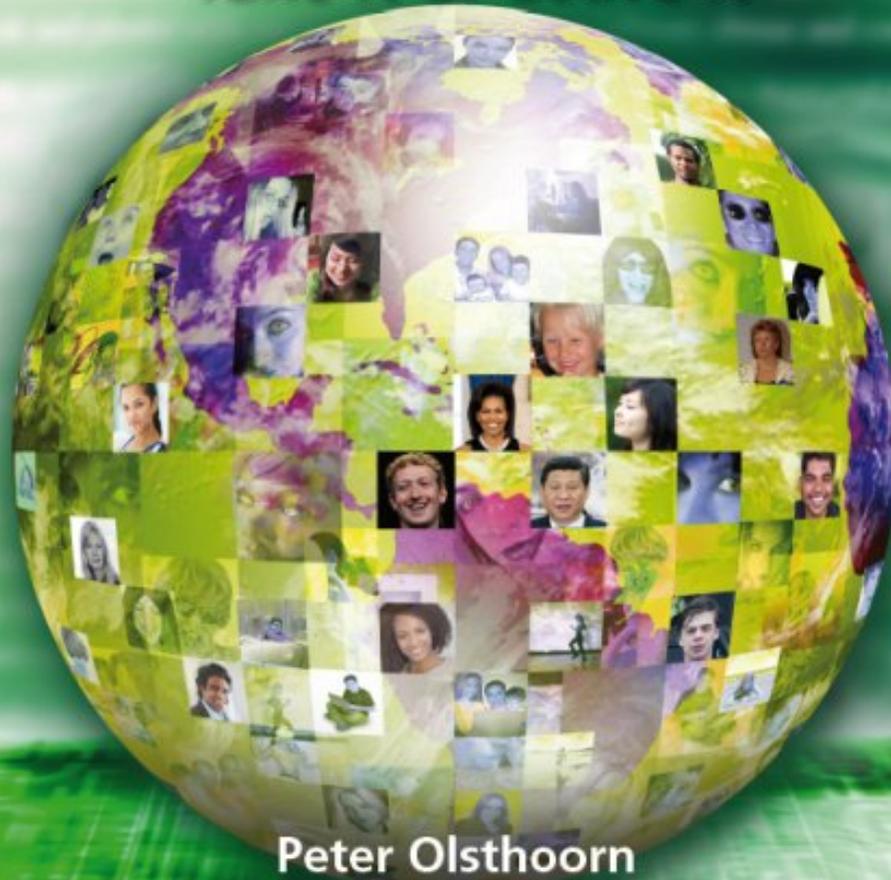


The Power of Facebook

Take It or Leave It



Peter Olsthoorn

'After dealing with the world of Google, Peter Olsthoorn, with his famously sharp analytical skills, now maps for us the power of Facebook.'

Ben Verwaayen, CEO of Alcatel-Lucent, former CEO of BT

'Never before has the phenomenon of Facebook been as intensely and thoroughly analyzed as in this book, drawing on numerous sources. Peter Olsthoorn combines humor with severity, well-founded suspicion with genuine curiosity, and harsh criticism with substantiated admiration.'

Antoinette Hoes, Head of Strategy at digital marketing agency Tribal DDB, Amsterdam

'One of Europe's best Internet journalists dissects Facebook scrupulously. With its motto 'First the facts, then the opinions', this is once again a must read for every individual and company that wants to understand how 'the social' is taking over the internet.'

Vincent Everts, renowned investor, entrepreneur and speaker

'With his unrivaled knowledge of facts, Peter Olsthoorn provides us, after Google, with a deep insight into the excesses and innovations of Facebook.'

Geert Lovink, founder of Institute for Network Cultures and Professor in media in The Netherlands and Switzerland

A billion people dedicated their lives and conversations to Facebook. With phenomenal force, Facebook is attempting to take over the internet from within its boundaries. Addressing the platform in terms of our restless controlling libido, our desire to bridge distances between people, and as the ultimate form of virtual identification and marketing cache, this book traverses every facet of the growing power of Facebook, until it arrives at the ultimate question: how can Facebook itself become our friend?



Peter Olsthoorn was one of the first European internet journalists and has been writing on internet technology and culture since 1995. He is a member of the Dutch Press Council, and founded several important journalistic websites. He is the author of the books *Internet and Intranet* (1997), and *De macht van Google* (The Power of Google, 2010), partly translated as *The Price We Pay for Google*.

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'It's complicated'

The Power of Facebook
Take it or Leave it

This book can be bought online in ePub or Mobi (Kindle) format, at Amazon, Kobo and other shops, , as well as the larger editions:

It's Complicated – The Power of Facebook (about 300 pages)

'It's complicated' - The Power of Facebook –
Extended Professional Version (about 500 pages)

'It's complicated'

The Power of Facebook
Take it or Leave it

Peter Olsthoorn

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Top 10 websites globally, January 2013, total time spent, millions of minutes:

	Top 10 properties	
1	Facebook	304.388
2	Google Sites	235.238
3	Yahoo! Sites	90.555
4	Microsoft Sites	79.805
5	Tencent Inc.	54.420
6	Mail.ru Group	33.270
7	Alibaba.com Corp.	31.102
8	VK.com	25.795
9	Baidu.com Inc.	18.100
10	AOL, Inc.	16.555

Source: Comscore

Largest 20 countries on Facebook, February 2013, millions of participants and penetration

1.	United States	163.1	52%
2.	Brazil	66.8	33%
3.	India	61.6	5%
4.	Indonesia	47.2	19%
5.	Mexico	40.0	35%
6.	Turkey	32.4	42%
7.	United Kingdom	32.3	52%
8.	Philippines	30.1	30%
9.	France	25.3	39%
10.	Germany	25.1	31%
11.	Italy	23.1	38%
12.	Argentina	20.4	49%
13.	Thailand	18.2	27%
14.	Canada	18.0	54%
15.	Colombia	17.7	40%
16.	Spain	17.1	37%
17.	Japan	13.8	11%
18.	Malaysia	13.1	46%
19.	Taiwan	13.0	57%
20.	Egypt	13.0	16%

Source: SocialBakers, based on Facebook advertising numbers

Continents and Facebook membership and penetration, February 2013

1 Asia	268 million	6.6 percent
2 Europe	250 million	30.2
3 North America	236 million	43.8
4 South America	145 million	36.5
5 Africa	50 million	5.0
6 Oceania	14 million	39.5

Source: SocialBakers, based on Facebook advertising numbers

Introduction

The reigning champion of the internet

A thousand youngsters in Silicon Valley are enthusiastically tapping software code while all over the world, almost a billion people are radically adapting their social behavior. Amazement at this is the theme of this book. The fundamental journalistic question is: what's going on here, how, and why? And the question for you: Facebook, now I know it better, take it or leave it

Facebook is fabulous! Together with Google Search it's the most powerful application that has ever been built for an internet web browser. Facebook is a combination of powerful ideas, designed and programmed in a great way. It is perfect for connecting the staggering number of one billion people with each other. Yet the day after tomorrow, Facebook might prove to be a total disaster. Or the first, virtual, global power. Right now, everything hangs in the balance.

Facebook is assuming many of the tasks that, until recently, we used to perform on the open internet. These include almost all new and old forms of communication, such as public statements and comments, e-mail, chat, and groups, complemented by numerous useful apps and games.

By creating a media platform now suited to television broadcasts, video, radio, magazines and newspapers, Facebook has launched an attack on the existing media and telecommunication corporations, although the effects of this have not yet been absorbed. Increasingly too, we find ourselves playing in the Facebook enclosure rather than in the streets or in the park.

Our craving for attention, affection, curiosity and the prospect of sex has been fulfilled and programmed by Facebook in a phenomenal way. Facebook knows more about our desires and urges than any other medium on the planet.

I can follow, understand and appreciate Mark Zuckerberg, which means I can also criticize him. But did he finally build a genuine 'social' medium? I don't think so. Facebook could still become a marvelous social network.

Understanding the new standard

"It's complicated." I consider this to be the funniest profile setting Mark Zuckerberg ever invented for the one billion inhabitants of his empire. This is one of the options you can choose from to represent your relationship status to other users. But it is not only our relationships; our lives as a whole are becoming rather more complicated.

The internet has made many operations in our lives easier, but not our lives as a whole. Facebook is taking over the internet by bringing many online functions formerly operative on the open web inside of its own borders. This makes things easier, but you're only allowed to enter using the passport Facebook essentially issue you.

This is why Facebook is so attractive: the internet, and especially Facebook, is lowering thresholds for our actions, reactions and interactions.

We pretend to understand what's happening. But do we? I want to suggest that maybe we do not fully realize the full extent of what is happening here, even those of us publishing dozens of status updates a day and fully integrating Facebook with our lives.

In great numbers, we surrender ourselves to IT and to Mark Zuckerberg's brilliant vision of modern communication. His genius program is our daily vision. But is Mark Facebook? No, you are Facebook. You read it, look at it, fill it, dream of it, long for it, and pay for it.

The turnover Facebook currently achieves as a result of your activity is about \$5 a year, but you were worth more than twenty times as much on the stock market. You aren't just a participant; no, you are also the actual product.

You, and your friendships, went public for about \$115 each. That's what you were worth to the new shareholders; those are the profits that they have projected.

Knowing me, knowing you

If at 8:30am you come across your friend Jenny in your News Feed, will you have more of an appetite for Kellogg's? At 10 o'clock you think about drinking a Nescafe Instant Espresso from home when a picture of your most handsome friend Jim shows up in your News Feed, but if Robert demands your attention, you might meet him where he has registered his location, and look for a Starbucks to have a coffee.

If at half past five Carol appears at the top of your feed, you might go out to buy Dove cream, but Tim in your News Feed reminds you to check if Durex are still in stock.

It's hard to assume of course, but the daily marketing possibilities of Facebook, based on complex algorithms, are endless. Your communication with Friends provides a steady stream of information for the marketing identity machine Facebook.

This machine behind the screen constantly evaluates your expressions and behavior en masse using numerous psychological, sociological, anthropological, and who knows what other variables from different sciences.

There is only one company that owns all this information about your preferences in relation to your friends combined with your real names and pictures; furthermore, this information is held alongside the equivalent information and preferences of another billion people. Just think, one billion people with a Facebook passport. Only China and India have more identities registered in one governed space.

Here arises the first virtual empire, unless Facebook keeps on making costly mistakes. An example of such a mistake was the flotation on the stock exchange (IPO). Greed is not social.

After the IPO, Facebook's 'social' reach was all about money for the lawyers and bankers, taking the board into a deadlock on behalf of profit-hungry investors. Some think we should be glad that Facebook seems to be fostering its own potential collapse by entering into this spiral of satisfying greedy shareholders, by satisfying dedicated marketers, exploiting users.

Why you should read this book

With this book, I wanted to contribute a very practical and comprehensive take on the Facebook phenomenon. The aim of this book is to give a journalistic overview, both to the confirmed fans and the biggest detractors of Facebook.

Given that you won't ever fully control your real life, you'll never be the boss of your virtual life either. But you will no doubt become a little bit less naive using all those so-called free services after reading this stuff.

And, finally, Facebook don't take the power over us, we freely build Facebook's power. The question then is how to limit it, or rather, how Facebook is going to share its power with us.

Acknowledgments

This is the place to say thank you. I would like to thank the many editors and translators of the Dutch and English versions of this book, especially to Jeanine van Ooijen, Sophie Reece-Trapp and a top translator/editor with great final influence who preferred anonymity. Without them, this book would not have seen the light of day. Partners in marketing and publishing were Ehio Media and Achtung!, both located in Amsterdam

The pleasure of Facebook

You might think you already know how Facebook works. Yet it might not hurt to look at this phenomenally powerful application from a fresh perspective. I suggest it is best to start with the question: What does Facebook want from you and why?

Friendships at the core

Facebook gave the internet wings. It has all the splendid functions of the internet under one roof and all your friends within arm's reach. It has an enormous, virtually irresistible power of persuasion, seducing us en masse with ingeniously constructed, simple-to-use and nicely-formed functions.

Facebook harbors within itself a tremendous paradox: it is childishly simple and accessible, yet its core workings are not well understood or controlled by us. An increasingly complex code serves Facebook's aims, attracting us with simple modes of operation.

The 'interface', as technologists call the operation, continually returns us to banal acts bound to a single space and profile. As children, we hover above the sweetie jar that remains eternally full. Whatever we take from it. Anyway, what's tummy ache and who's the dentist?

The core of Facebook is what founder Mark Zuckerberg calls the 'Social Graph.' In *The Facebook Effect*, he explains this in technological terms: Facebookers are the nodes and friendships are the connections. Everything in the great Facebook should generate traffic. Even in 2008, Zuckerberg considered this "the most powerful model of distribution that this generation has produced," a sentiment quite rightly unhindered by modesty.

The power of the Platform

In 2004, not long after it all began, Zuckerberg himself devised the strategy for the second core site, the open platform. He had trouble setting out his clear vision to others, but once it had been brought into practice, it turned out to be an ingenious idea. He intended to give all parties wanting to offer applications on Facebook the free opportunity to do so.

Apple was lauded for thinking up an iPhone with apps, but that was not an original idea. The Firefox browser was open to any developer who wanted to build apps, which was a great success and Apple's precedent. Zuckerberg also took Windows as a simple example, the PC operating system on which applications had been running for decades already. It made Microsoft boom. Microsoft itself also developed applications like Office (Word, PowerPoint), Internet Explorer, Outlook and Windows Media

Player. Zuckerberg offered a true open and great Facebook Platform that did not favor its own designed apps.

During the conference f8 (pronounced 'fate') in May 2007, the Facebook platform was presented to the world. On Facebook, everything has remained free of charge for now, but this is not the reality. In exchange for designing free apps, app-makers gain access to Timelines, Friend lists, personal data etc. Data is the form of payment. Facebook records information on the use of apps to refine advertising profiles.

The growing number of users, the ever-more-enjoyable applications and the increase in traffic mean that Facebook is building up an almost invincible position. Around 70 percent of the nigh-on billion participants use apps. At the beginning of 2012, Facebook numbered around eight million apps, including websites that can now also be connected to Facebook. All of this together forms the powerful Open Graph.

Over the past couple of years, gaming has been the greatest booster for growth at Facebook. Facebook receives 30 percent of returns from credits used to make virtual purchases in games. Social gaming might be the greatest collective change to the platform and in media culture at large.

In all this, gaming becomes one of the main sources for profiling on Facebook. You not only reveal yourself by what games you play and the time you spend playing, but also the way you play, how fanatic you are, your preferences for people to play with, if you play during working hours, your concentration, your dedication, social strategies and far more.

Recent expansions, whereby large media concerns are added to the platform, make Facebook even more powerful in data gathering about our personal preferences and behavior.

Vad gör du just nu? Or What's on your mind?

Facebook consists roughly of two parts, one is static and one dynamic. For everyone there is a profile (Timeline), complete with photos, personal details and interests.

The dynamic aspect, the communication, is most important. Everybody expresses themselves continually, and these statuses are usually visible to your Friends, limited groups, and/or the public. The statuses of Friends and those to whom you have subscribed are listed in your News Feed. This is today (March, 2013) your Facebook 'Home Page' and your entire history of statuses, photos/videos and comments form part of your Timeline.

At the top of the interface page, the question "What's on your mind" always looms prominently. A box is supplied beneath for the answer. Normally, you fill this out as a status update. You could also pose a

question or post photos/videos. This broad simplicity is characteristic of the platform; status updates generate as many different kinds of statements and conversations as you can imagine. Just now in January 2013, "What's on your mind?" has just been changed to "How's it going, [name]?"

This core feature of Facebook is rarely given due critical attention, especially not comparatively. In German, the key question reads, "Was machst du gerade?" It's the same in Japanese, "What are you doing?" in Swedish, "Vad gör du just nu?" and in Dutch, "Wat ben je aan het doen?"

Differently however, English-speaking Facebookers are provoked to give an answer to "What's on your mind?" This is an essentially different question, and can elicit far more statements than the simple "What are you doing?"

On the Spanish-language Facebook, the main question is "Qué estás pensando?" which has roughly the same meaning, as in Brazilian Portuguese: "No que você está pensando?", European Portuguese: "Em que estás a pensar?", Italian, "A cosa stai pensando?" and Afrikaans, "Waarom dink jy?"

In Chinese, Russian, Turkish, Polish, Hebrew, Arabic, Korean, Swahili and Norwegian, the question asked is: "What's on your mind?" But notice the Hungarian "Mi jár a fejedben?" ("What comes into your head?") and the Danish "Hvad har du på hjerte?" ("What's on your heart?") These are real, if slight, deviations. Interestingly, Facebook expects all of these users to think, whereas the Dutch, Germans, Swedes and Japanese are asked what they are doing at a particular moment in time.

The central Facebook question in French is very different: "Exprimez-vous", minus the exclamation mark. Or simply, "Express yourself." It is a pithy incentive, and it characterizes Facebook well, in asking you to divulge as many thoughts and actions possible. However, the question posed to French-speaking Canadians is: "À quoi pensez-vous?" ("What do you think?")

Once a status is posted, others can add comments to it in the same way that it is possible to react to blogs. If that is asking too much and users want to show their appreciation of something that has been posted without having to come up with a specific comment, then they can simply click on the thumbs-up icon.

This is called a 'Like,' and translates into the German Facebook as "Gefällt mir" and into the French with the dainty "J'aime." Given the enormous influence of Facebook, 'Like' capitalized is now a verb and noun.

Chatting and Mailing

In a progression which is typical for the platform, Facebook soon incorporated chat and e-mail. Video chat was easily added. Strategically, Facebook is paying brilliant attention to leading applications and players operating across the web.

Facebook mail has become more like an extension of chat and text traffic, as chat, mail and text operate side by side. It is unique that the updated profile pictures of the recipient, absent from usual e-mail, make sending mail appealing and clear. Increasingly, Friend's e-mail addresses are used only when the intended recipient is not on Facebook at that moment, while chat is when you are both aware of each other being on Facebook at the same time.

With Facebook mail, there is no need for a subject line or other formalities. When conversations become too long, they tend to fade out. This might sound rather banal, but it is part and parcel of the somewhat fleeting character of conversations on Facebook.

Facebook first kept its @facebook.com and @fb.com e-mail addresses and message traffic limited to user's Friends. Also uniquely, through privacy settings, the users decided who could and couldn't message them.

