

THE FACEBOOK PROBLEM & WHAT CAN I DO NOW



**Mark Bazrod
Main Line Macintosh User Group
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Information on at least **87 million** Facebook users has been accessed by Cambridge Analytica without the users' consent. How did this occur? And what can you do about it? (Hint - it will take some time)

And others probably got info on all **2 billion** Facebook users.

PSYCHOGRAPHIC MODELING TECHNIQUES

Psychographics is the study and classification of people according to their attitudes, interests, opinions, beliefs, aspirations, values, & other psychological criteria, lifestyles and behavior.

Psychographics takes demographics beyond the external to focus on the internal psychology.
Demographics is who buys, psychographics is why they buy.

It has been used extensively in advertising & marketing.

More recently it is used in political campaigns.

It can be extremely manipulative and dangerous.

To: Christopher Wylie [REDACTED], [REDACTED]

Hey Chris and [REDACTED],

Great chatting with you both yesterday. Here is a list of traits that can be predicted now--good starting shopping list. More specific items can also be predicted within the bigger personality questionnaires, but this is a start to get you thinking about what you may want:

- openness
- conscientiousness
- extraversion
- agreeableness
- neuroticism
- life satisfaction
- iq
- gender
- age
- political views = conservative?
- political views = liberal?
- political views = uninvolved?
- political views = libertarian?
- religion (categorical)
- job (categorical)
- university subject concentration (categorical)
- self-disclosure (do you tell people about yourself or not?)
- fair-mindedness (fair or suspicious in dealings with others?)
- self-monitoring (do you change your personality depending on who you're with)
- sensational interests (has 5 factors, "militarism" [guns and shooting, martial arts, crossbows, knives], "violent occultism" [drugs, black magic, paganism], "intellectual activities" [singing and making music, foreign travel, the environment], "credulousness" [the paranormal, flying saucers], "wholesome interests" [camping, gardening, hill-walking],
see: https://www.academia.edu/157864/The_first_sensational_interests_paper - it's used in forensic psychology to understand criminality)
- belief in star signs (5 point scale)

CAMBRIDGE ANALYTICA

Robert Mercer in 2013 financed a \$1.5 million pilot project with Cambridge Analytica to identify the personalities of voters and influence their behavior in Virginia's gubernatorial race. But CA didn't have the data to make its new products work.

The technique had been developed at Cambridge University's Psychometrics Center. The center declined to work with CA, but Aleksandr Kogan, a Russian-American psychology professor at the university, was willing.

Kogan was paid \$800,000.

CA secured a \$15 million investment from Mercer. CA owned almost entirely by Mercer. Board members included Mercer's daughter and Steve Bannon, who chose CA's name.

Personality quiz app put on Facebook, taken by **270,000 users.**

Resulted in **87 million profiles then given without permission by Kogan to CA.**

CAMBRIDGE ANALYTICA

In July 2014 CA was warned the CA arrangement could violate laws limiting the involvement of foreign nationals in American elections.

Few Americans were involved in the work.

Whether CA work violated election laws has yet to be determined.

CA was banned from Facebook on March 16, 2018.

The problem goes far beyond CA, and Facebook acknowledged to the Washington Post that data on most of the company's 2 billion users has probably been accessed by outsiders without permission.

Many more organizations have accessed Facebook data.

OTHERS

Hackers harvested email addresses & phone numbers on the Dark Web.

Information stolen from Web data breaches.

Info fed into Facebook's search box, allowing hackers to discover Facebook profile info.

Facebook users could have blocked this search function.

And others received permission to harvest data.

Facebook followed users on other websites.

FACEBOOK

It appears Facebook violated a 2011 settlement with the FTC - maintain a strict privacy policy and ask permission before sharing user data in new ways.

Personal data on users & their friends was easily available to app developers before 2015.

2015 policy change curtailed data access about user's friends networks, but left open many loopholes.

Facebook now bans apps from accessing users' info about religious or political views, relationship status, education, work history, fitness activity, book reading habits, music listening & news reading activity, video watching & games.

