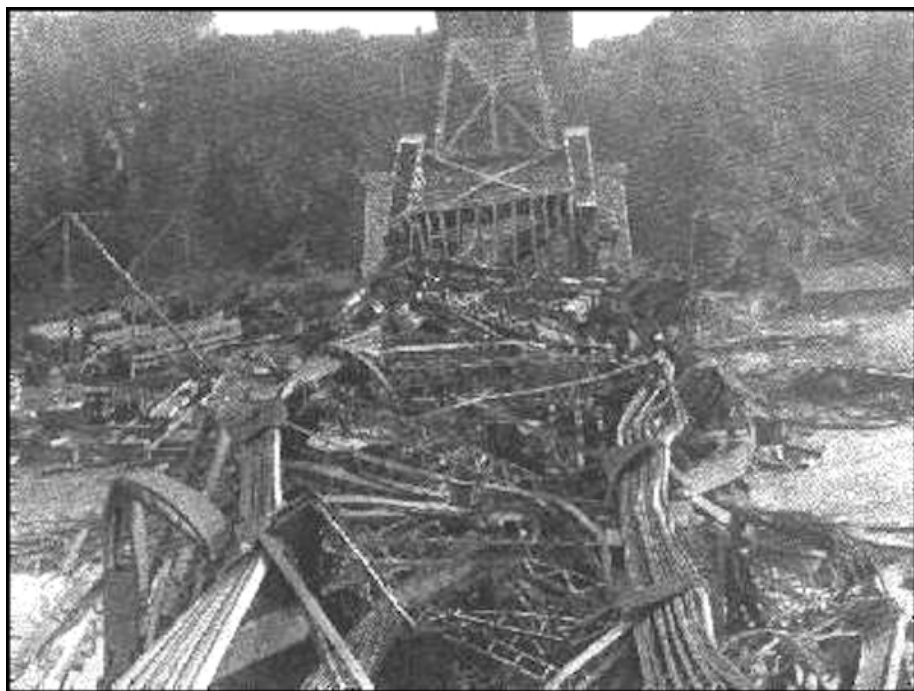


# SE 101—Lecture 10

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## 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.

[Get Started](#)

[Create a Page](#) for a celebrity, band or business.

# Questions

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

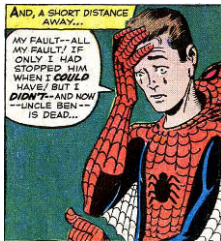
## More Questions: Behaviour

- 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?



# Responsibility

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