

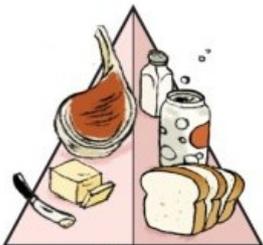
Analisi dell'algoritmo difficoltà e possibilità

<https://facebook.tracking.exposed>
Claudio Agosti, e-privacy

 @_vecna

In the information age
You are what you know
(or what you are **exposed** to?)

It is a bit like saying
Check your diet, because
you are what you eat



DAIRY (1-2 servings a day) OR
VITAMIN D/CALCIUM SUPPLEMENTS



NUTS, SEEDS, BEANS & TOFU



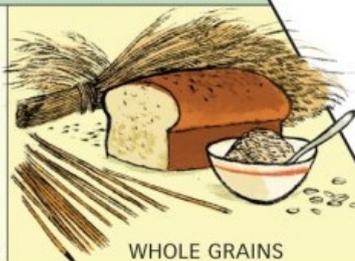
FISH, POULTRY & EGGS



VEGETABLES & FRUITS



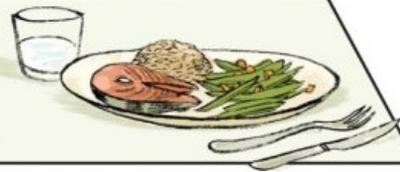
HEALTHY FATS/OILS



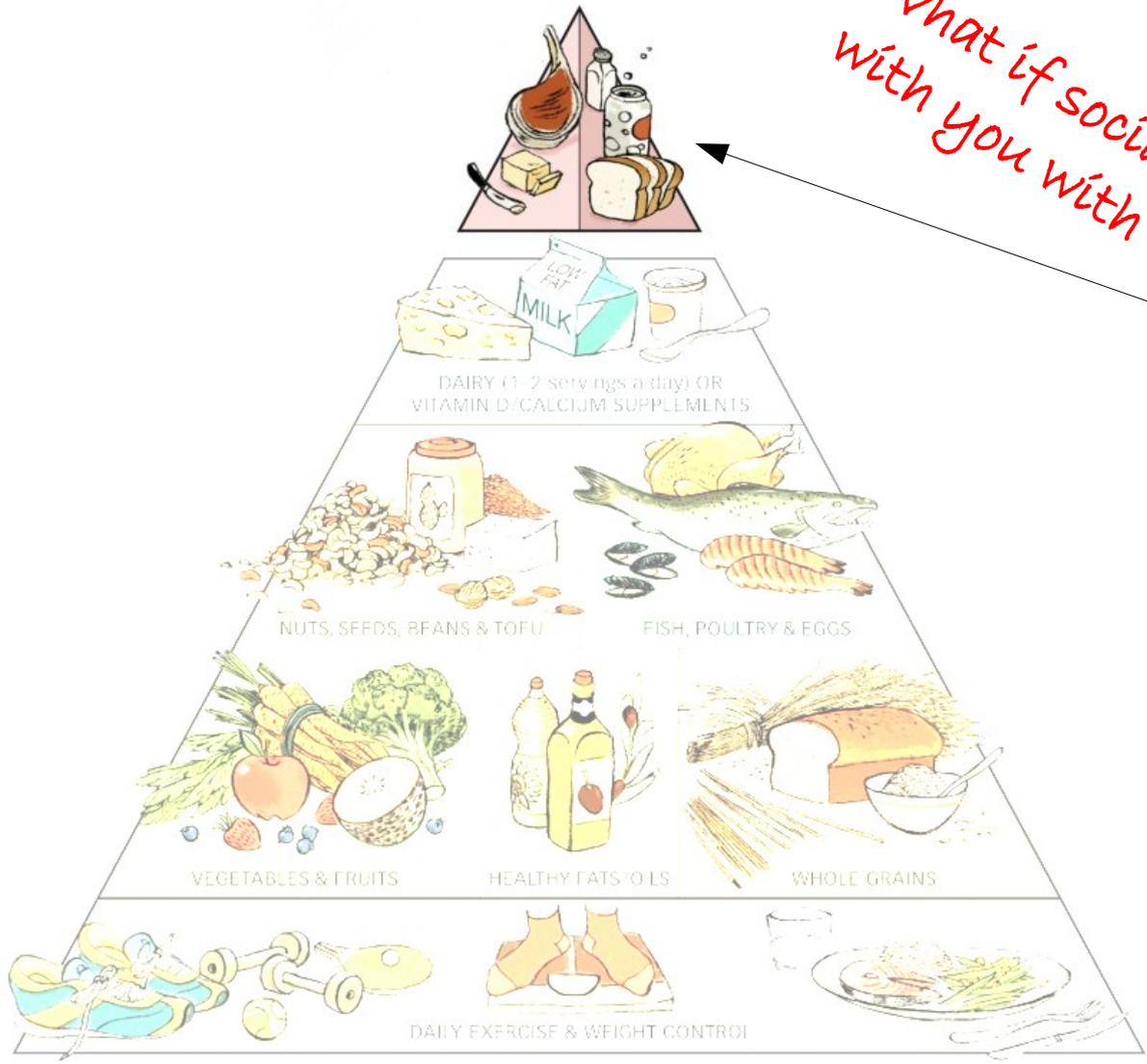
WHOLE GRAINS



DAILY EXERCISE & WEIGHT CONTROL



What if social media feeds
with you with ONLY CANDY?





We address
Facebook because
is the biggest actor
in the field

*But you should apply the same thought to any platform
which uses the algorithm to personalize experiences*

Experimental evidence of massive-scale emotional contagion through social networks



Adam D. I. Kramer, Jamie E. Guillory, and Jeffrey T. Hancock

PNAS June 17, 2014. 111 (24) 8788-8790; published ahead of print June 2, 2014. <https://doi.org/10.1073/pnas.1320040111>

Edited by Susan T. Fiske, Princeton University, Princeton, NJ, and approved March 25, 2014 (received for review October 23, 2013)

This article has corrections. Please see:

[Editorial Expression of Concern: Experimental evidence of massive-scale emotional contagion through social networks](#)



What Happens to #Ferguson Affects Ferguson:

