



# Online Afterlife

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Everything we do online is saved, stored and used. We are constantly producing data especially on social media sites, such as Facebook. This is a subject which in the latest months have been highlighted in the media, and through politics (GDPR) the data harvesting and the exploration of it, is becoming limited so each individual has ownership over his or her own data. This is good news, but let's not forget those who can't accept new terms of agreement, those whose remains are still online.

This paper examines what happens to your data and how you can escape the online afterlife by using Facebook as a point of reference. Firstly, looking at the process of reporting a person profile deceased it is possible to understand what Facebook wants a person to do. Audrey Samson and her art piece: NE.ME.QUITTES.PAS also addresses the problem of not being able to fully escape the online afterlife. Addressing the notion memory as the text *The Enduring Ephemeral, or the Future Is a Memory* by Wendy Hui Kyong Chun gives a perspective to memory which is important to understand the issue. Further exploring what is being captured, is done by looking at my personal log files downloaded from Facebook to investigate what it consists of, looking at David Berry's texts *Real-time Streams* and *The Idea of Code* helps give this a perspective. Lastly discussing what the future of this issue might look like. Looking at the GDPR law by the European Union, how other countries have been influenced, what they consider to do and understanding how Facebook have restructured their data privacy accordingly, is vital for understanding the future.

## **I'm dead, can I disappear now?**

Today Facebook consists of 1,144 billion daily active users.<sup>1</sup> Facebook's rise to reach this number has been extremely fast

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<sup>1</sup> [https://techcrunch.com/2018/04/25/facebook-q1-2018-earnings/?utm\\_source=tcfbpage&utm\\_medium=feed&utm\\_campaign=](https://techcrunch.com/2018/04/25/facebook-q1-2018-earnings/?utm_source=tcfbpage&utm_medium=feed&utm_campaign=)

considering, that it was founded by Mark Zuckerberg on the 4<sup>th</sup> of February 2004.<sup>2</sup> At first it was created as a way to connect students, but after 10 months it had one million active members.<sup>3</sup> Facebooks rapid development meant that they ran into a lot of issues which they were not equipped to deal with, including death. One of the first major issues were I 2007 where the eternal memorialize function was issued. Before this, a Facebook profile would be deleted after 30 days of the profile being memorialized. This was in continuation of the Virginia Tech shootings, where the bereaved wanted to be able to post messages on their Facebook wall and read posts and messages by the deceased.<sup>4</sup>

**Facebook deleting process:**

**How storage and mermory is addressed:**

**Critical art piece by Audrey Samson:**

**Who inherit my online remains?**

**What are my remains? - Log files from Facebook**

**What constitutes being a profile? - life time streams & idea of code by David Berry**

**Who is the owner (ethical perspective) – Authorship**

**The future of online afterlife**

**Look at the GDPR law and progress of other countries**

**Review The new Facebook terms of agreement**

**Discuss the future**

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<sup>2</sup> <https://www.facebook.com/pg/facebook/about/>

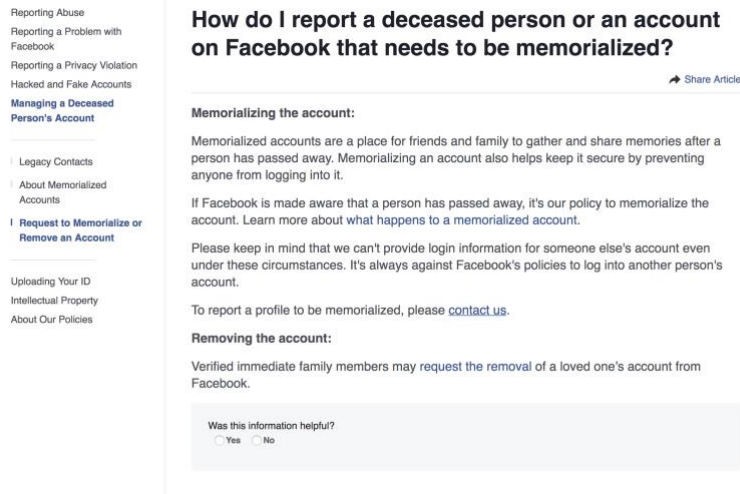
<sup>3</sup> <https://newsroom.fb.com/company-info/>

<sup>4</sup> <https://www.vice.com/da/article/ppxay7/when-you-die-facebook-decides-what-to-do-with-your-profile-720>

## Conclusion

### Compare and assemble conclusions

## Attachments



**Figure 1** Screenshot from Facebook help page 24/3/2018 at 12:57  
<https://www.facebook.com/help/requestmemorialization>

## Notes