ALEX

algorithms exposed

Claudio Agosti - Transmediale 2019
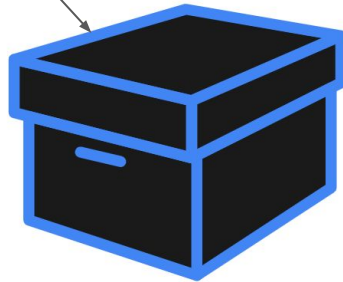
https://facebook.tracking.exposed

Algorithms are a political issue

But because of their invisible and technical nature,
it is hard make them in a compelling narrative

1. Someone posts content to Facebook
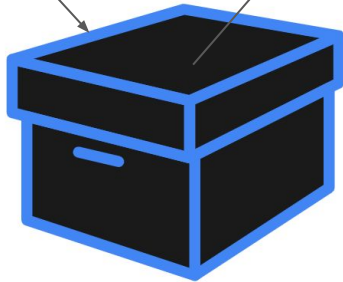(it can be you, or a bot, your friend, an advertiser...)

2. Facebook black-box attribute metadata
(but algorithms are secrets, we can only guess what they do)

- text analysis
- links content
- few options you control (location, mentions, visibility)

- *who are the other connected at the same wifi*
- *probably a lots of stats we can't understand, such as emotions?*

Experimental evidence of massive-scale emotional contagion through social networks

Adam D. I. Kramer, Jamie E. Guillory, and Jeffrey T. Hancock

This article has corrections. Please see:

Editorial Expression of Concern: Experimental evidence of massivescale emotional contagion through social networks
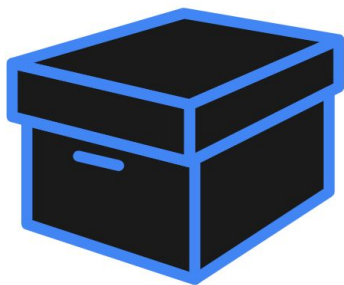

Caryn Vainio
@Hellchick

Follow

For those of you who work in social media, I need to share the story of my friend who died, and I didn't know because algorithms.

1:05 PM - 18 Dec 2017

3. Someone logs in to Facebook.

Facebook looks at the *profile they have on you*

- what you liked, friends, pages
- your settings

- *something your friends made*
- *what is happening in your area/region*
- *what is happen from the same ip address*
- *your behavior tracked across multiple websites/apps*

4. facebook decides

It serve an *ephemeral timeline*
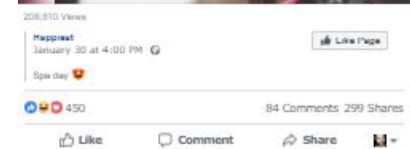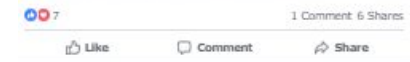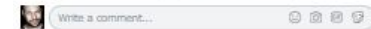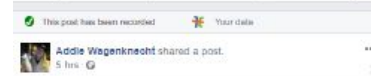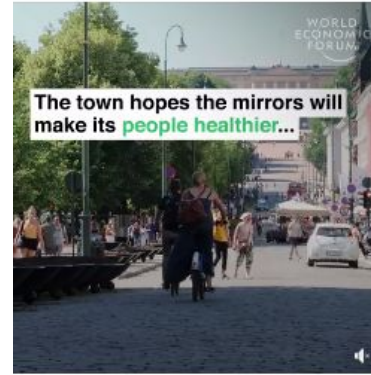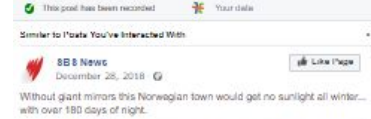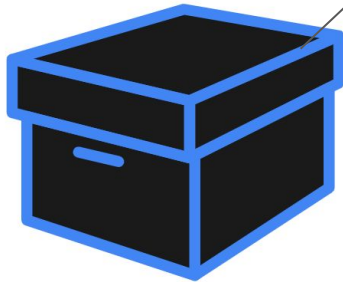
In this account, I follow 143 users and 39 pages

I have not connected since yesterday.