Net Neutrality, Algorithmic Filtering and Ferguson

FB algorithm is a conflict space



Caryn Vainio
@Hellchick

Follow

For those of you who work in social media, I need to share the story of my friend who died, and I didn't know because algorithms.

1:05 PM - 18 Dec 2017

12,522 Retweets 16,532 Likes



431 13K 17K



Caryn Vainio @Hellchick · 18 Dec 2017

A friend I've known mostly online for 15+ years died this weekend. Our friendship started on an old gaming forum, but continued on Facebook.

9 173 1.6K

Claudio Almir

Feed de Notícias

Messenger

Marketplace

Atalhos

Artificial Intelligenc... 20+

Tecnologia da Infor... 20+

Explorar

Páginas

Grupos

Eventos

Listas de amigos

Lembranças

Feed de Páginas 20+

Encontrar amigos

Jogos

Fotos

🔴 LIVE Vídeo ao vivo

Ver mais...

Criar

Anúncio · Página · Grupo

Evento · Campanha de arrecadação de fundos

✍️ Criar publicação | 📁 Álbum de fotos/vídeos | 📺 Vídeo ao vivo



No que você está pensando, Claudio?

Foto/vídeo

😊 Sentimento/atividade

⋮

🔒 This post will be kept private

🌐 Your data



Stories



Adicionar ao seu story

Compartilhe uma foto, vídeo ou escreva algo

Grupos sugeridos

ver tudo



Deep Learning & A.I

2.325 membros

+ Participar



Yay!! Welcome to facebook.tracking.exposed!

To let FbTREX work, you should opt-in in the forms of data-reuse you want us to enable. A more extensive explanation can be found at the page [privacy statement](#)

Give us the right to process a copy of your Facebook timeline (public data only).