FACEBOOK

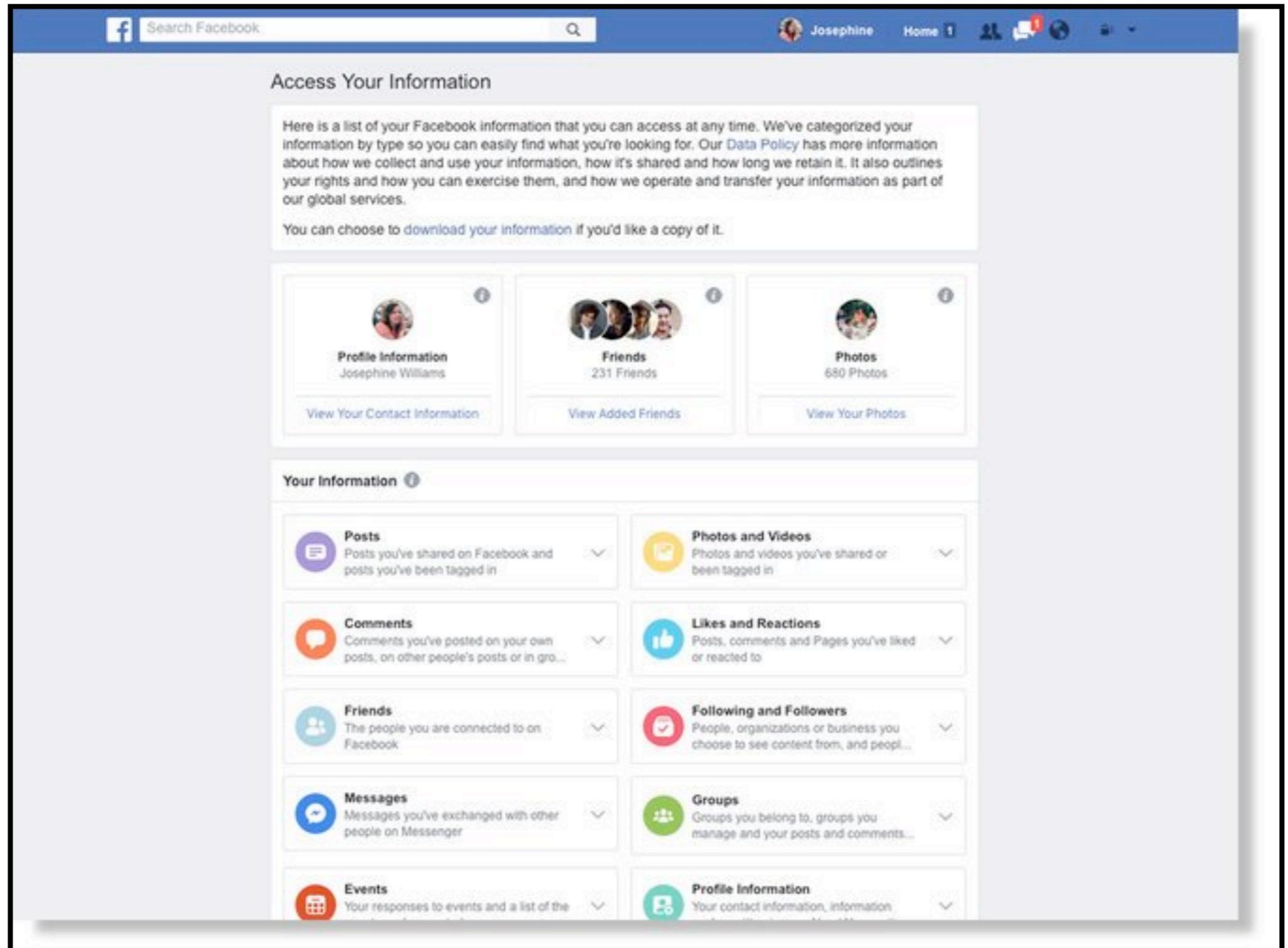
For many of Facebook's prime growth years, it gave developers access to virtually everything that a user or his friends had posted on Facebook.

It's unclear how many other services pulled data or what they have done with the data pulled.