At the end of 2012 Facebook introduced two filtering options:

Strict: you'll see mostly messages from friends in your inbox

Basic (default): plus messages from people you may know

Liberty, equality, fraternity

Did you realize when you signed up to the platform that you agreed to live in line with Facebook's values, called 'Community Standards'? This contains some idealism: "Facebook gives people around the world the power to publish their own stories, see the world through the eyes of many other people, and connect and share wherever they go."

The standards prescribe tolerance in the huge Facebook garden: "Because of the diversity of our community, it's possible that something could be disagreeable or disturbing to you without meeting the criteria for being removed or blocked."

They also suggest that if you don't like certain content, you can ignore it: "For this reason, we also offer personal controls over what you see, such as the ability to hide or quietly cut ties with people, Pages, or applications that offend you."

The 'Facebook Principles' (2012 version) sound worthy, resembling as they do the Western nation state's traditions of liberty, equality and fraternity:

1. Freedom to Share and Connect

People should have the freedom to share whatever information they want, in any medium and any format, and have the right to connect online with anyone - any person, organization or service - as long as they both consent to the connection.

2. Ownership and Control of Information

People should own their information. They should have the freedom to share it with anyone they want and take it with them anywhere they want, including removing it from the Facebook Service.

4. Fundamental Equality

Every Person - whether individual, advertiser, developer, organization or other entity - should have representation and access to distribution and information within the Facebook Service, regardless of the Person's primary activity.

10. One World

The Facebook Service should transcend geographic and national boundaries and be available to everyone in the world.

Think these over regarding your own user experience. Do you think Facebook acts in compliance with its principles? Does it maintain its Transparent Process, its Fundamental Equality for advertisers and you, the Freedom to Share whatever you want and so on? Is it really such a democratic and protected town hall type of experience?

The under-rated genius of groups

One issue that often trips up Facebooker users is distinguishing between 'lists' and 'groups'. Friends are classified into different lists according to importance and you can then select these lists for distribution when writing statuses. You might announce your new boyfriend solely to the list of 'best Friends', your holiday experiences to 'best Friends' and 'Family' and the film you watched to all of your Friends. (More in chapter 4)

Groups are still relatively unknown and unused amongst many users. I believe them to be one of the finest Facebook applications. With groups, you have a closed space at your disposal in which (small) groups of people can communicate temporarily or permanently about shared interests. Anyone can make a group, and membership can extend outside of the user's friendship group.

It is easy to start an 'open' group, accessible for anyone on Facebook to join, but usually 'closed' or 'secret' groups are more appropriate. 'Closed' means that the existence and the members of the group are known (that is, show up in search results), but that the content is only accessible for members. Secret groups are hidden from view entirely and never show up in search results.

Group members can take part in chats, upload photos to shared albums, work together on group documents and invite all members to group events. Discussions can unfold in tangled way, like those in other online forums and e-groups. Debating in text form can be difficult and tumultuous. The profane factoid, the useful insightful, the sensible aside and the stupid irrelevant comment all appear right next to each other. The administrator has the power to remove messages and comments and call bothersome members to order.

Groups are particularly useful for families, projects and/or businesses. They even allow you to assemble support groups around scary illnesses and disorders. The main problem however is finding them.

A gateway to sex and drugs?

Closed groups enable space for you to try all that is technically - or at least 'publicly' - forbidden on Facebook. Facebook's private message and content traffic includes sex and drug exchanges, illegal swapping of music and films, and social and political campaigns that might be unlawful in certain nation states.

Betrayals of such private activity is never too far away. Australian university cities were startled by revelations that secret student groups were operating on Facebook that kept pace with students' sexual feats and rated sexual performance. One of the group members blabbed, resulting in reports against and persecution of the administrators.

Facebook's secret groups are a veritable playground. For the Westerner, secret groups are an ordinary bonus feature. For the vast majority of countries, these groups have become essential tools in the pursuit of freedom of expression, political organizing, and for gays and lesbians facing persecution.

The rules and porn

When you signed in to Facebook you also agreed to act in accordance with the Statement of Rights and Responsibilities (Date of Last Revision: June 8, 2012), which contains 4,500 words. Some noteworthy lines from this include the following: * Your privacy is very important to us.

You own all of the content and information you post on Facebook, but it has a "non-exclusive, transferable, sub-licensable, royalty-free, worldwide license" to publish it elsewhere on Facebook. When you delete text, photo's and video this license remains if your content has been shared with others, and they have not deleted it.

Facebook's rules for "Identity and Privacy" and "Nudity and Pornography" deserve special attention. On Facebook, people are asked to "connect and share using their real identities." The idea is that "this culture creates accountability and builds trust and safety for everyone."

The company deals with the complexity of distinguishing between porn and nudity:

"Facebook has a strict policy against the sharing of pornographic content and imposes limitations on the display of nudity. At the same time, we aspire to respect people's right to share content of personal importance, whether those are photos of a sculpture like Michelangelo's David or family photos of a child breastfeeding."

Enforcement by peer police

If a user notices an expression that he believes violates the terms, he or she is advised they "should report it." A Facebook citizen is even obliged to report "Abuse or Policy Violations," for: Imposter accounts, Bullying, Intellectual Property Infringements, Pornography, Violent or Graphic Posts, and Hate Speech, etc. Are you aware of this?

Facebook's enforcement is everything but transparent. You can click and complain, or in Facebook language 'report' violations; but processing is often opaque and arbitrary. The examples of censorship are notorious.

You may be blocked from sending Friend requests if too many remain unanswered or were reported as unwelcome. If this happens, you also lose the ability to send messages to people who aren't confirmed Friends. These blocks are temporary, and after a few days, or sometimes weeks, users can begin sending out requests all over again. The point is to inhibit possibilities for nuisance mass messages, including market-driven Friending and spamming.

Most blocks are the result of not adhering to the rules for good behavior, which means posting nudity, spam, or other distasteful content. You are not able to find out who reported your content, nor why they had a problem with it.

The machine rules: "Facebook has policies in place to stop behavior that other members may find annoying or abusive. Even if you didn't have this

intention, we determined that you posted something that violates our standards or used the same feature repeatedly in a short period of time.”

Querying the decision is. Here we get a glimpse of Facebook’s characteristic combination of apologetic but mechanic user relations. “If you’ve been blocked by mistake, we won’t be able to end the block early—but you’ll be able to send Friend requests again soon. We’re sorry for the inconvenience!”

You just need to be patient, and have faith that your destiny is in the hands of an invisible power: “Attempting to use this feature while you are blocked can extend the block. We can’t lift this block for any reason, so please be patient and refrain from using this feature while you wait for this block to be removed.”

And if your account is completely disabled all of a sudden? Bad luck! “Depending on the severity of the violation, a warning might not have been issued before disabling your account. Please note that we do not restore accounts that were disabled for severe violations of the Facebook.”

Dirty job of “Moderation”

Facebook always claims that it is some other user that has complaints about your content. Without disclosing who it was, nor the exact nature of the complaint, it is difficult to know whether there are other controls or surveillance mechanisms at work.

The news site Gawker attained information about Facebook’s systems of censorship - or rather, ‘moderation’ - at the end of February 2012. Post moderation is outsourced to bureaus like oDesk, which recruit people worldwide to investigate user reports and remove statements. Gawker’s source was the 21-year old Moroccan Amine Derkaoui, who was sick of doing this dirty work for a dollar an hour.

One moderator likened the job to virtual garbage cleaning: “Think like that there is a sewer channel and all of the mess/dirt/waste/shit of the world flow towards you and you have to clean it [sic].” Another quit after three weeks. “Pedophilia, necrophilia, be-headings, suicides etc.,” he recalled. “I left [because] I value my mental sanity.”

Others deemed poo, urine, pus, vomit and even earwax as not fit image content for Facebook, except in cartoons. Curious, too, is the order directed against any manipulation of people in photos. “Any photoshopped images of people, whether negative, positive or neutral” have to go.

That nakedness and sex are subject to censure comes as no surprise. “Preparation” for sex, however, can stay put, according to the internal rules. Meanwhile, depictions of clothed people in which sex is suggested

are supposed to get the chop. This is all rather complicated, not to say puzzling and sometimes even contradictory.

More recently, according to an internal memo in 2011, Facebook is loosening the reins with regard to sex. Links to porn are now allowed, as well as obscene phrases like "I want to f*** you." Second-person comments like "Darren wants to f*** you" are also supposedly fine, placing the onus on Darren to report it if he is unhappy with it. Still, to prohibit commercial offers of sex, any sexual solicitations must not be accompanied by telephone numbers or addresses.

Meanwhile, photos showing deep flesh wounds or liberal amounts of blood flowing are permitted. The same goes for photos of severe mutilation, as long as none of these are intended hatefully and no internal organs spill out. Photos of fights on the schoolyard are also allowed, unless they are intended to tease others further. When part of humor, expressions of hatred are accepted.

Pictures of drug use are not permitted. Marijuana is an exception, but not for trade purposes. Animal abuse can also be published, as long as it is intended as an illustration to demonstrate one's aversion.

Moderators must therefore attempt to get their head around the context in many cases. This one a reason for sourcing well educated people, often students with good linguistic capabilities. Coming to a judgment is still difficult, but censors can discuss their uncertainties on their own Facebook forum.

Real censorship occurs differently across national borders, such as in the complete ban on expressing negative sentiments about Mustafa Kemal Atatürk in Turkey. Users are also not allowed to show burnings of the Turkish flag, nor share propaganda for the Kurdish struggle, including depictions of Kurdish leader Abdullah Öcalan or of the aspirational 'Kurdish state' on maps. Criticizing the Kurds and the PKK, on the other hand, is allowed. Facebook does this purely to escape being banned in Turkey.

Facebook asserts that reporting such 'crimes' is imperative for users. This duty also goes for Holocaust denial, which is explicitly punishable in some countries. A special reporting category exists for threats with violence or attacks on famous people or those in authority, as well as incitement to terrorism. Those, too, should be reported. And of course, moderators must copy and report anything to do with child abuse to Facebook. I deal in more depth with the matter of Censorship in Chapter 3.

Accounting for the virtual dead

With Memorializing an account of a deceased Facebook sets the account privacy so that only confirmed Friends can see the profile (Timeline) or

locate it in search. Friends and family can leave posts in remembrance. From that moment the account belongs to Facebook headquarters. "In order to protect the privacy of the deceased user, we cannot provide login information for the account to anyone. However, once an account has been memorialized, it is completely secure and cannot be accessed or altered by anyone."

A request for the removal of a loved one's account from Facebook.com is possible, but only by the 'verified immediate family members or executor.' To be verified, Facebook demands the deceased's birth certificate or death certificate, or a proof of authority under local law that you are the lawful representative of the deceased or his/her estate.

How to verify papers and requests from 210 countries and languages? Mistakes and abuses are daily practice, Facebook admits. A common joke made by quarreling people is to report the enemy as deceased with Facebook. Photoshopping some official documents is not that difficult. For the abused and very much alive user they advise: "If you are unable to access your personal account because it is in a special memorialized state, let us know here. Please note that we will only be able to grant you access to this account if we are able to verify you are the user whose name is listed on the account."

The best way to avoid legal problems after you've left, is to do some estate planning for your digital life. The simplest way is to leave logins and passwords with someone you trust. A simple appointment with your spouse or other member of the family is effective, or a digital will can do the job.

Vital mobile service

Facebook is by far the most important application for mobile internet. Nearly 25 percent of the total time spent on apps on Android and iOS (iPhone/iPad) in the U.S. goes to Facebook, ComScore said in December, 2012.

In the mobile field, Facebook is entering into competition with providers of text, chat and calls over the internet. Here, Facebook Messenger will become a formidable competitor of BlackBerry BBM, WhatsApp, Ping etc, since users can not only chatter away using text, word and photo, but also exchange photos, locations and group contributions on Facebook.

Facebook is now managing to secure prominent spots on smartphone menus. Callers ensure this by downloading an app, but phone manufacturers also put the Facebook application high up on their menus.

With video chat via internet (first via Skype, now its own Messenger too), Facebook has become a competitor for mobile operators like Vodafone. Following the takeover of Microsoft, Skype was connected to Facebook at

lightning speed with all contact information intact. Before you know it, your Skype address could be circulated to hundreds of Facebook friends and you could access your Skype contacts through your Facebook profile.

In January 2013, Facebook introduced an iPhone Messenger app for free calling over wifi and data connections, making it a competitor of similar services like Skype and regular phone services. Regular mobile calling is already in decline as a result of these services.

Conclusion: Outscaling the future

Facebook reigns supreme on the internet. First, it takes over applications and websites in gradual stages. Then, it brings them behind its own walls for its connected (and therefore identified) internet users. The progression is predictable and new territories are being clearly marked out: telephony, message traffic (text messages), the browser and even hardware are increasingly bearing Facebook's stamp. The potential here is of a great and mighty virtual dominion.

Where other social networks have died off owing to lack of activity, Facebook holds the attention of participants with frequent offerings of new elements. Through the outwards spiral of its increasingly powerful Open Platform, more participants use more apps, attracting more participants and so on...

If games were the biggest attraction of recent years, diverse media from third parties on Facebook is now being added, in the form of TV programmes, music and newspapers. All of this is being incorporated into an increasingly refined platform for conversation that is out-scaling all competing text, mail, chat and talk applications in ways that are unprecedented.

Facebook offers still very far from complete functionality. For example, as of the beginning of 2013, Facebook still doesn't enable users to edit status updates after posting. If you want to change something you have to copy the post, delete it from Facebook, adapt it on your computer and post it again. Facebook should also offer people the chance to preview a post for the same reason.

Facebook's kitchen secrets

Facebook's commercial strategy is to offer you as many adverts as possible to click on. You have two layers of profiles for Facebook: there is your displayed profile or Timeline, with its visible statuses, posts and Likes, but also a comprehensive, closed profile in the databases, where all of your public and private messaging activities on Facebook are recorded. This double profile is in fact the basis upon which advertisements are served. How does Facebook determine these values?

New friends and new purchases

You may think you know which products you do and don't need to buy; what you will and won't purchase. Do you? Here's a little test: take five things you bought recently. Why did you buy each one and how did purchase actually each play out? Why that particular brand and why that shop? What and who influenced your selection? In marketing, 4 Ps traditionally apply: Product, Place, Promotion and Pricing.

Similarly, you may think you know who your friends are, and who you would like to be closer friends with. Don't you? Not according to Facebook. It is continually suggesting new Friends. And this algorithmic sense of possibility works. The new Friend suggestions lead to an awful lot of clicks and new acquaintances that yield traffic for Facebook. Is this normal social behavior? Of course...

Now try to analyze your encounters with Friends as product purchases. Why did you meet them at that particular time and get chatting? Again, from a marketing perspective: which roles did the Person, the Place (and time), the Promotion (impetus from their side and yours) and Price (which obstacles did you negotiate) play?

These two important aspects of life – commercial and social - resemble each other, and with Facebook, this happens even more so. You nourish your social and material needs on the basis of nearly identical methods. The process of selecting Friends and products differs less than you might think.

Your wallet and your attention

The core of Facebook is the way it links the marketing of Friends' identities, often no more than acquaintances, to the marketing of products; in other words, "friends" become penetrated with your purchasing behavior and intentions. There are two sides to this coin: on the one side your capital is developing nicely, even if this is not monetized; on the other side Facebook is capitalizing directly on you, and for them, its monetized.

These are the two most important ways of accruing value in life, and they are found in many contexts and variations: they can be channeled in to wages or a car purchase, a fantastic partner or a text message. Not only does Facebook connect these two different aspects - attention and financial investment - together, it also makes them equivalent, both literally and figuratively.

Facebook has put the largest part of its promotional efforts and data gathering into the growth of relationships and traffic. Less attention has been given directly to advertisements. This ratio is changing now that shareholders are demanding greater profits.

The EdgeRank

Every day, more than 1.5 billion requests for attention (updates, comments, photos) are flooding over Facebook's pages. Just within the Like economy, 2.5 billion likes assemble and fade away each day in the Facebook universe.

Needless to say, not every expression catches attention, and not every Friend's posts, or organization's updates that you are subscribed to, can all make it into your News Feed (otherwise it would be an almost unreadable rapid stream of data).

So Facebook needs a mechanism to determine which posts should be sent to particular Friends' News Feeds, which are more important or relevant to this Friend rather than that other Friend or Fan, and so on. The formula and code programmed to determine this was called EdgeRank.

Every status update, Like, photo, video, score within Mafia Wars, and song listened to on Spotify gets a ranking of attractiveness in a specific relationship to users' preferences, connections and behaviors.

For example: a recent photo published by Mary has a higher rank than an older one. It also gets a higher rank for John than for Suzy, because he is much more interested in clicking on her activity, often, while Suzy is seldom interested in Mary's posts, no matter what they are. EdgeRank enables the Facebook machine to determine what appears in everyone's News Feeds, in which order and for how long.

In this, the way EdgeRank works is very much like the PageRank from Google which determines the ranking of search results. The required secrecy of the actual formula is also similar. Every marketer wants to understand exactly how such social algorithms work, in order to produce pages and posts which rank as high as possible in Google's search results and users' News Feeds.

Finally, EdgeRank decides that nearly 90 percent of Facebook users will never see free posts from companies they 'liked' in their News Feed.

That's not a bad thing for Facebook, since advertisers have to pay for more attention instead of getting free publicity.

The power of artificial intelligence

The longer you use Facebook, the better Facebook will get to 'know' you. I'm sure we are just in the beginning with analyzing preferences and online social media behavior, resulting in continuously richer marketing profiles and communication rankings.

With one billion users and growing, Facebook can, for example, very easily compare and apply your the behavior and setting with those of other users with similar templates. If your behavior corresponds 99 percent of the time with some user in Alaska then, the remaining one percent will be deduced by the platform's algorithms, drawn from post, Page and Friend recommendations, and tailored advertising. Facebook will be able to analyze innumerable cross-references.

In the future, this kind of machine led behavior monitoring -- analysis based on 'big data' stores -- could easily be extended from surfing, searching and chat contents to include behavioral characteristics like eye tracking, finger tapping and mouse patterns for example. Digitalized or machine led behavior monitoring is still so young, and a promising field for marketers and police forces. Most of us have not the slightest idea what is happening in this field. One of the already not so futuristic fields of personal data is DNA information. While this conjures dark scenarios, DNA analysis could also be advantageous for worldwide health service provision.

What can Facebook know about us already, or in the near future? The profile categories and digitalized behaviors through which it collects data are already significant.