The data you provide, could be reused, anonymized and not linked to any of your activity, to collectively understand the society connected to Facebook and how the algorithm has influence. All the tests are [documented and transparent](#)

Join the collective analysis of social network phenomena, please note: people are protected, you, and anyone else

[Close and Continue](#) →

(You should opt-in at least at the first button to get rid of this box)

public figures,
media, high
visibility pages

others (individual)

Public posts

Collected
& shared

Collected

Friends-only posts

Not collected

Not collected

Custom audience

Not collected

Not collected

The timelines are the product of four variables

- The user's profiles
- *The NewsFeed algorithm*
- What the users follow, (a.k.a. friends)
- How many posts they get (duration, frequency)

Our is black-box test, we should reduce these variables

How to start?



We defined a scope, and pick 30 pages/political figures

Methodology

Antonietta

Britta

Michele

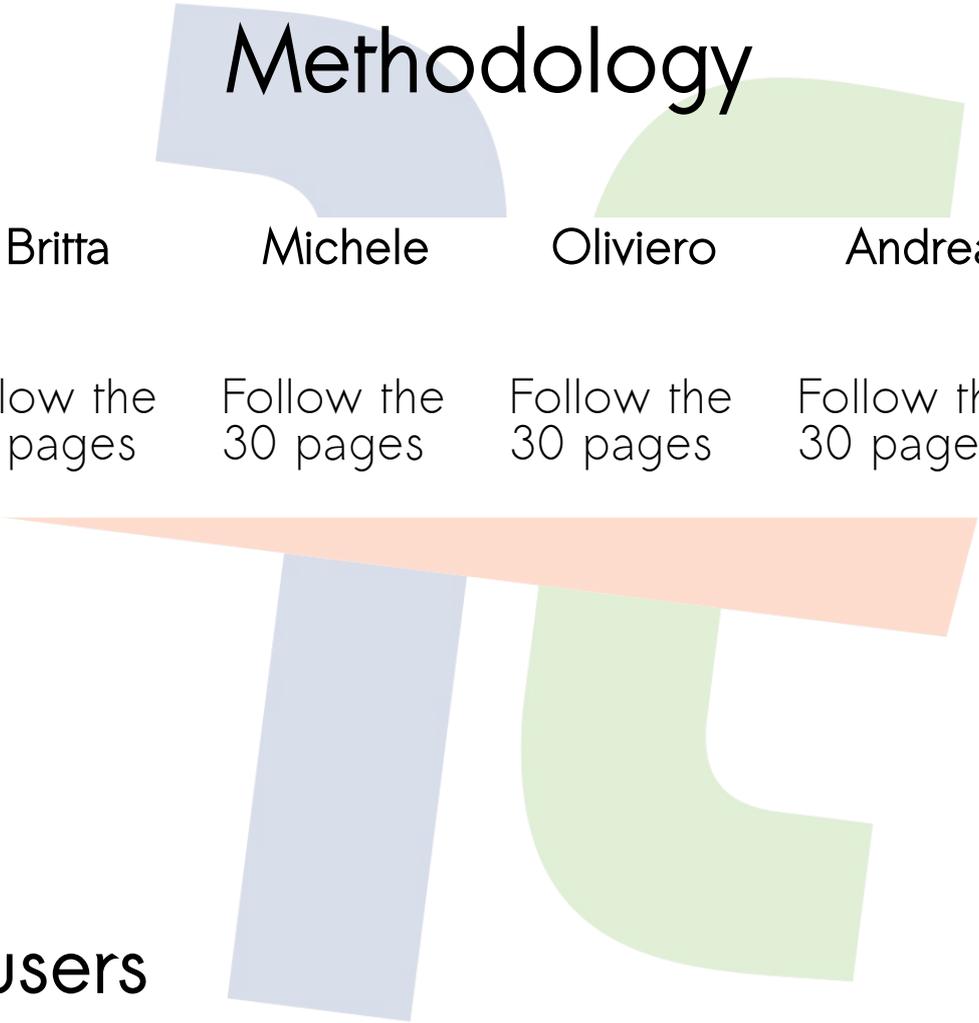
Oliviero

Andrea

Santiago

Follow the
30 pages

We made six users



Methodology

Antonietta

Britta

Michele

Oliviero

Andrea

Santiago

Follow the
30 pages

left

*Movement
5 Stars*

far-right

Right

Center-Left

made the profiles diverge,
they *liked* different content and affiliated pages.

