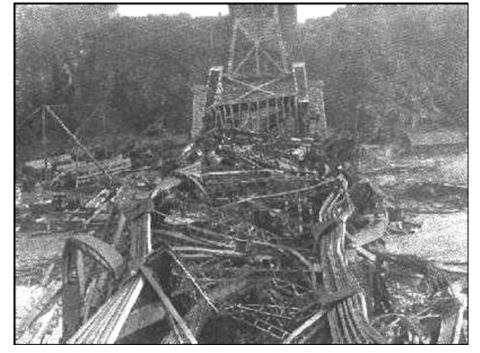
### **SE 101—Lecture 10**

Patrick Lam University of Waterloo

November 15, 2016



## facebook

Email or Phone

Password

Log In

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

Get Started

Create a Page for a celebrity, band or business.

English (US) Français (Canada) Español 中文(简体) 한국어 日本語 Português (Brasii) Deutsch Italiano 녹씨 (한국 +

Messenger Find Friends Sign Up Log In Facebook Lite Mobile Badges People Pages Locations Celebrities Create Ad Create Page Groups Moments About Developers Careers Ad Choices Terms Help

Facebook @ 2016

#### **Questions**

- What is FB's primary goal?
- How does it make money?
- How does it make more money?

## **More Questions: Behaviour**

- How can Facebook affect behaviour?
- How do we know that Facebook affects behaviour?

#### **News Feed**

Propose a change to the newsfeed algorithm.

• What are the economic, social and technological implications?



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# Responsibility

- Describe one direct, concrete harm to a specific person that Facebook has facilitated.
- Suggest a way that Facebook could mitigate the harm.