Facebook knows you better than you know yourself – even if you don’t have Facebook
Notes

• Office Hours
• Homework 3
• Recitations (Today/Thursday)
  • Discussion: Roberts 412
  • Hands on: Roberts 208 – This week: Dual booting/Virtual Machine for Linux

• Next week Recitation:
  • Participation points
  • Next week: Making your very own website (not coding, but getting code to the actual world wide web)
Retro

• Things that seem to be ok:
  • Videos
  • Conversations

• Things that could be improved (other than the rooms):
  • Classroom
  • Recitations
  • Material Organization
  • Homework format(?)

• General Notes
  • I am aware – I am desperate (see first class slides)
  • We are still getting into things
Review

• What is the main difference between GPL and MIT license?
• Say you design an awesome standing desk for DIY website Instructables.com – you want people to be able to redesign it as long as you still get credit for your role in the redesign. As long as they also share their redesign, but you don’t want them to make a profit from your design. Which creative commons license is right for you?
Social Media

• Do you have Facebook?

• Do you have twitter?

• Do you have Google +
Facebook – Shadow Profiles

Facebook keeps information about you:
- Even if you left Facebook
- Even if you don’t have a Facebook account

How does this happen?
- Ever let Facebook use your contacts to find friends?
  - Your contacts where information such as emails, phone numbers, physical addresses, etc?
- Ever tag a friend a friend who didn’t have a Facebook account?
Facebook – Shadow Profiles

Why does Facebook do this?
• Help make joining Facebook easier
• Figure out how to manipulate you

Why might you care?
• 2013 Facebook exposed some of this data through a bug
• It is possible to determine very personal information that you didn’t choose to share, such as your sexual orientation – just from the information your friends share.
Some other things social media has discovered about you

• How much you self censor before posting
  • 71% of us start writing a post and then never post it
• If you’re pregnant
• If you’re at risk for post partum depression
• If you’re lonely
• If you’re depressed
• How you feel about Gay Marriage
Discussion Point

• You agree to let Facebook look through your contacts (even if you didn’t realize it) – do you have the right to share your friends info?

• Does Facebook have the right to this information?

• Do you have some right to keeping personal details like your sexual orientation to yourself? How can you?
Social Media Experiments

*Experiments* actively apply a treatment on subjects

- In other words: they specifically aim to change you
Facebook Experiments

Emotional Contagion

• Facebook filtered your news feed, trying to manipulate how positive or negative your next posts would be
• Found a statistically significant, although very, very small impact

• The issues

  • Facebook didn’t get informed consent – the subjects were unaware that they were being experimented on. Facebook says that user agree to this as part of “Marketing Research” in the user agreement.
  • Facebook was actively trying to influence people’s emotions, without knowing the possible effects.
Facebook Experiments

Voting

• Facebook boosted US voter turnout through social pressure

Overviews

Being unknowing lab rats: Good or Bad?

**Good:**

- Can get statistically significant results on an unprecedented scale.
- Can experiment on subjects that are truly in their natural state.
- Can provide meaningful, strong insights into human behavior
- Others?

**Bad:**

- Humans are not giving informed consent
- Can give singular industry power over you that you are not even aware of
- Others?
The Curly Fry Conundrum

- Jennifer Golbeck – Director of Human-Computer Interaction Lab at University of Maryland
https://www.ted.com/talks/jennifer_golbeck_the_curly_fry_conundrum_why_social_media_likes_say_more_than_you_might_think
Discussion

• Do you have any protection from an HR company getting a report like this? Should you?