The Basics from profile information:

- * Age, country, region, city;
- * Family background, family names;
- * Education;
- * Religion;
- * Occupation;
- * Hobbies;
- * Books, papers, magazines read;
- * Music preferences;
- * TV program preferences;
- * Political opinions;
- * Online spending;
- * Brand and product interests;
- * Languages you understand;

- * Sexual preferences;
- * Travel and holidays;

Aggregated social data:

- * Your status;
- * Knowledge and skills.
- * Home and car class;
- * Estimated income and wealth;
- * Social position and that of friends;
- * Living and family situation;
- * Use of PC, gadgets, software etc.;
- * When you are at home;
- * Places where you are out;
- * What times you are online and with what intentions;
- * Good and bad days;
- * When you're horny.

Also to consider:

- * Pace of life;
- * Diseases and disorders;
- * Concentration cycle throughout the day;
- * Whether you are persistent or give up quickly;
- * Work behavior and effort;
- * Private browsing during work hours;
- * Preferences between text, photo and video;
- * Proceedings of contact;
- * Intensity of contact;
- * Attention to different relationships / friends;
- * Frequency and likelihood of new relationships;
- * Approach to individuals and businesses;
- * Choice of words and attitude;
- * Secret desires and fantasies;
- * Creativity;
- * Logical thinking;
- * Non-conscious and irrational behaviors;
- * Rational choices and weight given to these;
- * Emotions in experiences and exposures;
- * Behavior in different emotions;
- * Degree of happiness.

The final three are the most fascinating. Of course you will deviate from your patterns, sometimes only slightly and other times completely. But the potential for Facebook to 'know' its people extends beyond ordinary imagination, and because of its basis in algorithms, can happen in real-time.

The existing social research I mention in other chapters, which show how Facebook data including photographs might indicate degrees of future happiness, and other social and psychological behaviors, is just the beginning. This is an overwhelming archive of potential knowledge.

The largest market researcher

This book is concerned especially with shedding light on Facebook from the perspective of the individual. Facebook is an identity machine, yet it also possesses a gigantic collective knowledge. The opportunity to analyze its mountain of data alone is reason enough for me, as a technology and culture journalist, to fantasize about working at Facebook.

Facebook can draw an exact sketch of variations in behavior, economy, interests etc. from every district and street in Shanghai, London, Chicago or San Paolo to Barcelona supporters or Yale students. It could even fathom national characters of usage, should such exist, of France, Vietnam or Venezuela.

Secretly, Google and Facebook have the greatest powers of access to do behavioral science, far more mighty than universities. We generate an unimaginable amount of information for these two parties, on numerous levels and in numerous areas.

Google presently has the edge in this field, given its far more extensive databank, filled with our searches and clicks on results. Google let us share this enjoyment with Google Zeitgeist (now Trends). You can also see the most searched-for terms per country and per month or year. You can find out a lot with it, especially if you supplement it with the information that Google makes available to advertisers.

In this field Facebook has even more opportunities, because of the registrations it has of real names, exact geographic information, personal preferences, social interactions, and other registrations of nearly every kind of important conscious and unconscious act that the individual user makes there.

Facebook's own scientists must obviously contribute to the long-term profitability of the network. However, their research can combine public and company goals; the former can also be publicly promoted.

Commercial power plays?

Facebook introduced Promoted Posts, Sponsored Stories and advertising in Facebook's News Feeds in the summer 2012, which caused a tension with non-paid posts. Here, Facebook was accused of changing the EdgeRank in order to give more room for paid stuff.

I've seen this tension with Google for years (as with traditional media). The higher place an organization or service reaches in the non-paid rankings of the Google Search, the less urgency it feels to advertise on search keywords. Of course we would never accuse Google of giving (potential) advertisers lower rankings in the organic (non-paid) results, in order to maximize advertising income, would we?

Under the pressure of investors after the failed IPO, Facebook has turned its head towards advertisers. Before installing paid post opportunities, Facebook announced that statistically, the average reach of postings in News Feeds was only around 15 percent. Advertising head Gokul Rajaram reasons that you should want to buy a Promoted Post if you want to reach the other 85 percent of your Friends or people who Like a company, plus Friends of those users. The price bracket the business chooses to pay depends on how many Likers a business wants to reach.

The commercial measures will probably fasten the downturn of Facebook, if users are no longer accepting this. I stopped following two of my Facebook friends, both kind marketers, after they managed to reach the top of my News Feed several times with paid posts for their customers. I presume Facebook will react to all kinds of customer feedback, and if not will fall in to its own trap of arrogance. But I'm not sure. Probably the company hopes the majority of its users are not clever enough to notice the change, or don't care.

Conclusion: What you don't see

In itself, EdgeRank is no secret formula, but its execution certainly is. Facebook continues to claim that the priorities in your News Feed are determined by a simple and logical formula. Yet how is this formula applied? We do not know. Specialized bureaus are attempting to get behind this on the basis of experience, in order to secure more prominent spaces in our News Feeds for their clients. This harms objective reproduction of the social value of Facebook, just like search engine optimization aims influence Google search results.

Facebook has little to lose. It could even proceed to make public the variables for the selection of Friends' statuses in your overview. Or even downgrade the prominence of commercial parties in News Feeds, so that companies are forced to advertise more.

The true kitchen secret cherished by Facebook is the way in which each person's advertising offer is constructed. The variables and terms of this remain concealed from our view. If those calling for 'transparency' have their way, perhaps the profiling and ranking of advertising will someday become public, enforced by law-givers?

The great power, the internet passport

Facebook accrues powers only insofar as its users permit. That is the liberal view, which can be contrasted with the conservative one: Facebook has become a power in its own right that can no longer be tamed. And so we bear witness to the conquest of the internet, as gradual as it is inescapable.

Facebook combines a number of very powerful advantages, of which the most unique is its 'ownership' of the identities of almost all participants. This is invaluable on the internet, where anonymity is the greatest obstacle to further exploitation and lawful control. In what ways do the powers display themselves? How does Facebook manage them?

One identity, no anonymity

"You have one identity," Mark Zuckerberg emphasized three times in a single interview with David Kirkpatrick in his book, *The Facebook Effect*. "The days of you having a different image for your work friends or co-workers and for the other people you know are probably coming to an end pretty quickly." He even added: "Having two identities for yourself is an example of a lack of integrity."

You don't need to be a professor in social psychology to be able to conclusively refute this claim. After all, we do nothing other than play our social roles according to the environment in which we find ourselves. Even if your private life, work life and various sub-categories within those areas do start to become more intertwined, you still continue to behave differently for each. All of these behaviors together form one, single identity.

The same is true in the virtual sphere. Whether by e-mail, chat or telephone, the content and (especially) the form of the things we say varies greatly according to our conversation partner. The whole of life itself is a continuous and meticulous assessment of our position with regard to those around us and the situation.

To ourselves, we are one single person, and not a divided personality. Zuckerberg holds his own view on this subject. He wants us to be consistent, at all times and for everyone. He even goes a big step further: he doubts the integrity of people who have various identities 'for themselves'.

Facebook's former marketing director (until August 2011), Randi Zuckerberg, has made the case against online anonymity on several occasions. Similarly, Facebook's Chief Operating Officer, Sheryl Sandberg said to the *Economist* in 2012: "Expressing our authentic identity will

become even more pervasive in the coming years. Profiles will no longer be outlines, but detailed self-portraits of who we really are.”

Key Facebook investor Peter Thiel considers it “very healthy that the real people have won out over the fake people.” He refers here to the defeat of MySpace, where people could have chosen names but often opted for pseudonyms.

Millions of fake accounts

Unexpectedly, Facebook began to allow pseudonyms at the beginning of 2012, but only for identified celebrities with stage names, which they call ‘verified accounts.’ This was partly possible already, as in the case of Joanne Stefani Germanotta who could participate as Lady Gaga.

In August 2012, Facebook filed documents that revealed striking statistics about its user base. Nearly 9 percent of all Facebook accounts, or more than 80 million, were fake, duplicates or used for malicious purposes. It was a huge increase on the figures Facebook released in March, when it estimated that number to be 5 to 6 percent.

Facebook classified the bogus user accounts:

- * 4.8 percent of all accounts are duplicates
- * 2.4 percent are misclassified
- * 1.5 percent are tagged as undesirable

“We believe the percentage of accounts that are duplicate or false is meaningfully lower in developed markets such as the United States or Australia and higher in developing markets such as Indonesia and Turkey,” Facebook stated.

It would appear that a terrible amount of lies with ‘real names’ on Facebook happen in the ‘age’ category. The culprits include children aged 12 and under, often in collusion with their parents, who want to dodge age restriction on Facebook.

Of the 20 million minors who actively used Facebook in 2011, 7.5 million of them were younger than 13, according to projections from Consumer Reports. Facebook’s terms of service require users to be at least 13 years old.

The EU Kids Online survey of 25,000 young people across Europe, held in 2011, which included questions about deceiving on age registration, said nearly 40 percent of 9-12-year-olds use social networking sites, with 20 percent of the age group having a profile on Facebook, even though the network sets a minimum age of 13 to join.

Sharing power

Facebook and the app-providers are inextricably linked with one another in today's data-economy, more so than Windows or Apple's App Store. With Facebook, the app-providers and Facebook also advance together in the usage of these apps.

For example: Facebook and Microsoft link to Skype, which means that your Skype pseudonym suddenly becomes worthless when joined to your real name on Facebook. This linking takes place via your e-mail address and possibly a number of other variables like your IP address.

As a Skype user logging in via Facebook to use the program, you swiftly received notifications such as, "Your contacts have not been very active recently..." Facebook and Skype believe they must stimulate you to become that bit more active, and via Skype, they find a way to prompt you. Such is the power of identification with data sharing.

The introduction of Facebook as a media platform in 2011 is based on the same trade in data. Media-providers are handed the identifications of users and Facebook can enrich its advertising profiles immensely.

This manifested most drastically with Spotify, where you can listen to unlimited streamed music for 5 or 10 euros per month. I have been a happy subscriber right from the very beginning.

Facebook and Spotify were linked together, before you even realized it, all of your playlists and favorites from Spotify had been shared with friends on Facebook - and in any case, with Facebook itself. This Spotify Social seemed to have been excellently thought through by both parties. Spotify and Facebook recognized common users by their e-mail addresses.

On several occasions since, Spotify has updated its privacy terms, as well as its default settings. Spotify director Daniel Ek warded off criticism of these moves with derisive tweets. He flipped the virtual middle finger.

The same might also happen with other media connected to Facebook via apps, like Hulu (video-on-demand), Netflix (video rental), and DirecTV. Activities with these apps that involve viewing, listening, rating and communicating with Friends will be visible on your Timeline and will enrich Facebook's databases.

Eventually Facebook might even become the dominant or central portal for all media consumption, going further than taking over the internet.

Mobile phone book and passport?

Facebook is extending its potential huge power in the mobile service field. Europe's third mobile company after Vodafone and T-Mobile, Orange in Paris, announced a partnership with Facebook to offer a Skype-like internet calling application. It will connect subscribers with Facebook identities instead of phone numbers, and allow them to call via mobile, tablet, laptop, desktop etc.

I think eventually all carriers could be forced to provide mobile Facebook services in one way or another, eating out their traditional business like Whatsapp already did with SMS messaging.

In short, Facebook is able to take an important part of telephony in this way, both landlines and mobiles. Facebook's greatest strength in such a takeover is its contact list, essentially the biggest address book ever. Facebook's agreement with Orange could lead to the death of the phone number eventually. Internet calling with Skype was the first stage of this, Facebook Messenger is now also enabling voice messages through its mobile Messenger app.

The identification and authentication power of Facebook described in this chapter be extended further into real life via mobile phones. It is imaginable that Facebook's identification will become part of new tools. More frequently, mobile phones are used as an access key to buildings and parking garages, with simple sms and apps.

Your phone can very easily be thought of as a national passport, and has for some time, but mobile Facebook will become an important complex tool in real life applications in shopping, tourism and ever more fields; anywhere that identifying customers for specific services is applicable.

Facebook Search power

In one of its biggest press events so far, Facebook in January 2013 launched its search service in beta. The first version of what is called Graph Search focuses on four main areas -- people, photos, places, and interests. The Graph Search does not yet extend to Posts and Open Graph actions like songs listened to and articles read.

It was only available in English for a restricted group, and Facebook expected to need several years before a complete worldwide roll-out. "Graph Search on mobile is something we want to take on next," Zuckerberg said.

I consider the search also as a huge extension of the passport function of Facebook. It's becoming very easy now for marketers and authorities to find their ways through all kinds of social behavior of a person. Far more details about persons can be exposed and linked to their real names.

Offering people and relational searches is a big challenge of Facebook, because users can immediately become much more aware of, and confronted by, others' re-visualized personal data. Of course a huge part of this searching will be done in secrecy. It might hurt Facebook itself. Many users will be wary that others can see any photos they posted on Facebook, including photos hidden from their own Timeline.

Searchers will be able to graph data from all of their Friends who share their information "with Friends." By searching "photos of my friends" you can find photos you and your friends have posted and been tagged in. Facebook itself immediately offered information on how to delete tags and photo's.

By opening its database, Facebook gives users the possibility to uncover connections, relationships and common interests that we never thought we had.

Censorship incidents

The power of Facebook materializes most when it is abused. This is not so frequent, and not even always intentional. In June 2010, 'Boycott BP' disappeared with its then 730,000 users. Facebook claimed this was a "technical error."

But how could that be true? If you search now for "Boycott BP" on Google, you will immediately find the well populated Facebook page as the first result. However, with the Facebook search tool you will not (as of summer 2012). Instead, only eight smaller boycott action groups appear. Is this down to chance? The page now has 780,000 Fans and users post actively. What is going on here?

Facebook indeed rarely applies censorship. Yet when it happens and when it is visible, it causes them great trouble. This was the case when the Facebook page of M.U.L.T.I.S.E.X.I., an Amsterdam gay organization for nights out with 2,500 Fans, disappeared in April 2011. The organization sent a signed letter and thirty e-mails to Facebook's Amsterdam office, with no response. Only when the club got TV publicity did the Facebook page come back online.

Once again, there was talk of an unfortunate 'error,' or so Facebook announced. Earlier on, Facebook had – also awfully by mistake - removed a photo of two men kissing from the English television series Eastenders. In protest, Facebook pages sprung up with photos of gay men kissing.

Facebook also removed a depiction of the well-known painting of Gustave Courbet L'Origine du monde, which shows a very hairy vagina. The American to whom this happened was rumored to be taking legal proceedings, although nothing more has been heard on the matter online.

Already in 2008, Facebook knew how to bring anger upon itself when it removed photos of breastfeeding. The rule that nipples must remain invisible had been infringed. An original protest by 'lactivists' was inspired with the group 'Hey Facebook, breastfeeding is not obscene!' which had 82,000 members lending their support in no time.

The Like economy

Facebook changes the very power distribution of the world wide web to its own advantage. In their paper 'Hit, Link, Like and Share. Organizing the Social and the Fabric of the Web in a Like Economy,' Anne Helmond and Carolin Gerlitz described the reduction of the hyperlink on the open web to recommendations of content visited on fixed platforms.

Facebook could indeed shape a whole new economy. The 'FaceBank' is already growing out of its trade in credits, which currently have a fixed value of 10 credits per dollar.

Facebook possesses huge potential to expand its power in social commerce, and bring this together with buying power of individuals. Once all businesses deal with their customers on Facebook, and once they are bound to those identities, then Facebook can exploit this further, however and whenever it wants.

The only alternative is for businesses to manage as many customer relationships as possible, as often as possible, on their own domain; that is, if they do not want to be wholly at the mercy of Facebook. Even more furious battles will arise in this area in the future, given Facebook's growing power.

Social plug-ins

Facebook expands its power considerably with social plug-ins. Social plug-ins are Facebook tools that other websites can offer visitors. When you interact with social plugins on these websites, you share your actions with your Friends and others on Facebook. The main social plug-ins include:

- * Registration plugin: allows users to sign up for the website with their Facebook account.
- * Like button: a click on it will be published to your Timeline and News Feed.
- * Like Box: enables users to like the websites' Facebook Page and view its stream directly from the website.
- * Recommendations Box: gives users personalized suggestions for pages on the site they might Like.

* Recommendations Bar: allows users to like content, get recommendations, and share what they're reading with their friends.

* Comments box: publicly comment on another website using your Facebook account.

* Send button: to share a link and optional note as a private Facebook message, Facebook Group post, or email.

* Activity Feed: what your Friends are liking, commenting on or sharing on a site.

* Follow button (former Subscribe button): allows people to subscribe to other Facebook users directly from the site.

* Login Button: shows profile pictures of the user's friends who have already signed up for the site, in addition to a login button.

* Facepile plugin: displays the Facebook profile pictures of users who have liked the page or have signed up for the site.

These are virtual connections. You see and use these plug-ins on many websites, more than 3 million of them already, but it is Facebook which enables them to do so. If you are not already logged in to Facebook, you will be prompted to log in before you can use a plug-in on another site. Then it will show personalized content within the plug-in as if you were on Facebook.com directly.

These websites do not receive any information on the activity, unless you explicitly logged into that website with Facebook and give it permission to access your data. Once this happens, Facebook is able to share information with these websites on your activity.

Power plays

When reading articles on certain websites, a pop-up may appear suggesting other articles your Facebook friends have liked and shared. If you Like or Recommend a business off Facebook, you might well be associated with this connection in pages, ads, or social plug-ins inside and outside the platform.

On an increasing number of all kinds of websites, signing in is only possible with Facebook Connect. Companies are taking advantage here of identification and the opportunity to track people. One advantage is that anonymous comments can be driven back to real profiles.

Capgemini, one of the biggest European consultancies, had earlier suggested using Facebook log-in for authentication with governmental services. The concrete idea was expressed in an advisory report about cloud computing for the Dutch government.

In September 2011 the Guardian was the first British newspaper to make Facebook the most important platform beside its own website. But after a year, The Guardian suddenly wanted to move this social traffic to its own space again. Since December 2012, the paper has exited Facebook as a publishing platform. From this point onwards it began directing users who click on a Guardian link within Facebook straight out to its own website to view articles.

All-powerful Zuckerberg even has the capacity to destroy virtual cities if they do not act how he wishes. In 2011 and 2012 Facebook forced cities to rename their Facebook pages, because generic city names were "violating the terms of use." Town officials who were already maintaining Facebook pages were even locked out of their own page without notice, forced to negotiate a new name.