Methodology

Month	Day	Hour	Profile Name / Profile Align					
			Andrea right	Antonietta left	Britta MSS	Michele far-right	Oliviero undecided	Santiago center-left
January	25	7	■ 39	■ 41	■ 42	■ 43	■ 42	■ 39
		8	■ 44	■ 42	■ 40	■ 39	■ 46	■ 47
		9	■ 44	■ 39	■ 40	■ 46	■ 46	■ 56
		10	■ 52	■ 48	■ 46	■ 40	■ 47	■ 47
		11	■ 52	■ 27	■ 52	■ 51	■ 41	■ 44
		12	■ 52	■ 43	■ 49	■ 46	■ 41	■ 56
		13	■ 42	■ 43	■ 50	■ 49	■ 44	■ 44
		14	■ 44	■ 46	■ 50	■ 49	■ 43	■ 49
		15	■ 47	■ 50	■ 53	■ 46	■ 41	■ 48
		16	■ 42	■ 45	■ 51	■ 45	■ 47	■ 45
		17	■ 47	■ 39	■ 46	■ 46	■ 43	■ 47
		18	■ 50	■ 43	■ 47	■ 52	■ 46	■ 51
		19	■ 44	■ 44	■ 46	■ 50	■ 38	■ 45

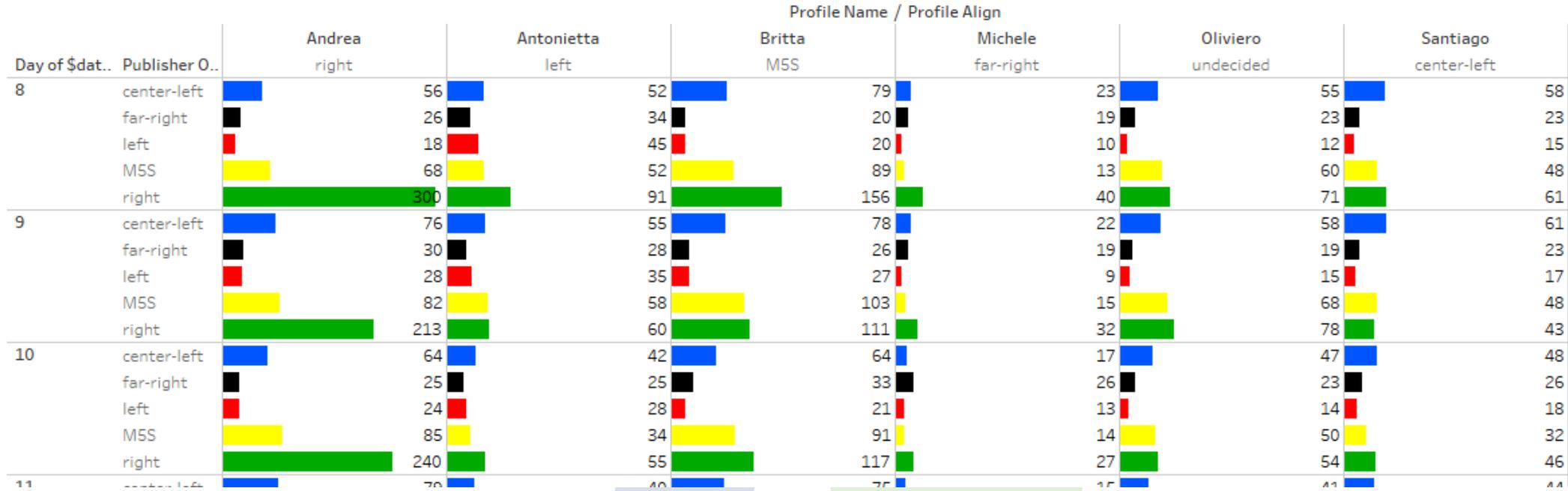
They were accessing at the same time, *auto-scrolling*

Now we can run comparisons!

