



Facebook

LOVE IT OR LEAVE IT

Brief History of Facebook

- ▶ Created by Mark Zuckerberg, and friends – including the Winkelvoss twins in Harvard dorm room in 2004. “thefacebook.com”.
- ▶ Quickly spreads to other colleges. Hits 1M+ users by end of 2004
- ▶ Not till 2006 could anyone join Facebook – has over 12M users and is international
- ▶ By end of 2007 – has over 58M users.
- ▶ 2008: Goes Mobile with the iPhone app. Settlement with the Winkelvoss’
- ▶ 2009: The “like” button is introduced
- ▶ 2010: Over 500M users

History of Facebook

- ▶ 2012: Goes public. Valuation at \$102.4B. Over 1B members
- ▶ Many acquisitions over the years
 - ▶ Messenger
 - ▶ Whatsapp
 - ▶ Instagram
 - ▶ Oculus
- ▶ 2018: 2.32B Active Members

Facebook – The Good, The Bad and The Ugly

- ▶ The Good
 - ▶ For many (if not most of us), Facebook serves a wonderful social media place where we can connect with families and friends
 - ▶ We can keep up with what's going in
 - ▶ We can exchange photos of family, friends, pets, ...
 - ▶ It is constantly evolving
- ▶ But, there has been much controversy with Facebook over the years
 - ▶ Fake News
 - ▶ Data Breaches
 - ▶ Privacy

Fake News

- ▶ A huge source of heated debate, Facebook has famously been accused of propagating and spreading so-called "fake news" - notably during the 2016 presidential election.
 - ▶ [According to Fortune](#), Facebook allegedly allowed fake Russian Facebook accounts to [purchase over \\$100,000 in ads](#). This supposedly (or was intended to) contributed or influenced the outcome of the election, according to U.S. intelligence agencies
 - ▶ But, according to Mark Zuckerberg: "The problems here are complex, both technically and philosophically," Zuckerberg wrote after the 2016 election. "We believe in giving people a voice, which means erring on the side of letting people share what they want whenever possible. We need to be careful not to discourage sharing of opinions or to mistakenly restrict accurate content."

Data Harvesting

- ▶ According to Christopher Wylie, the whistle-blower of the case, the firm allegedly harvested the data of potentially 50 million Facebook users in an attempt to influence the 2016 presidential election in some way. And, Wylie had no qualms about calling Facebook out for their role in the data harvesting scandal.
 - ▶ "Facebook data ... was the foundational data set of the company," Wylie told [members](#) of the British Parliament. "That is how the algorithms were developed."
- ▶ Facebook has apologized: "It's clear now that we didn't do enough to prevent these tools from being used for harm as well," [Zuckerberg told Congress](#). "And that goes for 'fake news,' for foreign interference in elections and hate speech, as well as [for] developers and data privacy. It was my mistake, and I'm sorry."

Hacking Scandal

- ▶ In September of 2018, Facebook reported a hack that affected at least some 50 million users, [according to CNN](#). The hack was apparently the largest Facebook has ever experienced. And, it allegedly gave hackers access to data and accounts of these users and any apps they had logged into through Facebook.
- ▶ Again – Facebook has apologized

Regulation

- ▶ Will it happen? Maybe...
- ▶ Congress questioned Facebook execs over issues like hate speech, foreign interference, user privacy and abuse. [Sandberg concurred with Zuckerberg's earlier comments](#) by admitting Facebook had been "too slow to act" in preventing misuse of the site, admitting that "that is on us."
- ▶ Facebook is allegedly making changes to improve security by hiring more security experts.
- ▶ Congress largely suggested regulation to solve some of the problems of bad actors using the sites. Sandberg agreed, with a caveat.
 - ▶ "We don't think it's a question of *whether* regulation," Sandberg said. "We think it's a question of the right regulation."
- ▶ \$5B Fine likely for Privacy Violations likely




Should you care about all

- ▶ I wouldn't obsess!
- ▶ Unless you have something really important to hide
 - ▶ Especially from law enforcement
 - ▶ Ex Spouses
 - ▶ The Mob 😊
- ▶ But there are reasonable precautions you can and should take

Setting Up Your Account

- ▶ Easy – Peasy
- ▶ Go to <https://www.facebook.com>

Connect with friends and the world around you on Facebook.

-  **See photos and updates** from friends in News Feed.
-  **Share what's new** in your life on your Timeline.
-  **Find more** of what you're looking for with Facebook Search.