The City of Munich's Facebook page disappeared in the beginning of 2012, and with it, 400,000 Fans, after Facebook (re-)claimed the names of the world's big cities, assumedly to run city portals itself, eventually. The real City of Munich's administration staff had to rebuild the page from scratch using the new name 'City Portal Munich.'

Zuckerberg: ruler of the third largest populace

How does Zuckerberg's rule over his virtual citizenry compare to that of similar-sized real world citizen populations? It is interesting to compare:

1. Xi Jinping, President of China: 1.35 billion
2. Manmohan Singh, Prime Minister of India: 1.2 billion
3. Mark Zuckerberg: 1 billion million
4. Barack Obama, President of the USA: 310 million
5. Susilo Bambang Yudhoyono, President of Indonesia: 240 million

Following these are the leaders of Brazil, Pakistan, Nigeria, Bangladesh, Russia and Japan. Of course, Facebook's large number of inhabitants does not amount to equivalent economic power. The GDP (annual income) of Zuckerbergland stands currently at \$ 5 billion, a figure that is dwarfed by those of large countries.

Also, it cannot tax, it possesses no military force and no land, housing, schools or capital. Its revenue is far less than the national income of countries. Nevertheless, the value of Zuckerbergland at the time of the IPO, about 100 billion dollars, was considerably larger than the value of many states.

Conclusion: falling for the invisible power

Unimpeded by noteworthy competition, Facebook is building a superpower on the basis of its de facto internet passport. This is unprecedented and challenges traditions of governance; neither states nor law-makers, neither large advocacy groups nor international organizations are clear on how to manage such power.

Furthermore, the passport is linked to the largest ever private databank containing personal details. Facebook is taking over the web because it offers better, simpler and more secure functions, and it is much more personal. This power is potentially enormous and is made visible in shared music preferences, censorship, the fight against anonymity, the huge opportunities for apps, the potential of the specific Facebook economy and social plug-ins.

Towards its millions of customers, Facebook's power is more like that of the powerful landlord who is not impeded by property law. Facebook defines its own terms and conditions and ultimately what a company will earn on Facebook with its commerce.

It essentially has become the owner of a growing part of businesses' customer information systems. Usage of the oh-so-appealing Facebook social plugins on many websites gives Facebook even more power. It will soon hold surfing data not only on customers and companies' off-platform websites, but on their competition linking whole commercial puzzles.

We as users and linked businesses stand by and condone all this, making the platform extremely powerful. It is brilliant and yet free of charge, and so we fall head over heels for it like a great charismatic dictator. . Privacy is the first price we pay. The following chapters will deal with this.

Facebook's fantastic privacy labyrinth

Aside from your own Timeline, you have at least one more profile accumulating on Facebook: an invisible one. Your News Feed is compiled on the basis of this, as well as suggestions for new Friends and personally-targeted ads.

Hidden privacy

You therefore also have a second layer of privacy built into Facebook of activity that is hidden from everyone except Facebook itself. No matter what you shut off from public view or from Friends of Friends, or how many times you select 'Only me', Facebook sees everything you do, constructs profiles on the basis of this information and uses them for advertising.

Further, with social plug-ins, parts of the free web are also visible to and accumulated with Facebook. Even when confiding your secrets in text and images with 'Only me' as your audience, a second observer is always present: Facebook. It can then use these statuses for profiling. And of course its visible to our gods; they alone should know when these sorts of secrets will suddenly surface for the outside world to see.

So go on, keep them to 'yourself.' Digitally, however, this is problematic. You switch PCs and CDs erode with time. Do a print-out and then keep it in a shoe-box with letters? And where are you going to store that? Pfft, these secrets aren't easy. Indeed, "only me" is a clear need, but increasing digitalization has made private and anonymous activity almost impossible.

Technically, you don't need to worry about this all too much, so long as the information is well-protected. Each user must decide. Indeed, many make the completely accurate complaint that they are forced to view ads that really aren't of any interest to them. I'd argue that they can easily be zapped away or simply ignored. Yet evidently, there are enough people who want 'relevant advertising.'

A clever girl makes lists

Facebook is constantly changing, and usually improving its privacy settings. It offers you at least the opportunity to define the potential recipients of each status as: 'public,' 'only me' and specific audiences like 'friends.' To define specific groups is the nicest privacy option, but not very popular or even well known by Facebookers.

With the option 'Custom' you can specifically determine clusters of viewers: 'Make this visible to' or 'Hide this from' and then include or rather exclude lists and even specific people. You have to watch out to exclude

people who then get your message or photo via another person and will not be amused being excluded.

So this is an interesting opportunity, as good for Facebook as it is complex for the user. Such complexity is inherent to the greater regulation of privacy for users.

At a party, we know exactly what we should tell to whom, and what should remain a secret from whom. Sure, partly because of the alcohol, sometimes everybody does end up knowing everything you circulated as selectively and cautiously as possible by the end of the evening. That risk is so much greater on the internet, without even bringing alcohol into the equation.

Yet Facebook offers us the initial opportunity for the painstaking regulation of our privacy with regard to other participants. There are so many new decisions of inclusion and exclusion, image management and narrow-casting that come with this.

Here, children who couldn't easily decline their parents as Friends on Facebook can exclude them. The opposite is also possible, because nowadays, setting a good example to your children is perhaps less self-evident than it sounds.

And then there is, of course, the flirt at New Year, or fellow club-member, or nice new colleague who just appeared on Facebook, the father of your daughter's friend, your brother-in-law...

Perhaps you don't want specific settings or exceptions for good, nor to have to set them over again for every post. Facebook has even thought about this: you can select 'Make this my default setting' for a statement or post. This can be useful for the short or medium term when you're completely sick to the teeth of someone but don't wish to de-Friend completely.

Groups are ideal, but can be awful

Membership of a public group features on your Timeline, which you should take into consideration. Meanwhile the closed or secret group is an ideal platform in terms of seclusion from the outside world. Of course, everything you do within it is still visible to Facebook itself, and you'll be served the usual ads.

Furthermore, it is not so easy to get rid of a group that you have set up. You must first remove all members and then yourself, after which point Facebook removes the group. Be aware that Facebook is always required to pass on information about activity in private groups to the law if demanded.

The more groups and group data gathered, the higher the chance for leaks. Wall Street Journal ran the story of Taylor McCormick who was

outed to family after he was added to a Facebook group that automatically informed Friends he had joined the Queer Chorus of the at the University of Texas.

For another girl who entered this choir, Bobbi Duncan, Facebook membership opened the door for her father to know her biggest secret, about which he was outraged. "I felt like someone had hit me in the stomach with a bat," she said.

The father of the girl, a member of a church that considers homosexuality to be a sin, even broadcasted about his judgment on Facebook: "To all you queers. Go back to your holes and wait for GOD...Hell awaits you pervert. Good luck singing there."

Facebook's fine line

Facebook claims time and again "Your privacy is very important to us." At the same time, the platform is very clear about you paying for it with your data.

Sponsored Stories are at the center of the Facebook commercial universe. These are advertisements from you on your Friends' pages, and from your Friends and the businesses they Like on your News Feed.

When you interact with a business on Facebook, stories about your activity with these companies might also appear in their feeds. You and your Friends can limit the visibility of Sponsored Stories slightly by removing them from your page after publication. But you couldn't opt out of being featured in Sponsored Stories. You're like the celebrity in the TV spot, with your picture in the ads.

In 2011, a class action suit was filed because of misuse of people's Likes for these Sponsored Stories. Image use by companies, they argued, should have required personal consent. The Californian law required permissions for the commercial use of photos. This was meant to protect celebrities, but in the social media era it is probably applicable to everyone.

Whereas the typical right to publicity case involves capital unfairly made from a single celebrity's images, this case involved money made off a large of non-famous people's images. This is an interesting turn.

A compelling hoax

In September 2012, French newspaper Metro noted that Facebook was displaying private messages from 2009 and earlier on the Timeline profiles. Some of the messages were said to be several years old.

A day after, France's Industry minister Arnaud Montebourg and Small Businesses minister Fleur Pellerin summoned key Facebook representatives to appear in front of the country's data watchdog CNIL. "The two ministers called for 'clear and transparent explanations' and added data needed to be better protected."

Meanwhile a wave of indignation rose over weblogs, with commenters also not checking in to the story further. Metro was after all a reliable source, and even quality paper Le Monde took over the news. Some reactions to the 'news' circulated on Facebook itself:

"Just found out my ex girlfriend was cheating on me with one of my best friends because of some very incriminating messages that are now on his wall. I think I'm gonna go vomit. Fuck you Facebook."

Only...the story was untrue. Facebook examined these few situations and discovered that the messages in question were old postings, which had previously been visible on the users' profiles.

The outcry from indulged people was immediately silenced. There was no Facebook bug publishing private messages to user's Timelines. But the screaming users, including the ones who convinced newspaper Metro to publish the story, are perhaps aware of their own hasty frankness now.

We rather live with our false sense of security. We sleep well with the idea that the tons of expressions we entrusted to the machines, from medical information to gossip about our dearest friends, will be kept private.

'Read this' Privacy Statement

At the bottom of each and every Facebook page you can click on 'Privacy'. I analyzed the Data Use Policy from this Privacy link, last updated on June 8, 2012. It contained 8,700 words, which is just too long for the average user, although it was clearly well formulated. Facebook should offer a summary.

Here are some of the main (and most remarkable) points. Some of them I have isolated from their context within larger passages, for the sake of emphasis:

1. We receive data about you whenever you interact with Facebook.
2. We receive information about you from your Friends and others.
3. We may get your GPS or other location information.
4. We receive data whenever you visit a game, application, or website that uses Facebook Platform or visit a site with a Facebook feature (such as a social plugin), sometimes through cookies.

5. We get data from our advertising partners.
6. We only provide data to our advertising partners or customers after we have removed your name or any other personally identifying information.
7. Sometimes you will not be able to select an audience when you post something (like when you write on a Page's wall or comment on a news article that uses our comments plugin).
8. If you are uncomfortable sharing your real name, you can always delete your account.
9. If you do not want your information to be accessible to Platform applications, you can turn off all Platform applications from your Privacy Settings.
10. Your trust is important to us...

You can argue that trust is a market as well. What price you pay depends on the day, person and circumstances. But does it influence your use of Facebook?

Far-reaching Friend Finder

In the Facebook privacy saga, much attention has been paid to the Friend Finder. With it, Facebook makes use of address books from e-mail accounts that you put at its disposal. Facebook makes you an accomplice to the expansion of its card-tray with names and addresses.

Users are tempted into disclosing their Friends' names and e-mail addresses, resulting in their Friends receiving an invitation to Facebook without ever giving the social network their e-mail address. Facebook suggests sending invitations to all your connections from Microsoft's services, like Skype, MSN, Messenger, Live and (formerly) Hotmail, as well as from iCloud (Apple) and Yahoo.

You're asked to upload contacts from your e-mail account, specific Friends, and (formal) coworkers and classmates, so Facebook can send invitations inviting them to take part.

It was thanks to the link between the automatic Friend Finder and Hotmail that Facebook initially grew so quickly. Facebook promptly throws away acquired passwords in order to avoid great calamity. Yet it does then have at its disposal an arsenal of your e-mail addresses, useful for marketing databases.

In March, 2012, a Berlin court supported a complaint from consumer organization VZBV against Facebook and the terms and conditions of its

Friend Finder service. With Facebook, the court decided that the use of personal data for advertisements is not undertaken according to the law. The German Facebook moved to using different privacy settings after this verdict.

New Friendship Pages

Surprising was the recent change of the Friendship Pages, which started showing joint pages for couples. Go to your Friend's Timeline and find "See Friendship." You could browse relationships and see mutual public conversations between your other Facebook friends. The new look Friendship Pages combined tagged photos and posts of Facebook friends on the same page.

According to Eileen Brown of ZDnet this was "creepy" of Facebook. I do not agree. That's the same kind of complaint we heard with the start of the News Feed in 2006. Facebook is just making more visible what's already published. Friendship Pages are an interesting tool for analyzing relationships, and becoming conscious about sharing.

Facebook itself uses this kind of relationship information constantly in weighing targets for advertising purposes. It even raises awareness of the privacy towards Facebook. We should rather cheer these kinds of transparency changes, I think, unless you would rather stay ignorant.

What it also offers to users is a complete look at their shared activity with each Friend. I think this is a great tool, but it will not make everybody happy. Analyzing the intensity of every friendship might be a starting point to manage friendships in a professional manner, like companies have their customer relationship databases.

It might also cause privacy breaches given that now anyone can see two other users' friendship pages. Of course, one can still manage privacy settings of posts and activity.

Conclusion: always in control?

In principle, as a Facebook user, you have excellent control over the privacy of your statuses. By using your common sense, you can do a decent job of regulating your privacy from the outside world. It takes a relatively long amount of time to study these settings and set them properly.

At an All Things D interview, Zuckerberg said that 50 percent of Facebookers changed on average one default privacy setting. Was this a great achievement? In other words, 500 million users did not change a single setting at all, so the company must be on the right track.

Facebook itself is not a great advocate of maintaining strict privacy. Indeed, privacy from Facebook does not exist. You share everything that you do with the company, - and that you leave to one side, such as not accepting Friends - with Facebook, which has commercial aims for the use of this information.

These aims are not limited to its incredibly turbulent, growing domain, but are increasingly spreading out over the whole internet. In time, Facebook ads will also follow this path with your data.

With this thought, you might ask yourself whether you need to put so much personal information on your profile, which friends probably already know. If they don't, do they really need to find it out via Facebook?

The rules are always changing and things often improve. That creates trust and is good for Facebook. With more privacy towards other persons on Facebook trust is mounting. So we share more which is good for "the big machine" with personal data for advertising.

What is privacy? It is hard to say, because it is determined by culture, historical time, groups, locations and individuals. In Western culture, privacy is more stringent than in Africa or Asia and it is more of an issue for older people than for most youth.

The privacy strategy

Mark Zuckerberg considers privacy to be subordinate to transparency, or rather openness. He has therefore continually attempted to stretch privacy and he makes no bones about overstepping the rules. He waits for reactions once he has rubbed against the norms to test the values of the day. There's nothing wrong with this. All enterprises do it more or less: they seek out the boundaries of what the market and the law allow.

Speaking at the G8 conference in 2011, Zuckerberg put this in another way. Privacy anxiety is always fleeting. With new services, people start to get scared, but after some time they get used to new features and privacy is no longer of any concern. So excessive regulation would not work, Zuckerberg claimed.

Zuckerberg knows that privacy constitutes - par excellence - that thin layer of civilization easily blown away by people, because of their uncontrollable need for curiosity and desire for attention.

Facebook's typical way of dealing with privacy complaints is to feign complete innocence upon significant breaches. And if the objections get too vehement, withdraw. Their approach is nicely summarized by 'Bankerdanny' who wrote on a PCworld.com forum: "Facebook is a charter member and president of the 'It is better to seek forgiveness than ask permission' club."

Privacy with your partner

Our inner circle involves tricky privacy terrain. Using lists well on Facebook to avoid your family (parents, children, grandparents) getting to know too much about your life with friends, acquaintances, colleagues and others can become much more urgent in an even smaller circle. Even with your own partner, sometimes.

But you share everything with each other, don't you? Well, precisely in the circle of trust, privacy is at its most sensitive. You shouldn't want to know everything about each other, because before you know it, this desire will become compelling.

The Dutch author Ronald Giphart wrote a conversation under the title Jealousy 2.0 at the beginning of 2012:

Girl: "I'm not always going to share my location with you just because you ask."

Boy: "Well actually, I can see whenever you're in your room."

[...]

Girl: "Are you still looking to see if I'm online? You're keeping a damn close eye on me!"

Boy: "I noticed that you were 'last seen' the evening before last at 9.17pm. You only came online again the following day at noon. Where have you been all this time? You did sleep at home, didn't you?"

Girl: "For goodness sake, did you stay up all night to check, you lunatic?"

Boy: "Where did you sleep?"

Girl: "Just at a friend's."

Boy: "Oh yeah? Well why did you just say you'd slept at home?"

Users as lovers can really step on each other, and violate each other's privacy; bye bye relationship.

Youngsters as celebrities

Researcher Danah Boyd criticized the casualness of privacy 'rules' imposed on youngsters, already back in 2008 in her article, 'Why Youth Love Social Network Sites: The Role Of Networked Publics In Teenage Social Life':

"We are doing our youth a disservice if we believe that we can protect them from the world by limiting their access to public life. They must enter that arena, make mistakes and learn from them. Our role as adults is not to be their policemen, but to be their guides."

Boyd's observation that young people wanted their privacy especially set to not be bothered by lurking parents is particularly funny. She has an interesting historical view on privacy:

"In today's society, there is a push toward privacy. It is assumed that people are public individuals who deserve the right to privacy rather than the other way around.

With an elevated and idealized view of privacy, we often forget the reasons that enslaved peoples desperately wished for access to public life. By allowing us to have a collective experience with people who are both like and unlike us, public life validates the reality that we are experiencing."

Young people just go online because their friends are there and it's fun. They have great pleasure with this and discover new forms of communication, setting aside non-verbal performances and social indicators like body language and clothes.

Boyd also very well showed the patience needed before we learn more about the long term implications of being socialized into a culture rooted in networked publics. "Perhaps today's youth will be far better equipped to handle gossip as adults. Perhaps not."

Family ties online?

In December 2012, Facebook's research scientist Moira Burke presented the results of Facebook research done with the University of Michigan, to assess platform interactions between parents and their children.

Two-thirds of friendships between 13-year-old and their parents are initiated by the child, and still 40 percent of children from 21 to 25 years old send Friend requests to their parents. 50 percent of children in their mid-40s initiate Facebook friendships with their parents.

Burke suggests that, "the overall trend follows the rough arc of children seeking distance from their parents as they prepare to leave the nest, and then gradually gravitating back as they accomplish their own milestones in life."

Daughters post on their parents' Timelines nearly as often as their parents post on their own profiles, but parents typically post more on their sons' Timelines than sons do on their parents'.

The most interesting research would track the matter of unFriending too, and also the use of lists to hide posts from parents or children. Just as interesting, if not more so, would be to discover what percentages of sons, daughters, fathers, mothers connected with each of the others via Facebook, in all possible configurations.

What do we make of privacy?