Runaway data problem. *“This data travels. And once it has spread, there is no way to get it back.”*

WHAT YOU CAN DO

Facebook will soon introduce a new page allowing you to change your privacy & security settings from 1 place rather than roughly 20 sections.



COMING

WHAT YOU CAN DO

Facebook's default settings favor more disclosure between friends.

See *Privacy Basics*, a walkthrough designed to make understanding your settings a little easier.

YOUR PROFILE AND SETTINGS

Your profile tells your story. You can choose:

What to share, such as interests, photos and personal information like your hometown.

Who to share it with.

Your Timeline, where you can see your own posts and posts you've been tagged in.

Timeline and tagging settings.

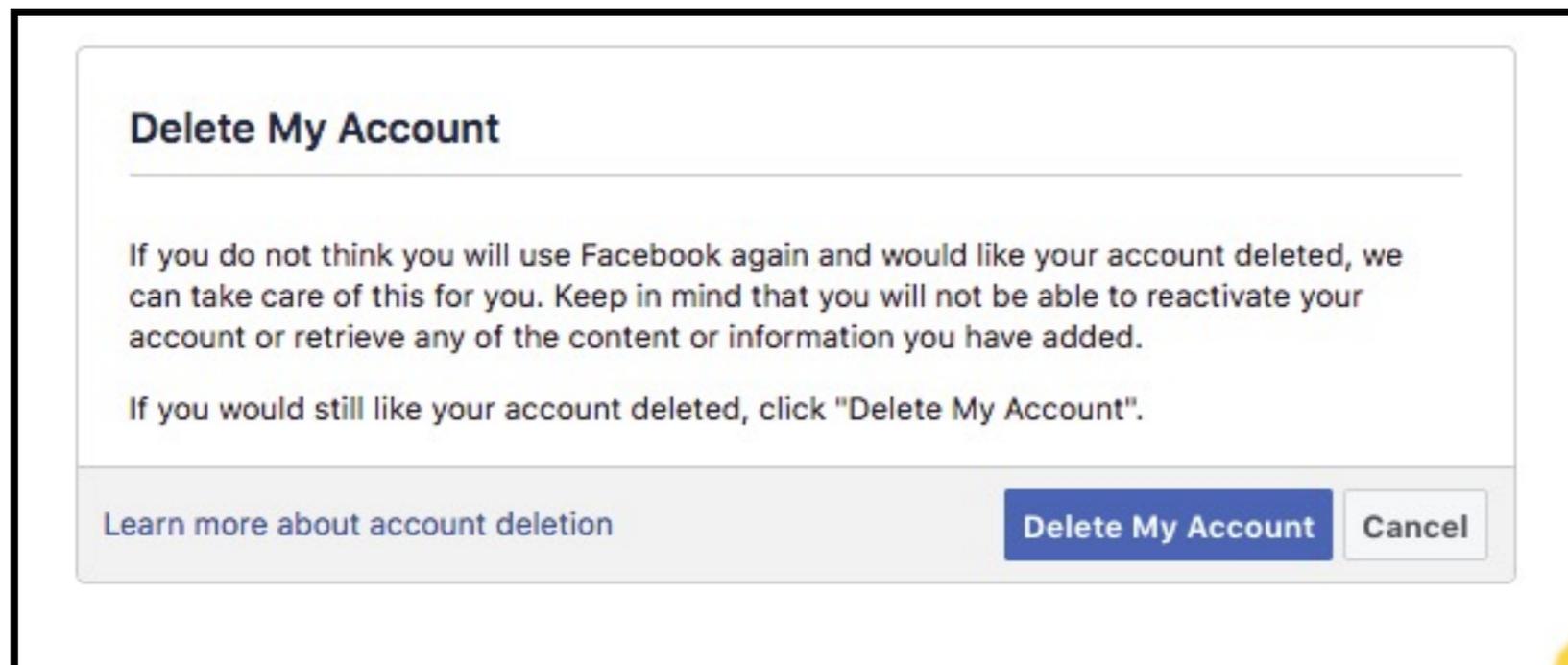
DELETE FACEBOOK ACCOUNT

Deleting your account is as simple as clicking on a few buttons – but...

Not everything is deleted.

