

facebook

ANATOMY

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Martin Lopatka

**DIGITAL
METHODS
INITIATIVE**

**DAT
ACT
IVE**

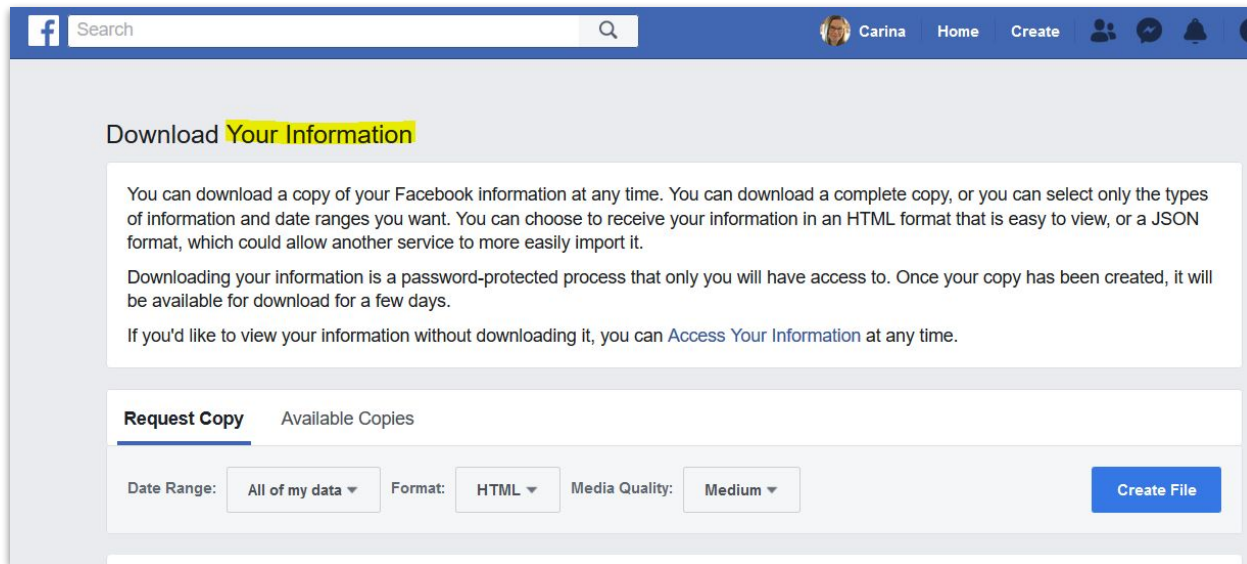
**MERCATOR
WORKING
GROUP**

Introduction

- **2.38 billion** monthly active users worldwide, global population is 7.7 billion
- How Facebook **collects** user data ?
- What it may be **used** for ?
- How Facebook gets us to **surrender** that data ?

Data gathering and processing

Data provided by Facebook



The screenshot shows the Facebook interface for downloading user data. At the top is a blue navigation bar with the Facebook logo, a search bar, and user profile information (Carina). Below the navigation bar, the main heading is "Download Your Information", with "Your Information" highlighted in yellow. The text explains that users can download a complete copy or select specific types of information and date ranges, in either HTML or JSON format. It also mentions that the download is password-protected and only available for a few days. Below the text, there is a "Request Copy" section with a tab labeled "Available Copies". This section contains three dropdown menus: "Date Range" set to "All of my data", "Format" set to "HTML", and "Media Quality" set to "Medium". A blue "Create File" button is located to the right of these dropdowns.