As preparation for legislation, the European Commission wanted to prove that privacy really does matter and commissioned market researcher TNS to carry out a massive survey of 26,500 citizens in the 27 EU countries. The 'Eurobarometer' on privacy captured by the results appeared in June 2011.

All of this seems to point to great fear and uncertainty amongst citizens about the use of their data. But is this fear really as great as the EU wants to make out?

Whoever delves deeper into the report will notice that EU citizens shiver less at the idea that data-use via social networks might come to a bad end than other risks they run daily.

The European Commission might perhaps not have to worry so much about tightening privacy regulations. A particularly interesting question was this one:

Who do you think is responsible for safe data usage?

Yourself: 49 percent

Social networks: 33 percent

Government regulation: 16 percent

Facial recognition: the next hurdle

The field of privacy is subject to rapid technological innovation. Both Google and Facebook are making major steps in facial recognition. In my Google book of 2010, I predicted that this would be an enormous test case for privacy in three to five years.

Many people "are rightfully scared of it," Google's chief for image-recognition, Hartmut Neven said in an interview with CNN in 2011. "In particular, women say, 'Oh my God. Imagine this guy takes a picture of me in a bar, and then he knows my address just because somewhere on the Web there is an association of my address with my photo.' That's a scary thought. So I think there is merit in finding a good route that makes the power of this technology available in a good way." Though, already in the same month of August 2012, the FBI revealed it would hand out facial-recognition software to all enforcement agencies.

German, Irish and Norwegian data privacy authorities opened investigations into Facebook's use of facial recognition for tagging. EU's Article 29 Working Party had earlier said that the feature could only be used with people's prior consent, without consequences as of yet.

Facial recognition and connecting data should only be possible with the permission of the user. Should we allow our image to be scanned everywhere by surveillance cameras, for example? Facial recognition is already used to fish football hooligans out of a crowd, both when they access the stadium and during the match using surveillance cameras.

Will you soon be able to prevent mass facial recognition with mobiles, and subsequently tagging? Even when a stranger points a camera, mobile at you? But what to do about the Google Glass complete with facial recognition, and soon the implants? Would you be able to calmly sit across from these devices on the beach or in the train?

Recognition begins on the internet itself. It is already possible on Facebook and Google's Picasa, for tagging and simple search assignments. Arguably, one benefit of this aspect of recognition is that people unbeknown to you can soon become more or less acquaintances.

Privacy as currency

In *The Price We Pay for Google*, I introduced and advocated for the idea of privacy as a trade asset. Or rather as a currency. You pay with your data.

This idea was also recently voiced by Dr. Sarah Spiekermann of the Vienna University of Economics and Business.

Using personal data as internet currency means that privacy becomes concrete, and above all, a deliberate value in commercial traffic. You could assign this value yourself. In this kind of model, companies receive permission to collect/use personal data in exchange for certain services for a limited time. The individual would then manage his or her own privacy purse.

This means that you would manage your own personal data, with the potential option of transferring that management to a trusted party. Google certainly wouldn't mind offering this mediating role in privacy as a new service!

The argument that hundreds of millions of people give away their personal data on social networks with absolutely no interest in the commercial value of that information does not make sense. It is simply the case that they don't have the slightest idea.

A logical consequence of the monetary value of data is raising taxes on trading data. This clever idea first took root in France, although not completely. France may tax user data collected by internet multinationals like Google and Facebook, not yet on the whole trade and commercial use of data.

Austrian students bark and bite

A number of privacy watchdogs and other regulating bodies have attempted to hold Facebook's autonomy and data collection practices to account. Alongside efforts from existing organizations, the ingenuity of a single Viennese citizen in working against the Goliath from 2011 till 2013 stands out in Europe.

The 24-year old law student Max Schrems understood that every citizen has the right to ask for data about his person from every body retaining these. I asked Facebook for my data twice in 2011 and received nothing. Following my own lack of success Schrems unexpectedly received a Facebook CD sent to him from the U.S.: 1,222 printed pages!

This was possibly even by mistake, given that included next to his own files were also the Facebook file of a woman 'L.B.', and of a third student. The CD files included lots of sensitive information such as political and religious beliefs, psychological problems and sexual orientations.

Schrems filed 22 complaints against Facebook Ireland with the Irish Data Protection Commissioner (DPC). The DPC did an extensive investigation with the help of some university researchers, and issued its reports in December 2011 and September 2012. In my opinion, it was the best

report ever about Facebook privacy because of the detailed and profound demands on Facebook to undertake rather huge changes.

The DPC did a fine job of distinguishing the two aspects of privacy I earlier analyzed: users' visible relations to friends and audiences; and users' data relations to Facebook. Most watchdogs, like the FTC, have done only half their job by considering only the first.

"Trade war" on privacy rules

A more recent challenge from Brussels concerning Facebook's altered privacy regulations raises more questions about the extent to which Zuckerberg's platform will be made to submit to regulatory requirements. In January, 2012 Viviane Reding, EU Justice Commissioner, revealed her proposal for a comprehensive reform of data protection rules, a replacement of a 1995 Directive. For EU companies, deregulation is coming, but for internet companies with tons of data like Facebook it will be much harder, with requirements such as:

- * Wherever consent is required for data to be processed, it will have to be given explicitly rather than assumed. This means Facebook will have to introduce opt-in, active consent for the gathering of personal data.
- * 'Privacy by default:' default settings should be those that provide the most privacy.
- * Right to be forgotten: being able to delete your data with services;
- * EU rules apply if personal data of EU civilians is handled abroad;
- * Penalties of up to 2 percent of the global annual turnover of a company.

Facebook's Operating Chief, Sheryl Sandberg, reacted negatively to the proposal. Online privacy heated up the political debate around the proposed rules. Fuelled by the economic crisis, representatives of E.U. member states have recently tried to soften measures against privacy breaches by companies and for more user control and protection. John W. Rogers Jr. , an economic advisor of president Obama, warned in Berlin for a "trade war" on free use of personal data. The fight goes on in 2013 between strong industry and privacy lobbies

In defense of Facebook

From the enumeration of investigations by and collisions with regulators, it would seem that Facebook is a terrible violator of privacy. Resistance has arisen to counter that image. James Grimmelmann, associate professor at the New York Law School.

Privacy is not at all a clear black-and-white picture, according to Grimmelmann. Users act in privacy-risking ways because of their primary need to socialize: "We cannot and should not beat these social urges out of people; we cannot and should not stop people from acting on them.

We can and should help them understand the consequences of their socializing, make available safer ways to do it, and protect them from sociality hijackers. There are better and worse ways to do these things.”

New technologies change the dynamics of social behavior; the challenge for technology law is to constantly adapt itself to these changing dynamics, Grimmelmann wrote.

Conclusion: far reaching changes needed

Transparency is more important than privacy, Mark Zuckerberg has confessed many times. While users alerted him to the boundaries of their privacy, Zuckerberg won the great battle over the News Feed with solid arguments: what users were expressing was at odds with privacy in the first place.

Privacy remains a difficult concept to manage, leading users into confusion, not least within our own circles at school, university and work. Facebook forces us to think about this, even our intercourse with those nearest and dearest. In contrast to physical interaction, digital privacy is not embedded in our system. As individuals, we do not yet know how to cope with it well. We can be negligent or careless about our privacy - about which there is much to be said.

Facebook itself is showing some signs of a changing attitude. The new way showed in 2012 after the IPO is the rise of the use of personal data for commercial use, with more control options. Facebook might opt for the strategy to offer more trust to users in exchange for more exploitation of their data.

Can authorities do something about protecting online privacy? Over the past five years, Facebook has continually caught the attention of privacy lawmakers. Ultimately it seems that Europe will take the lead. Facebook could better take the lead itself and let us win the data struggle (see also the suggestions in the final chapter).

Businesses are Facebook's customers. Together they want to make us their friends, with the aim of us working to achieving their commercial goals. Marketing with Facebook is still in its infancy. In this chapter, we will look at examples of companies who want to butter you up.

Profiting from our primal urge

So-called 'social marketers' want to make their brand a factor in communities and capture a place in our conversations. They are like the insecure people at a party who carefully shuffle from conversation to conversation and cautiously attempt to generate interest in themselves.

Desperately in search of followers, they explore our actions and character. This is the element of market research that can be radically improved with Facebook.

After some success, infiltration follows. The core of the brand then becomes its ability to become the talk of the town, preferably in many and extensive communities, but also within intimate conversations.

For such brands, strategy is what is most important to win you over.

Interaction means that the customer rules, or in any case, he should have the impression that this is the case.

Market research into individual preferences, measuring behavior and the seduction of customers, can be converted into sales figures which form the core of information about the effect of marketing products and services (brands). On Facebook, 'reputation management' comes into play much sooner and on a vast scale, for brands and for people in the same boat.

Facebook's algorithm creators are constantly refining their models. They want to develop stronger links between products, personal profiles and social interactions, which will lead to the highest click ratios on adverts and ultimately purchases. The art of marketing becomes the exploitation of social behavior.

Facebook's programmers are constantly focusing on refining their models of our personal profile and social graphs in order to increase advertising gains. By discovering what we Like and what we talk about with Friends, Facebook is helping advertisers to increase their 'Likeability' and create consumer desire. This is where the majority of advertising dollars are spent after all.

With the excellent new Abine DNT+ software on my PC, I noticed that Facebook used more than 200 "trackers" to follow my click behavior on its own website and those of partners. Abine includes all kinds of spying technologies, like cookies, I-frames, Javascript and pixel beacons.

This information is used for advertising in the first instance and also to further develop the service. This technology for tracking combines with the collection of user's purposive communication expressed on Facebook.com.

Pregnant Sally

Facebook in 2012 was accused of introducing the ability for advertisers to target pregnant woman, some bloggers wrote. Facebook denied: "The confusion over what exactly Facebook is doing is indicative not only of the opacity of the social network's ad-targeting algorithms but also the privacy tightrope it walks, offering marketers the precision they crave while assuaging users that their every utterance isn't being mined for ad targeting."

This is perfect summary of the Facebook dilemma, as well as an explanation of its point of difference as a business model. It's not so mysterious to comprehend nor as creepy as the woman is suggesting.

The criticism is not very logical in my opinion. I think people without the dignity to protect their unborn's identity from marketers ask for this treatment. Facebook is allowed to use "life event" data, simply because people want to share this randomly anyway. Facebook earlier allowed parents to add a due date and even name the child.

Indeed, everyone publishing on a social network should know that there is now a privacy element in the relationship between you and Facebook. Think twice before publishing. Why put a photo of the pregnancy test on Facebook if you want to keep it secret?

One last remark: even if neither the pregnant women themselves nor their friends express anything about the pregnancy, she might still leak information. The tone of her communication and words chosen may change because she is happy with the pregnancy. Today, Facebook still doesn't use deep language analysis and psychological analysis, but surely one day it will.

Kind companies

All companies develop a strategy to seduce us in social media, via our friends and directly. They need to be keep the conversation casual, not formal and respond quickly

The IPO has logically been followed by a whole range of new advertising form that's on Facebook. The huge IPO valuation urged Facebook to make much more profit, and so to introduce a lot of new mobile and web ad

formats and some new paid services. Because of this your Facebook pages are more heavily commercialized since the public ownership.

An important step has been the introduction of the ad network, displaying ads on third party (mobile) websites and applications. This feature started with ads for people who are logged into Facebook and/or a partner website that offers login via Facebook.

Not only more frequent, but also more powerful advertising will hit Facebook users. As with commercials during TV programs, Facebook has to discover the limits of intrusiveness. It is Facebook is pushing the boundaries here with extra pressure from shareholders, to the point of irritating certain sections of users. But which sections, and how big are they?

This is also the question with cooperation with Datalogix, which holds purchasing data on 70 million American households, and the acquisition of different advertising data and targeting systems. By matching external databases and Facebook identities, Facebook can more exact track our preferences, searches and purchases.

Paid posts and messages

After a test in New Zealand, Facebook started rolling out the service for users to pay for status updates, which get a higher ranking. The prices ranged from \$1 to \$12 per post. After promoting your post, it appears as "Sponsored" in Timelines.

"When you promote a post – whether it's wedding photos, a garage sale, or big news – you bump it higher in news feed so your friends and subscribers are more likely to notice it," Facebook wrote in a blog post. No longer will just weight of friendship ties or number of Likes and comments count for the importance of updates in News Feeds. Instead, it is a financial payment that overrides the "natural" ranking of updates.

The problem for users interested in making use of such an advertorial push is the lack of any metrics of the result of spending that money. There is no explanation of what you are really paying for, what ranking you get, and for how long.

Strong protests were voiced via Facebook groups to this change, with titles like "End Promoted Posts" and "Against paying money to announce/promote posts." I think Facebook is, economically speaking, taking a good step here, to make consumers also producers ("prosumers"), but on the other hand playing with fire by making paying friends essentially appear more important.

A rather strange and unexpected new kind of commerce was introduced in messaging. In December 2012 Facebook announced a small test that will allow users to pay to send messages or mail to another user's inbox - for Friends only - rather than their "other" folder, meant for others. The paid service was introduced with new message filtering.

This test is only for user-to-user communications and still not for companies, and has a price tag of 1 dollar per message, per recipient. Reaching Mark Zuckerberg's inbox will cost 100 dollars.

Facebook wrote: "Several commentators and researchers have noted that imposing a financial cost on the sender may be the most effective way to discourage unwanted messages and facilitate delivery of messages that are relevant and useful."

Beyond advertising: F-commerce

Earlier in 2012, users were already marketers with the introduction of Facebook Offers, to be found and shared everywhere on Facebook. After claiming an offer by clicking on Get Offer you not only access the special item, but this behavior is also posted in your News Feed and showed to others.

A big financial potential could become Facebook commerce or F-commerce. E-commerce analysts were somewhat skeptical about the new service, because Facebook users are not used to visit the site for buying purposes. I think they are right now, but it's only a matter of time till Facebook will be a shopping mall as well.

In 2011 and 2012, Facebook began testing the installation of 'Want' and 'Collect' buttons for F-commerce with some retailers, including Victoria Secret. With its new service, Collections, Facebook let users place items that interested them in visual lists, similar to a service provided by Pinterest.

In September 2012, Facebook announced its gift service enabling Facebookers to surprise their friends with presents. Facebook Gifts allows the receiver to adjust your gift to his or her preferences, another size or color, or to swap it entirely. In January 2013, Facebook expanded its Gift service to include plastic gift cards in the U.S, which carry balances for different companies.

Facebook will inevitably enter all kinds of markets and an eBay kind of exchange, but one by one. The new virtual society and economy could be built up in this way.

Facebook stepped up its efforts in the recruitment market by offering a "Social Jobs" app that allows U.S. users to search approximately 1.7 million jobs by keyword and location, and then apply for positions within it's site. Another space of potential is the online gambling trade.

Your marketing value on Facebook

What are you worth to the marketers with their brands? They gladly will calculate this, because the key question for them is: what can be earned from you?

Marketing is a terrain of positivity. It is populated by optimistic people, often also creative, who have firm confidence in their capability to convince others. Related to this, the temptation of the images that marketers churn out is contagious.

We gladly allow ourselves to be captivated by images that push reality to one side, whether such fantastic images are authored by our own children, by artists or creative businesspeople in advertising. With the last of the three however, the image comes with a price tag.

How do you establish value? From a scientific perspective, research into Facebook users tends to be of a questionable standard. Some findings presented as scientifically founded are generated by commercially interested parties. Furthermore, such studies are often primarily based on surveys, not actual measurements of user behavior.

So one should also be critical reading about Facebook brand values as calculated below, and instead read them only as an example of how marketers think about Facebook users.

Friendship in dollars

In 2011, the consultancy Syncapse collated the opinions of 4,000 Americans from a 25 minute online survey on large brand-oriented expenditure. Our "Facebook Fan value" is based on aspects like product spending, loyalty and word-of-mouth recommendations leading to sales.

Average annualized value of an individual Fan was \$136. On average, Fans spent an additional \$72 on products for which they are Fans compared to those who are not Fans. The Fan value could swing to \$270 in the best case or go down to \$0 in the worst.

An average Fan may participate with a brand ten times a year and make one recommendation. However, an active Fan may participate thirty times and make ten recommendations. In the case of Coca-Cola, the best case for Fan value reaches \$317, but is \$138 for an average Fan.

Confusing was this finding: "87 percent of the fans said they felt warmth, gratitude, happiness or satisfaction with their favorite brand, compared to 49 percent of non-fans." Fan and Like values are measured continually for campaigns.

I always doubt these surveys and statistics. Do half of the non-Fans really feel 'warmth, gratitude, and happiness' with brands? That might be true for the average teen American living with Facebook at the center of his emotional life. But do half of the non-Fans still have these intense feelings for brands they probably don't even use?

Personal 'influence scores'

While brands are trying to become more human, people are becoming brands. This is one of the core tendencies of social media, and not such a positive one. This puts you in two minds socially. Should you be blunt and leave all the trading to your friend? Or should you just purchase something to be released from the nagging and the risk of a worse relationship?

Take the ranking by Klout, founded in 2008 to measure and leverage the influence of individuals based on data from social media activity and response.

"You don't have to be Oprah to have influence. You influence your friend when she listens to a song you recommend on Facebook. You influence your coworker when he checks out an article you posted on LinkedIn and shares it with someone else. Social actions like these are a reflection of influence," according to Klout.

Criteria are, for example, Retweets and Mentions on Twitter and the Likes, comments and tags you get on Facebook. This represents your popularity in the social media schoolyard, with a Klout Score on a scale of 1 to 100. The average Klout Score is actually 20. Klout claims to have built more than 100 million profiles.

Klout also labels users as observer, networker, explorer, pundit, celebrity, or even thought leader. "All engagement positively contributes to your Score. The more influential you are the greater impact you have." Is this true? Klout meets a lot of criticism. Since measurement of real life activities, influence and impact is lacking, the value of the Klout Score is likely to be exaggerated.

Conclusion: Falling for Casanova and Don Juan

Now you know why brands babble away so flatteringly on Facebook. They want to go to bed with you. How can brands best seduce you? By being 'authentic,' completely and purely original like no other, informal and like 'real people' with advertising which reflects a one-on-one reality.

And, of course, by being completely transparent; not veiling the bad bits or sly tactics, but sharing all of their business secrets with you. This seems honorable of course, completely honest and thereby inspires trust.

The tone is empathy, the relation seems to be about responsibility, even when, especially when, addressing your complaints in a larger consumer community so that everyone can judge together. Brands seem responsive in a permanent dialogue - and not only when there is something to be sold.