Month of \$..	Day of \$dat..	Utype	Profile Name / Profile Align					
			Andrea right	Antonietta left	Britta MSS	Michele far-right	Oliviero undecided	Santiago center-left
February	8	photo	21.62%	33.45%	25.85%	53.80%	30.18%	39.10%
		post	74.49%	64.92%	69.88%	38.19%	59.17%	57.90%
		video	3.89%	1.63%	4.28%	8.01%	10.65%	3.00%
9		photo	23.22%	38.29%	27.76%	62.03%	21.76%	36.70%
		post	69.15%	60.98%	67.41%	32.70%	60.88%	58.61%
		video	7.63%	0.73%	4.83%	5.27%	17.37%	4.70%
10		photo	18.34%	36.25%	28.79%	63.02%	29.06%	38.81%
		post	75.24%	61.07%	66.72%	29.42%	58.11%	57.52%
		video	6.43%	2.68%	4.48%	7.55%	12.83%	3.67%
11		photo	18.99%	34.87%	27.12%	58.47%	29.16%	33.93%
		post	73.60%	62.74%	69.26%	33.33%	56.45%	62.84%
		video	7.40%	2.39%	3.63%	8.19%	14.39%	3.23%
12		photo	17.22%	38.62%	34.36%	61.91%	29.66%	36.25%
		post	78.04%	59.20%	63.09%	30.86%	58.23%	60.25%
		video	4.74%	2.19%	2.55%	7.23%	12.12%	3.50%
13		photo	22.62%	42.06%	34.00%	63.24%	31.65%	44.76%
		post	71.45%	56.45%	63.80%	33.00%	55.92%	52.22%
		video	5.93%	1.50%	2.19%	3.75%	12.43%	3.02%
14		photo	29.07%	38.49%	36.28%	53.78%	28.65%	44.72%
		post	62.30%	58.61%	60.53%	41.63%	58.00%	51.16%
		video	8.63%	2.90%	3.19%	4.58%	13.36%	4.11%

Size proportional to the amount of evidence collected

filter bubble is not a simple concept



Size proportional the amount of **unique posts**

How many posts have already been seen?

Observed	Profile Name / Profile Align					
	Andrea right	Antonietta left	Britta M5S	Michele far-right	Oliviero undecided	Santiago center-left
1	2,922	1,395	2,171	420	1,177	1,092
2	1,080	1,129	1,192	425	1,101	1,090
3	317	755	414	431	789	997
4	97	321	130	435	404	519
5	43	136	43	442	164	216
6	18	64	9	426	58	78
7	10	21	3	328	24	31
8	5	9		219	13	15
9	3	6		128	8	8
10	2	3		78	7	3
11	1	2		54	6	3
12	1	2		40	2	3
13	1	2		33	1	3
14		2		30	1	1
15		2		20	1	1
16		1		6		
17				2		
18				2		
19				1		
20				1		

Investigate on specific event

Italy

Attacks on immigrants highlight rise of fascist groups in Italy

Antifascists say authorities have no will to stop 'unconstitutional' far-right parties

