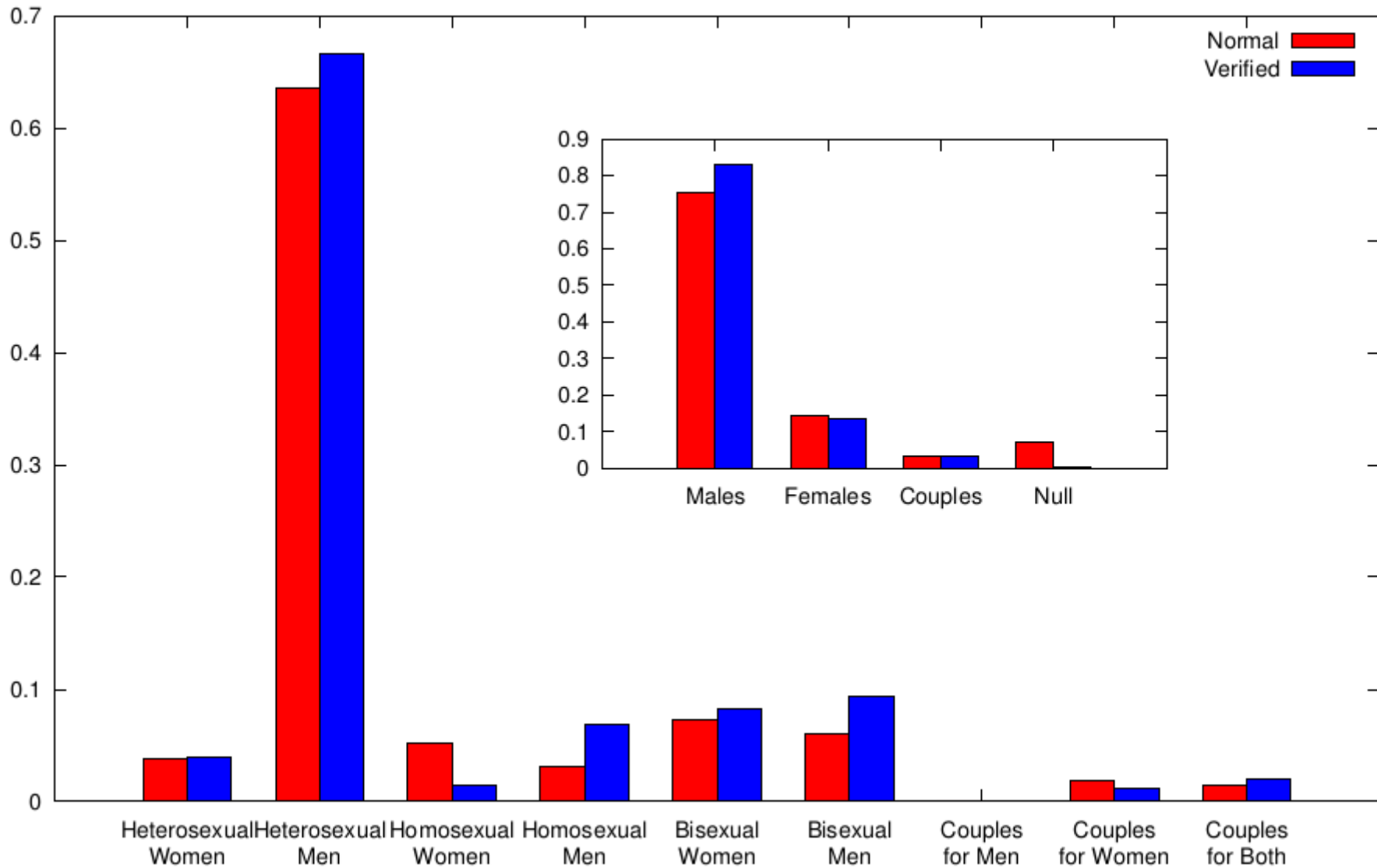
- A disconnected social structure
- A significant LCC
 - But 57k disconnected nodes
- Very low clustering coefficient
- **Each to their own...**