Let's estimate: where only 100 new posts were waiting for me?

This is the **content prioritization**

Or, **personalization algorithm**

Or, the **invisible curation** of content

And, overall, **power**
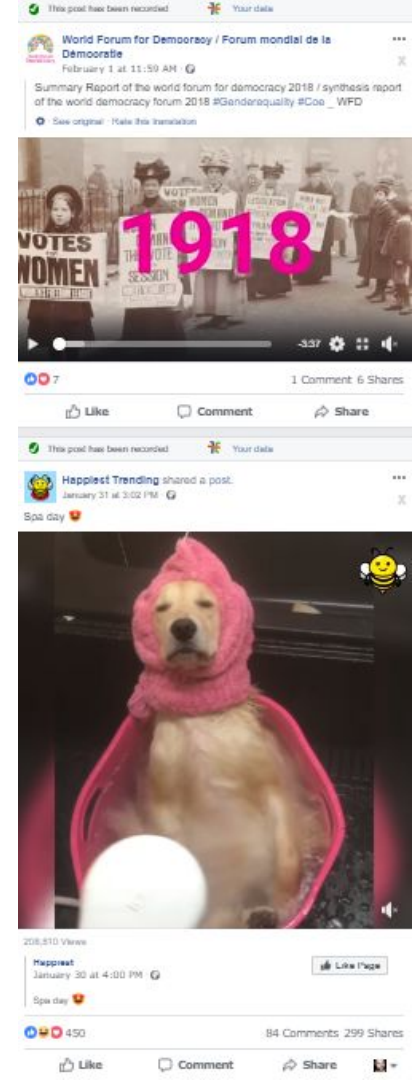
NORDSEE-ZEI

NORDWESTDEUTSCHE ZEITUNG BREMERHAVEN SEIT 1

UNGEBROCHENER WILLE
Papst Benedikt XVI. wird heute 85 Jahre alt, einig. ?

DER TARIFABSCHLUSS GEHT INS GE
Krein zahlt 750 000 Euro mehr fürs Personal.
Gemeinden haben voraussichtlich gepl...

THEMEN

Zeitung
NIEDERSÄCHSISCHE NACHRICHTEN

Firmen bieten tausende
Berni bereichert Meißendorfs Weidewelt

NEUE OZ OSNABRÜCKER ZEITUNG
NEUE TAGESPOST
OSNABRÜCKER TAGEBLATT

Das kostenlose TV-Magazin

Hannoversche Allgemeine
ZEITUNG

Dienstag 17. April 2012

Generation Digicam:
ZISR –Autoren stellen...
...Jung...

Eigene Währung:
Beim Tauschring kommen
Talente zum Zuge / S. 15

Niede...

Frühlingsfest hannover
7. April bis 1. Mai

...f Notwehr
Oslo sein Geständnis

Jonsche...
geht in d...
Insolven...

Nordwest Zei
NACHRICHTEN

Mobiles Angebot auf NWZonline wird ausgebaut

BRAUNSCHWEIGER ZEITUNG

DAS WETTER

CAN AN ALGORITHM BE AGONISTIC?
Scenes of Contest in Calculated Publics

Kate Crawford
kate@katecrawford.net
Microsoft Research
MIT Center for Civic Media
NYU Information Law Institute

By comparing accounts, we hypothesized we could catch discrimination when it happens. We made six profiles:

- follow the same pages (such as the three newspaper)
- access at the same time per day
- have zero friends
- like different content

1	2	3	4	5	6
la Repubblica.it			il Fatto Quotidiano	il Giornale	

Look at 100% of the posts made by newspapers

Published posts by three selected media

right	M5S	center-left
3,792	2,250	1,692
il Giornale	il Fatto Quotidiano	la Repubblica.it
Il Giornale	Il Fatto Quotidiano	la Repubblica

Number of Records

Published posts by three selected media

Publisher Orientation / Publisher Name

right	MSS	center-left
3,792	2,250	1,692
il Giornale	il Fatto Quotidiano	la Repubblica.it