Lorenzo Tondo in Palermo

@lorenzo_tondo

Tue 6 Feb 2018 14.06 GMT

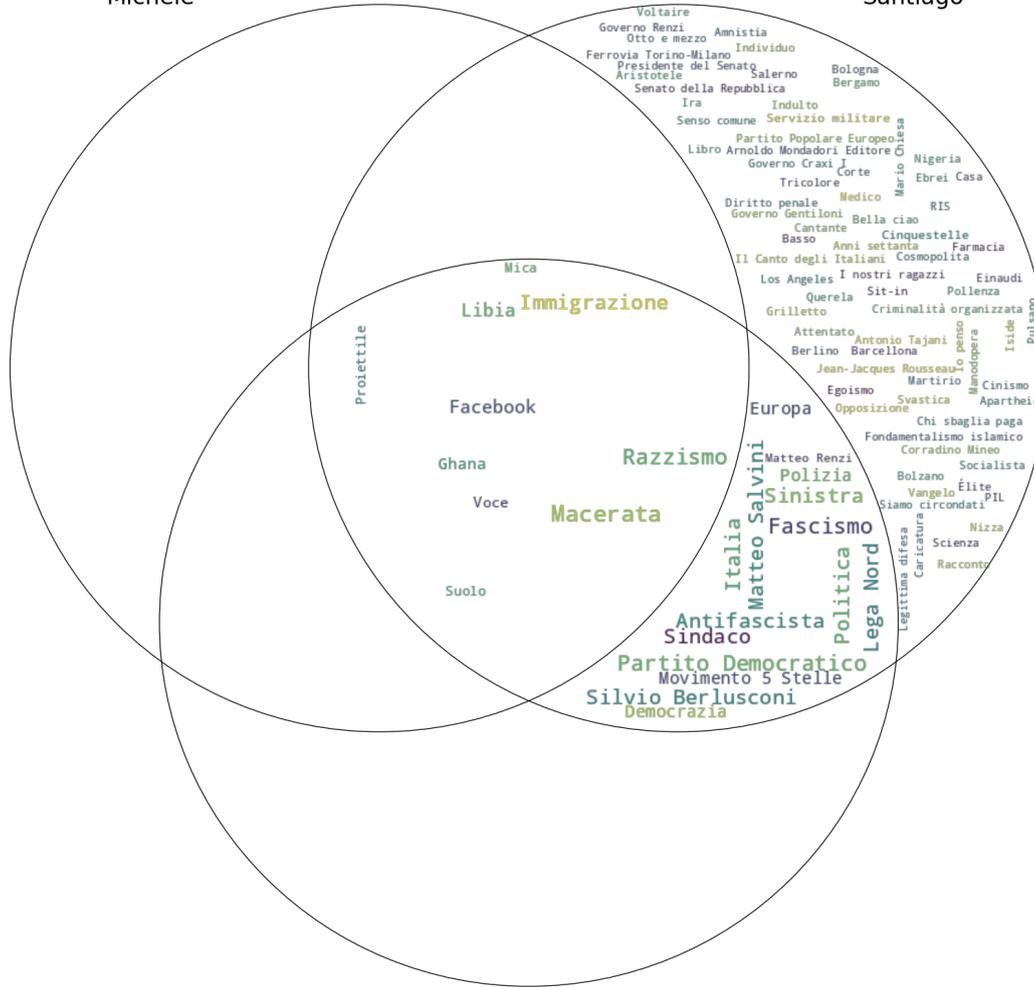


<