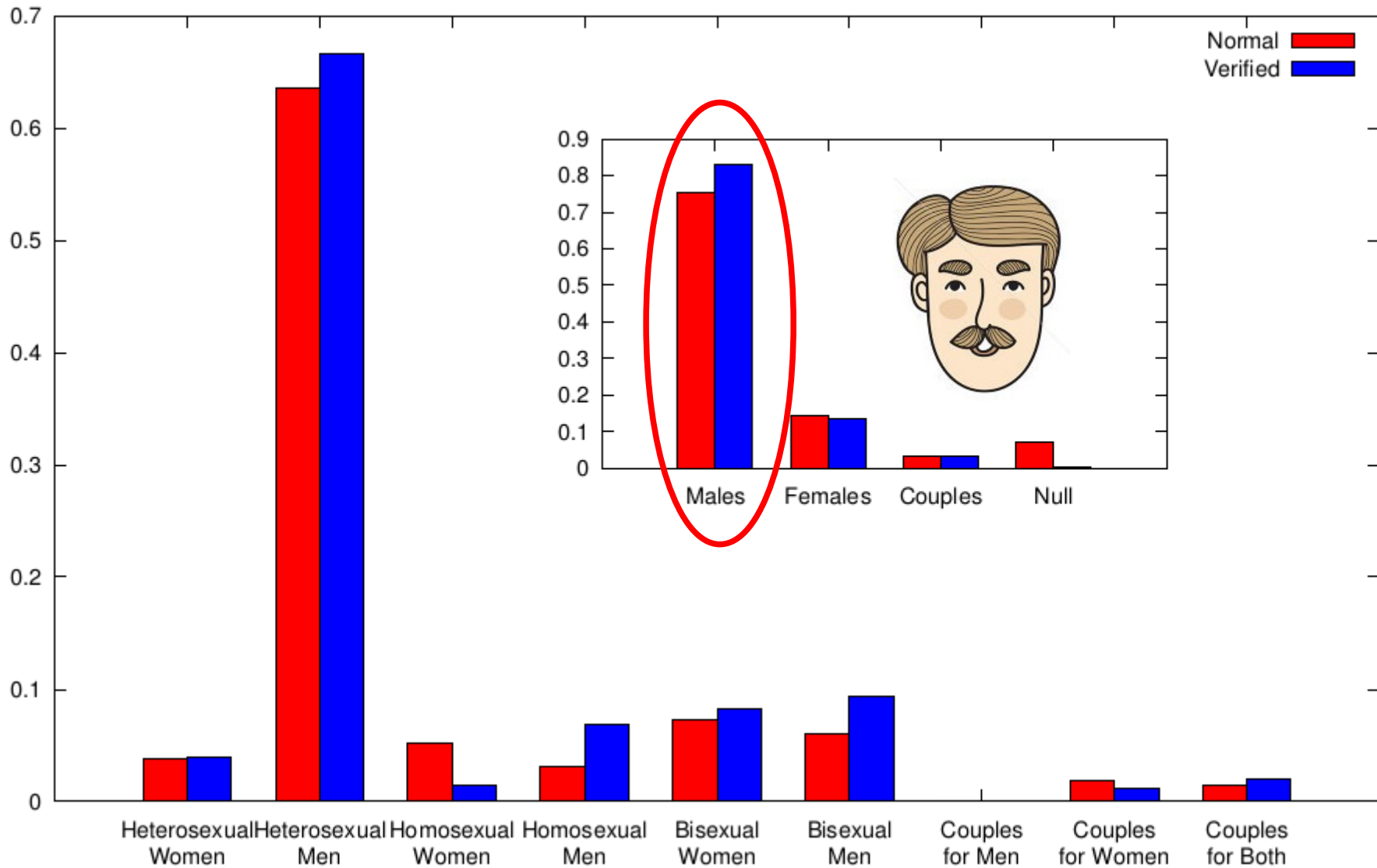
Who's in there?



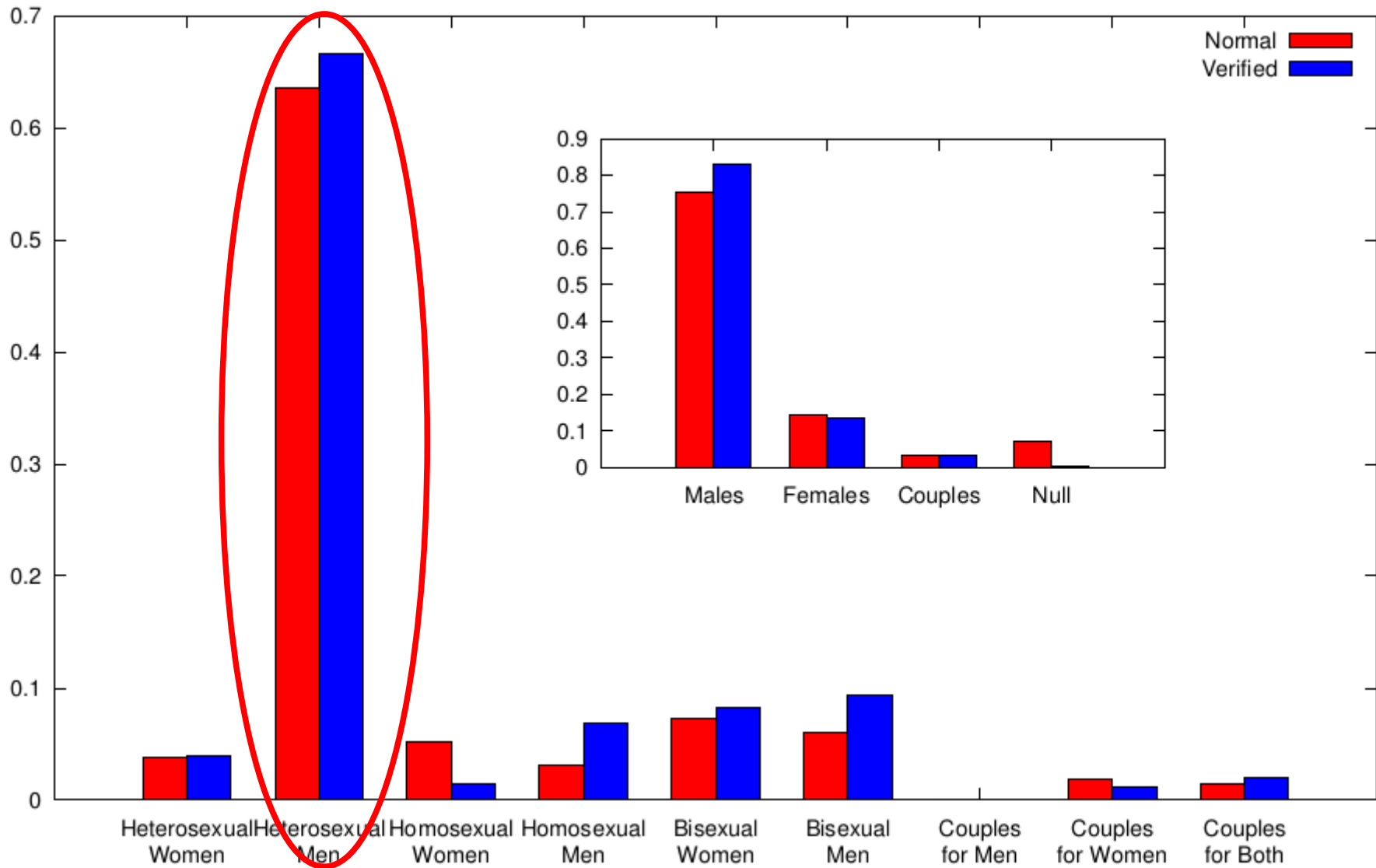
Who's in there?