Number of Records

🕐
19 February
26 February

Number of Records

206		126	812	122	
			726	389	
1,172	777	759	631	575	640

1	2	3	4	5	6
la Repubblica.it			il Fatto Quotidiano	il Giornale	
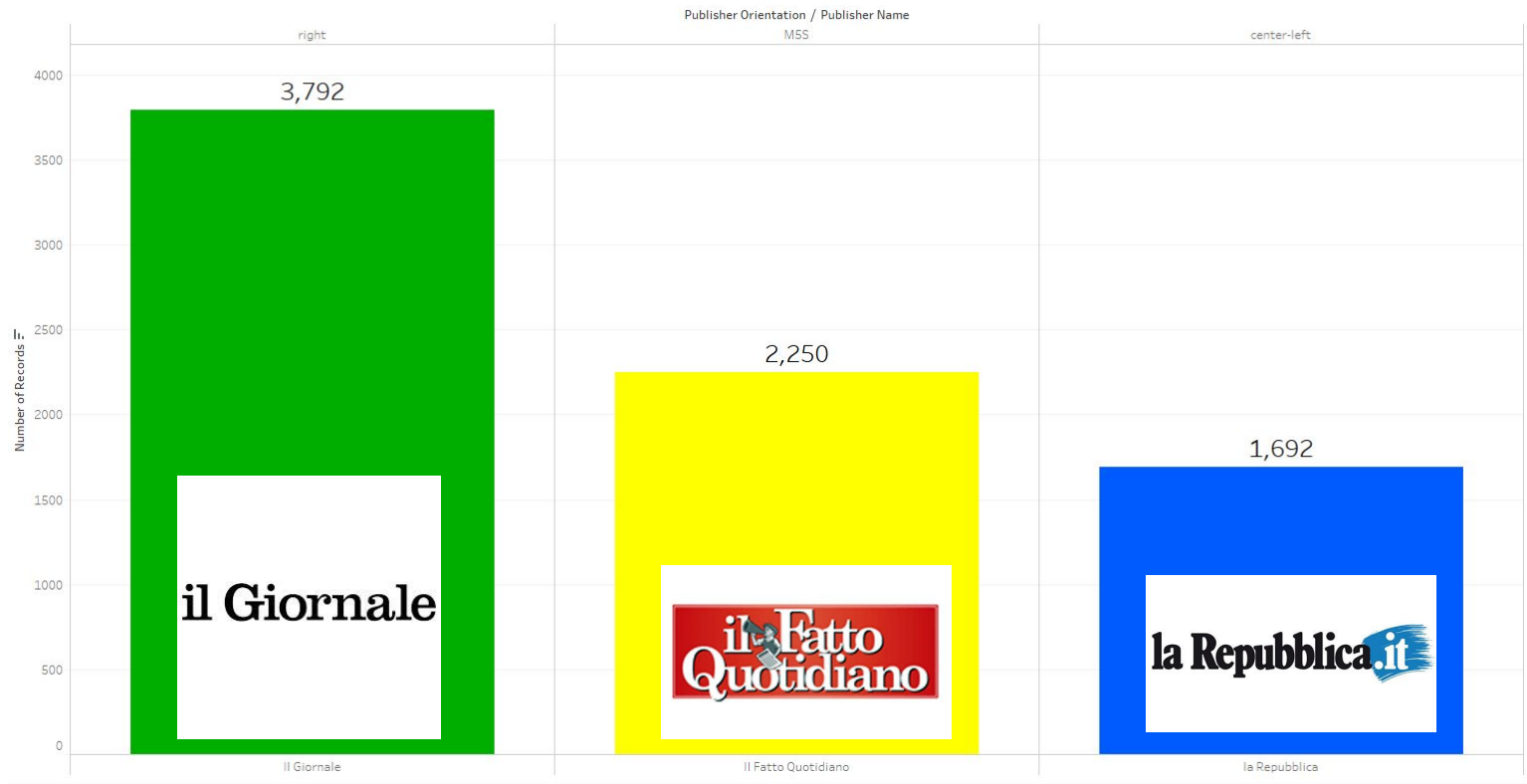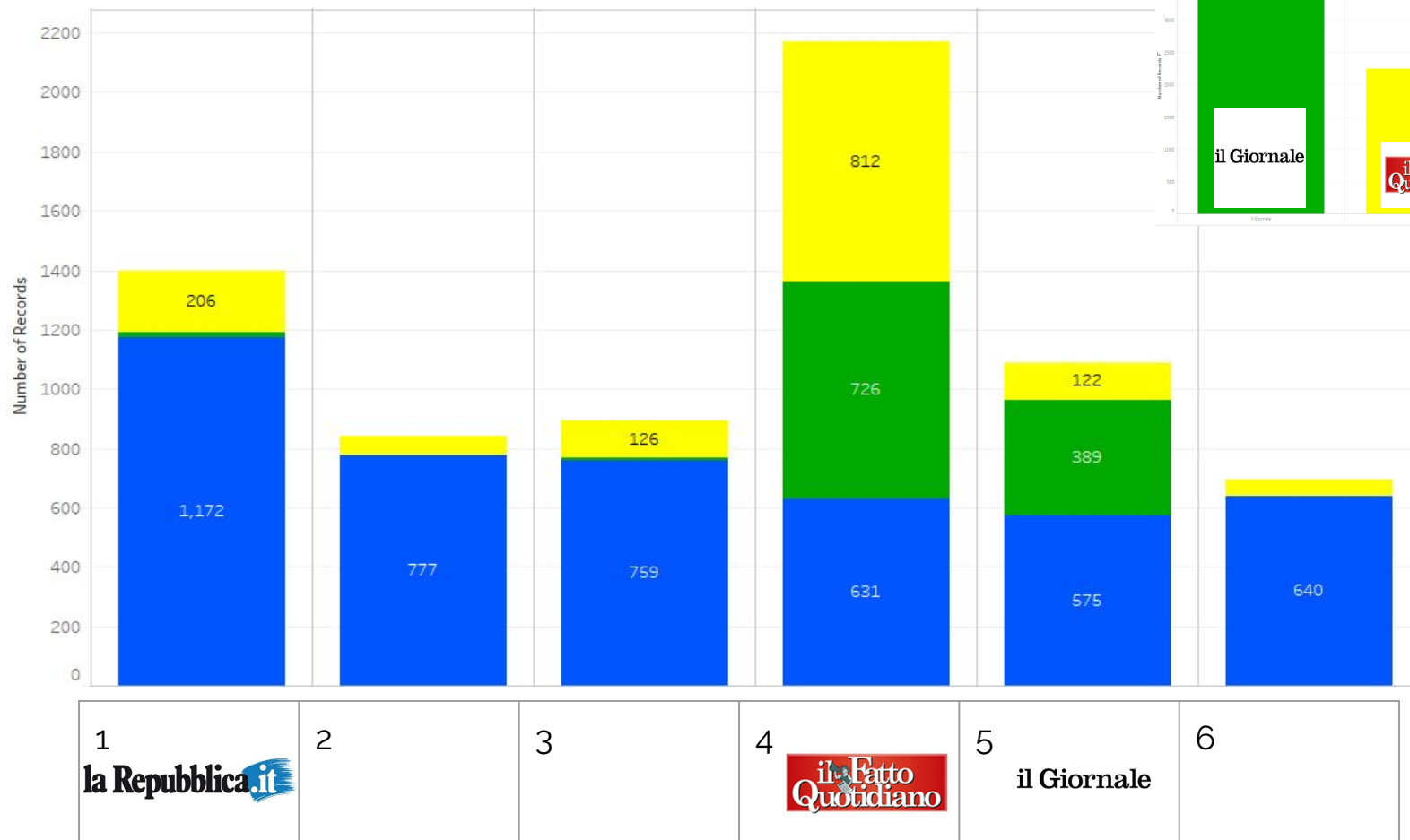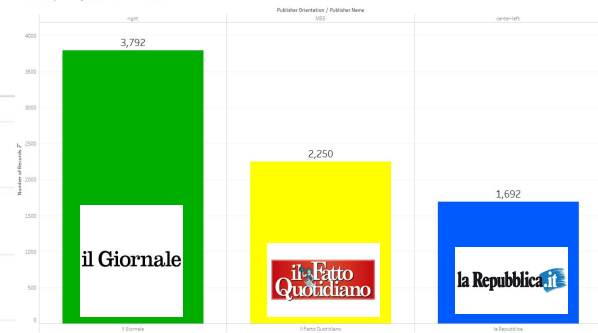
Facebook picked this

Or this ?