Sign Up

It's free and always will be.

First name Last name

Mobile number or email

New password

Birthday

Apr 24 1994 Why do I need to provide my birthday?

Female Male

By clicking Sign Up, you agree to our [Terms](#), [Data Policy](#) and [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

Sign Up

Setting Up Your Account

- ▶ For your ID, suggest you don't use your phone number, but use your email address
 - ▶ Can be any email address you own – not necessarily your primary address
- ▶ You must enter your name
 - ▶ Can also give nicknames, maiden names that friends may know you by
- ▶ Make your password strong
- ▶ Setup Two Factor Identification (2FA)
- ▶ Ask to be notified if “new” devices try to log in

- ▶ Facebook does not log you out due to inactivity!

Facebook Privacy Setting

- ▶ If you are concerned about your privacy settings in Facebook (and you should be, you can control them.
- ▶ Things you should really consider:
 - ▶ Only let Friends see your posts or see your personal information
 - ▶ Don't give Facebook your telephone number
 - ▶ Use two-factor identification
 - ▶ Watch out for those "games"
- ▶ Let's see what you can do

<https://www.facebook.com>

Facebook Concepts

- ▶ Posting to Timeline vs Story
- ▶ Timeline (the Wall) has been around since Day 1
 - ▶ Normal post – viewable to Friends and maybe more
 - ▶ Will persist “forever”
- ▶ Story
 - ▶ More recent concept – meant to compete with Snapchat & Instagram
 - ▶ You tell your story throughout the day
 - ▶ Words, pictures and Videos
 - ▶ You know who has viewed your story – likes are only visible by you
 - ▶ And your story goes away – disappears – after 24 hours

Facebook Concepts

- ▶ Facebook has a complex, ever changing, proprietary algorithm for what and how is displayed on your Timeline
- ▶ If you haven't been liking someone very much, they will not be a priority on your timeline
- ▶ Once you have viewed a post, it will move down your timeline
- ▶ Timelines are not strictly date ordered

Facebook Concepts

- ▶ You can edit (or delete) a post after submitting
 - ▶ However, this will only effect those who haven't already seen your post
- ▶ Not all friends are created equal
 - ▶ Friends
 - ▶ Acquaintances
 - ▶ Family
 - ▶ Close Friends
- ▶ Not all posts will go to all friends
 - ▶ Algorithms help determine this
 - ▶ If your friend hasn't been very "liking", they will see less over time

<https://www.facebook.com>

Facebook Concepts

- ▶ Facebook will help you find friends
 - ▶ Whether you want it to or not
 - ▶ Algorithms again – but to a large extent
 - ▶ Friends of your friends are candidates
 - ▶ If you let Facebook see your address book ...
- ▶ If you unfriend someone – they are not notified.
- ▶ You can also
 - ▶ Unfollow someone – you are still Friends, but you won't be getting their posts
 - ▶ Prioritize their Posts – make sure you see everything before anything else

<https://www.facebook.com>

Those Cat & Dog Videos 😊

- ▶ You will receive and probably post videos to your Facebook page.
- ▶ Where would Facebook be without those Cat and Dog Videos??
- ▶ BUT, as you scroll through your timeline, do you want sound and video to automatically start as you scroll through a video?
- ▶ Maybe yes
- ▶ Maybe no

<https://www.facebook.com>

I've Been Hacked!!!

- ▶ Probably not
 - ▶ Use a strong password
 - ▶ Use two factor authentication
 - ▶ Don't use your phone number
- ▶ BUT
 - ▶ Your name is not unique
 - ▶ For all sorts of reason there are multiple John Smith's on Facebook
 - ▶ I can go in and create a new Facebook page with your name
 - ▶ I can then download some of your photos (if your permissions allow) and post them on my new page
 - ▶ I can then go to your friends (if your permissions allow me to see them) and friend them. "Hi Jim, had problems with my account and had to refriend you. Please accept"

I've Been Hacked!!!

- ▶ If you are on the receiving end of this, be very suspicious of any friend request from someone you are already Friends with
 - ▶ Take a look at their page – does it look right
 - ▶ Message (outside of FB) your friend and ask if this is them
 - ▶ Report this to Facebook

In Summary

- ▶ Facebook is a powerful tool for connecting with Family and Friends
- ▶ Whether you are an active user or just a casual lurker, it can be fun and entertaining
- ▶ But be careful!!
- ▶ Take sensible precautions

And if you do want to delete your account – Google “Delete my Facebook Account” and follow all the directions.