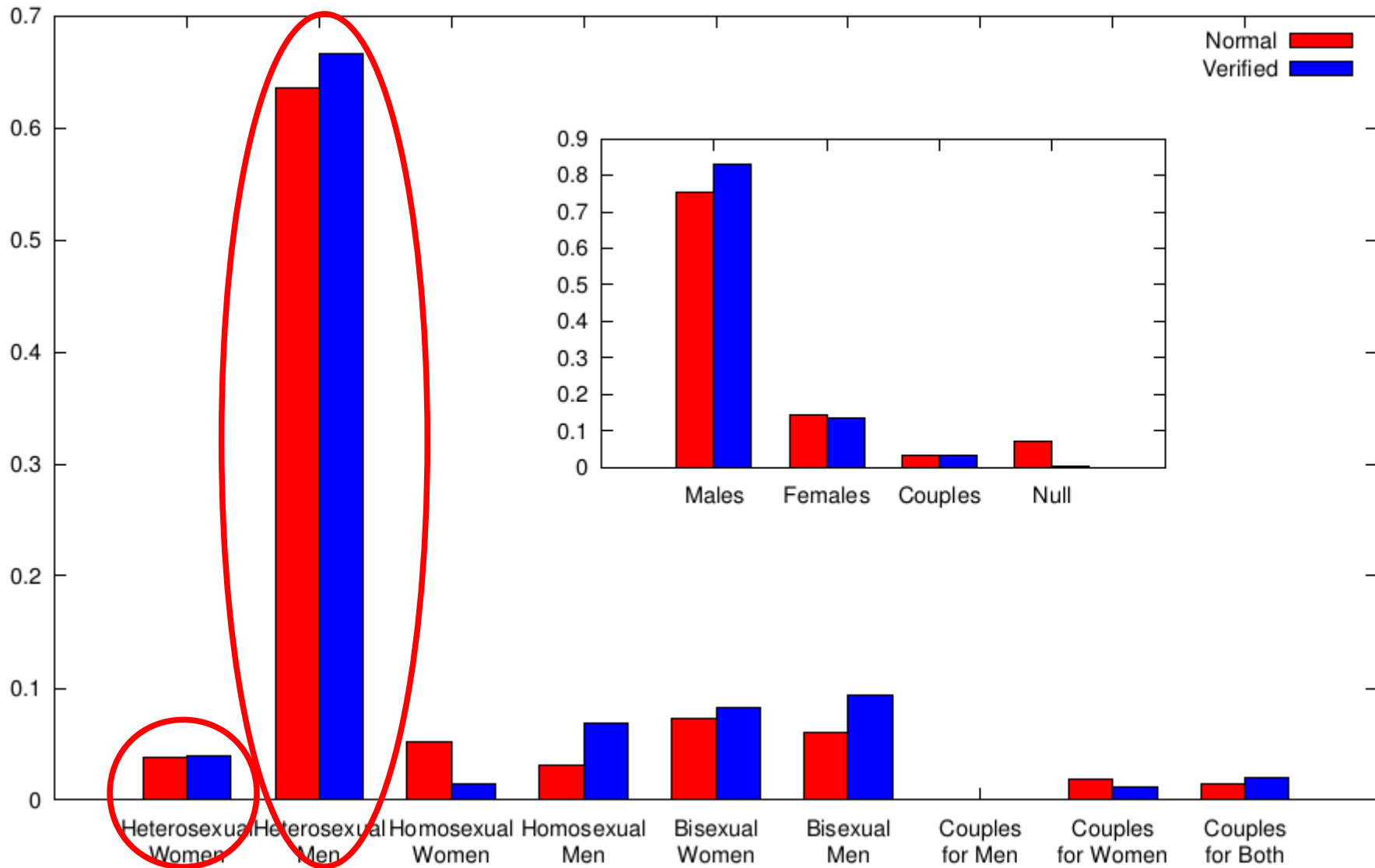
Who's in there?



