

Social Information Retrieval Experiment & Exercise

Fact Pack for Homework Assignment #2

Christoph Fuchs

2015-05-20

Source: <https://vmschlichter24.informatik.tu-muenchen.de/ha2/>

Homework Assignment #2

Due: **03.06. 23.59 CEST**

1. **Take a stand:** Write a document where you
 - Summarize your personal perspective on social search in approx. 300-400 words discussing at least 2 benefits and 2 drawbacks (last week's literature might be helpful)
 - List 3 potential information needs you could satisfy by asking people within your personal social network and 3 information needs which you would prefer not to solve by asking others. Please justify your decision briefly for each information need (~5-10 words)
2. **Generate your individual ego-network** using the SNE extractor tool from the software kit
 - Please take a look at [this week's fact pack for further information on how to use the tool](#)
 - Download the software kit
 - [Mac OS X 10.6+](#)
 - [Linux](#)
 - [Windows](#)
 - FYI: [Python source files \(excl. shared libraries\)](#)
 - Follow the instructions
3. [Upload your document and anonymized ego-network file](#)



Detailed on next slides

1) Download a backup copy of your Facebook profile (1/2)



The screenshot shows the Facebook profile of Christoph Fuchs. The top navigation bar includes the Facebook logo, the name 'Christoph Fuchs', a search icon, and links to 'Home' and 'Find Friends'. Below the navigation bar is a large cover photo of a snowy landscape. A red text box with the text 'Open "Settings" dialog in Facebook' is overlaid on the cover photo, with a red arrow pointing to the 'Settings' option in the dropdown menu that appears when the profile picture is clicked. The dropdown menu includes options like 'Create Page', 'Create Ads', 'Advertising on Facebook', 'Activity Log', 'News Feed Preferences', 'Settings' (highlighted with a red box), 'Log Out', 'Help', and 'Report a Problem'. Below the cover photo is the profile picture of Christoph Fuchs, a man standing in a room. To the right of the profile picture are buttons for 'Update Info' and 'View Activity Log'. Below the profile picture are tabs for 'Timeline', 'About', 'Friends 184', 'Photos', and 'More'. On the left side of the page, there are sections for 'Where have you worked in the past?' and 'Studied at TU München'. On the right side, there is a 'Status' section with a prompt 'What's on your mind?' and a post from Christoph Fuchs sharing a photo from McKinsey & Company.

Open "Settings" dialog in Facebook

Christoph Fuchs

Update Info View Activity Log

Timeline About Friends 184 Photos More

Where have you worked in the past?

