

Facebook Assignment Report:

CS6603

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1 FACEBOOK ASSIGNMENT REPORT

1.1 Social Media Platform

Instagram

1.2 Number of Original Advertisers

3917

1.3 Sample Number of Advertisers

195

1.4 Categories

- Number of categories identified: 6
- Automotive (e.g. Stoler Lexus)
- Entertainment & Media (e.g NBCUniversal)
- Technology & Digital Services (e.g. Snapchat for Business)
- Shopping (e.g Amazon)
- Real Estate & Home Services (e.g. Apartments.com)
- Content Creators & Influencers (e.g RDCWorld1)

1.5 Data Buckets

- Yes
- No
- Lol what?

1.6 Sankeymatic.com Script

Instagram Advertisers [23] Automotive

Instagram Advertisers [41] Entertainment & Media

Instagram Advertisers [12] Technology & Digital Services

Instagram Advertisers [37] Shopping

Instagram Advertisers [29] Real Estate & Home Services

Instagram Advertisers [45] Content Creators & Influencers

Automotive [6] Yes

Automotive [17] No

Entertainment & Media [7] Yes

Entertainment & Media [15] No

Entertainment & Media [19] Lol what?

Technology & Digital Services [3] Yes

Technology & Digital Services [9] No

Shopping [8] Yes

Shopping [14] No

Shopping [15] Lol what?

Real Estate & Home Services [6] Yes

Real Estate & Home Services [11] No

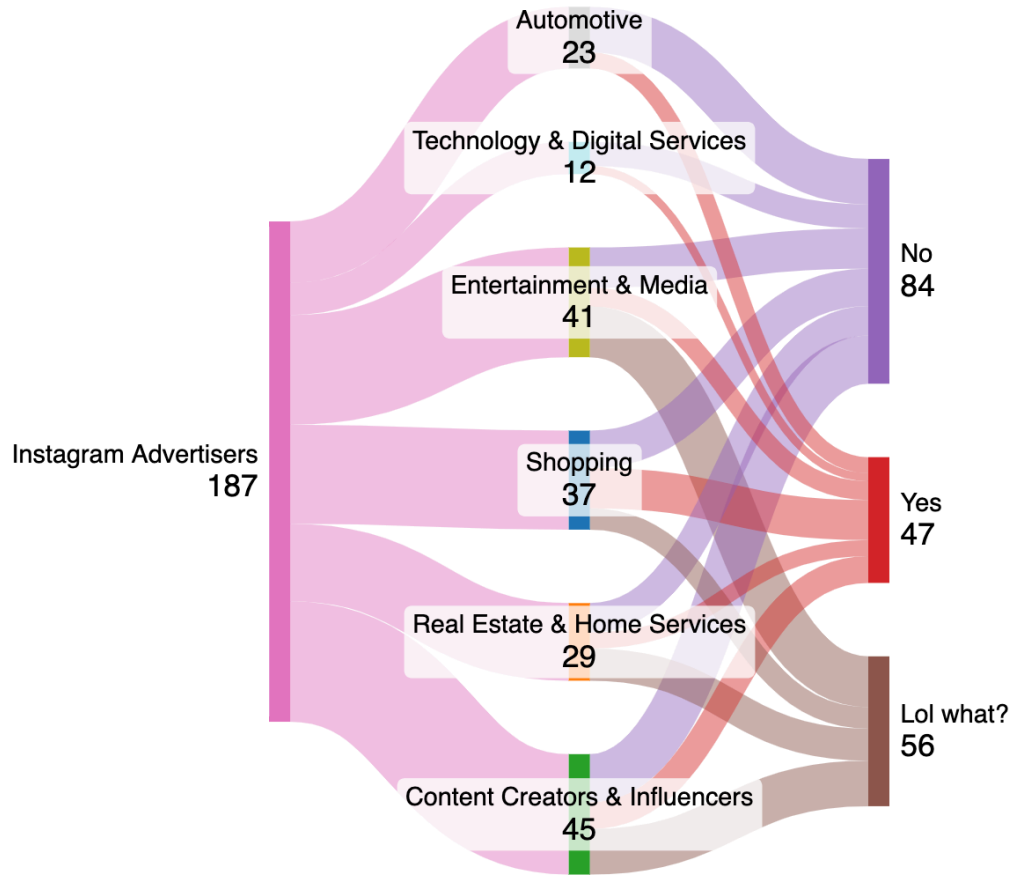
Real Estate & Home Services [12] Lol what?

Content Creators & Influencers [10] Yes

Content Creators & Influencers [18] No

Content Creators & Influencers [17] Lol what?

1.7 Data Flow Diagram



Made at SankeyMATIC.com

Figure 1—Data flow diagram

1.8 Table: Summary Statistics

Category	Data Bucket	Count	Accuracy	Rubbish
Automotive	Lol what?	0		0%
	No	17		
	Yes	6	35.3%	

Entertainment & Media	Lol what?	19		44.2%
	No	17		
	Yes	7	16.3%	
Technology & Digital Services	Lol what?	0		0%
	No	9		
	Yes	3	33.3%	
Shopping	Lol what?	8		21.6%
	No	14		
	Yes	15	40.5%	
Real Estate & Home Services	Lol what?	12		41.4%
	No	11		
	Yes	6	20.7%	
Content Creators & Influencers	Lol what?	17		37.8%
	No	18		
	Yes	10	22.2%	
	Total count	187	25.1%	29.9%

1.9 Most and Least Accurate Category

My most accurate category: Shopping

My least accurate category (i.e. rubbish): Entertainment & Media

1.10 Table: Regulated Domain Information

Regulated Domain	Number of Items	Advertiser Sample
Credit	5	Huntington National Bank
Education	4	University of Pennsylvania
Employment	10	Jobs For You Real Talent Management
Housing & Public Accommodation	10	Apartments.com Lennar StreetEasy

1.11 Reflection

My instagram data had a wide range of accuracy for different categories. For example, the “shopping” category is the most accurate category. While this might be useful for the day to day online shopping experience, it somewhat feels like an invasion of privacy. On the other hand, the “entertainment and media” category is egregiously inaccurate. This aligns with my experience since I have seen ads for shows and channels in languages that I don’t speak. One surprising topic is how far back the history of interests goes back. I have been using Instagram for about 10 years now and I saw some advertisers in the “content creators and influencers” that I was interested in 8-9 years back. This feels a little concerning since this shows the data doesn’t have a time-to-live. This assignment has pushed me to be more careful on the amount of time I spend on Instagram, and to look for ways to minimize how much data Meta gains about my habits.