Who gets to decide my priorities?

(beside myself after testing and confrontation?)

"I'm changing the goal I give our product teams from focusing on **helping you find relevant content** to **helping you have more meaningful social interactions**"

- Mark Z.

It is pointless enable researcher only

If the issue has to be political, the facebook users should be the first adopters

https://facebook.tracking.exposed/

Facebook users that want data about own filter bubble

Researchers collecting data with control groups in FB

Journalist interested in echo chambers and algorithm personalization

install the browser extension

GET THE ADD-ON

Available in the Chrome Web Store

This post has been recorded   Your data

This open a personal data summary

Similar to Posts You've Interacted With   •••

World Economic Forum   👍 Like Page   X
October 31, 2018 · ⊙

here the data you send us, new features coming soon!   facebook.tracking.exposed

data summary

SORT BY

download .csv   Show all   Posts   Pictures   Videos   Groups   Events   Date   Author   Type   Original

POST

PICTURE

VIDEO

VIDEO

VIDEO

t ID: #2224136331162337 Go to post

Post ID: #10218317243232174 Go to post

Post ID: Go to
#10156353883788992   post

Post ID: #1143248045854482 Go to post

POST

VIDEO

POST

VIDEO

This is how polarization *may** looks like

Michele

Britta

Cardinale
Aristotele Berlino Diritto penale
Magistrato Pragmatismo Nigeria
Individuo Il Canto degli Italiani
Bologna Socialista Vita
Élite Servizio militare Einaudi
I nostri ragazzi Pena
Corte Opposizione Ezio Mauro
Senso comune Libro Iside
Corruzione Farmacia
Governo Gentiloni Vangelo
Conferenza Episcopale Italiana
Cantante Caricatura Voltaire
Senatore Fondamentalismo islamico
Io penso Svastica
Otto e mezzo RIS
Barcellona Pollenza Ira Saggio
Catechismo Criminali Grilletto Cinismo Medico Sit-in
Martirio Attentato
Presidente del Senato
Magistratura Cinquestelle Nizza
Sicurezza Arnoldo Mondadori Editore
Los Angeles Senato della Repubblica
Bella ciao Mario Chiesa Egoismo
Partito Popolare Europeo

Mica
Proiettile
Suolo
Immigrazione Polizia Ferrovia Torino-Milano
Salerno Bergamo Racconto Monarchia
Facebook Razzismo GIP Criminalità organizzata
Jean-Jacques Rousseau
Partito Democratico Fegato Tricolore
Macerata Salvini Sindaco Manodopera
Voce Libia ANPI Huffington Post Cosmopolita
Ghana Europa Anni settanta Ebrei
Ministero dell'Interno Governo Craxi I Bolzano
Antifascista Democrazia Basso
Violenza Matteo Italia
Sinistra Omicidio Governo
Matteo Renzi Politica Lega Nord
Fascismo Movimento 5 Stelle
Silvio Berlusconi