externer Doktorand at TU München and Consultant at McKinsey & Company

Studied at TU München
Attended from 2005 to 2011

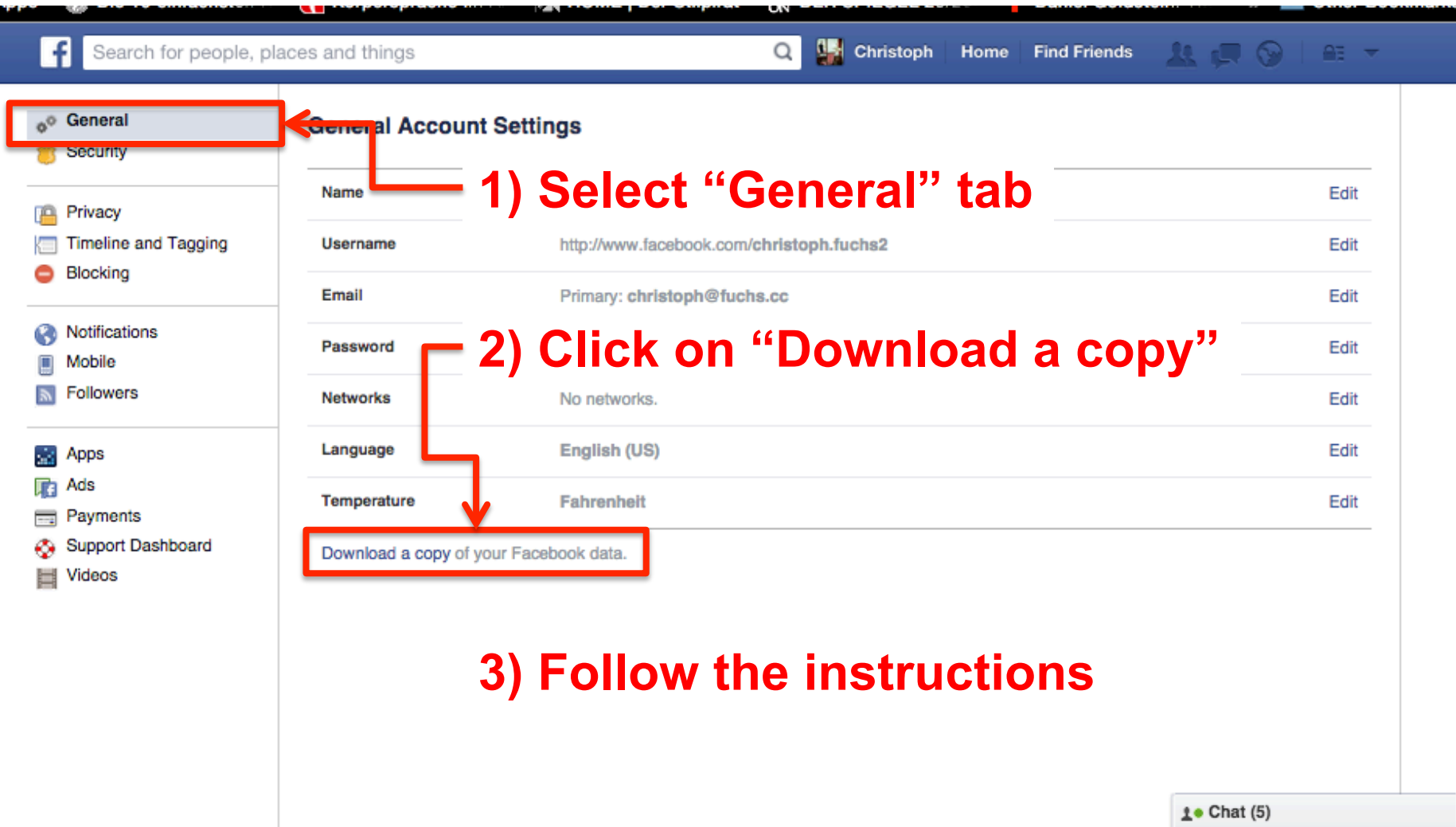
Status Photo / Video Life Event

What's on your mind?

Christoph Fuchs shared McKinsey & Company Karriere's photo.
March 22 at 5:50pm

Chat (3)

1) Download a backup copy of your Facebook profile (2/2)



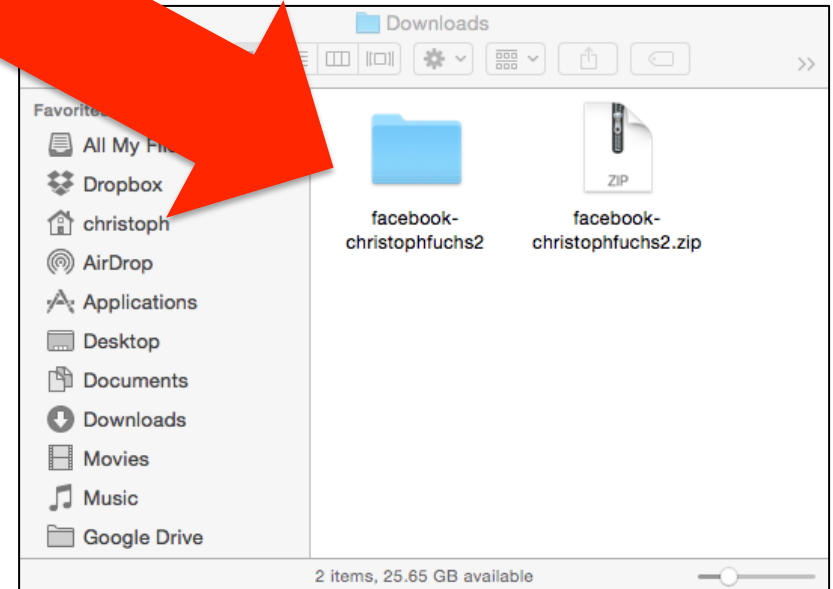
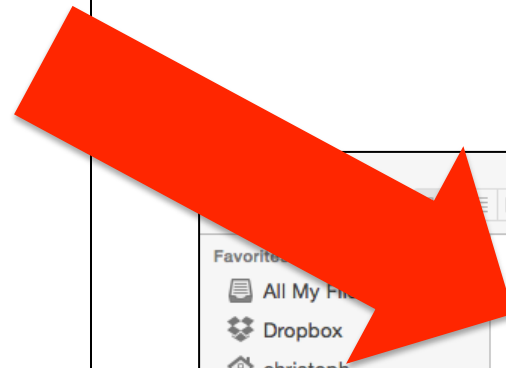
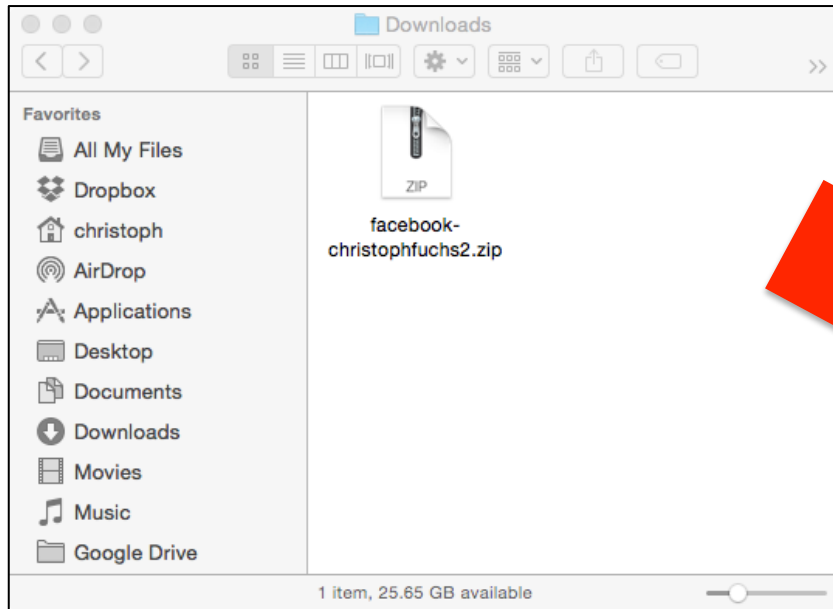
The screenshot shows the Facebook 'General Account Settings' page. The left sidebar contains various settings categories, with 'General' highlighted by a red box. A red arrow points from this box to the 'General' tab in the main settings area. Another red arrow points from the 'Download a copy of your Facebook data.' link at the bottom of the settings list to the text '2) Click on "Download a copy"'. A third red arrow points from the 'General' tab to the 'Name' field. The main settings area displays fields for Name, Username, Email, Password, Networks, Language, and Temperature, each with an 'Edit' link. The 'Download a copy of your Facebook data.' link is located at the bottom of the settings list.

