

the guardian

We have a responsibility
to protect your information.
If we can't, we don't deserve it.

You may have heard about a quiz app built by a university researcher that leaked Facebook data of millions of people in 2014. This was a breach of trust, and I'm sorry we didn't do more at the time. We're now taking steps to make sure this doesn't happen again.

We've already stopped apps like this from getting so much information. Now we're limiting the data apps get when you sign in using Facebook.

We're also investigating every single app that had access to large amounts of data before we fixed this. We expect there are others. And when we find them, we will ban them and tell everyone affected.

Finally, we'll remind you which apps you've given access to your information - so you can shut off the ones you don't want anymore.

Thank you for believing in this community. I promise to do better for you.

Reputation First

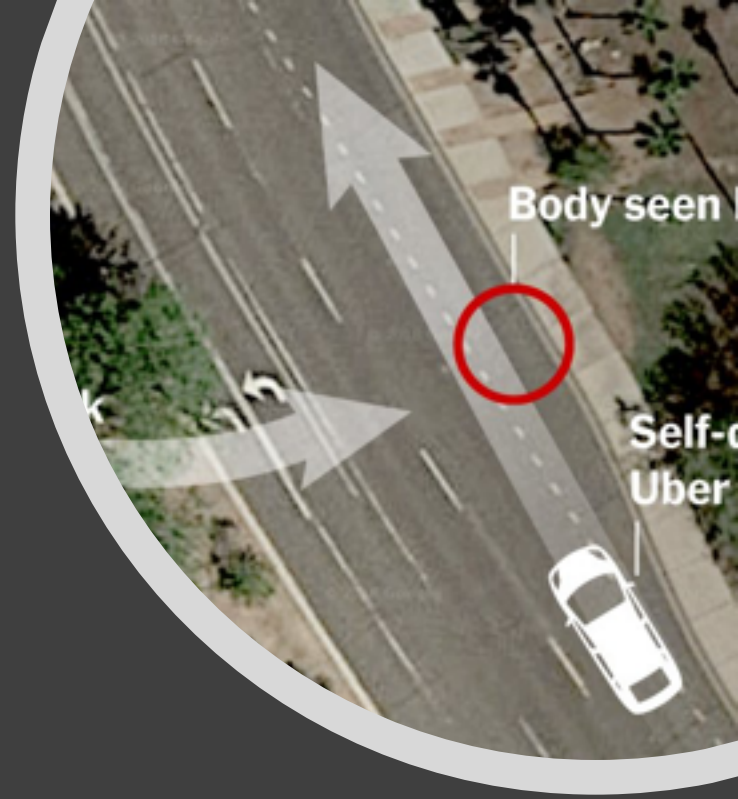
15688 Team Project
Shengjie Luo
Yupeng Zhang
Ke Chang

Market summary > Facebook, Inc. Common Stock
NASDAQ: FB - Mar 19, 2:21 PM EDT

172.32 USD +12.77 (6.90%)

1 day 5 day 1 month 3 month 1 year 5 year max

170.27 Mon, Mar 19 12:00 PM



Facebook and Uber Loses Billions of Money Following Reputation Crisis.
Reputation First for Company.

Distributed Internet Crawler



Data Cleaning by Bigdata Tools



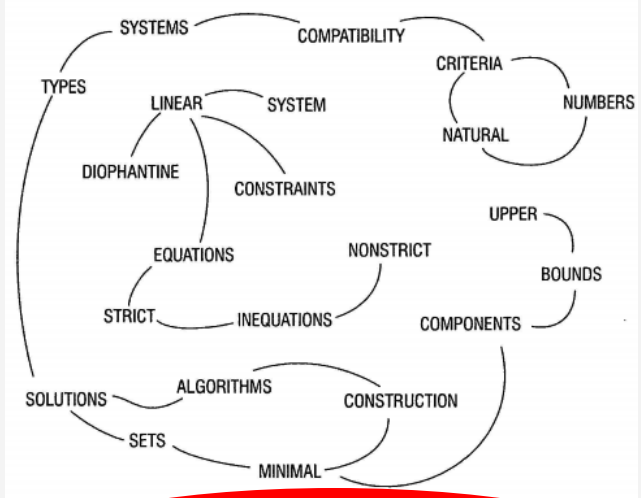
Future: Public Opinion Research



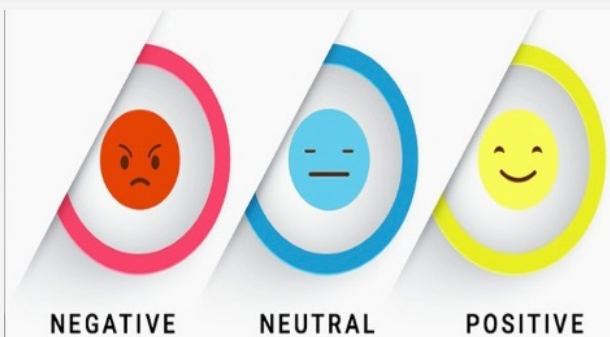
The New York Times.