Samsung
Pallacanestro Arredamento Scavolini Pesaro Tavullia Setta
Alessia Morani Alessandro Amadori Grinta Comunicazione Viola Reggio Calabria
Valentino Rossi Meta-analisi Intelligence Sociologia Adige Turbante Wi-Fi
Sanremo Tribù Attenuante Perugia IGuzzini Cremona G7
Politico Il gioco delle tre carte
Coppa delle Coppe Emanuel Ginobili Roberto Saviano Valter Scavolini
Regioni Falce e martello Talk show Nipote New York
Artigiani Montecassino Porto
Giardino Suicidio Varese Profeta Tastiera
Camere a gas Allenatore Gladiatori Flat tax Leone
Poltrona Frau Silenzio elettorale Debito pubblico
Privacy Ordine pubblico Servizio in camera Olio d'oliva
Trento Expo 2015 Carosello Jonestown
Reddito di base Barbara d'Urso
Argentina Mark Campanaro
Autoritarismo Giubileo
Università Cattolica del Sacro Cuore
Tunica Dazi Armando Diaz
Napoli Piscina

Antonietta

This is about public data which facebook sent to you

here the data you send us, new features coming soon!

facebook.tracking.exposed

data summary

SORT BY

download .csv | Show all | Posts | Pictures | Videos | Groups | Events | Date | Author | Type | Original

POST	PICTURE	VIDEO	VIDEO	VIDEO

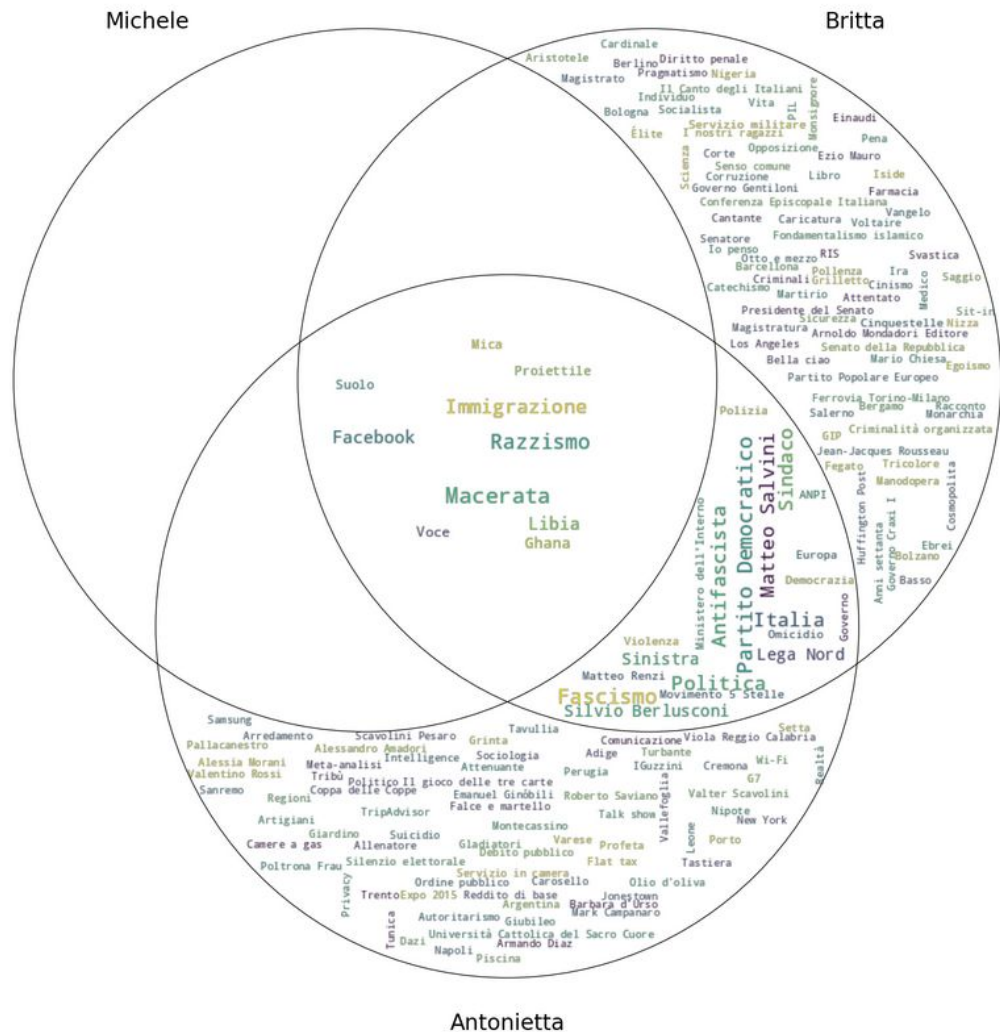| ID: #2224136331162337 Go to post | Post ID: #10218317243232174 Go to post | Post ID: #10156353883788992 Go to post | Post ID: #1143248045854482 Go to post | |