21,253



Michele

Santiago



Antonietta



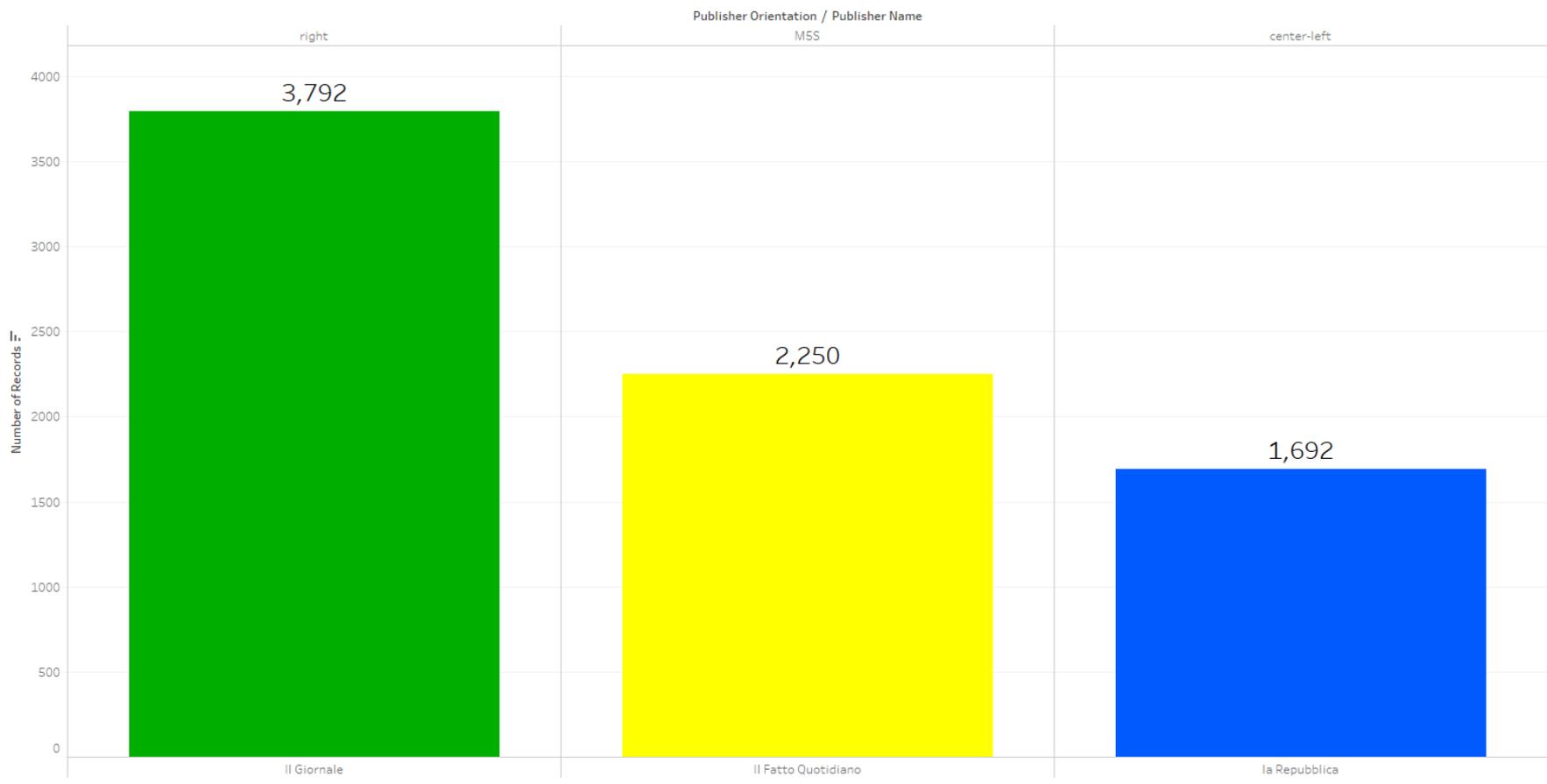
THE INVISIBLE CURATION OF CONTENT:

Facebook's News Feed and our
Information Diets

April 2018

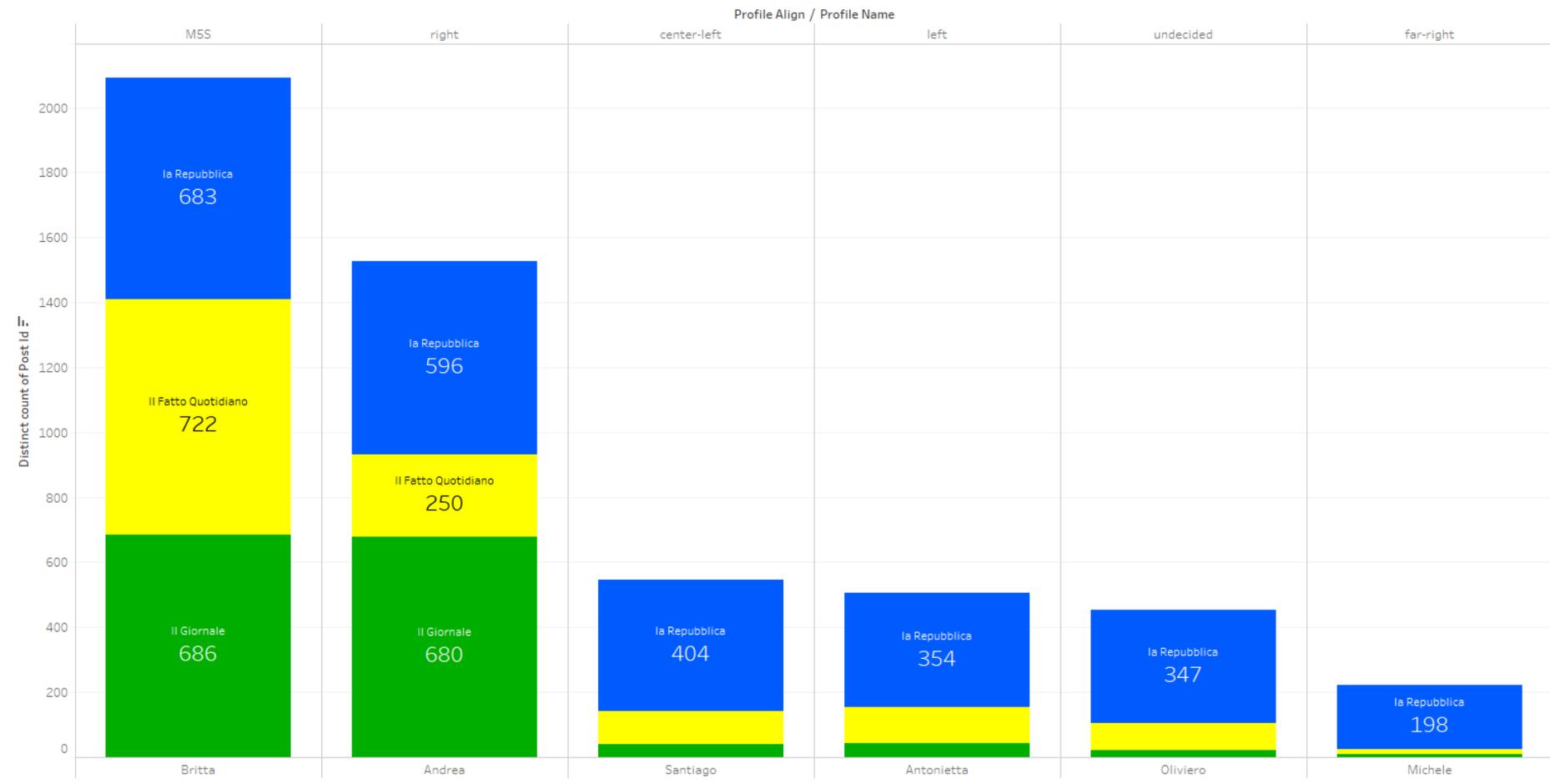
Using the API, we compared media productivity

Published posts by three selected media



How they have been treated on surfaced posts?

Surfaced posts by three selected media



Time to wrap up =)

<https://tracking.exposed> goal is to
foster *algorithm diversity*

If algorithms decide your priorities,
you **deserve to run** your own
algorithm.

- Address misinformation [1,2]
 - Use different metrics than SM
 - Outrage on algorithms discrimination
 - Implement priorities of people/cultures *distant* from Palo Alto
- done. If the imaginary change, we won.**



importanti & incombenti

- Data Protection Impact Assessment
- Elezioni Europee

Aiuto necessario

Check the repositories

<https://github.com/tracking-exposed>

Fell something in common with this
manifesto <https://tracking.exposed>