The amusing thing about the game that marketers play with us is the openness about strategy. They never make a secret of the fact that you are the ultimate target of exploitation on Facebook. That you can be enticed into friendship, Likes and comments.

You know the funniest thing of all? This all takes place under the banner of "social media". As your "friend," businesses are able to sell you a lot more. Are you quite happy to join in with your own, permanent image campaign? And do you really build up your power as a customer by yelling every time you're displeased?

A lot of research is done to loneliness, narcissism, exhibitionism, self-esteem and other possible effects of our massive Facebooking. You'll find the results in my bigger versions of "It's complicated - The Power of Facebook." This chapter draws some between the phenomenon and its effects on our behavior.

Ties inside and outside Facebook

Facebookers might be becoming even more social. That is the key finding of the largest, most relevant study about the influence of Facebook on social ties is 'Social networking sites and our lives,' undertaken by Pew Research in the U.S. in June 2011.

Pew examined the influence of the use of social networks on trust, tolerance, social support, political commitment, etc.:

The core of the Pew study was aimed at determining whether participants in social media were more or less social. Detractors of online social networks frequently claim that social media contributes in no way to 'real' social life. Pew researched social behavior and refuted this idea, suggesting instead the following:

- * Facebook users were more trusting than others.
- * Facebook users had more close relationships.
- * Facebook users get more social support than other people.
- * Facebook users are much more politically engaged than most people.

Half our ties are online

Until 2009 Facebook claimed that the average participant globally, had 130 friends. In the research done by Pew, the average came out at nearly 230. The respondents were not rather active group of Americans, not only in front of the screen, but also socially and politically.

Pew then asked people to classify their Facebook Friends into categories, and discovered the following percentage distributions:

High school: 22 percent
Extended family: 12 percent
Coworkers: 10 percent
College: 9 percent
Immediate family: 8 percent
Voluntary groups: 7 percent
Neighbors: 2 percent
Remaining: 30 percent

So what about the remaining 30 percent? They were evidently people with whom users had some tenuous social link. Pew came up with two possible explanations for this outcome:

1. The extra people were either strangers in the real world and only known online;
2. They were 'dormant ties,' old friends or colleagues who were no longer experienced as being part of a present social network, but for whatever reasons remained a Facebook friend.

Users admitted that they had never met in person at least 7 percent of their Facebook friends, and an additional 3 percent they had met only once. I'll call these people 'somebodies' for convenience's sake. Such dormant ties, according to Pew's findings, "may, at some point in time, become an important source of information."

On the other hand, 40 percent of the Facebook users surveyed had their closest friends as online friends, too. I'd like to turn this around: 60 percent still conducted their intimate friendships offline.

Everyone a soap actor

Ilana Gershon, an anthropology researcher at Indiana University, published interesting views on Facebook's role in forcing people to constantly worry about image building, and their image as a market asset. Users manage themselves as flexible collections of skills, usable traits, and tastes that need to be constantly maintained and enhanced, Gershon concluded.

Facebook, just like the market, provides the conditions for presenting tantalizing, incomplete information about a product, in this case, the self. The students Gershon studied often found it difficult to interpret information on Facebook, involving the negotiation of either too much or incomplete data.

I think it takes time to learn how to use Facebook without the eagerness of the usage patterns of one's early years (at any age). Furthermore, there will soon be other more and less suitable social software developed that will probably become compulsory for human communications in future.

Our world is becoming more 'dramatic' and performance-oriented in two ways. Firstly, more and more people regard themselves as an image, playing a role in the circles they live in, and in society at large. Secondly, the mixing of real life with fictional and virtual life, such as in games, in TV soaps and reality series is becoming more prevalent. The travails of reality television and soap stars are increasingly considered newsworthy stories in many countries around the world.

Antisocial media behavior

How should we behave in our social life? Intel published research on digital and mobile etiquette, after a survey among 15,000 persons in Europe, the Middle-East and the U.S. It reveals a whole series of etiquette mistakes in usage that I would regard as social malpractice, but surprisingly, suggests that people's tolerance of the use of mobile technology and social media in public is on the rise.

Whether it's talking too loudly on your phone or giving your Facebook and Twitter updates more attention than the people sitting next to you, our manners and expectations of appropriateness are clearly adjusting.

Checking your Facebook status over coffee with friends or colleagues is not likely to raise an eyebrow (only an astonishing 7 percent see this as an issue). Likewise, smuggling your laptop on a weekend break is equally unlikely to upset people (only 9 percent). This is similar to the use of mobile devices in the bedroom (only 7 per cent objecting).

Fascinatingly, we rarely perceive ourselves as the offenders. Just 10 percent rated the general population as having excellent manners. Amazingly, 50 percent said that their own etiquette was excellent, showing that there is a real perception gap between how people perceive themselves and how they observed the behavior of others around them.

The most frequently experienced bad actions and poor behaviors on Facebook, according to respondents in Europe and the Middle East, included the following (in rounded percentages):

- * Tagging people in unflattering poses on a photo: 50 percent;
- * Publishing private information of other persons: 50 percent;
- * Sending Friend requests to unknown people: 50 percent;
- * Using poor spelling and grammar: 40 percent;
- * Tagging someone's location without consent: 40 percent;
- * Ignoring messages or other communication: 25 percent;
- * Ignoring a friend request: 20 percent;
- * Using a photograph of a pet or child for your own profile: 15 percent;
- * Responding too slowly to a message: 10 percent

Gateway to Divorce?

"Facebook Might Be to Blame for Your Divorce," wrote researcher Sheril Kirshenbaum of the University of Texas on Bloomberg about the rise in baby boomer generation divorces. While the overall divorce rate in the U.S. declined over the past 20 years, it doubled for Americans aged 50 and over: about 35 percent have ended a marriage.

"No doubt, there have been a variety of causes, including empty nests, midlife crises, better health in late middle age (allowing the energy to pursue extramarital affairs) and even Generation Me's vaunted desire to remain forever young.

But one force that is helping to fracture those marriages has received less attention: the people who are now approaching retirement age were unprepared for an altered technological landscape that allows them to reconnect with long-lost love."

Kirshenbaum quoted Nancy Kalish, a professor of psychology at California State University, who suspects that online connections may lead to

growing numbers of “accidental affairs,” meaning they involve people who don’t set out to have a physical or emotional relationship outside their marriage. Before the online era, tracking down a past love was difficult. The internet and especially social networks brought past loves within the reach of two mouse clicks.

Psychologist Steven Kimmons of Loyola University Health System in Chicago commented: “One spouse connects online with someone they knew from high school. The person is emotionally available and they start communicating through Facebook.

Within a short amount of time, the sharing of personal stories can lead to a deepened sense of intimacy, which in turn can point the couple in the direction of physical contact.”

Harmful Facebook with exes

Breaking free from an ex can be impossible, certainly after a long-term relationship. Facebook makes it that bit more difficult, even with the very first two steps required: changing your relationship status and then deciding whether to stay Friends with them or not.

It is advised to change the status, not to talk about the break on Facebook, as you have real friends to share your misery with. As for deFriending your ex? For sanity’s sake, do that immediately, too. You can always re-add them as a Friend later. If you really can’t stop yourself, by all means, now and then, pay a visit your ex’s Timeline – its good to find perspective, but also to have a cry or indulge in a melancholy mood.

Every aspect of social networking becomes it’s own book title. Ilana Gershon, anthropology researcher at Indiana University, wrote *The Breakup 2.0: Disconnecting Over New Media*.

She concluded that face-to-face breakups are still considered best, followed by the phone, because of the possibility for conversational exchange. Facebook changed its take on this: “Breaking up on Facebook before the newsfeed was a very different experience to breaking up after the newsfeed.”

Everyone becomes a detective, in their search for intimate relationship or even adultery. Facebook offers a zillion traces. As a woman student stated: “Women are much better Facebook stalkers than men.” She even confesses, “I spent two hours looking through someone else’s profile to find out if this girl had a boyfriend.”

The adolescents interpreted Facebook profiles as reliable indications of people’s friendships and flirtations, and took others’ profiles to be a collection of traces of people’s daily social interactions.

"Gwen explained to me that she would never have been so anxious about her boyfriend's behavior while she was away on vacation if Facebook hadn't existed."

Really very sorry

A great deal of research has already been done into emotion and the screen. On Facebook, emotions are expressed with too much ease for the simple reason that a single push of the button is enough to share something and the recipient, as well as their pain, is otherwise invisible.

The intonation of the voice and non-verbal communication are also lacking. Should you accidentally come face-to-face with somebody following an emotional statement on the computer screen, there are usually only blushes of shame and averted eyes.

The paper 'I regretted the minute I pressed share' published in 2011 by Yang Wang, Saranga Komanduri and others of the CyLab Usable Privacy and Security Lab at Carnegie Mellon University is an enjoyable and thorough study of regret and Facebook use.

The main causes for regret following Facebook activities included:

1. Wishing to be perceived in favorable ways;
2. Not thinking about consequences;
3. Misjudging culture and norms within their circles;
4. Sharing emotions like anger, and/or communicating under the influence of drugs or alcohol;

Regrets are culturally determined, dependent partly or wholly on the shared values of friendship circles and unpredictable feelings of the receiver of our expressions. An intelligent participant suggested: "If I cannot shout it out in the middle of downtown, I'd not say it online."

'Facebook Murders'

The 15 year old Dutch boy Jinhua was sentenced to a year in juvenile detention in 2012 after he killed school girl Joyce "Winsie" Hau over a row that began on Facebook. She and her friend Polly fell out over comments Joyce had posted on Polly's Facebook Timeline.

Polly and her boyfriend gave the psychically weak Jinhua a note with the victim's address and let him know when she would be home. The victim's father was outraged that while he had lost a daughter, her killer had received only one year in custody. In the European press this was called 'The Facebook Murder'

Ashleigh Hall (17) arranged a secret rendezvous on Facebook with Peter Chapman (32), who kidnapped, raped and killed her in Leeds in 2011. Her

mother urged Facebook and other social networking sites to help safeguard against perverts targeting vulnerable youngsters online.

"I brought her up not to talk to strangers and that applied to the internet as well. She said she would never add a stranger as a Friend on Facebook. She had about 400 Friends on Facebook, but she knew every single one of them. We can't imagine how she got to be friends with someone she didn't know," she told The Telegraph.

I studied about twenty murders with Facebook involved, of which I wrote about in the larger editions of The Power of Facebook

Accuse Facebook? Sue you!

In 2011, Facebook threatened to sue the Daily Mail after the header on the front page 'How many more victims of Facebook sex gang?' So I should also be cautious with summing up 'Facebook murders'. DM implied that an English pedophile ring mainly used the social network to groom children.

Facebook claimed that they lacked evidence for this accusation. The police commented only that it was investigating whether the victims were targeted on Facebook and Bebo. DM changed the wording of the headline on the newspaper's website, and re-wrote the story, removing references to Facebook. The written apology Facebook demanded was nevertheless not given, as DM claimed it had no reason to apologize. "We stand by our story."

In March 2010, Facebook had previously threatened to sue Daily Mail, after it published an article suggesting minor users of Facebook would be approached by pedophiles.

Facebook definitely doesn't accept it should be responsible for the illegal actions of people who use it. According to Facebook, grooming takes place across a wide range of places and websites.

It is curious that Facebook takes so much effort to not to be seen as a useful medium for pedophiles. It is an obvious disadvantage of the internet in general and social networks in particular that they showcase children. Mark Zuckerberg has announced that he even wants to open up his network for smaller children.

Since long times questions still surround the role of the medium (gaming!) in perpetuating certain kinds of vulnerable and destructive social relations. Facebook is lowering the threshold for pernicious social grooming, as the internet already did. Facebook is making many aspects of communication easier, also for pedophiles.

Conclusion: peculiar behavior

Surveying the whole research into social behavior and Facebook and its practices, the lasting impression accumulated is sometimes positive, on the other hand negative. It's like real life

Perhaps the most obvious reason for debates on these matters is that great generational differences exist between those who have and have not grown up with social media. With the growth of the first generation for whom social media is omnipresent and passes smoothly into traditional social patterns, we may be able to observe genuinely new forms of behavior

It is consistently found that the more Facebook is concerned with clearly defined groups, the more effective it can be for social support. For mass movements, like those in top-class sport or those of major political parties and their candidates, the mutual bond that is intended with social media is arguably not nearly as powerful as the bonds constructed for student, patient, sport and hobby association activity. All of the latter make well-organized use of the platform.

8

Facebookaholism

'Facebook addiction' is the subject of this chapter, and I will dedicate some space to the related issue of Facebook use at work. Addiction captures both the time spent on the platform and the actual sensations it fosters - a new post's impact or even the contact of a new Friend. Perhaps we are all more or less addicted to the internet/Facebook. Is this a problem to be averted?

Facebook Addiction Disorder

Michael Fenichel, amongst others, came up with Facebook Addiction Disorder (FAD) in 2008 and has helped to outline the pathological use of "personal collective networks." Facebook is a constantly available arena for the ceaseless reinforcement of exhibitionist, voyeuristic and/or interaction-seeking behavior, often in combination. He therefore sees Facebook involving a whole new category of addiction:

"Facebook Addiction Disorder (FAD) appears to me to have the most ingrained and self-reinforcing of all scenarios, reinforcing through immediacy, acclamation, intimacy, shared experience, shared creativity, and the ability to be the complete and total captain of the ship of one's Facebook home page...It is only a matter of time before large numbers fall prey to the lures of a 24/7 social network with so many wonderful things to offer."

Of course, he is marketing his own trade with the invention of such a disorder, enabling him to pull a palette of treatments out of the cabinet. These, too, have a price tag.

In comparison with, for example, texting or watching TV, Facebook offers a more intense platform, a constant stream of messages, posting of photos and videos, pop culture and the many apps including games. The short length of messages, links and the personal element that demands a great deal of your attention offers a tasty menu for deep (behavioral) addiction.

What is pursued by addicted users is a continuous, but nevertheless numbing ecstasy, an enticement to the social that overwhelms everything else. For many, Facebook is a drug - the ultimate opportunity to share your life on one screen with genuine friends, supposed friends, school and study mates, colleagues, children, nieces and exes.

Facebook sucks everything into one stream of amorphous attention that blurs the boundaries between work, private and public life. Different attitudes, forms of attention and concentration become intertwined on Facebook.

You can be blissfully happy on Facebook. Especially if old age or illness restricts you, Facebook can provide enormous happiness. A growing army of families separated in geographical space can now connect with loved ones in foreign countries, and be aware of what is happening in the lives of children or grandchildren to an unprecedented degree.

I will never deny all those hours of joy and relief obtained through Facebook's fabulous software offering. But it is good to be aware of how the new medium takes hold of us, instead of vice versa. Is it the most normal thing in the world that a machine forces us to constantly type in what we are doing and thinking?

Signs of Facebook addiction

Below you will find a long list of characteristics of a Facebook addiction, gathered from various sources, to which I have added a few. It is interesting to see if you can identify yourself however slightly in any one of them. Of course there are no absolute criteria.

- * You open several Facebook tabs or windows simultaneously;
- * You use the Facebook Toolbar in your browser;
- * You only use the Facebook email address;
- * You get a bad feeling when you get no response to a post, photo or video, or a message or chat request remains unanswered;
- * Your birthday gives the most fun on Facebook;
- * Facebook supplants business computing;

- * You immediately think about publication on Facebook while taking a picture;
- * Friends on Facebook are strangers;
- * The first and last action of the day is checking Facebook;
- * You are regularly too late for appointments because of Facebook;
- * The main aim of your agenda is to create enough Facebook time;
- * You would rather visit Facebook than the pub or cinema;
- * Physical encounters end with "I'll see you on Facebook!"
- * You urge genuine offline friends - if you have any still left - to come on Facebook;
- * When you're offline you mainly think about possible Facebook reactions and games;
- * You become stressed if a Friend request remains unanswered;
- * You shun websites without the Like-button;
- * You start closely analyzing the details and intent of your Friend's expressions and lives;
- * You feel obliged to respond to Facebookers who you would normally ignore in real life;
- * Your tastes are becoming more determined by online Friends, advertising and games;
- * An offline event is only experienced as rewarding when your posts about it on Facebook attract enough responses;
- * You constantly feel the urge to update your image, preferences and other parts of you profile;
- * You crave more and more Friends, videos, games and hours online;
- * News is only news if your Friends label it as such;
- * You mainly attend events via Facebook invitations, so you can see who will attend;
- * Your Friends judge you as neglectful if you don't answer them quickly on their posts or in their game, and vice versa;
- * Boredom and disinterest are increasingly common in activities that previously were entertaining, such as talking with friends;
- * You ignore your favorite TV programs for Facebook or you only watch when Facebook is also at hand;
- * You have more orgasms with the Facebook screen than without;
- * You try to avoid weekends offline, and before booking a holiday you check if there will be internet available;
- * You're often in pajamas or sweatpants behind the screen, but also with dowdy clothes and uncombed hair in the street;
- * You experience your online life as more real than your offline life;
- * The pain, grief, anxiety, procrastination, and guilt that make life unpleasant, are compensated for by Facebooking;
- * You have suffered from lack of sleep by Facebooking too long, or lie awake at night thinking about what is emotionally taking place on Facebook;
- * You obsess over memories and over-invest in dormant relationships with past, unrequited or unattainable loves;

*Offline you interpret everything in terms of its accessibility to Facebook, from a fragment of a conversation on the sidewalk to a product you saw in a shop

* You consume every online article, magazine or book that you come across that addresses the Facebook phenomenon;

* You start to think about maybe writing a Facebook book, against your better judgment.

It is worth noting that all of these characteristics show a change of our daily social life due to the available software. Furthermore, today, most of us think all of this conduct is, if displayed in a 'limited way,' quite normal. Why did we so easily adjust to this new norm? What have we replaced? Has it made us happier?

The cuddly Facebook hormone

Addiction might be explained hard science research, such as that by neuroscientist Paul Zak from Claremont Graduate University in California. The hormone oxytocin, which he calls "The Moral Molecule" (also his book title) is responsible for trust, empathy and other feelings that help build a stable society. Oxytocin is produced during making love, but also while using social media like Facebook.

Zak took blood samples of people before and after engaging with Facebook and Twitter. The samples afterward showed higher levels of oxytocin while levels of stress hormone cortisol decreased. Oxytocin is essentially the bonding agent of intimate, business and social relationships, and accounts for sense of trust and our giving freely to charities. Zak and his colleagues conducted a number of experiments showing that when someone's level of oxytocin goes up, he or she responds more generously and caringly, even with complete strangers.