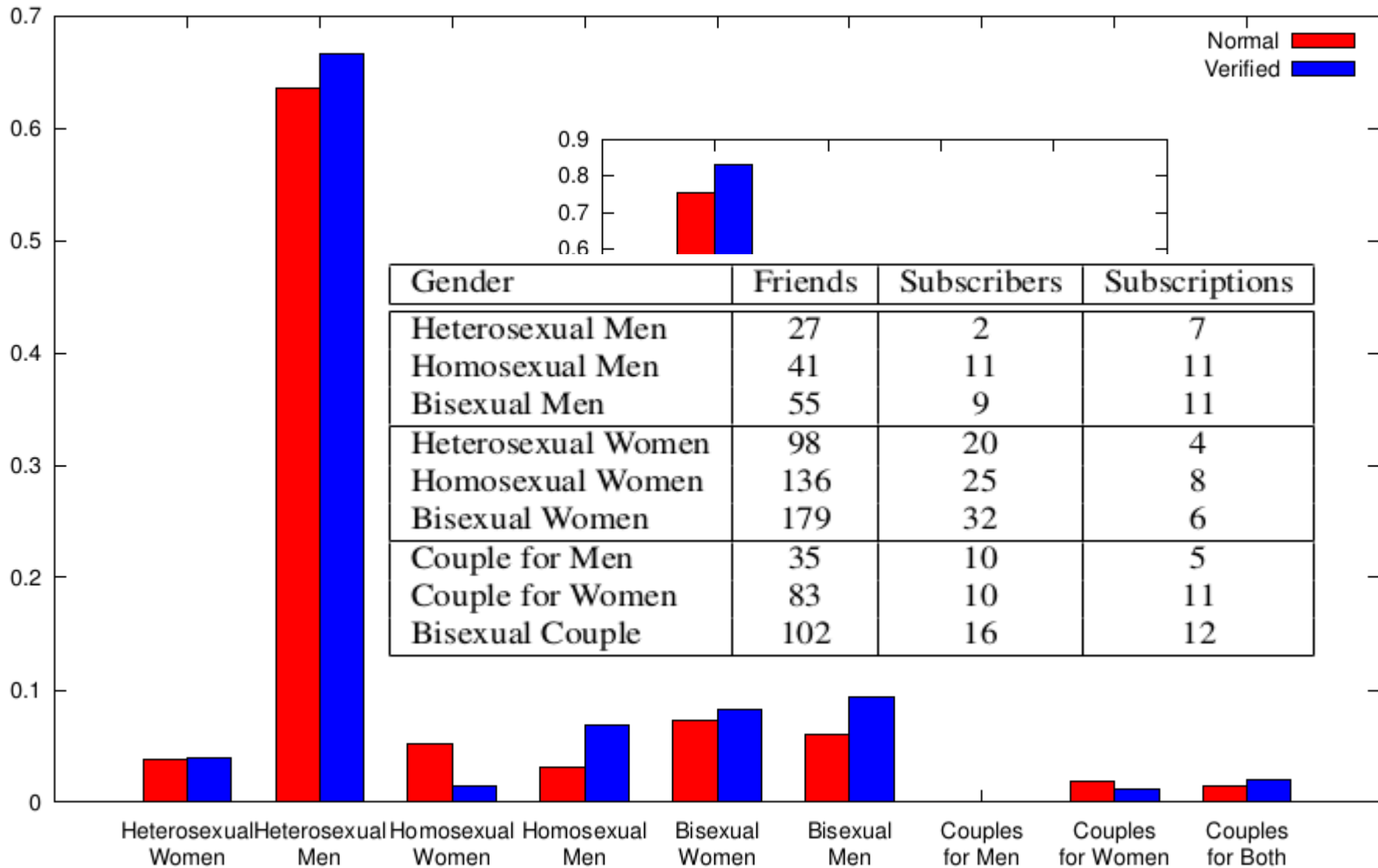
Who's in there?



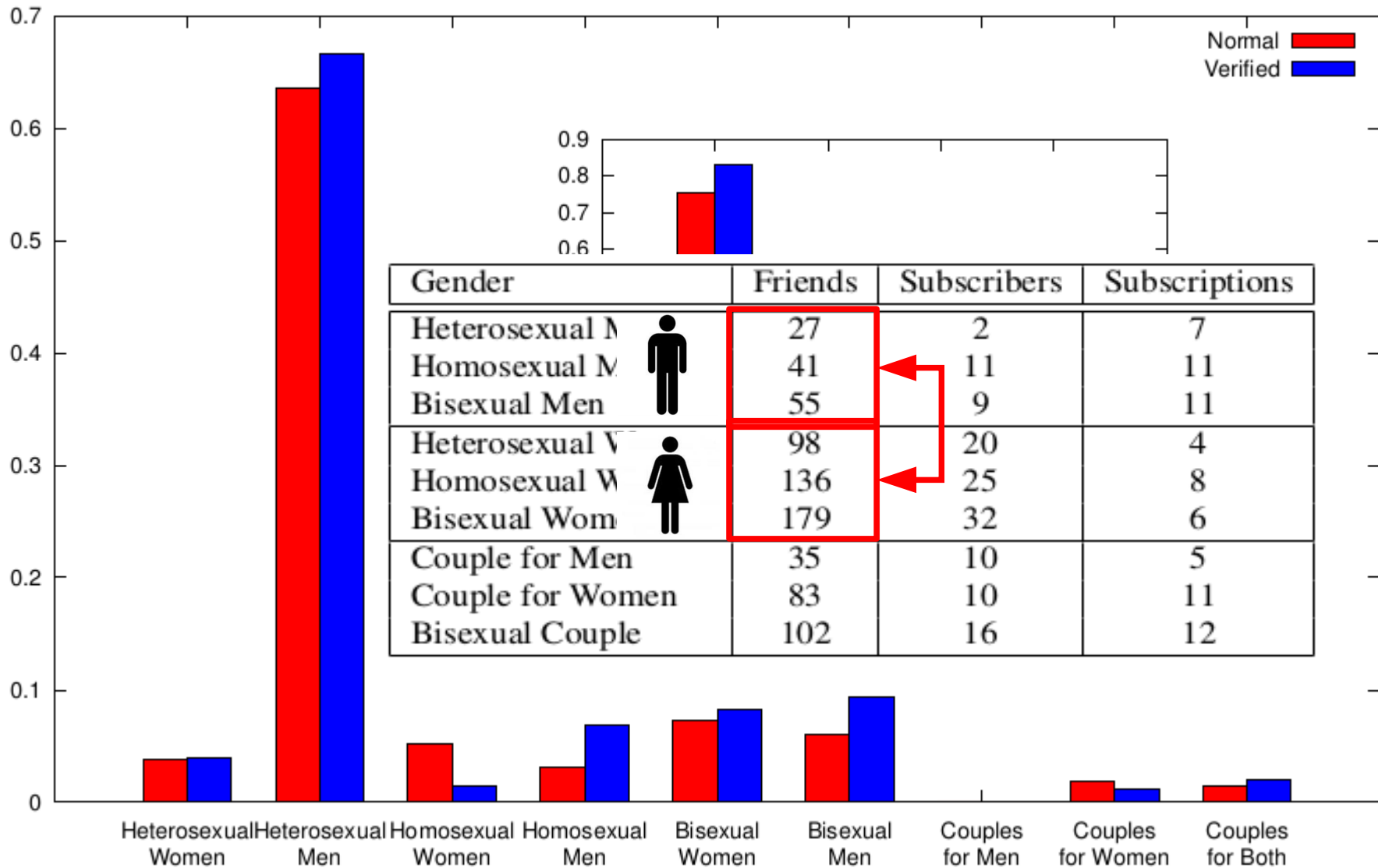
Who's in there?