Cookies can also collect your information.

There is no real substitute for Facebook.



DELETE FACEBOOK ACCOUNT

If delete Facebook, you lose access to the many apps & websites that are tied to your account if you used Facebook Login.

So create new accounts for apps & sites visited thru Facebook Login May be a lot of work.

DELETE FACEBOOK ACCOUNT

Facebook delays deletion for a few days so do not log back in.

Facebook also [offers a tool](#) for extracting a copy of your data before deleting your account.

You are only deleting the media you posted, like status updates & photos.

Photos others uploaded will still be there, as will conversations you had with friends through Facebook.

DIFFERENCE BETWEEN DEACTIVATING & DELETING

If you delete your account you can't regain access once it's deleted.

If you deactivate your account you can reactivate whenever you want.

Click at the top right of any Facebook page, select *Settings* > *General* > *Manage your account* and then scroll down to click *Deactivate your account*.

WHAT CAN YOU DO

DECIDE ON PRIVACY SETTINGS

Settings > Privacy

2 main categories: *Your Activity* and *How People Find and Contact You.*

One of the most important is *Who can see your future posts?*

WHAT YOU CAN DO

- General
- Security and Login
- Privacy**
- Timeline and Tagging
- Blocking
- Language
- Notifications
- Mobile
- Public Posts
- Apps and Websites
- Ads
- Payments
- Support Inbox
- Videos

Privacy Settings and Tools

Your Activity	Who can see your future posts?	Only me	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts
How People Find and Contact You	Who can send you friend requests?	Everyone	Edit
	Who can see your friends list?	Public	Edit
	Who can look you up using the email address you provided?	Everyone	Edit
	Who can look you up using the phone number you provided?	Everyone	Edit
	Do you want search engines outside of Facebook to link to your profile?	Yes	Edit

WHAT YOU CAN DO

CLOSE THIRD-PARTY DATA COLLECTION. Apps that you used Facebook Login gather info on you. Go to *Settings > Apps > Apps, Websites, and Plugins*.

USE AD BLOCKERS OR ANTI-TRACKERS. Install a blocking extension (such as Disconnect, Ublock, or Privacy Badger) on your web browser.

USE FIREFOX CONTAINER. Go to [Firefox Add-ons page for Facebook Container](#) > *Firefox*.

DISABLE LOCATION SERVICES. On an iPhone, go to *Settings > Privacy > Location Services > Facebook* and choose the *Never* option. Android users can go to *Settings > Apps & Notifications > App Permissions > Location Permissions > Facebook*, and slide the bar to the *Off* position.

USE TWO-FACTOR AUTHENTICATION. Go to *Account Settings > Security and Login > Use two-factor authentication > Set Up* link.

WHAT YOU CAN DO

MAKE YOURSELF HARDER TO FIND. In *Who can look me up?* in *Privacy Settings and Tools*, you control who can find you using your email address or phone number, and whether or not search engines can link to your profile. The [Privacy Checkup tool](#) will show you what information is visible to friends and to the public.

CONTROL WHO CAN SEE YOUR POSTS. Use the drop-down menu right next to the Post button. Choices include friends, the public, groups you belong to, and an option to build your own custom list. You can choose specific people to block (i.e. your direct superior in a workplace group you belong to.)

CHOOSE WHO CAN ADD TO YOUR TIMELINE. Enabling [Timeline Review](#) lets you control what's allowed on your timeline by requiring you to approve each post.

WHAT YOU CAN DO

STOP YOUR LIKES FROM BECOMING ADVERTISEMENTS. You've probably seen posts reading "So-and-so likes this" with a sponsored link and a Like Page button. To [opt out](#) of this, go to Settings > Ads > No one..

CHANGE PASSWORDS AND RECOVERY INFORMATION. askleo.com. tinyurl.com/y7tqbmnd.

CONCLUSIONS

No real alternative to FB for broad data sharing.

Deleting FB account not realistic for most users.

Psychographics is extremely dangerous.

Once data is out, hard to recover.

You have to decide what info you share - privacy.

FB will **at some time make it easier to limit data sharing/stealing.**

You will have to spend time to learn the system.