Facebook Cookies



Trackers

Facebook tab - Download Data

1

Open a New Tab

Julian Torres

Marie Margot

Xuting Chao

Walter Ramarro

SEARCH ENGINES

Google.com

yahoo.com

google.de

yahoo.co.jp

baidu.com

www.360.cn

RESEARCH
QUERIES

Amsterdam top 10
restaurants

Amsterdam attractions

Headache pills

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2

Open a New Tab

Julian Torres

Marie Margot

Xuting Chao

Walter Ramarro

Live.com

Mail.ru

Yandex.ru

gmw.cn



30s



30s



30s



30s

3

Open a New Tab

Julian Torres

Marie Margot

Xuting Chao

Walter Ramarro

qq.com

sohu.com

click on AD
bannerclick on AD
banner

4

Facebook tab - Download Data 2

Open a New Tab

Julian Torres

Marie Margot

Xuting Chao

Walter Ramarro

twitter.com/CNN

linkedin.com/
school/ivey-
businessschoolwww.instagram.
com/

netflix.com

nicovideo.jp

Fandom.com

Dailymotion.com

spotify.com

Wikipedia.org

Reddit.com

Stackoverflow.co
m

Imdb.com

Github.com

Csdn.net

Amazon.com

ebay.com

Taobao.com

tmall.com

Jd.com

Aliexpress.com

Apple.com

Craigslist.org

Booking.com

office.com

Paypal.com

thePiratebay.org

Dropbox.com

Imgur.com


wordpress.com

Blogspot.com

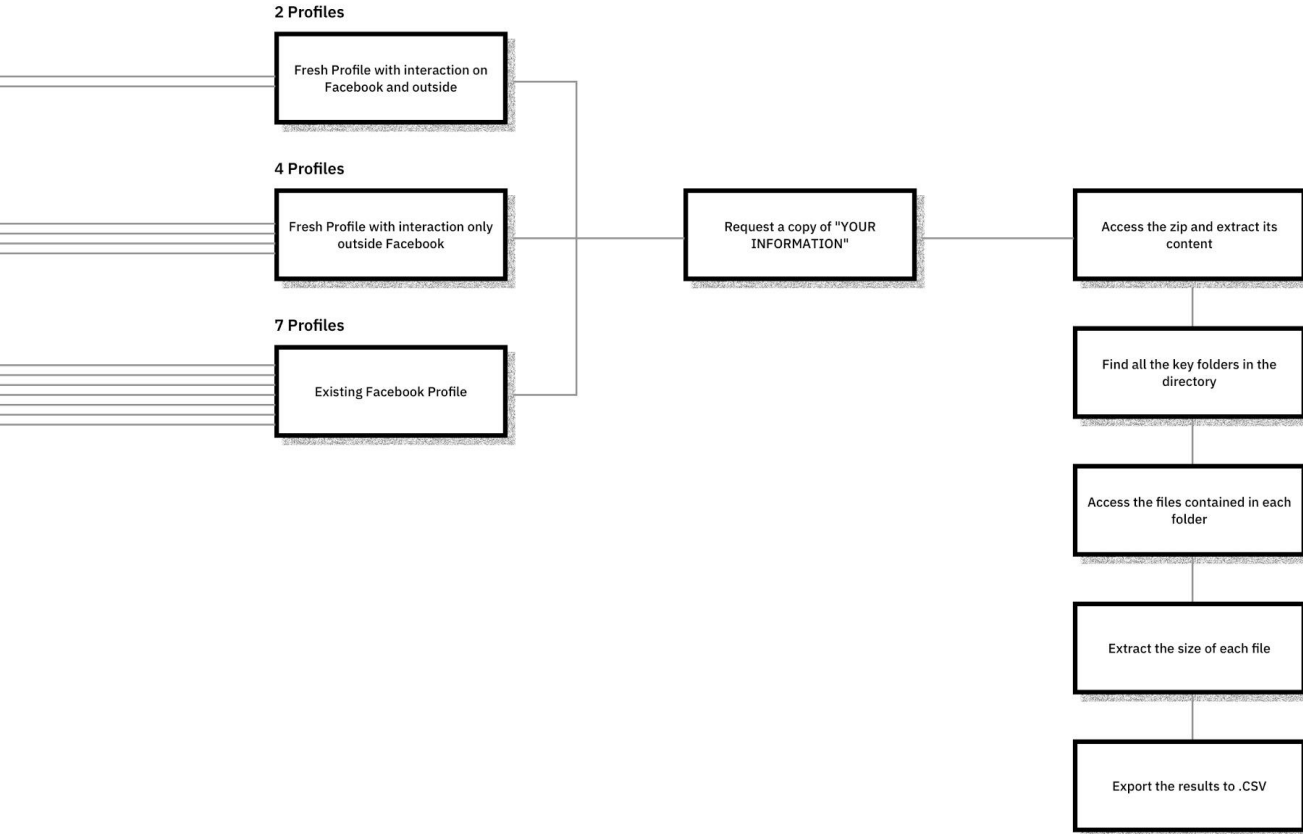
Dipply.com

Buzzfeed.com

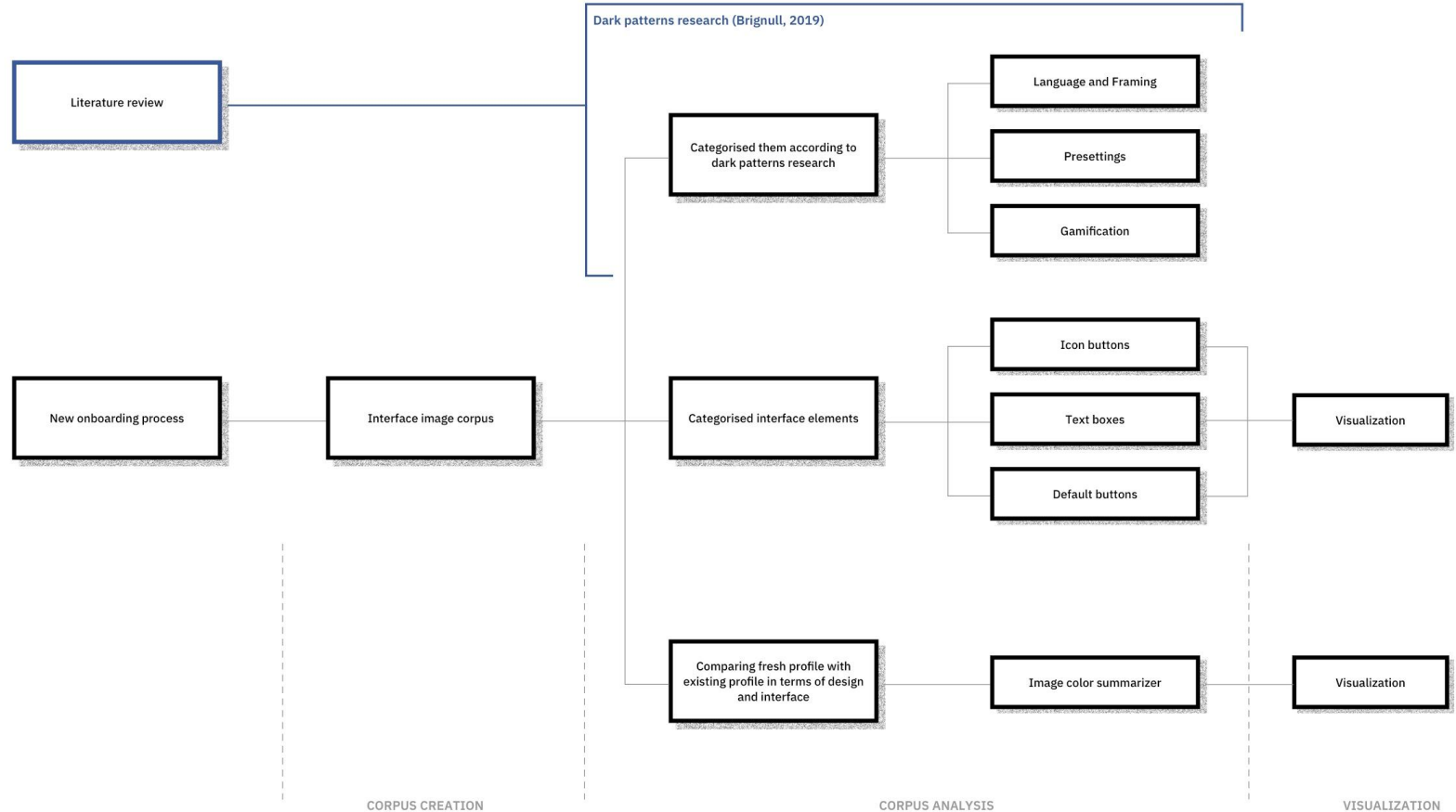
Pixnet.net

pinterest.com/
realduncanhines scroll to
the bottom

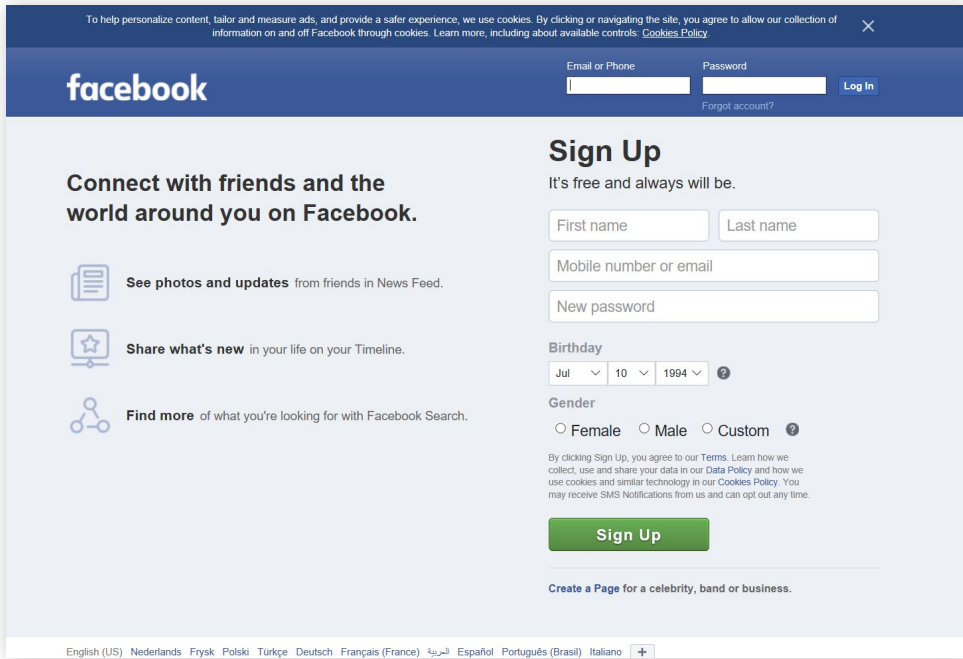
Facebook Data Parsing team



Dark patterns/UX



Dark patterns/UX



The screenshot shows the Facebook Sign Up page with several dark patterns:

- Cookie Notice:** A banner at the top stating, "To help personalize content, tailor and measure ads, and provide a safer experience, we use cookies. By clicking or navigating the site, you agree to allow our collection of information on and off Facebook through cookies. Learn more, including about available controls: [Cookies Policy](#)".
- Facebook Logo:** The Facebook logo is prominently displayed in the top left corner.
- Log In Section:** Fields for "Email or Phone" and "Password" with a "Log In" button. A link for "Forgot account?" is below the password field.
- Sign Up Section:**
 - Text:** "Sign Up" and "It's free and always will be."
 - Form Fields:** "First name", "Last name", "Mobile number or email", and "New password".
 - Birthdate:** A dropdown menu for "Birthdate" showing "Jul", "10", and "1994".
 - Gender:** Radio buttons for "Female", "Male", and "Custom".
 - Disclaimer:** A small text block stating, "By clicking Sign Up, you agree to our Terms. Learn how we collect, use and share your data in our Data Policy and how we use cookies and similar technology in our Cookies Policy. You may receive SMS Notifications from us and can opt out any time."
 - Sign Up Button:** A large green button labeled "Sign Up".
- Footer:** A row of language links: "English (US)", "Nederlands", "Frysk", "Polski", "Türkçe", "Deutsch", "Français (France)", "العربية", "Español", "Português (Brasil)", "Italiano", and a "+" icon for more languages.

What are dark patterns?

- Psychological Loopholes
- Persuasive Techniques
- Unintentional Revelation of Data

Onboarding process analysis


To help personalize content, tailor and measure ads, and provide a safer experience, we use cookies. By clicking or navigating the site, you agree to allow our collection of information on and off Facebook through cookies. Learn more, including about available controls: [Cookies Policy](#) X


facebook


Email or Phone Password Log In

[Forgot account?](#)

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.

First name Last name

Mobile number or email

New password

Birthday

Jul 10 1994 ?

Gender

☐ Female ☐ Male ☐ Custom ?

By clicking Sign Up, you agree to our [Terms](#). Learn how we collect, use and share your data in our [Data Policy](#) and how we use cookies and similar technology in our [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

Sign Up

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

English (US) Nederlands Frysk Polski Türkçe Deutsch Français (France) العربية Español Português (Brasil) Italiano +