Who's in there?



Who's in there?

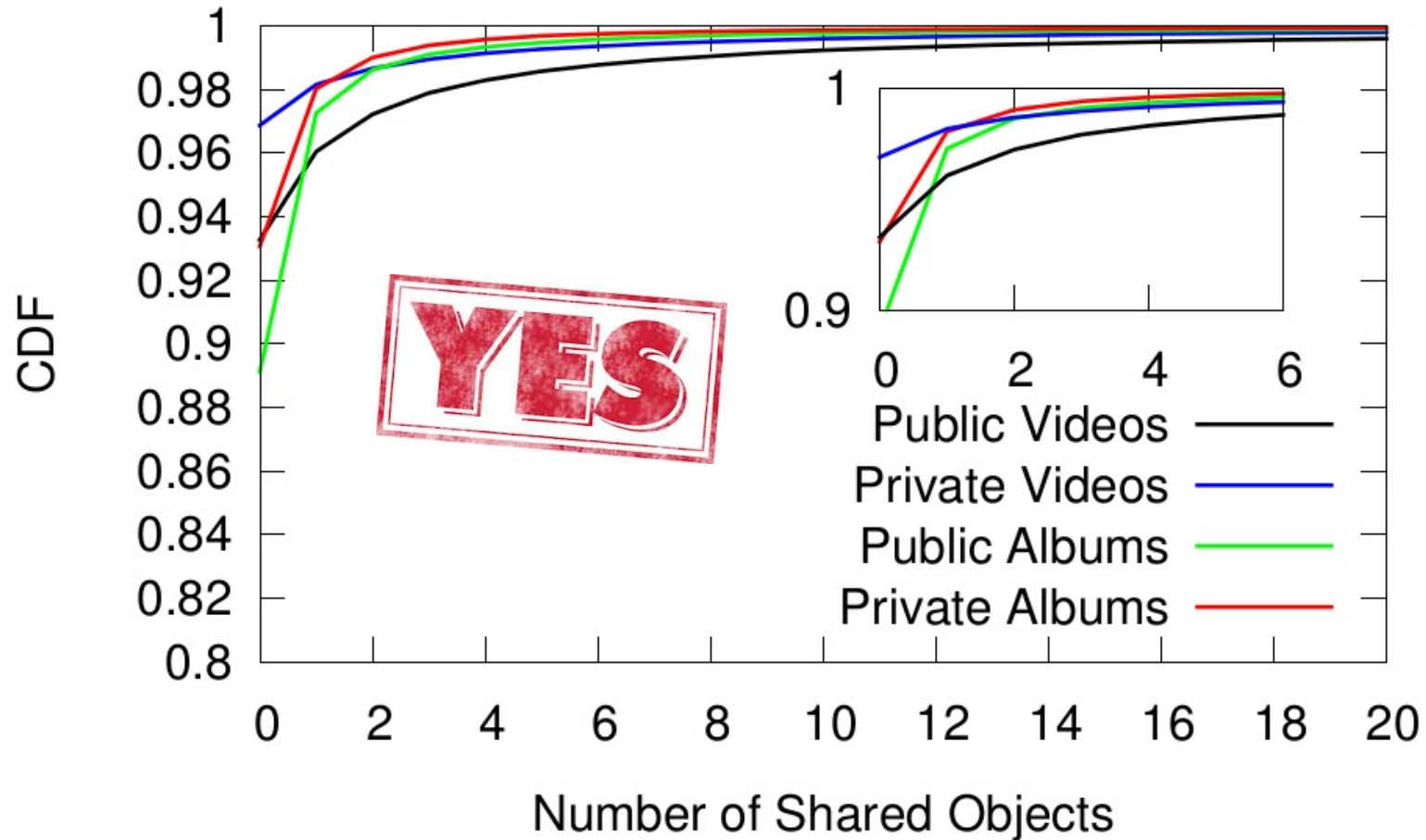


Do people *really* share stuff?!