| POST | VIDEO | POST | VIDEO | |

Compare among profiles and figure out patterns

Month	Day	type						
February	8	photo	39.10%	53.80%	33.45%	25.85%	21.62%	30.18%
		post	57.90%	38.19%	64.92%	69.88%	74.49%	59.17%
		video	3.00%	8.01%	1.63%	4.28%	3.89%	10.65%
	9	photo	36.70%	62.03%	38.29%	27.76%	23.22%	21.76%
		post	58.61%	32.70%	60.98%	67.41%	69.15%	60.88%
		video	4.70%	5.27%	0.73%	4.83%	7.63%	17.37%
	10	photo	38.81%	63.02%	36.25%	28.79%	18.34%	29.06%
		post	57.52%	29.42%	61.07%	66.72%	75.24%	58.11%
		video	3.67%	7.55%	2.68%	4.48%	6.43%	12.83%
	11	photo	33.93%	58.47%	34.87%	27.12%	18.99%	29.16%
		post	62.84%	33.33%	62.74%	69.26%	73.60%	56.45%
		video	3.23%	8.19%	2.39%	3.63%	7.40%	14.39%
	12	photo	36.25%	61.91%	38.62%	34.36%	17.22%	29.66%
		post	60.25%	30.86%	59.20%	63.09%	78.04%	58.23%
		video	3.50%	7.23%	2.19%	2.55%	4.74%	12.12%
	13	photo	44.76%	63.24%	42.06%	34.00%	22.62%	31.65%
		post	52.22%	33.00%	56.45%	63.80%	71.45%	55.92%
		video	3.02%	3.75%	1.50%	2.19%	5.93%	12.43%
	14	photo	44.72%	53.78%	38.49%	36.28%	29.07%	28.65%
		post	51.16%	41.63%	58.61%	60.53%	62.30%	58.00%
		video	4.11%	4.58%	2.90%	3.19%	8.63%	13.36%

This was actually part of a experiment

	Santiago	Michiele	Antonietta	Britta	Andrea	Oliviero
	center left	far right	left	5star	right	undecided

Month	Day	type	center left	far right	left	5star	right	undecided
February	8	photo	39.10%	53.80%	33.45%	25.85%	21.62%	30.18%
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		video	3.00%	8.01%	1.63%	4.28%	3.89%	10.65%
	9	photo	36.70%	62.03%	38.29%	27.76%	23.22%	21.76%
		post	58.61%	32.70%	60.98%	67.41%	69.15%	60.88%
		video	4.70%	5.27%	0.73%	4.83%	7.63%	17.37%
	10	photo	38.81%	63.02%	36.25%	28.79%	18.34%	29.06%
		post	57.52%	29.42%	61.07%	66.72%	75.24%	58.11%
		video	3.67%	7.55%	2.68%	4.48%	6.43%	12.83%
	11	photo	33.93%	58.47%	34.87%	27.12%	18.99%	29.16%
		post	62.84%	33.33%	62.74%	69.26%	73.60%	56.45%
		video	3.23%	8.19%	2.39%	3.63%	7.40%	14.39%
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		post	52.22%	33.00%	56.45%	63.80%	71.45%	55.92%
		video	3.02%	3.75%	1.50%	2.19%	5.93%	12.43%
	14	photo	44.72%	53.78%	38.49%	36.28%	29.07%	28.65%
		post	51.16%	41.63%	58.61%	60.53%	62.30%	58.00%
		video	4.11%	4.58%	2.90%	3.19%	8.63%	13.36%

As every kind conflict, algorithm activism faces few challenges

SPOTIFY TEARDOWN

Inside the Black Box

of Streaming Music

"A powerful book exploring the new dimensions of streaming culture. ... A roadmap to the near future of online media."—Paul D. Miller, aka DJ Spooky

