

1. What kind of information has the platform collected?

From my downloaded Facebook data, the platform has collected:

- **Basic personal information:** Name, gender, date of birth, email, phone number.
 - **Activity history:** Groups joined, events attended or invited to, games played, videos watched, messages sent, and login locations.
 - **Device and usage data:** Information about your devices, active status, and app installations.
 - **Advertising preferences:** Whether you've opted out of certain ad targeting methods, and tracking of how you interact with ads.
- Inferred interests:** Topics, sports, hobbies, and products you might like based on your activity.

2. What assumptions or categories has it placed you under?

Based on my activity, Facebook's algorithms have placed me in categories such as:

- **Sports and Hobbies:** Badminton (including Badminton Asia Championships, Badminton World Federation, Lee Chong Wei, Malaysia national badminton team), Table Tennis, Pickleball, Running, Physical Fitness, Bodybuilding.
- **Education:** Academy (Higher Education), Master of Business Administration, Multimedia University.
- **Gaming:** Simulation Games, Online Games, Mobile Games, Sports Games.
- **Lifestyle and Interests:** Cameras and Photography, Organic Food, Fishing, Livestream, Entertainment.
- **Geography:** Malaysia.

3. Reflection on "Examine what these algorithms have decided about you"

After examining the data Facebook has collected and the categories it placed me in, I feel the platform's algorithms are partly accurate but not perfect. Many of the interests match my real hobbies—such as badminton, fitness, and gaming—since I actively engage with related content. However, some categories, like "Pickleball" or certain specific sports events, were surprising because I rarely engage with them. This suggests that even a single click, brief watch, or passing interaction can cause Facebook to tag me with an interest I don't actively follow.

I was somewhat surprised by the depth of tracking—especially that Facebook not only records what I explicitly like or follow but also makes inferences from my passive activity. I understand this is used to personalize my feed and advertisements, but it feels invasive to realize how much they know and store about my preferences.

This experience makes me more aware of my **digital identity**—it's not just what I post or share, but also how algorithms interpret my actions, often without my explicit consent. Regarding privacy, it's clear that every small online action adds to a detailed behavioral profile. While some of this is harmless, the potential misuse of such data by advertisers or third parties is concerning. Moving forward, I will be more intentional about my online behavior and regularly check my ad settings to manage what Facebook assumes about me.