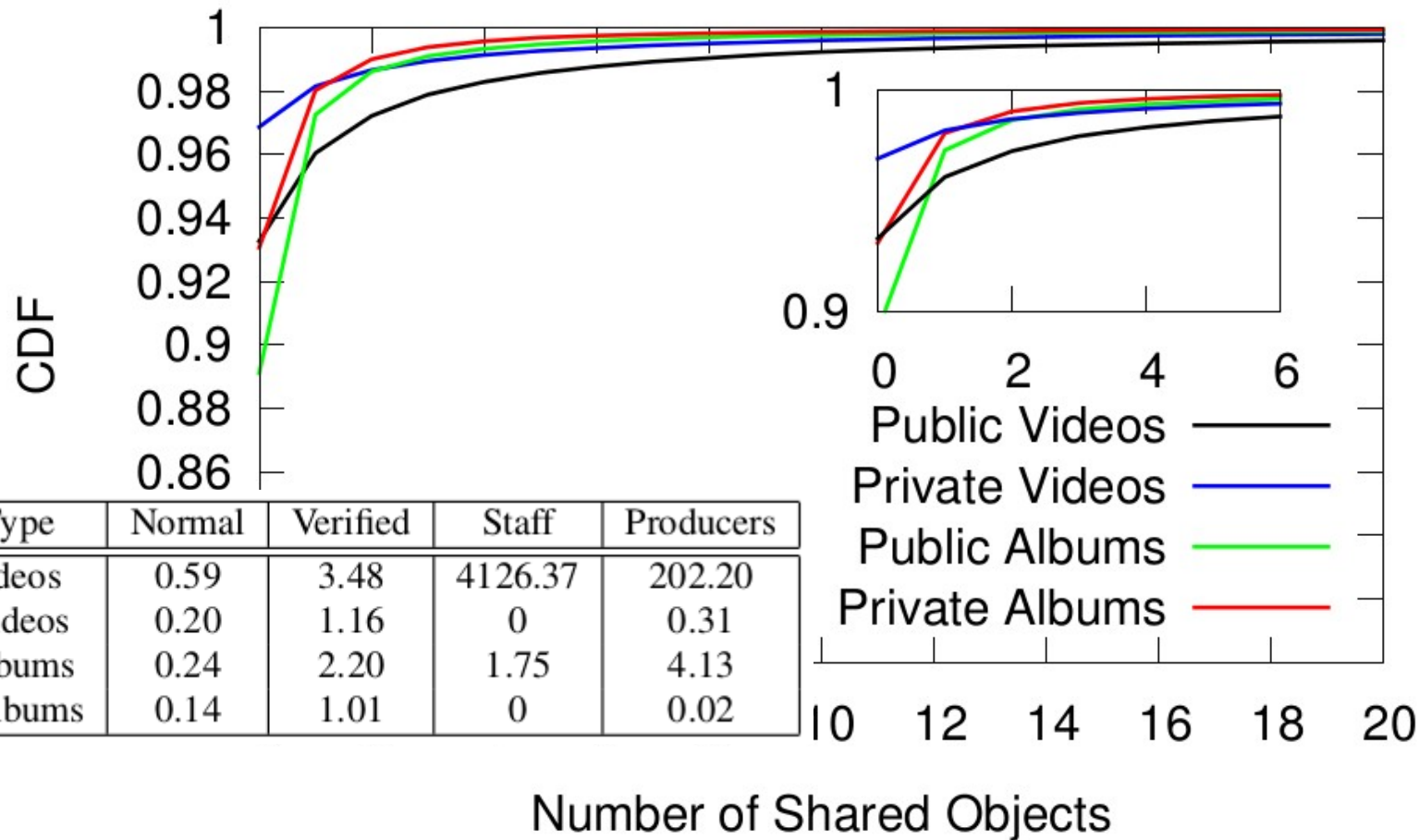
Sharing the Love



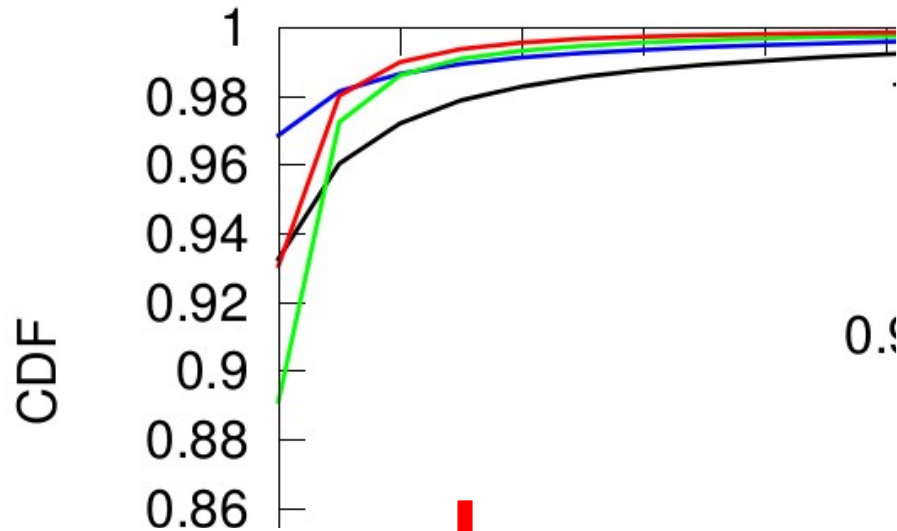
Do people *really* share stuff?!



Do people *really* share stuff?!



Do people *really* share stuff?!



Content Type	Normal	Verified	Staff	Producers
Public Videos	0.59	3.48	4126.37	202.20
Private Videos	0.20	1.16	0	0.31
Public Albums	0.24	2.20	1.75	4.13
Private Albums	0.14	1.01	0	0.02