1) Select "General" tab

2) Click on "Download a copy"

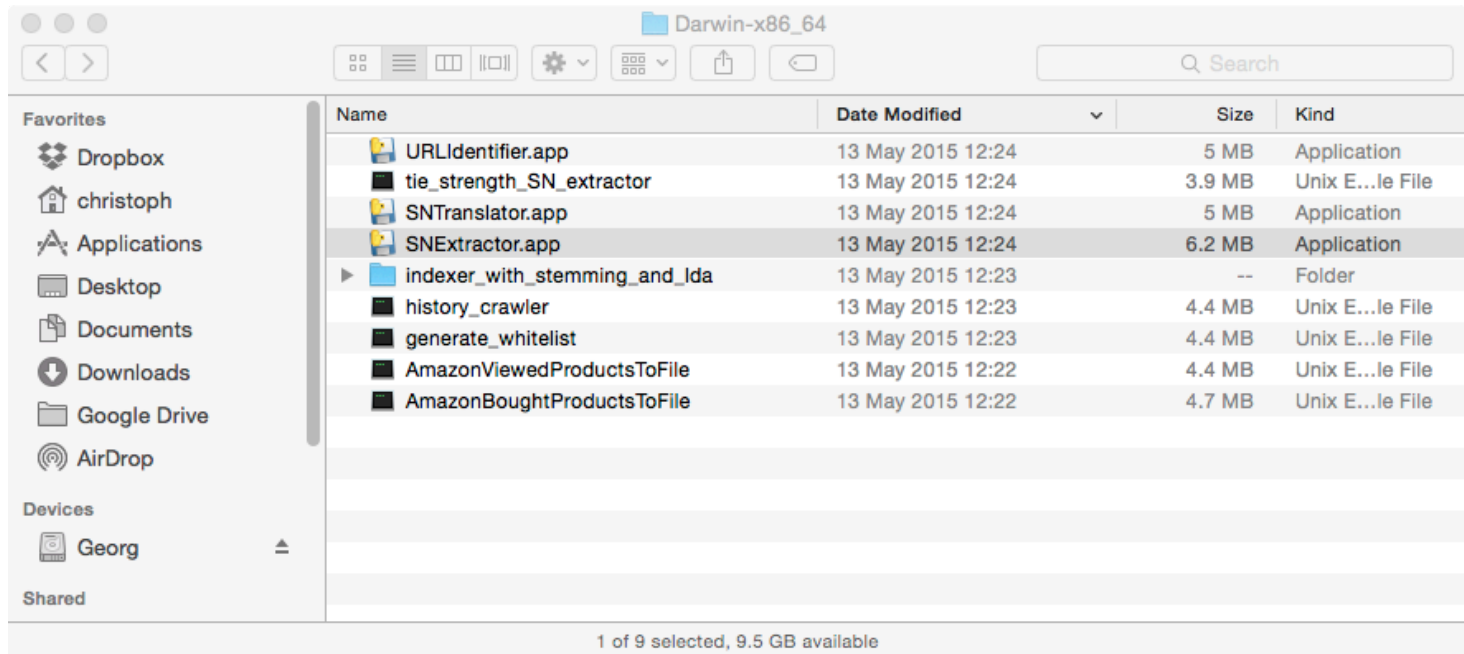
3) Follow the instructions

2) Unzip the downloaded file containing the Facebook backup



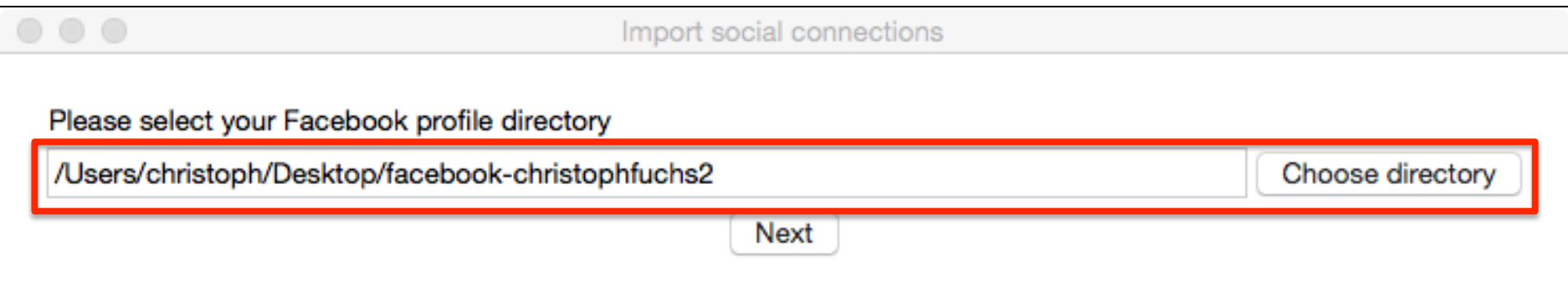
3) Run SNE extractor to generate Network files (1/5)

- Ensure that you have a working internet connection and are connected to the internet (while running the tool, please stay connected to allow loading profile images)
- Run SNE extractor



3) Run SNExtractor to generate Network files (2/5)

- Choose the unzipped directory containing the Facebook information



Import social connections

Please select your Facebook profile directory

/Users/christoph/Desktop/facebook-christophfuchs2

Choose directory

Next

3) Run SNExtractor to generate Network files (3/5)

1) Assess the relationship to your friends

Done: 0/50

Aimee Wilson
Alano Celentano
Alena Kretzberg
Alexander Becker
Alexander Braun
Alexander Schmidt
Andrea Hartung
Andrea Orend
Andreas Bateman
Andreas Gölkel

Relationship Assessment

Aimee Wilson

How strong is your relationship?

Weak Strong

How similar is this person to you in terms of content knowledge?

Very different Very similar

☐ I don't know whether this person's content knowledge is similar to mine or not

How similar are your social contexts?

Very different Very similar

[What is Social Context? Click here!](#)

How much sympathy do you have for the other person? (your input won't be disclosed to anyone)

Not likeable at all Highly likeable

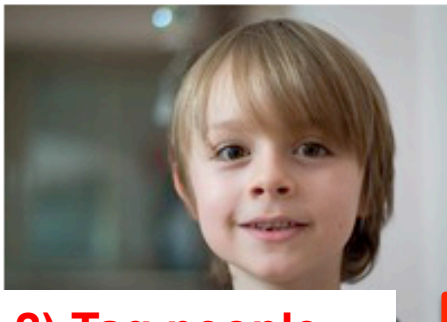
Next

2) Click “Next”
once you’re done
with at least 50
friends

3) Run SNExtractor to generate Network files (4/5)

1) Do the same for your fellow students

Christoph Fuchs (fuchsc)
Jacqueline Weichmann (jacqueline)
Fridolin (fridolin)
Florian Schulze (fschulze)
Michele Brocco (mic)
Georg Groh (grohg)
Horst Schnitzenpitz (schnitz)
Harald Müller (muellerh)
Jürgen Hans (juergen)
Hans Dampf (hansi)



2) Tag people
you know from
Facebook¹

Done: 1/10

Relationship Assessment

Christoph Fuchs (fuchsc)

How strong is your relationship?