Raw Public Media Information



Extract Summary by TextRank



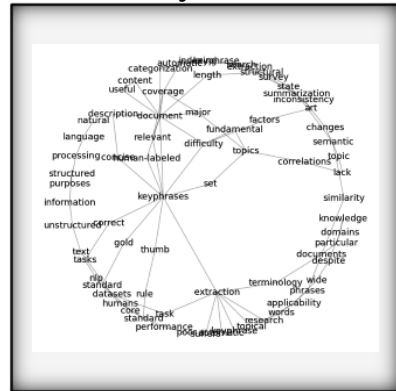
python
Natural Language Analyses
with NLTK

Sentiment Analysis by NLTK

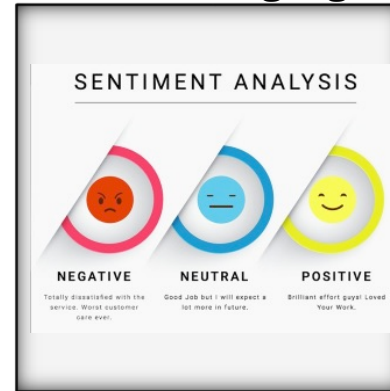
ETL
basic data operation



TextRank
Summary Extraction



Sentiment Analysis
Natural Language



600 Million

Tokens

2 GB

Data

3 Stage

Each Item

Traditional Method

73.9 Hours

Spark Method

8 CPUS 120GB

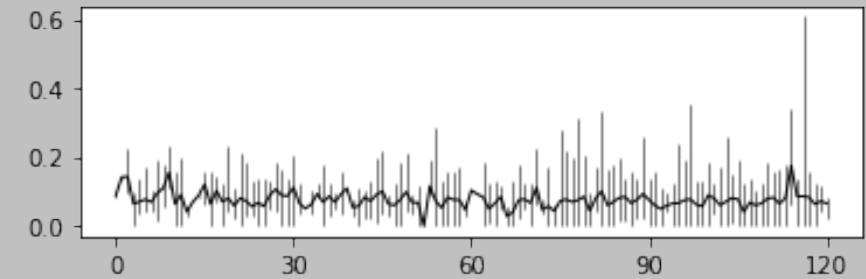
9.8 Hours

Case Analysis

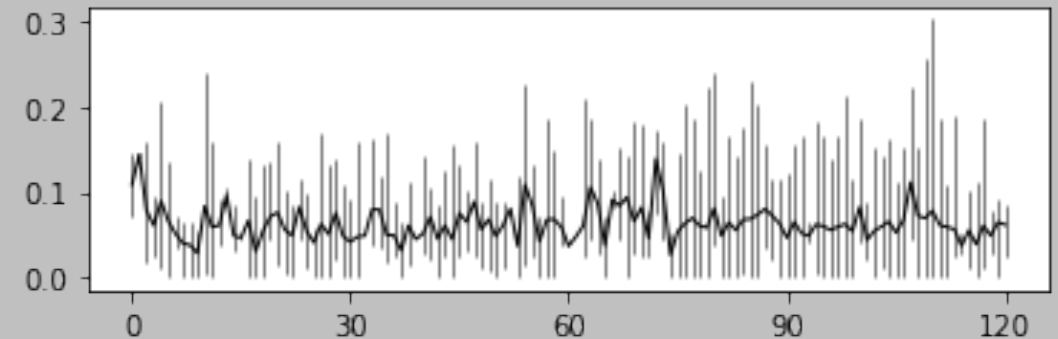
LONDON (Reuters) - Facebook is co-operating with Britain's Information Commissioner's Office (ICO) as it examines how 30 organizations have used personal data, but the ICO said on Thursday it was too early to say whether the social media giant had done enough.



REFILE - CLARIFYING CAPTION Silhouettes of laptop users are seen next to a screen projection of Facebook logo in this picture illustration taken March 28, 2018. REUTERS/Dado Ruvic/Illustration



Negative News Trend in recent 120 days



Positive News Trend in recent 120 days

Reputation First Thanks

the guardian

Revealed
Facebook's
secret rules
on violence,
hate speech
and terror

The Facebook files

Self-harm
From cries for
help to online
suicides: how
Facebook deals
with people
in distress

Threats
Definition of credibility by TARGET



300

1.94

18,700

4,500

39

Analysis
Like servicing a speeding car
without the right tools - the
hard task of policing the posts

Trump urges Muslim nations to help US beat extremism