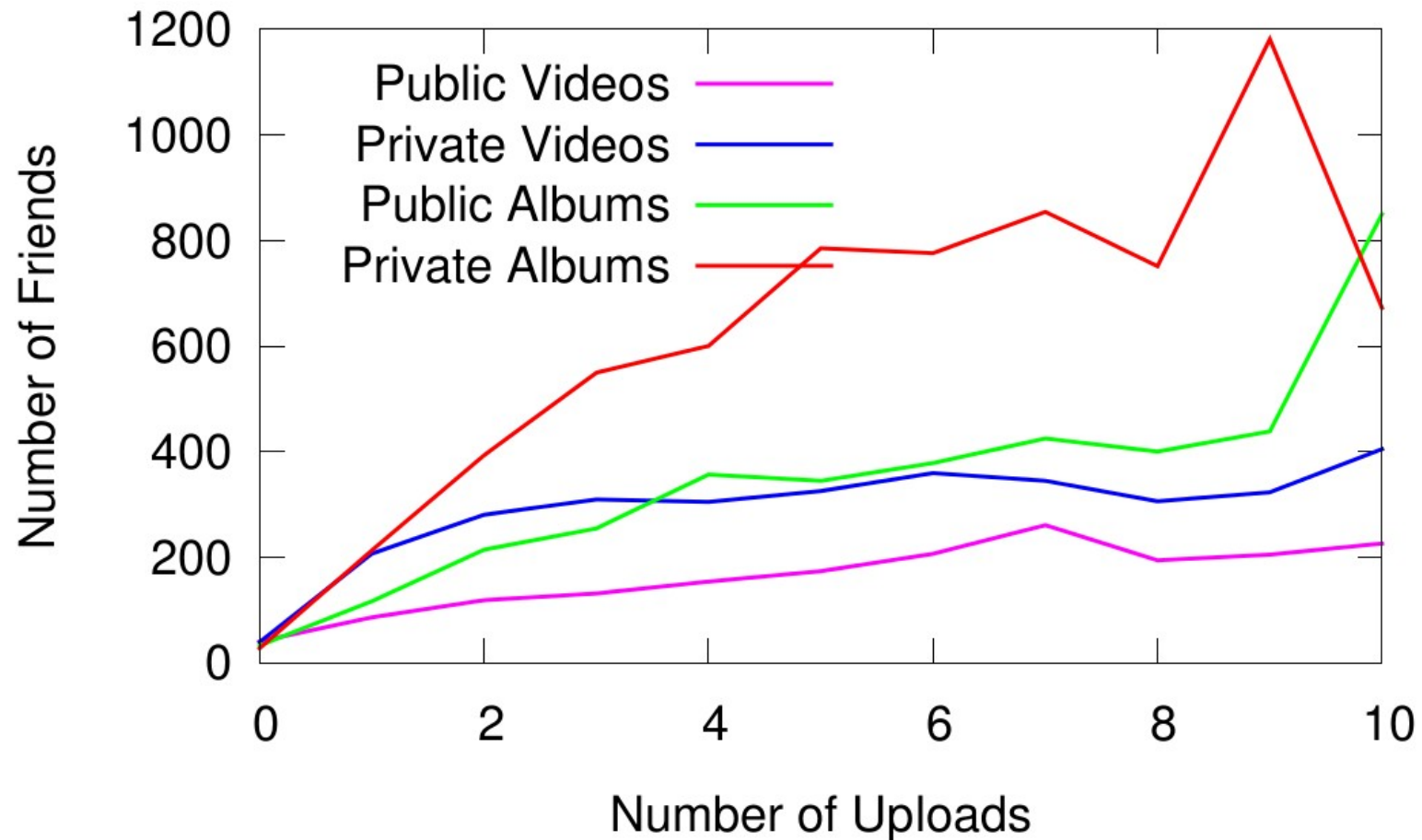
Amateur

Pro

Number of Sh

- Professional
 - Primary public video content
- Amateur
 - Public content but also a lot of private content
- Much more professional content

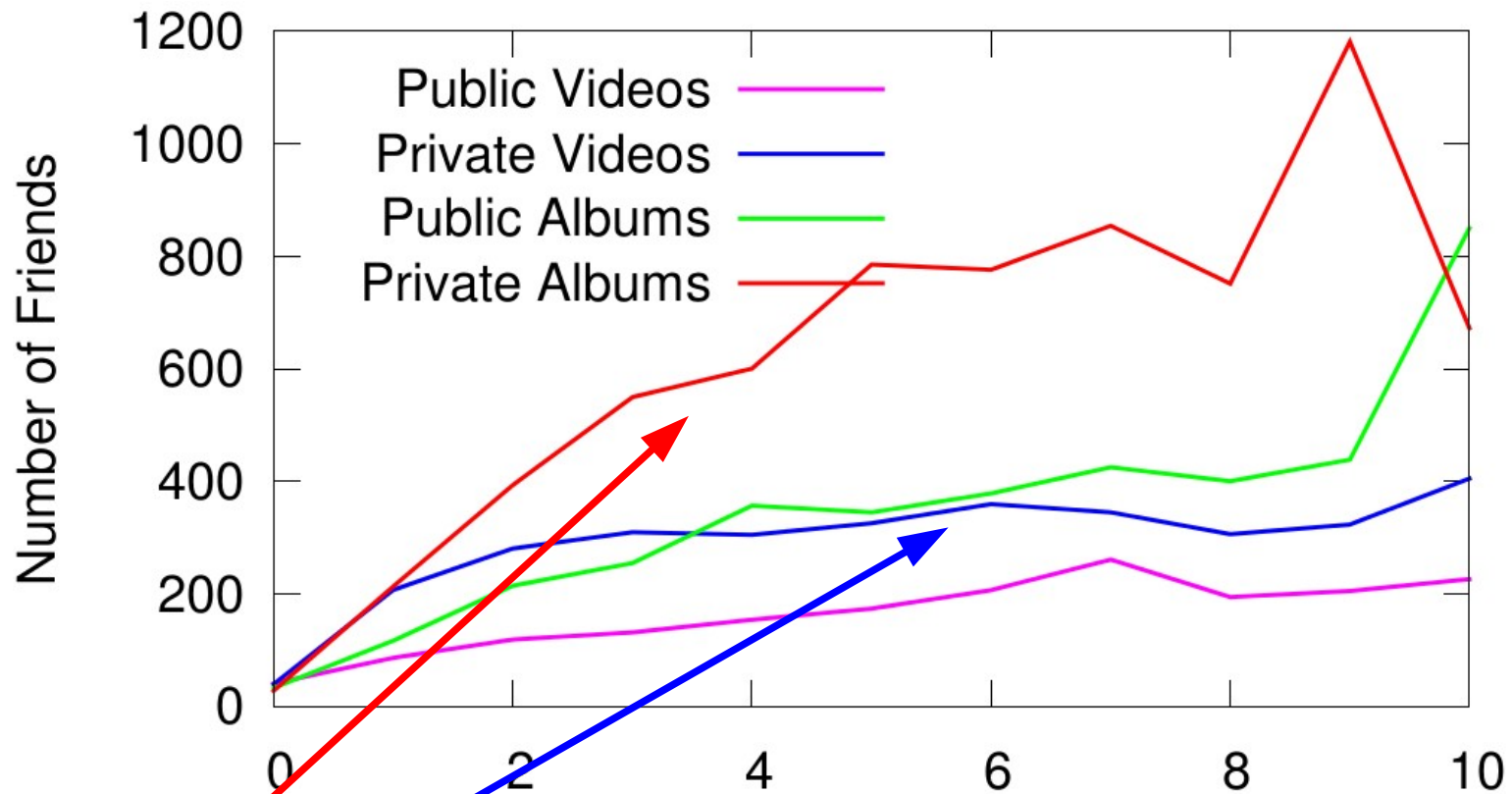
Do people *really* share stuff?!



