



PERSONAL DATA VALUATION TOOL FOR FACEBOOK USERS



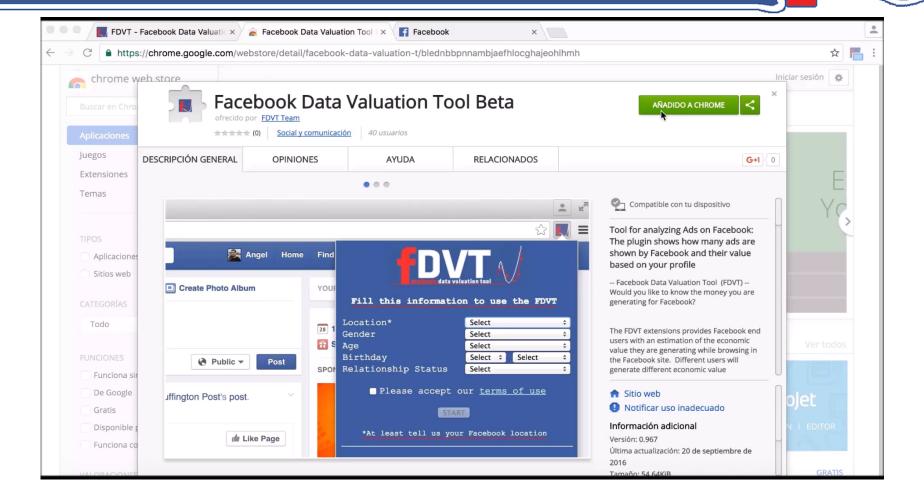
www.fdvt.org

José González (PhD Student - jgcabana@it.uc3m.es)

Rubén Cuevas (Assistant Prof. - rcuevas@it.uc3m.es)

Ángel Cuevas (Assistant Prof. - acrumin@it.uc3m.es)

Demo



Hackaton Challenge

- Create user-friendly and advanced visualizations to let users understand:
 - Who is targeting them
 - What type of ads (category) they are receiving
 - http://www.trafficestimate.com/website
 - Adwords
 - Etc
- Using ads information received in Facebook
- Using ads urls categories/content

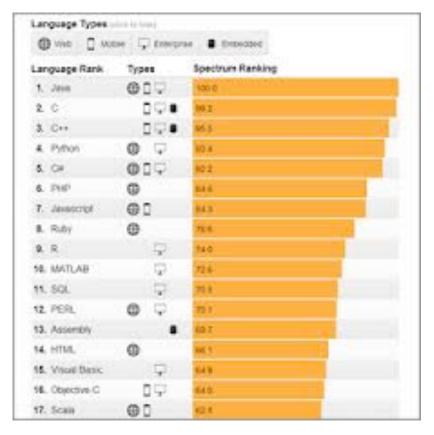
Word Clouds

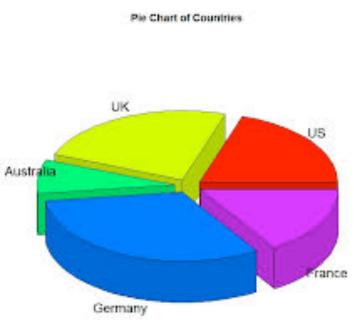




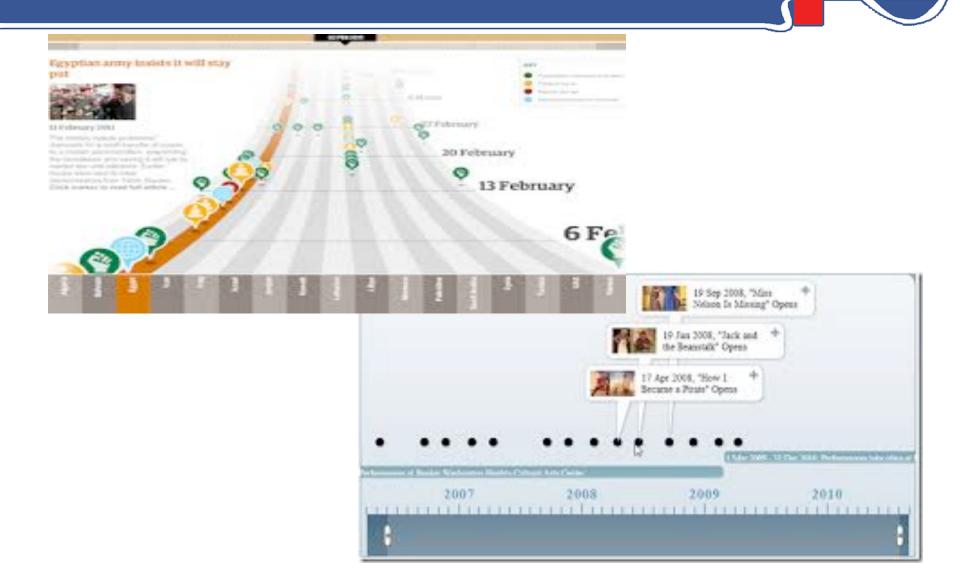
Personalized Web Pages







Interactive timelines



Dataset

- A zip file including 586 JSON
- 1 JSON per user
- Each JSON includes a list of ads:
 - "url_ads": set of urls related to the ad shown
 - "fb_page": landing FB page of the advertiser on ads placed in the newsfeed position
 - "position":
 - Main: ads placed on newsfeed wall
 - Right: ads placed on the right side of the wall
 - "timestamp": date the ad has been displayed

JSON example

},

```
"url ads":
                "https://www.facebook.com/AmazonEspana/",
                "https://www.facebook.com/hashtag/primeday",
                                                                                       Ad #1
"https://www.facebook.com/l.php?u=https://www.amazon.es/gp/goldbox"
"fb page": "https://www.facebook.com/AmazonEspana/",
"position": "main",
"timestamp":"2016-07-11 16:34:15"
},
"url ads":
                "https://www.facebook.com/a.php?u=https://ad.doubleclick.net"
                                                                                       Ad #2
"fb page":"",
"position": "right",
"timestamp":"2016-07-11 16:34:15"
```



http://www.fdvt.org



```
José González (PhD Student - jgcabana@it.uc3m.es)
Rubén Cuevas (Assistant Prof. - rcuevas@it.uc3m.es)
Ángel Cuevas (Assistant Prof. - acrumin@it.uc3m.es)
```

PERSONAL DATA VALUATION TOOL FOR FACEBOOK USERS

