

Why they work, why they don't

Making Sense of Social Networks – Class 3


Course schedule

Date	Topics
10/26	Introduction How we got here: A brief history of social networks
11/2	A closer look at today's social networks
11/9	Why they work, why they don't
11/16	Truth and trust – Promises made, broken, repaired, rinse, repeat
11/30	What's ahead?

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These Are the Ads Russia Bought on Facebook in 2016


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In the news

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At the White House, digital fakery is eroding the truth



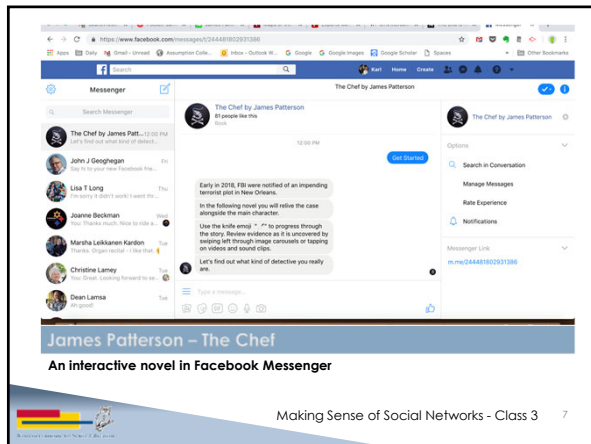
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Facebook Election Night War Room


NYT: Facebook Thwarted Chaos on Election Day. It's Hardly Clear That Will Last.

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It's Not Just The US or UK

The Verge - [Why social media is friend to far-right politicians around the world](#)

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Tweet Text	User Screen Name	# Total Shares for UK-Related Content	Related to Islam
Fahma Mohamed, 19, has made history by becoming one of the youngest people in the UK to receive a doctorate. https://t.co/Dh0zVZdJuc	CrystalJohnson	17575	Other
Reminder: Mayor of London Sadiq Khan was a lawyer for a 9/11 terrorist Zacarias Moussaoui and has ties with Islamist movement worldwide. https://t.co/Yf96dGCrH	TEN_GOP	13532	Islam
Mayor of London: "Terror attacks are part and parcel of living in a big city." Tokyo: biggest city in the world. NO ISLAMIC TERRORISM. https://t.co/kD01wS0K0d	TEN_GOP	6400	Islam
Hi @CHN, you were caught literally creating fake news scripting a Muslim protest in London. Delete your account. Signed, the American People	TEN_GOP	6308	Islam
Just a gentle reminder that the Mayor of London Sadiq Khan called moderate Muslims "Uncle Toms". #LondonBridge https://t.co/wtmMUHly	TEN_GOP	5021	Islam

More Russian Trolling About Islam than Brexit

[Russian Influence Operations on Twitter](#) by UK Think Tank [Demos](#)

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... if information exchange is hard, people will send more emotional and negative messages without much content – simply for emotional reasons and without trying to communicate any information.

Echo chambers are a result, not the cause of, our divisions

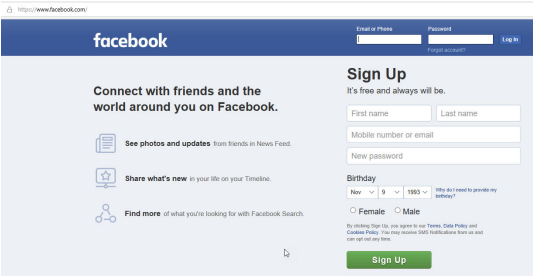
[Why Echo Chambers are Useful](#) – Ole Jann Nuffield College, University of Oxford, Christoph Schottmüller – University of Cologne and TILEC

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Questions?

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Getting started with Facebook

Facebook Help: <http://www.facebook.com/help/?page=173>

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The basics

- Create an account
- Complete the minimal profile information
- Add a few friends or contacts
- Add some more information
 - Status updates
 - Profile information
- Repeat steps 3-4

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Who sees what in Facebook

What	Who	Notes
Profile	Anyone with a Facebook account	You can specify how much is visible to non-friends in your privacy settings
Status updates, Photos, Likes, and other activities	Friends	Depends on your privacy settings, friends of friends may also be able to see this information
Messages	Just the recipient(s).	Message is stored, like an email message.
Chat	Just the recipient(s)	You can only chat with people who are online. Chat history is saved, like Messages



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How to create a Twitter account on the web

1. Go to <http://twitter.com> and find the sign up box, or go directly to <https://twitter.com/signup>.
2. You will be guided through our sign up experience and prompted to enter information such as your name and email address.
3. If you choose to sign up with an email address, we will require you to verify your email address by sending you an email with instructions.
4. If you choose to sign up with a phone number, we will require you to verify by sending you an SMS text message with a code. You may also request a voice call to verify your phone number. Enter the verification code in the box provided. Learn more about having a [phone number associated with your account](#).
5. Once you sign up for an account, you can select a **username** (usernames are unique identifiers on Twitter). We'll tell you if the username you want is available.
6. Learn how to [customize settings](#) for your new account.

Getting started with Twitter

Twitter Basics:
<http://support.twitter.com/groups/31-twitter-basics>



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Who sees what in Twitter

What	Who	Notes
Profile	Anyone	You can specify how much is visible in your profile settings
Tweets	Followers	Anyone can search for your content. Assume that your messages are broadcast to the world. Also assume that it's one message among billions.
Direct Messages	Just the recipient	Format: d <username>
Reply	Everyone, w/special notice to recipient	Format: @<username>
Hashtag	Everyone	Aids in search and commentary: Attending #WISE course #MAGA



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