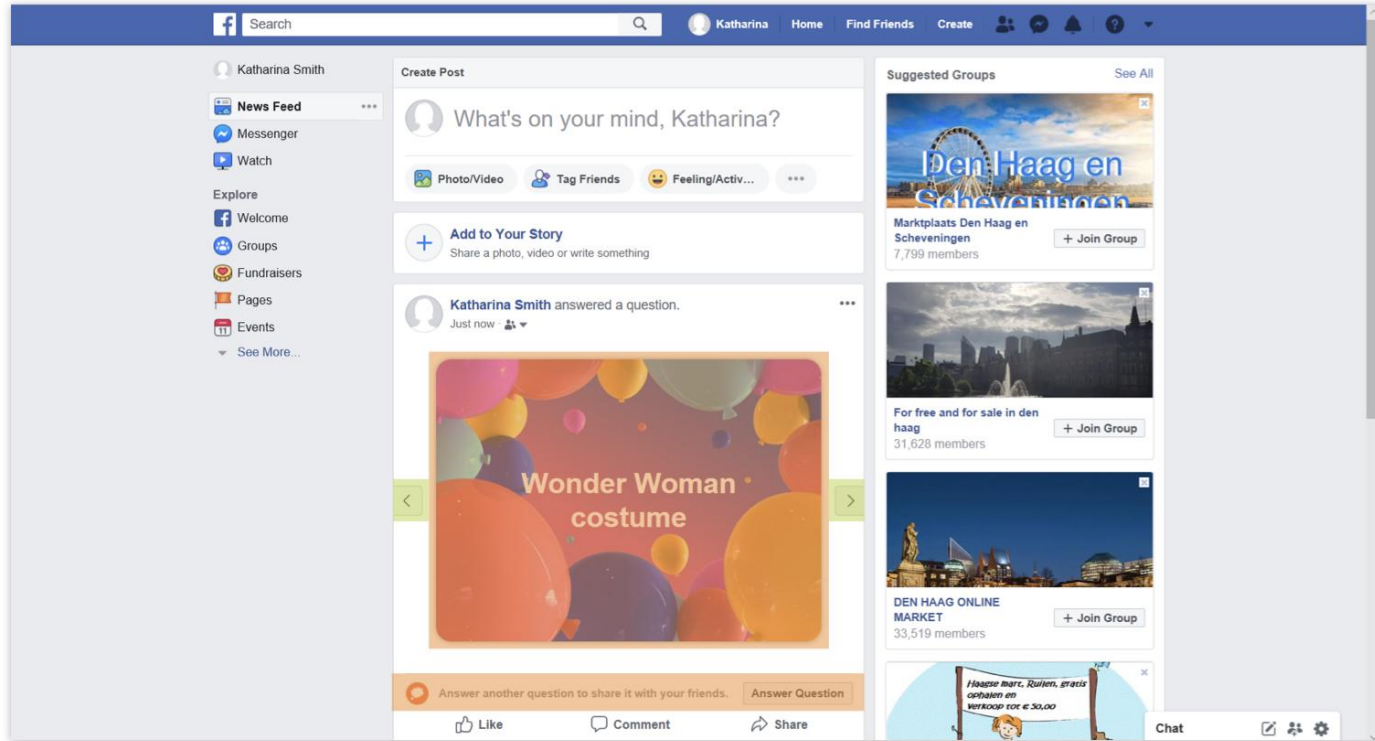
Language, framing & (re)labelling



Preset selection

Gamification

Onboarding process analysis



Language, framing & (re)labelling



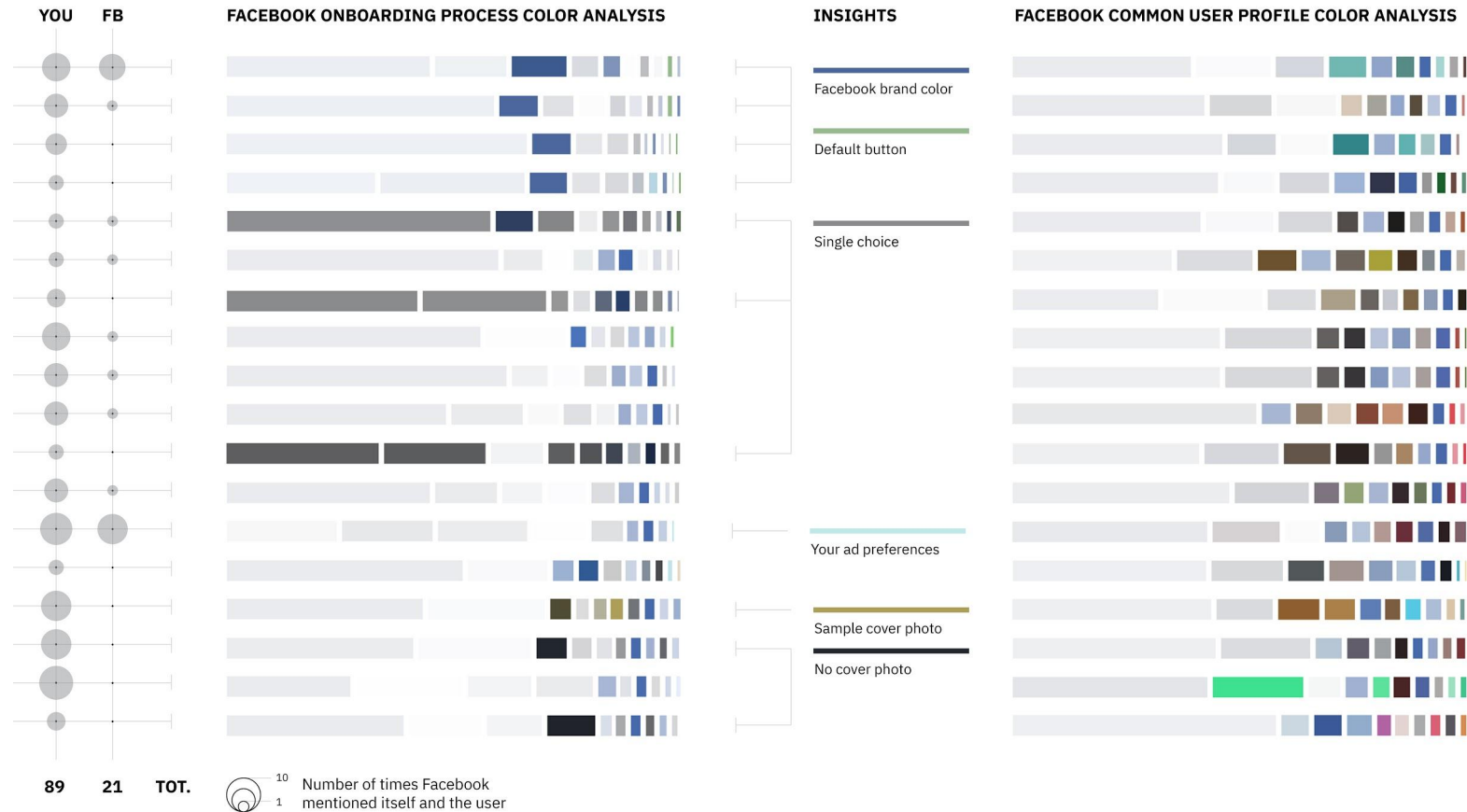
Preset selection



Gamification

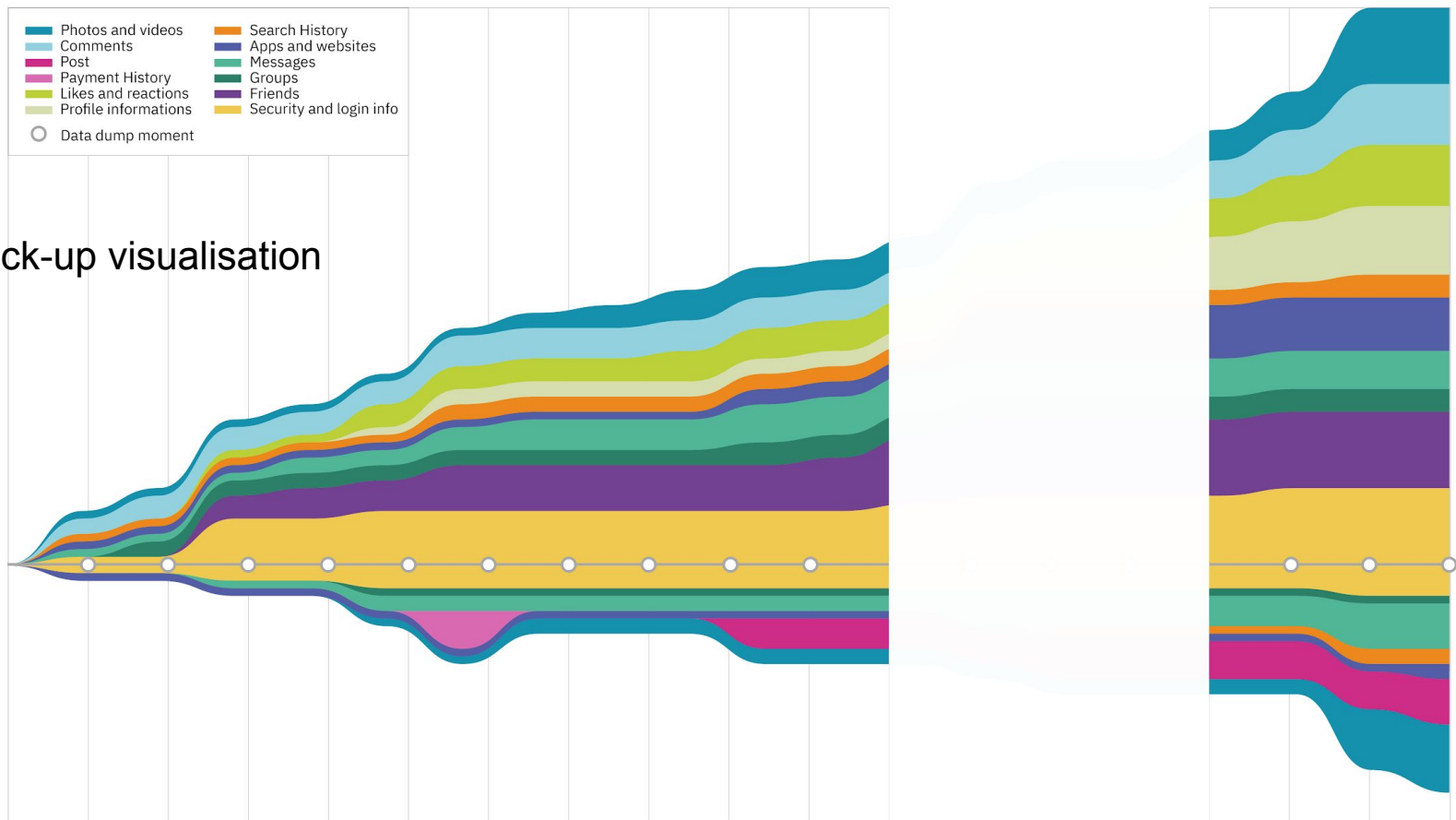


Data provided by Facebook

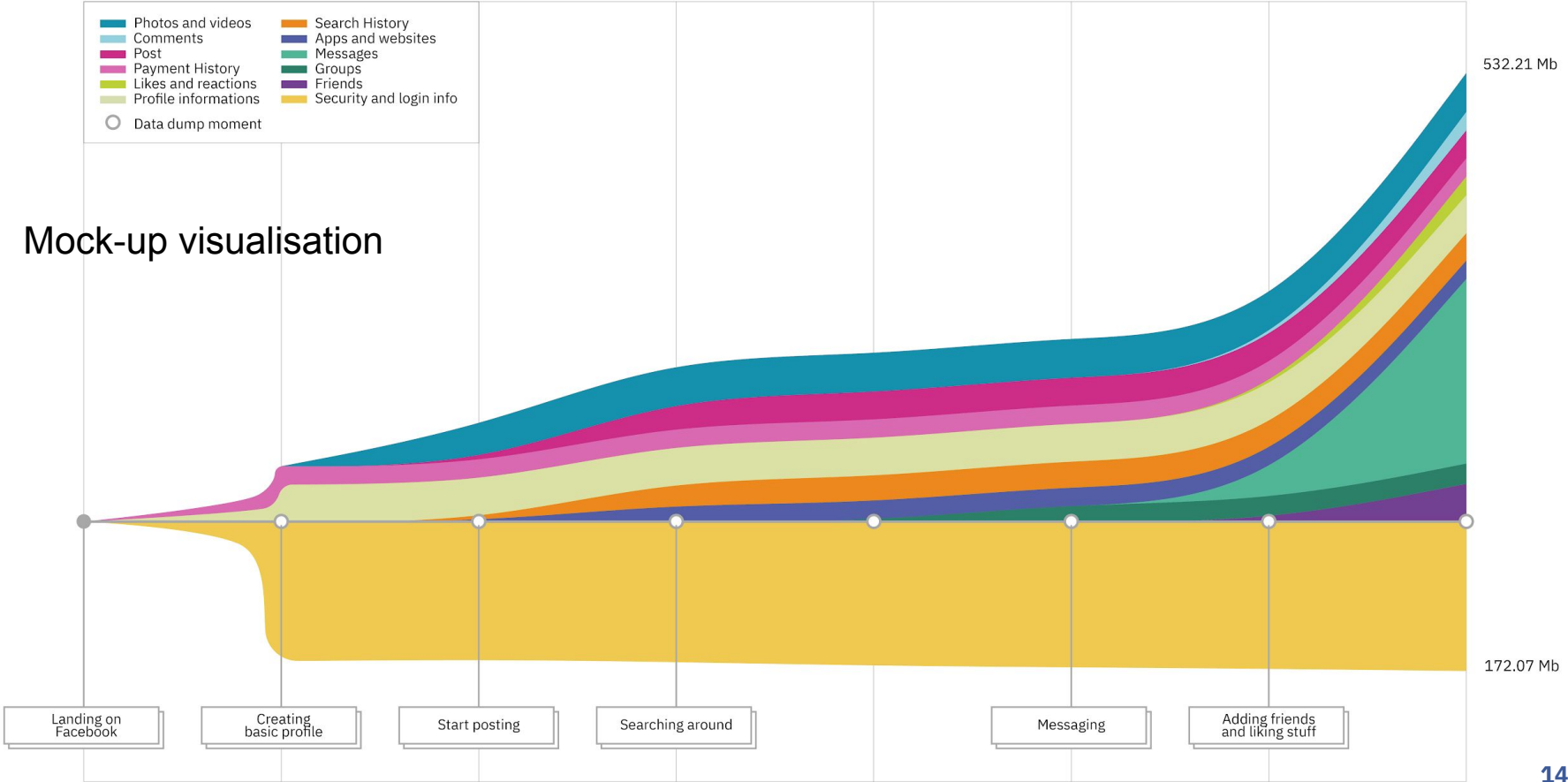


The life of (explicit and inferred) data that Facebook has on you

Mock-up visualisation

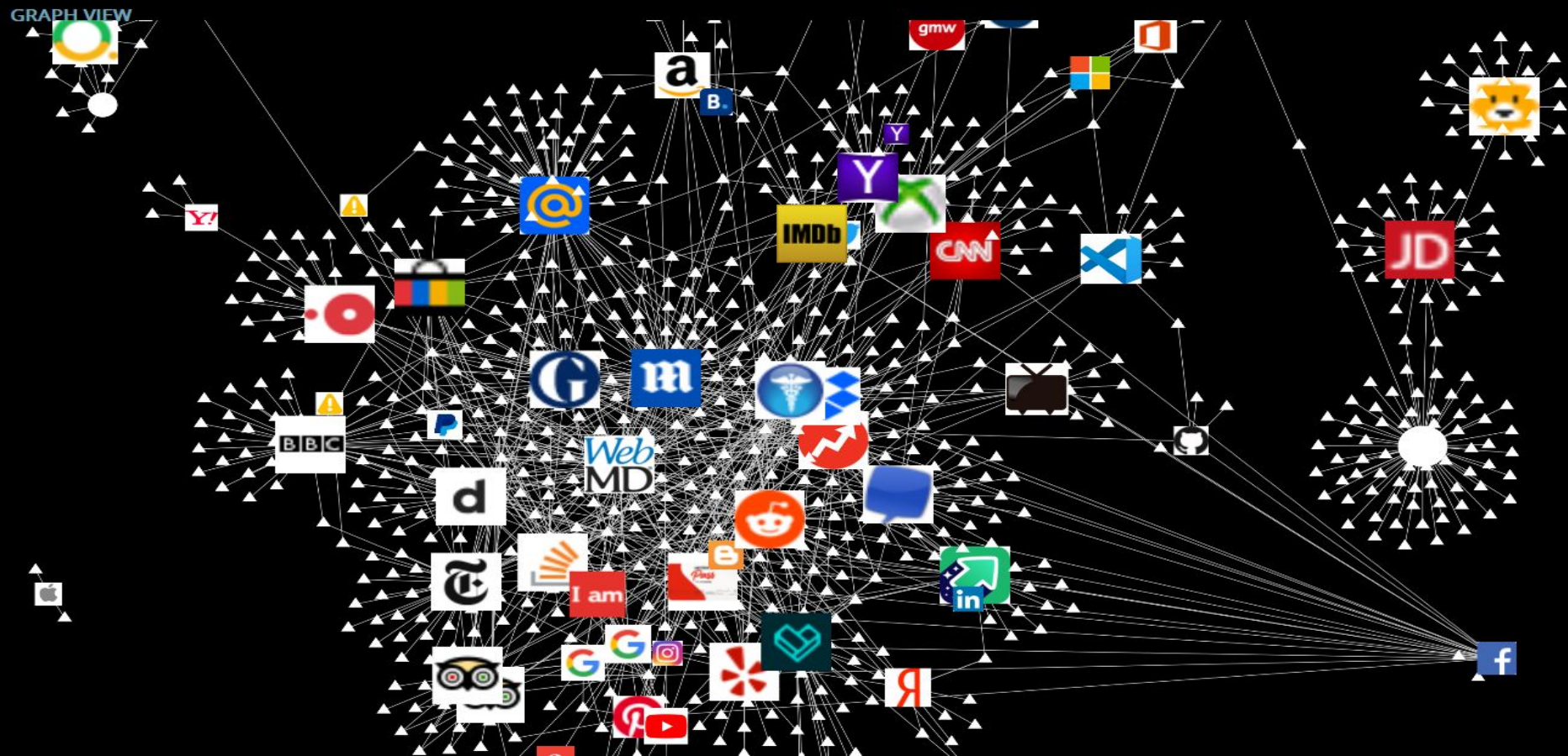


The early stage of the life