"To trigger this 'moral molecule' all you have to do is give someone a sign of trust...Even the sort of 'social snacking' that happens through Twitter or checking out a friend's Facebook page can prompt an oxytocin surge," Zak concluded.

Twitter and Facebook can indeed, be very stressful as well. In other words, Facebook's oxytocin-producing effect depends on the content. Considered in terms of this neurochemical backdrop:

"The real criterion for success is whether these online activities complement more substantial personal connections. Does this form of communication foster human bonds or does it foster anonymity and abstraction to the point of cutting off empathy?"

Strategy, tricks and tips

Perhaps you recognized yourself in the above criteria but were able to get through it with a smirk on your face. For at least a number of you would have felt an uneasy urge to break away from this reality. Even if you are not permanently a slave to this kind of a temptation, it does feel like this at times. And the problem might also be that you could just as easily have your attention absorbed by the internet, Twitter or iPhone instead of Facebook.

I mean well here, so I have also come up with a number of tips to tackle your addiction, even if you suffer only occasionally or temporarily. If you follow these, you will soon get things under control:

- * Open applications, windows and tabs only when you need them and shut them off after use. The habit of multitasking is certainly devastating for addicts; try to make switching to Facebook so inconvenient and time consuming that you refrain;
- * Write down exactly what amounts of time you spend daily on Facebook, possibly with the help of internet utilities;
- * Limit the 'play' with Facebook and enjoy communicating with it more;
- * Learn that Facebook use in the right proportions brings more fun;
- * Be aware total elimination often leads to a relapse;
- * Report on Facebook which periods you will not be there for your Friends;
- * Plan those periods ahead and expand;
- * Disable email alerts from Facebook completely; requests to return to Facebook in you inbox are hard to neglect;
- * Do not fool yourself. Your Friends can miss your Likes and comments, and won't immediately miss you in games. And just a quick glance at Facebook always takes longer than you intend;
- * Start meditation to eliminate the Facebook Syndrome from your higher mind, by reflecting on its power: what does it want from me? Can I defeat it?
- * Walk away from the computer, switch to offline computing or turn the whole thing off. Your attitude is otherwise that of being chained to equipment, not unlike our great-grandfathers working the land with their scythes or chained to assembly lines;
- * Ask others offline to do sociable activities with you;
- * Ask real friends how Facebook might have changed your personality;
- * Like in any relationship crisis, go back to the beginning (what attracted me so much in him/ her?). Write down how you lived without Facebook. Were you less happy? Surely not!;
- * Write down what you used to do with friendships before the Facebook era;
- * Start to be aware of all your passive and active behavior on Facebook. You might even analyze expressions of Friends and yourself by dragging them from the context of Facebook, and pasting them in to a file so you can write comments offline;
- * Also provide figures on a scale of 1-5 or 1-10 for the value Facebook-related activities have for you, also in comparison to non-Facebook

activities. Build a broader picture of your life: what do you take from it, what do you get, from whom and why? What delivers you happy, sad and superficial moments? What parts of your activities will you be proud of in the long term?

* Before you add an app, ask yourself: how useful is this? How badly do I need this? Create applications that work for you, not vice versa, so it makes sense using them;

* Resist the constant pressure from Facebook to add new Friends. Limit the number of Friends to a specific number. Start unFriending to manage this;

* Try to make your social importance to other people the center of your life. It will work wonders in bringing them closer to you. Facebook will then absorb the parts of your life that it and you really deserve.

* You might use software to limit yourself, like Facebooklimiter.com for only 10 dollars for the paid version, or iFreeFace for 14 pounds or 20 dollars. A more simple solution is the online service Keepmeout.com where you enter a web address and the times at which you are not allowed to visit them.

Focus Booster is also good, while most parental control software does the job for setting boundaries on Facebook use. Others might set a password!

Conclusion: irresistible but not 'addicted'

Alarming reports about the addictive effect of social networks are racing across the globe. Organizations potentially lose billions of dollars because of private Facebook use during work hours.

With some regularity, you also hear confessions direct from Facebookers about addiction, about 'ruined evenings' and lack of sleep from being stuck to the screen for too long, from restless longings to compose an answer to others' posts.

However, there aren't any figures on these things. To me, the situation doesn't seem as bad as expected. Of course, we don't use the word 'addiction' willingly. Perhaps we are in the early stages of recognizing this one, or perhaps all the scaremongering will blow over.

We prefer to use 'irresistible' for the continuous online conversations and pursuit of personal statuses, comments and Likes from acquaintances. The threshold is low and the enjoyment great. For many people, Facebooking is a wonderful distraction but also an overindulgence; it is 'normal' intensive living, but excessively virtual also.

People addicted to the Internet in general and Facebook in particular do not see addicts and their environment as problematic. We prefer not to call it an addiction, because we surrender important things in life to it, evidently in the belief that we get so much in return. It is also not like an alcohol or drug addiction, but more like an addiction to watching TV. You usually don't need to go to a clinic for it.

The CIA, police and cybercrime

Protection against cybercrime is of interest both to businesses and government authorities, especially in the areas of defense and counter-terrorism. With the invention of Facebook, these previously separated domains come to converge. How does this aspect of Facebook, as essentially an emerging world power, come to manifest in security and tracing?

“Facebook is a CIA-program”

When in 2011, Facebook supplied secretly stored profile details to Max Schrems (Chapter 5), Facebook confirmed critics' most widely held suspicions about its potential. One of the most cutting critiques was posted by the American satirical publication The Onion. In their video, a Deputy CIA Director is shown during a congress hearing that comically dramatizes the reality of Facebook's complicity with the surveillance state:

“After years of secretly monitoring the public, we were astounded so many people would willingly publicize where they live, their religious and political views, an alphabetized list of all their friends, personal e-mail addresses, phone numbers, hundreds of photos of themselves, and even status updates about what they were doing moment to moment...It is truly a dream come true for the CIA.”

This is humorous, reflecting suspicions that many people hold. From here, it's only a small step to activists claiming that Facebook is integrated with spying operations. Wikileaks chief Julian Assange claimed in an interview with Russia Today that Facebook is “the most appealing spying machine ever invented” for use by the U.S. secret services. According to Assange, Facebook and other key web services all have built-in software to assist U.S. intelligence in snooping on users' information that is not already public.

Legally, companies are only obliged to inform investigators with user's data the case of a legal subpoena. According to Assange, Facebook and others give constant access to their databases with an interface developed in conjunction with U.S. intelligence services. The government is free to spy without going through the usual legal channels.

Facebook spokesperson Andrew Noyes denied these allegations: “We don't respond to pressure, we respond to compulsory legal process. There has never been a time we have been pressured to turn over data. We fight every time we believe the legal process is insufficient.”

“Largest database of Jews”

For the general public, Assange is the world's most famous hacker, but especially renowned among political experts is his former Wikileaks colleague, Jacob Appelbaum (28). Amongst other things, Appelbaum is the maker of Tor, which allows anonymous surfing of the internet. He is now a research scientist.

Appelbaum doesn't want anything to do with Facebook, according to an interview in January 2012 with NewMatilda.com in Australia: "What's the greatest database of Jews on the planet? Facebook. What will happen when you want the biggest database of leftists on the planet? Or right wing people?"

That's really, really scary, so one way to not be part of that dataset is to not put yourself in it voluntarily, and to chastise people who only hang out with you to tag you in Facebook as a sort of conspicuous consumption of the 21st Century. Say: hey, if that's all you get out of our friendship then go fuck yourself!"

Clear language from Appelbaum, and a simple solution. "If you want to stay safe on Facebook, the answer is, you should not use it, and don't tag people! There are benefits of using it, there are tradeoffs, but in the long run I think it's going to be pretty bad that you gave a bunch of capitalists all your private information where the U.S. government asserts and has the right to read it without a warrant and with the ability to gag the corporate."

Weapon industry in social media

In February 2013 Ryan Gallagher of The Guardian revealed that Raytheon in Massachusetts, the world's fifth largest defense contractor, developed software capable of tracking people's movements and predicting future behavior by mining data from social networking websites.

I do not observe these revelations as very spectacular or outrageous. I guess many defense contractors, and for sure the huge ones like Lockheed Martin, Northrop Grumman, Boeing and General Dynamics and of course the Chinese producers like CSIC, and so on are developing and/or buying these kind of cyber systems, simply because they are becoming a huge market.

Israeli company Athena, strong in surveillance on social media, and founded in 2001 by Israel's former head of the Mossad, has customers among the police in many countries.

Defense and police ought to do this kind of intelligence work. Furthermore, this is more or less the same kind of snooping that marketing companies are doing, which all follows from the voluntary and deliberate sharing behavior and transparency stimulated by companies like Facebook.

Facebook's role as a virtual passport company, as I am outlining in this book, is definitely a very important contributor to this kind of intelligence.

It combines specific information about suspects from the hidden databases of Facebook, upon court order or not. The big question for me is if, and how, brands and surveillance are able to obtain closed data, protected by privacy and closed groups settings

Facebook silent on cooperation

Facebook discloses very little information, compared to for example Google, on how it assists with the administration of justice. At the same time the site itself offers up increasingly more evidence in courts of law. It would be good to know how often information is being requested from Facebook by courts in different countries. How does Facebook react in considering each case?

At this stage we don't know. Google publishes their figures on these matters annually, but no information on the circumstances in which requests are complied with rather than refused.

How does Facebook actually respond to other legislation to do with its operations? A flood of new online laws have emerged in recent years around online privacy and security, and Facebook has had an ambivalent relationship with many.

Not everyone knows that Facebook's head of security Joe Sullivan worked for the U.S. Ministry of Justice, and still serves the American government, now as a member of the National Cyber Security Alliance. Facebook's second security chief Ryan McGeehan worked for the Federal Reserve (national bank) and participates in the national Honeynet Project, which catches criminals through the design of elaborate virtual traps.

But Facebook also warns police that they will disable accounts that may belong to law enforcement for surveillance, which supply false or misleading profile information and/or attempt to circumvent privacy measures.

This whole field lacks transparency. The attitude of Facebook towards legal matters is mainly technical. It carefully keeps the conviction that a closed technical procedure and meeting legal requirements is enough to deal with crime and conflicts within its territory and the use of it.

Cyber crooks move with you

Crooks know how to find their way onto Twitter and Facebook in order to support their work. Burglars can visualize a Facebooker's wealth themselves and from public posts, and see when the owner is away from home. On Facebook itself, crime is growing, especially in the form of scams.

Given Facebook is busy taking over the internet, besides marketers, criminals want to keep up with the times. Security is in this sense the greatest concern for Facebook, not privacy, although there is of course a connection.

In terms of security, Facebook has two Achilles' heels. It is not by coincidence that these are a direct consequence of its two great strengths: the trust of friends, which means that everyone clicks at random on what they offer, and the open platform, where anyone can offer applications and gain access to profiles and participants' Timelines.

Around 20 percent of internet users click carelessly on whatever interesting links there might be on Facebook, according to the German security company G Data, which asked 15,000 surfers in 11 countries. This click behavior makes them easy prey.

Using a sample of 3.5 million posts with videos, Symantec found that up to 15 percent were identified as 'Likejacking' attacks. Likejacking is a play on the term hijacking. In the case of Facebook, it means asking a victim to click on a Like at which point a virus is installed, and access is gained to his computer.

Facebook has an excellent 'Guide to Facebook Security'. Unfortunately however, it was rather difficult to find on Facebook, and was recently not translated into other languages. Facebook maintains excellent security tips. They are easy to find at [Facebook.com/security](https://www.facebook.com/security) and have accessible sections.

Facebook's platform operations team doesn't scrutinize every single app, only the ones that it suspects of causing the most damage. Security chief Sullivan: "Our objective is to give users choice and make sure that choice is transparent, and if a developer wants to say, I need these 10 pieces of information for my application, you don't want to force the developer to change their product."

Of course, Facebook also protects users within this framework. Security chiefs rightly say that Facebook has advanced security and makes more of an effort than other websites. Some might argue the extra layer that Facebook represents above the World Wide Web is advantageous. However, Facebook's scope makes it vulnerable because criminals are able to register so much profit.

Conclusion: leaks versus major bursts?

Facebook was hacked many times, and Mark Zuckerberg's profile and photo's several times, although Facebook has been much more secure than your own computer and the internet at large.

Almost all the misery of the open internet, from phishing to child porn, has been far less extensive on Facebook. The reason for this is the security of identification of participants, but also the identification of the device being used. It goes without saying that this high level of security is an asset to Facebook.

At the same time, this 'safety' is also the reason for salubrious agents to make use of Facebook. Its monopoly as a social network platform also increases risks. You could place all the money in the world in one bank, and protect it in the very best way, make it into an impregnable location with a security level of 99.9 percent. But just suppose a whiz-kid comes along and devises a method to find a tiny hole in the security? Yes indeed, every single cent would vanish into thin air!

We are also constructing the same risk of single points of failure with Facebook, despite the fact that distributed and cloud computing seem more secure Facebook is, in relative terms, the most secure bastion of the internet. Yet it is most vulnerable at the same time.

Right from the beginning, Facebook's phenomenal growth was unprecedented. Mark Zuckerberg rules, but how? His users were badly influenced by the stock market launch (IPO). Are there new threats to Facebook's dominance on the horizon?

Zuckerberg, the film and the donation

Mark Elliot Zuckerberg, who will turn 30 years old on May 14, 2014, was born in White Plains, New York. He is the son of Karen Kempner, a psychiatrist, and Edward Zuckerberg, a dentist, for whom Mark wrote his first communication software, ZuckNet after Edward helped him to learn Atari Basic. Mark and his sisters, Randi, Donna, and Arielle were brought up in Dobbs Ferry, New York.

At Ardsley High School, Zuckerberg had excelled in the classics before transferring to Phillips Exeter Academy in his junior year, where he won prizes in science (math, astronomy and physics), but also in classical studies like French, Hebrew, Latin and ancient Greek. In college, he was known for reciting lines from epic poems such as The Iliad, and he was a captain of the fencing team.

Priscilla Chan, the child of a Chinese-Vietnamese refugee and born in the U.S., has been his girlfriend since 2003 at Harvard and wife since May 2012.

Mark Zuckerberg's reputation tends to be stereotyped along the lines of his alter ego from the film The Social Network - he is assumed to be an autistic nerd hankering after recognition. But by working himself to the bone, sometimes using devious methods and fueled by the wrong sort of friend in Sean Parker, it was that very same nerd who made the social network a wild success.

In the Start Up School interviews at Stanford, Zuckerberg responded to questions about how the film did not match up to the reality. He lamented that people outside Silicon Valley have no idea how simple and fun the work involved was: "They can't imagine that it's just building stuff. Someone is building because he likes building things." Zuckerberg donated 100 million dollars to the Newark, NJ school system on the Oprah Winfrey Show, we can assume in an attempt to rectify his image captured by the film.

Short history

At Harvard, Zuckerberg was soon known as an excellent programmer and made software for students and study groups. All hell broke loose with Face Mash, a program that gave students on the college's network the opportunity to vote on other students' attractiveness of their profile photos. To create it from these profile images, he had broken into existing university web systems.

Face Mash was shut down within days as a result of Harvard systems being overwhelmed by the program, but the template and idea for TheFacebook was born in his Harvard dorm from this moment.

It was February 4, 2004. Within two weeks, the majority of Harvard undergraduates were using TheFacebook. With his roommate, an excellent programmer Dustin Moskovitz, and co-founders Chris Hughes and Eduardo Saverin, he expanded the profile service in March to the universities of Stanford, Columbia and Yale.

That summer, TheFacebook moved to a rented house in Palo Alto, California to continue intensive programming. They often worked all night long. Zuckerberg met Peter Thiel of PayPal, the first investor who inputted \$ 500,000 (the whole company was already valued at 5 million!). He got in big trouble with some student who developed the same idea. It ended in court later.

Asked about the troubles in the beginning of Facebook in the All Things D interview of 2010 by Walt Mossberg and Karen Swisher, Zuckerberg was driven to the confession that he has said and done things in the past he's not proud of. "I cannot go back and change the past; I can only do what we think is right, going forward."

Mark as an innovator

Mark said in Startup School interviews: "We are an extremely technical company...When you're engineering you never do something twice. You write code and are abstracting it...I implemented the first version of TheFacebook but now I do not recognize the code of new services anymore."

Mark's core passion was the open platform, "built on top of the social graph...When later on people will look back on what Facebook meant, this is the real thing...a breaking innovation."

Back to Zuckerberg: "At Facebook, we're inspired by technologies that have revolutionized how people spread and consume information. We often talk about inventions like the printing press and the television — by simply making communication more efficient, they led to a complete transformation of many important parts of society. They gave more people a voice. They encouraged progress. They changed the way society was organized. They brought us closer together."

With this, Zuckerberg implicitly puts Facebook on the list of revolutionary media inventions. He isn't yet right about this I think, though he could still be, if Facebook takes over a bigger share of the internet with more innovating social services. Mark is also very optimistic about Facebook' influences on politics, economics and the society at large.

Nevertheless, Mark is a great entrepreneur. In 2010, Time chose Mark as their 'Man of the Year' and Vanity Fair the number 1 of the top 100 most influential people of the Information Age. New Statesman placed him at number 26 in a list of the most influential figures in the world, just behind Hillary Clinton.

It is tragicomic that the very man who gives 1 billion people the means to control their reputation, and created the supreme open platform, must wrestle with a less savory image of himself. On this point, Mark bears a likeness to Bill Gates, from whom he could also learn a thing or two. Mark won't wait twenty years for the restoration of his image.

Zuckerberg has been labeled by several observers as having Asperger's Syndrome, considered an autism spectrum disorder, characterized by significant difficulties in social interaction, alongside restricted and repetitive patterns of behavior and interests. Asperger's is an illness rather than a moral failing, so a good reason for our mercy.

Damage by greed

In the Dutch-language edition of this book, published a month before the flotation, I concluded my contribution with advice to the company to "Keep greed out...If after the IPO the share price immediately begins to decline, it's too much of a disappointment which severely damages a whole company. Too often the greed with an IPO causes a fall afterwards."

This failure happened. Facebook landed in a whirligig of speculation and criticism after a flotation that was far too costly. So costly that even Zuckerberg had to admit this. As is customary, the greedy market waited until a notional bottom-price had been reached before buying again.

