



Can Google+ force convergence on the masses, does it even want to?

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The concept seems straightforward: to bring all of your current social networking tools (Skype, Facebook, Twitter, LinkedIn, Foursquare, MSN, etc.) together – but Google aren't planning on providing a one-stop-shop where all your current accounts can live together within one happy personalised homepage; to succeed they need to replace your current social tool roster.

Here's the catch, people have cultivated their social networks for years. Could you really replace all of your current, disparate contacts into one slick interface? All of them?

Take dear Aunt Doris in Australia for example; she uses Skype to keep in touch with her daughter's young family in London, and isn't going to be interested in transferring her VOIP provider to something new-fangled from a company she's heard used in the same sentence as "Privacy Issues" on the 6 O'clock news. In the Skype list of every early adopter is at least one person who they'll only be able to video chat with through Skype.

How about LinkedIn? Personally I like to separate my personal life from my professional life (obviously if you're any sort of sole trader or online consultant then look away now, this bit obviously won't apply to you). I don't need to have photo albums on my business network, and I sure don't want the same profile image to be used on my professional network as I do on my personal network. I won't be the only traditional 'early adopter' who doesn't want any overlap here.

Google+ is currently in the domain of early adopters, with the inevitable result that it's principle function is currently hosting discussions about itself. Seemingly, the success of Google+ can only be guaranteed if it at least integrates with the very things it seeks to replace.

The strategists at Google know all of this though, that's why Google employed them, and they're not only after your social networks.

Google+'s real strength is the rooted in Trojan horse technology, first target, desktop computing using the cloud.

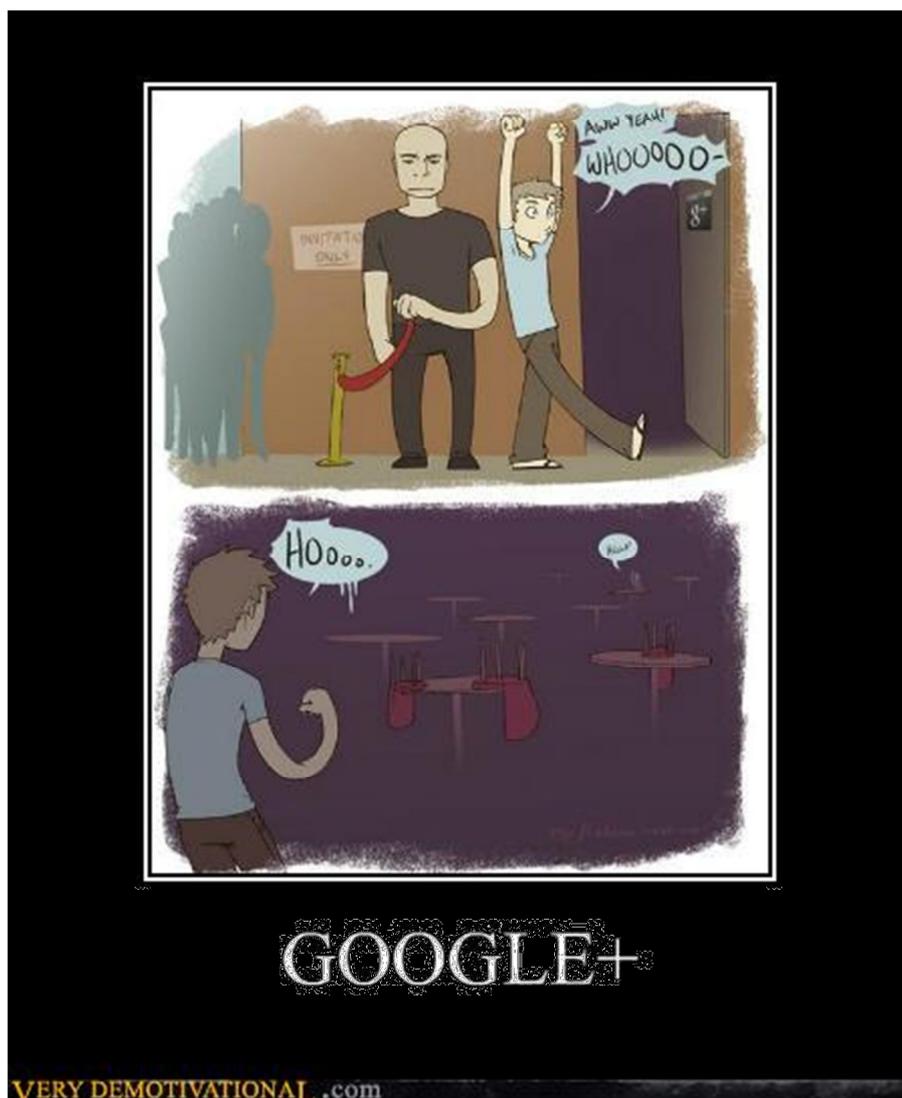
Don't just focus on the social tools about people, places, +1ing posts and photo sharing, look up and left a bit. That black bar with "Documents", "Gmail" and "Reader" in it. This bar already contains everything that Microsoft office sells you; seamless document sharing integration into your Google+ network and those outside your circles, this is where Google are looking, for now.

Their coup d'état has been to make everyone think it's a social media tool, something you've got to have to keep up with your circles; pushing genuine cloud computing by stealth onto the computers of millions of users, inside a wooden horse with almost unlimited

potential. They're not just lining up to take on the social scene, Google+ is the ideal vehicle for them to take on all comers, it's not even that much of a stretch to see it combining with Chrome and giving unparalleled functionality to the internet, if not for the consumer, then for Google themselves.

Facebook generates over 1 terabyte of information every hour, Twitter is used 200,000,000 times per day, these guys probably don't need to worry about Google+. Microsoft and maybe even the Apple App store might just need to start watching their backs though.

Logically, it's not much of a jump from Google+ to a Google OS, quickly picking off those services they can replicate and bundle into the product. Social sharing is a small target, and Google don't have much of a history of going after the small things in life.



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