/ Maria Eriksson / Rasmus Fleischer
  / Anna Johansson / Pelle Snickars / Patrick Vonderau
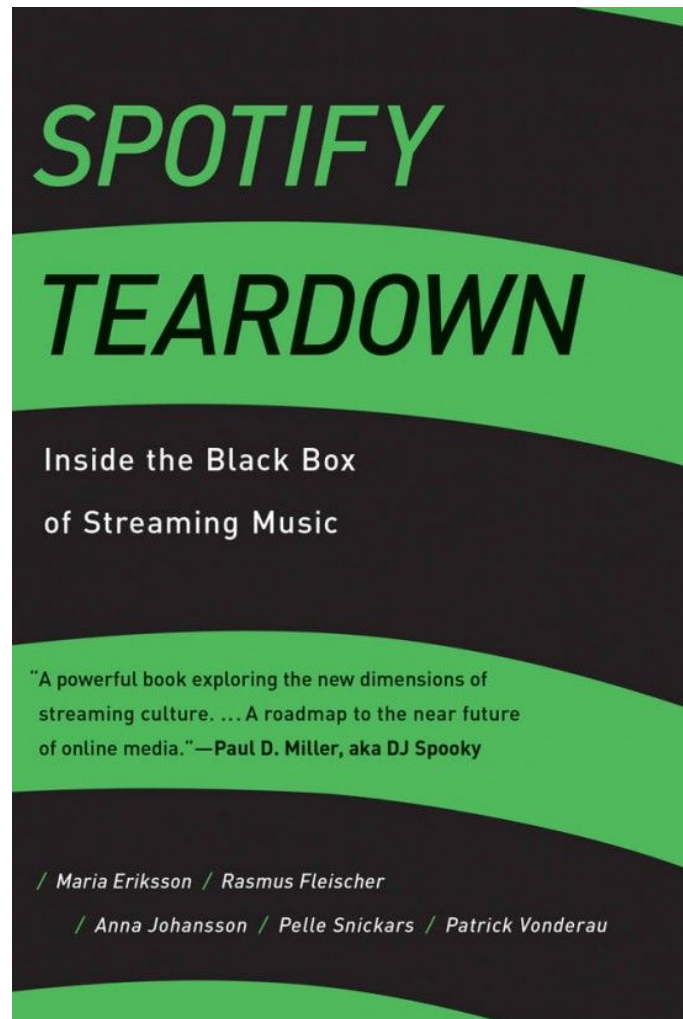
Facebook Moves to Block Ad Transparency Tools — Including Ours

Our tool had let the public see exactly how users were being targeted by advertisers. The social media giant urged us to shut it down last year.

by Jeremy B. Merrill, special to ProPublica, and Ariana Tobin, Jan. 28, 4:29 p.m. EST

Our long term goal?

Algorithm diversity

https://eu19.tracking.exposed

EU Election 2019, join a collaborative effort to map propaganda and Facebook abuses

Tracking Exposed

Watch events   Goals and ethos   Candidates   Individual   Researcher

Tracking Exposed

A collaborative observatory of algorithm influences, and few citizen driven solutions

ERC PROOF OF CONCEPT GRANT - EXAMPLES OF RESEARCH PROJECTS (2 ROUND)

DECIPHERING SOCIAL MEDIA ALGORITHMS

erc

European Research Council

EU Election 2019

join a collaborative effort to map propaganda and Facebook abuses

We operate to expose how tracking and profiting from user data had a negative impact on society, so that proper political and civil actions can be taken. By installing this browser extension you will contribute in understanding how tracking works.

Who should be very interested to become a contributor?

Social scientists

Every Facebook user

Whoever knows how to transform data

Political candidates and advertisers

https://facebook.tracking.exposed
https://eu19.tracking.exposed (ready soon!)
https://algorithms.exposed (coming soon!)

Don't #deleteFacebook

Give your profile to science!

GET THE ADD-ON

Available in the Chrome Web Store