On February 1, 2012, Facebook announced its IPO filing for 5 billion dollars. But on May 16, 2012, an incredible 16 billion dollars worth of Facebook shares were announced to the public; the company kept 7 billion for itself and 9 billion for investors.

A 2 billion dollar over-allotment was not even exercised. The threefold amount was simply the result of greed, as was the share price: 38 dollars on May 16, dropping down to a low of \$17.55 in September, 2012.

We should consider why Zuckerberg allowed himself to be swept along in the money flow. Perhaps it is worth questioning whether greed and a social network might always be at odds with each other on some level? Nevertheless, Mark Zuckerberg must remain the boss.

That is the best guarantee for growth, despite his precarious character. The excellent man at the top has proved himself as a boss, not least by gathering good, experienced advisors and programmers in a suitable

culture. His tendency to somewhat autistic behavior should be balanced by colleagues, advisors and board members.

Thawed snowballs

For the past 15 years, online social networks have come and gone with varying market success. In nearly every country national social networks were intensely popular, but nearly all of them were swallowed up by Facebook, like Bebo in England, StudiVZ in Germany and Mixi in Japan.

In frosty weather, a snowball grows at high-speed, but melts even more quickly once the thaw has set in. The network effect (Metcalfe's Law) explains this kind of growth, which also applies to telephony: the more people in possession of a telephone, the more rapid the exponential growth.

On social networks, connecting many people is not enough. Following an attractive start, members tend to return to their own company, having had sufficient activity.

The second tendency is that network growth needs to be innovated technically also. Friendster was unable to develop in such a way. Facebook has learnt both lessons. It added continually more functionality with an open platform and always easier sharing, and managed a supreme technical network job. But is the thaw threatening Facebook as well?

Google power

The expansion of Facebook affects Google doubly. In the short term, Facebook achieves more surfing time and market share. Over time, surfers increasingly receive tips and answers to their questions from Facebook Friends than via Google.

Google has perpetually fallen short in its attempts to dominate the social web. With pomp and circumstance, Google introduced its first social network, Orkut (from 2004), which received a brilliant response in Brazil and India. Its following social media initiatives all failed.

In June 2011 Google launched a major offensive against Facebook with Google+. This social network complex started with products, the making of connections between users in Circles, the videochat Hangout, and Sparks for subjects of shared interest. Later Google added more features like Events, Pages and Communities.

The Google + Home Page is like the News Feed, but not as amorphous as Facebook's constant stream of totally mixed useless chatter and important information. Google tried to overcome this overwhelming problem. Google talks about its 'interest graph,' spaces to be filled by identified users with

the same interests, supported by services like Google Search, Google News and YouTube.

Project leader Vic Gundotra said that not identifying its users earlier had been "the most epic failure of Google.... Because we were focusing on organizing the world's information, the search company failed to do the most important search of all," This quote comes from a wonderful article Steven Levy wrote in Wired about the last year of development of +.

But Google+ aspires to be more than a social network. It is a platform with many services to come and a whole new marketing principle targeted at individuals instead of IP numbers.

Google tried hard to distinguish Google+ from Facebook, but in vain. It's not the same, maybe even better, but a competitor for Facebook.

For Google+ the question remains: How can it be made attractive and reach a snowball growth? It's very hard for this wonderful technical company to make a shift. Google is all about algorithms, not human interactions. I observed Google as the perfect machine. Now the car maker seems to be going off into the taxi business.

Commercially and with regards to privacy, Google+ is also following in Facebook's steps, even combine information about your searching behavior with your surfing, Gmail, YouTube and Google+ behavior.

Google service, much of surfing behavior on sites with Google advertising, and also the content produced on services with Google+ is gathered under your unique identity.

Who will win this battle of the Titans? Google did look weaker given the lack of profiles by name, but with its IPO misery and departing staff, Facebook is also struggling with itself. Google+ is still far from Facebook's success. Nevertheless, I foresee that in 2013 companies and the top of the consumer market will discover Google+. In Western countries users may lower their Facebook activity, yet not leave it because of all their Friends gathered there. The market and its users need the Google+ success, as well as a better flourishing open platform Google Play, or is Google already too powerful?

The question remains whether eventually the masses will all turn to Google+. Google's marketing would have to become much better to achieve this, for example by pushing much stronger the link between Google+ and YouTube Hangout and introducing more video innovation.

Pretty Pinterest

Clashes between Google and Facebook are becoming tougher, but also with other titans like Apple, Microsoft, Amazon and Vodafone. Meanwhile new social media entrants take the stage, like photo service Snapchat and Japanese social media app 'Line'.

Lately, Pinterest has received a great deal of attention, precisely because of its completely different form. It is an platform of virtual pin boards, essentially, where you can paste up inspiring things according to topic. Pinterest fascinates me because of its anarchic form, which contrasts to the rigid categories and forms into which Facebook pours communication. Pinterest focuses on content rather than the dainty decoration; regarding topics, users really are sharing anything, from recipes to hobbies, to philosophy to music. It possesses a moving simplicity.

Popular categories are travel, photography, cars, film, humor, design, sports, fashion, and art, but more and more often, parts of the web itself are being posted into the Pinterest structure. In this case it offers, just like Facebook, a layer on the world wide web with its own structure and communication.

Founders Ben Silbermann, Evan Sharp and Paul Sciarra launched Pinterest in March 2010. Silbermann told Technology Review, in February 2013, about its core: "We often talk about Pinterest as like a human indexing machine. Google built these crawlers that would go out, and these amazing algorithms. We give people tools that let them organize in a way that makes sense to them, and in doing that they organize in a way that makes sense to other people."

The site still has a social and technical vision and etiquette that contrasts nicely with Facebook and Google: "Pinterest is an expression of who you are. We think being authentic to who you are is more important than getting lots of followers. Being authentic will make Pinterest a better place long-term."

It's still a cute child, but growing up. In October 2012, Pinterest introduced its reporting function for negative and offensive activity and blocking possibility for unwanted content, and met ongoing difficulties with intellectual property rights.

The company got a huge kick start when Time listed Pinterest in its "50 Best Websites" already in August of 2011. Some month later it was chosen as "the Best Startup of 2011" by TechCrunch. Comscore said it was the fastest site in history to break through the 10 million unique visitor mark.

A late 2012 survey by the Pew Research revealed that 67 percent of American internet users participate on Facebook, 16 percent on Twitter and already 15 percent on Pinterest. For Pinterest, the user number was up from 12 percent in August 2012.

Conclusion: High stakes

National networks were crushed; Google got in a tangle; Yahoo fell behind; Microsoft became a lap dog. Mark Zuckerberg has reigned supreme, but for how much longer will this continue?

Google is far behind, but Facebook is still rather unstable. Both parties will seek partners. If Microsoft and its partner Nokia offer a strong connection with Facebook in Windows, Internet Explorer and/or Xbox – and should this be permitted by competition watchdogs – competitors like Google, Apple and Samsung could strike stronger partnerships. With the start of 2013 every party fights for its own stake, with Samsung and Apple ahead.

We are waiting for something that is really, utterly new, something that does allow us to network socially, but exploits us less and pushes us in fewer directions. Pinterest?
The history of technology teaches that there are ever more new and unexpected breakthroughs.

Much has been recounted about Facebook as the most significant media phenomenon at the beginning of the 21st century. Now for my attempt at a conclusion. More important is your own conclusion

Homo Facebookius

In the end, it's all our doing - we are Facebook's true believers. Driven by our virtually unquenchable curiosity and libido, we surf unhindered and unlimited through profiles and statuses of acquaintances, their partners, colleagues and friends from back then, those flirts from a bygone summer evening. Images grab hold of you and draw you back, time and time again.

This pleasing distraction is always present when you threaten to lapse into serious work or any depth of thought. Facebook is a stronger magnet than the nice neighbor who strolls by, the Wii, the latest TV series, YouTube and e-mail.

Aside from curiosity and libido, Facebook satisfies many needs; coquetry in particular. Once reserved for an elite with television, anyone can now give full reign to it on social media. Facebook understands both sides of the coin: voyeurism and exhibitionism.

"Share!" It sounds like a fine idea! As if we are giving something of ourselves. As a child, you must learn to share. On Facebook, this mercy reigns; this barter trade in attention. Facebook wants to teach us that communication with friends or companies barely differs. It is seldom altruistic any more.

Is Facebook one big shop window of our longing for attention and coquetry? Is it not a deep-seated need to be seen; to come over as pleasant or quick-witted? That seems to be the case; but is that such a bad thing?

With Facebook, social time and space have become defunct. On the social network, you constantly receive a lot of attention, whether you happen to be there or not. High school and student associations will never end anymore. And relations from the past intertwine with your family, friends, acquaintances and (former) colleagues.

Although the online carousel for attention that we know as social media has bolted, it revolves around attention, not indifference. Your new pullover and the squirrel in the garden gain attention, but so does the world news. Exchanging intimacy does not lead purely to barbarity, no more than television deprives us of fine films and theater.

It's the code, stupid!

The technological feat of the TV altered our human existence and daily life, in a stealthy but also unmistakable way. The compulsive effect of the format is characteristic of all powerful media, and this also goes for some radio, magazines and the weekend papers.

There is also mobile internet, with the social media apps on it as its most powerful software. Thanks to the ingenious templates, Facebook can offer and demand new forms of communication. However, we do not have the slightest idea of the enormous amount of statements that we let ourselves be enticed by through digital technology. Software steers our behavior. We do not know it, so do not deny it. It's the code, stupid!

The display is 'always on' and thinking becomes expressing and responding. We don't have to miss anything anymore; silence is a sin. It answers our natural urge to banish insecurities. Facebook takes advantage of supposed insecurities with its 'status updates': what is she doing now? What is he thinking about? And on top of that: will they Like it? Will I get any comments, or will I be left alone in the corner of the schoolyard?

New insecurities are the consequences, in far greater numbers. What do they make of me? Who is allowed to know where I am? Like? How should I react? Could I just slip something in there? An immense pattern of prospects that have and have not been fulfilled oppresses us. These are borne by Facebook's structure. The software is not neutral; rather, it is also programming your personality.

So here is my own conclusion, which can only be temporary, given Facebook is constantly changing its principles and attitude: I like Facebook, but I do not recommend it in its current form.

Why? It is not a social network. It is a liaison between coders in Silicon Valley and the shareholders on Wall Street. The pressure of the latter, stimulated only by greed, is driving Facebook even more towards pure marketing. Users are reduced to revenue-generating units. Facebook is not for free. 'Free' meets our desire for self-delusion.

Clever new strategy

Who am I to condemn one billion people who find enjoyment, excitement and comfort on Facebook, their free choice? Facebook offers you a great deal of pleasure, and you might consider privacy to be an outdated concern. You indeed make the choice yourself – join in to your heart's content – because each woman or man can decide for himself.

I observe Facebook will be offering its users the option to grant more and more privacy to each other, precisely because privacy is becoming an important marketing issue. By allowing users more options and easier to handle privacy settings, Facebook is enlarging user's trust, hoping users remain confident enough in their settings to share much of their life via Facebook.

Meanwhile users' hidden profiles in Facebook's advertising database could actually profit from more privacy. By allowing users more privacy on public posts, their actual privacy towards 'the machine' (regarding their much

broader array of behaviors on Facebook) still remains negligible, and so advertising revenues can still climb, as needed, to satisfy shareholders.

Facebook is far from social, in my opinion. The only one who can change the exploitation spiral is Mark Zuckerberg himself. If he wants to become immortal for history definitely, he won't reach this status with just preaching his "share" and "transparency" religion legitimized every now and again by a silly status updating his latest 100 million dollar donations to a cause.

As Facebook becomes truly more social, we would certainly become more and more dependent upon each other in evolved ways. This could also be something for a successor, should Facebook fritter away users' confidence with commercialization. Social media offers enormous opportunities if it becomes truly social. We ain't seen nothing yet.

10 necessary steps for Facebook

Let's assume Facebook is here to stay and will be our most important network in the forthcoming decades, becoming the first virtual world power. Following the sheer weight of data and opinion that this book itself has assayed, I can confidently, if somewhat arrogantly, offer Facebook a few tips to become a social network in the real sense of the term:

1. The ideal social network

Despite its mega success, the concept of Facebook does not fit the way in which we behave socially. Facebook programs us from the primacy of social ties and conversation. However, we have a scale of individual needs, from which the need for communication arises with some regularity. This is a fundamental difference.

The average 700 social ties in 'normal' life continually demand other forms of communication, not a permanent and uniform exchange of 'What's on your mind?' and 'What are you doing?' Shared with hundreds of people, the answers to these questions are just too much when they arrive in a single, amorphous News Feed.

We do not function in this way, not in reality nor virtually, even though Facebook presents its format as a template of our life in an extraordinarily clever way.

2. Turnaround the marketing system

Commercially, it is following the same line, but advertising and individual needs are seldom attuned to each other. Advertising is so 20th century. Yet still in 2013, Facebook heavily relies on generic commercials, which most people simply ignore or even hate.

Even in the case of targeted ads, the click percentage is below 1 percent, thus the economic waste is great. The solution by marketers to make friends of brands is a nice idea, but economically it is just as absurd. Things are fundamentally wrong and Facebook can solve them.

A better, 21st century Facebook marketing concept would be based on real consumer needs. If people want to buy, or just use, products and services, Facebook should offer mechanisms to get the best results based on users' own buying needs. This is called radical innovation.

3. Return the data to the users

Facebook's collection of personal details resembles predatory hunting. We do not have the slightest idea what Facebook is up to commercially. In the framework of the company's own frequently preached concepts of transparency and 'control,' that is an audacity.

If Zuckerberg really has brains and brawn, he will give us back the details. We would each be in charge of our own cash register of data, and we would be able to erase and add data simply ourselves, just like on the open Timeline. We could then decide with which companies we would share these.

Facebook continually urges us to share, but in fact it's time for Facebook itself to share with us. An enormous increase in confidence would be the result, certainly in the long-term. This could be the key to Facebook's long and happy life.

4. New world concept

Facebook is now based on Friending; building up circles of people that you already know. That is evidently exceedingly attractive, but also rather predictable. It limits engagement in conversation and creativity.

There are splendid untapped opportunities for Facebook to get the world's population to become more strongly and mutually acquainted with each other, and this would be done precisely by connecting strangers. Of course, this already happens to a limited extent, but it does not get as far as actual Friending between kindred spirits.

5. Personal advice services

Facebook could do more with the Timeline function, such as finding relevant connections between your statuses and interests, or helping discover patterns from conversations between individuals.

Facebook can both analyze and structure your social behavior, interests, statements and click behavior. These concern your work, hobbies,

passions and disappointments. How is your life looking and what could be improved? What really fascinates you; what makes you happy, dejected, nervous etc.?

6. P2P principle

The hardest hurdle to overcome in order to adapt the Facebook of today with the principles of the free internet as it was created in the last three decades of the 20th century is rather technical. The internet is a distributed network, designed to give the power to users. Not to the CCCP, not to Mr Assad and not to Facebook.

Moreover, the whole concept of the huge central data machine is in the long run not advantageous for the mankind Facebook wants to serve. If not the very principle and heart of Facebook it should be courageous to dismantle this concept as far as possible.

7. Influence to, and liberation of the people

Mark Zuckerberg once promised users his company would put important decisions affecting them to the vote. This was a difficult promise to carry out with hundreds of millions of users, and for that reason the voting mechanism was abolished entirely. It is, however, a fine principle, so why not rig this up once again?

It would be possible to have a direct democracy, in which Facebook's billion users could vote on proposals, or an indirect democracy with a Facebook parliament, or shareholders that act via a supervisory board and/or advisory body.

Important company decisions should not be taken by a democracy, but decisions about features that directly affect users could be supported and improved by feedback loops with the inhabitants of Zuckerberg country. At the very least, opinion polls would be something to offer.

8. Offer paid subscriptions

Although most members want to participate for 'free,' Facebook should offer a subscription with freedom from advertising and data collection. A paying relationship would also make users into true Facebook customers, just like advertisers.

Facebook could upgrade its status with this and direct aggrieved persons to the cash register. Its own payment system of credits would also get a considerable stimulus, and it would be able to offer paying customers other paid services and settle the bill more simply. You might even have your own Facebook internet access, with its own browser.

9. Permit anonymity selectively

I am in favor of keeping things above board rather than encouraging the cowardice of anonymous opinions, but some sensitive discussions do call for anonymity. In these cases, Facebook could lift the passport obligation, for example for medical topics, political action etc.

That is technically feasible and there are no insurmountable drawbacks. In cases of misuse, Facebook could still supply the identity upon legal request. Anonymity partly releases us from the current snag: that your personal reputation weighs heavier than the truth. That is not always beneficial to unrestricted thought and creativity.

10. Become accessible

Facebook is continuously close at hand, but as an organization, it appears to function in outer space. The many thousands of cries for help from Facebookers who lose their registration bear witness to this. Facebook's arrogance, perhaps unintended, could tear Facebook apart at any time.

The public of course cannot command free answers en masse to their requests and questions. Facebook could organize this with circles of 'friends', who have staggered access to the help desk.

The advice-givers would be a sort of first aid team of experienced users, who have been trained online by Facebook itself. With some in-kind payments and recognition in return, Facebook could go a long way with such an army of volunteers.

Conclusion: Facebook's investment in People

It could be too late for Facebook, who knows. Perhaps the outlines - and this whole book - are sketched of a Facebook successor. We keep on dreaming about a real social network, the one who serves us and shares its power. Or is the open internet enough 'social network'?

I had no intention of giving a cut-and-dried appraisal service, or advice on whether or not you should be on the platform or off it. Because there is no such a thing as a clear and simple take on this phenomenon.

Facebook can be regarded as the most successful public-private partnership. Its passport offers companies unique marketing opportunities as it offers governments unique methods for tracking and investigation.

Does it change the world? Yes, like the whole internet, it accelerates many aspects of life while lowering thresholds to access and connection. It doesn't change people's innate sociality, so the net effect of the changes

might be limited as long as people refrain from thinking much about what they are doing with the new techniques, and why.

But Facebook itself is, despite the enormous influences, more an improvement of the internet. Or even a deterioration in some ways, given the forced formats of the social media of today.

There are enough good reasons to continue to enjoy the pleasures of social networks, but I'm afraid that after reading about the Powers of Facebook you'll no longer be an innocent user of this or, hopefully, any other so-called free online service.