DATA GATHERED SINCE JUL 11 2019 YOU HAVE VISITED 76 SITES YOU HAVE CONNECTED WITH 891 THIRD PARTY SITES

Recent Site



Results

Facebook Data and Off-Facebook navigation

- The comparison between the Facebook data before and after the Off-Facebook navigation protocol revealed minimal changes (security and login information only)
- There was a 10-20% increase in the cookie sizes before and after following the protocol.
- Facebook connected to up to 21 different trackers by the end of execution of our protocol, even though we were not interacting with Facebook itself.

Conclusion

- What is Facebook's definition of “**your information**”? A lot of data about us is being collected by Facebook, such as information they collect during our browsing activities, and they do not provide us with a transparent way of looking into this data.
- Facebook language will give a false sense of empowerment in order to keep you engaged with the platform.
- The protocol was used to standardize the off-Facebook browsing procedure across users.
- We had the hypothesis that a few prompts for user data would balloon into lots of inferred data for Facebook. In our mockups that was the case, but a few days of running the tests appears to not be sufficient to generate enough data. One of the things that feels insincere is that Facebook presents the downloading of the data as “everything we have on you”, even though the cookie tracking data we discovered would contradict that.
- The objective to reconstruct the evolution of explicit and inferred data that Facebook has on you requires longer time of activity, but we designed a protocol and tool for that - wanna join? :)