Why: content sharing encourages social engagement



Do people *really* share stuff?!

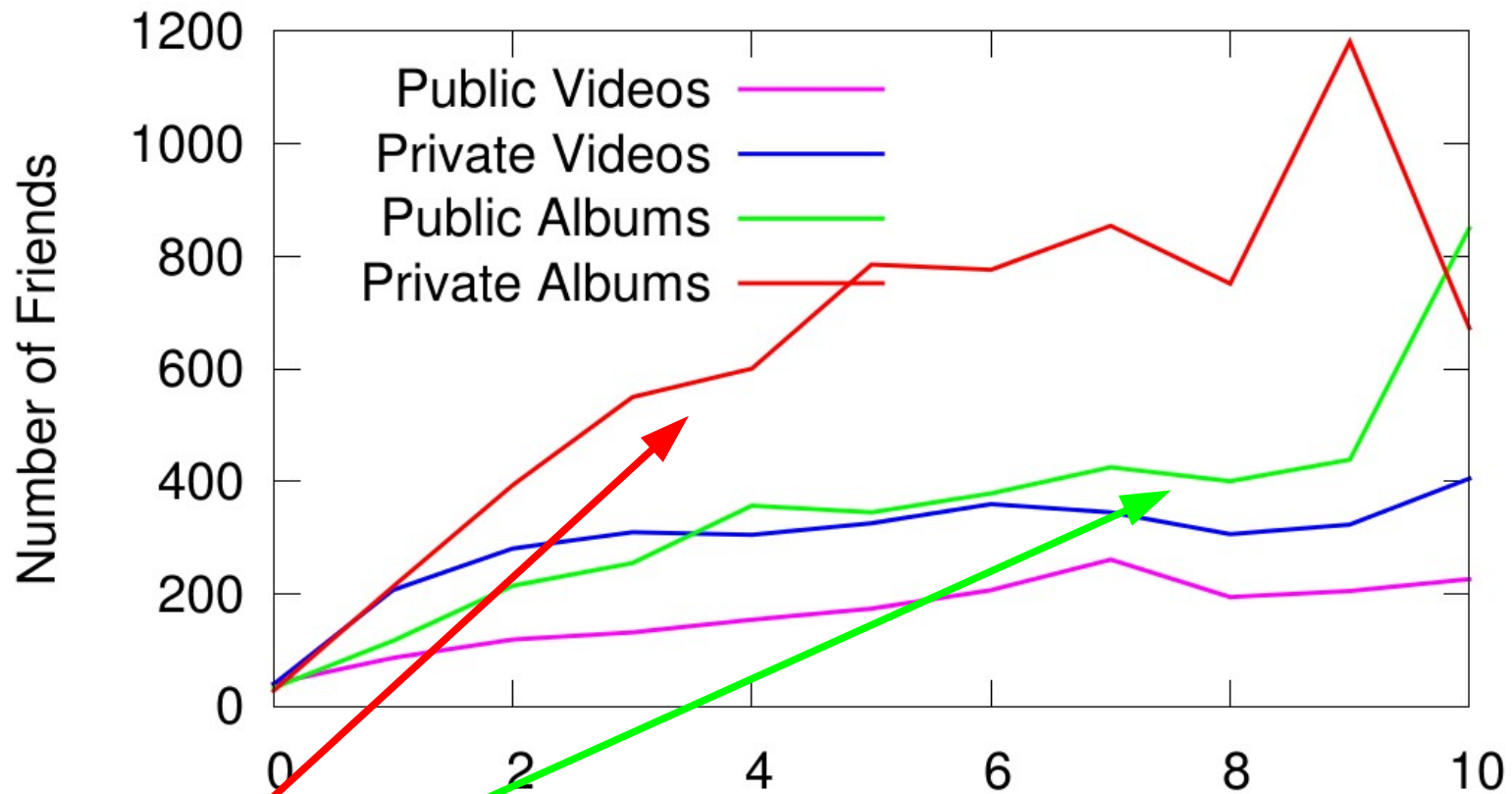


Private content has the biggest impact



bads

Do people *really* share stuff?!



Albums have a particularly large impact



ds

What do people watch?



What do people watch?

- Many users often watch *anything*
 - Users view content across all categories
- ...but not all!
 - 4.42% of users view from 10 or fewer categories
- 5 categories get views from <10% of the population
 - Generic categories collect views from everyone
 - Fetish categories collect views from the few

So! Are people really social on Porn
2.0?

So! Are people really social on Porn 2.0?

- **Yes!**

- People form social communities
- People share and consume content
- People interact on a large-scale

So! Are people really social on Porn 2.0?

- **Yes!**

- People form social communities
- People share and consume content
- People interact on a large-scale

- **But no...**

- People don't form social communities
- People just consume content
- People don't interact on a large-scale

Any questions?



This is a Sea Horse.