Weak Strong

How similar is this person to you in terms of content knowledge?

Very different Very similar

☐ I don't know whether this person's content knowledge is similar to mine or not

How similar are your social contexts?

Very different Very similar

[What is Social Context? Click here!](#)

How much sympathy do you have for the other person? (your input won't be disclosed to anyone)

Not likeable at all Highly likeable

Other

☐ Is also friend on Facebook:

☐ This is me

Next

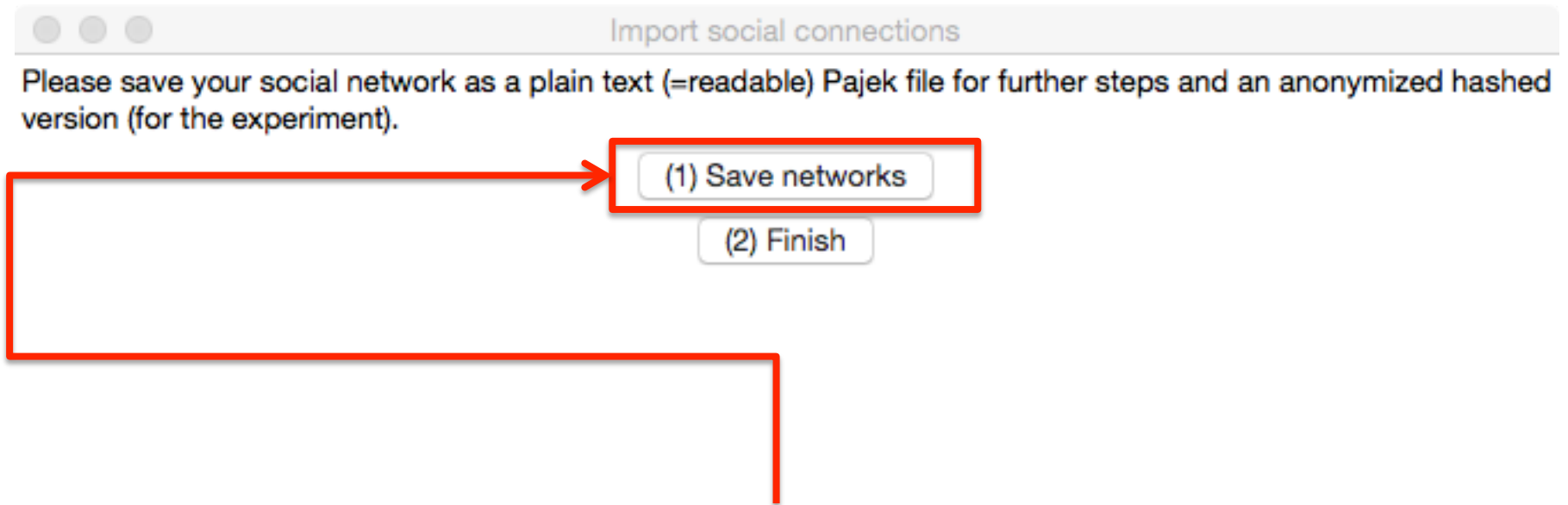
Back

4) 'Next' when done

3) Tag
yourself

¹ When assessing a previously assessed contact from Facebook, this assessment overwrites the previous assessment of this person

3) Run SNExtractor to generate Network files (5/5)



1) Do save the network (and store the files safely... you will need them later!)

2) Close the program

PREPARATION – NOTES & REMARKS

(1/2)

We take Data Privacy seriously: We don't do anything without your permission & we are transparent on what we do:

- 1. We don't know the names of your Facebook friends:** We only ask you to upload the hashed version of the network file¹
- 2. None of your data** (evaluation of ties, names, products, etc.) **will ever be related to you**
- 3. We don't get to know your browser history** – the uploaded topic models only contain document IDs and word vectors

¹ The social network built from all individual ego-networks will get hashed again and randomly changed (edges and nodes changed/removed) before used in exercise to ensure that it is not possible to identify nodes

PREPARATION – NOTES & REMARKS

(2/2)

4. The data will only be used to **conduct sound scientific research** (and student exercises)
5. You will use a (**obfuscated**) version of the dataset to **solve homework assignments**
6. Your **name, matriculation number, email address, etc. is only used to grade the homework** – it **will be deleted afterwards**
7. We will **never give** the data to anyone
8. Publications based on this dataset will only contain **highly aggregated information**
9. We will **hash the Amazon products after the experiment** and delete all copies of the original dataset