REALLY GETS ME

DEMOGRAPHICS
TERMS
CONSUMERS UNION
Chick-fil-A®
PERSONALIZED
OPT OUT
DEVELOPER
META DATA
API
INTERACTIVE
MARKETING
REACH
TIMELINES
VIRAL
FEEDS
INFLUENCE

AUDIENCE
NATIONAL COMMISSION FOR COMPUTING AND CIVIL LIBERTIES
SOCIAL READER
PERMISSIONS
META DATA
OPEN GRAPH
BIG DATA
COOKIES

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MUSIC
NEWS
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METRICS!
YAHOO!®
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CREEP
OUT
FACTORS
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PRIVACY

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SOCIAL MEDIA RESEARCH FOUNDATION
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PRESSURE
SHARING
THIRD PARTY AD SERVERS
UNIVERSITY
OF GEORGIA
ACLU

THE NEW MEDIA
INSTITUTE
YOUR GUIDE TO INNOVATING WITH BIG DATA

ABOUT THIS PROJECT

We only care about what we care about. Capturing passive audiences by fixing on their demographics is old media – and it is not the future. New media and social media in particular offer new ways to communicate. A new era of personalization is possible where real desires and behaviors become the new connecting points. Facebook, with its 800 million users and potential 100 billion dollar estimated worth, has fed our addiction to socializing. And along the way Facebook is providing new ways for organizations to forge relationships with the people they want to reach. "Facebook Connect" and "Open Graph" allow corporations, organizations and anyone with knowledge of Facebook's API to dip into the data stream users contribute to with every Like, Post, Tag and Follow. Facebook has become a massive data locker, storing the secret ingredients in the recipe for new relationships between

A new era of personalization is possible where real desires and behaviors become the new connecting points.

companies and the constituencies they want to reach.

We call this new approach "Really Gets Me," because companies now have an opportunity to use a person's Facebook data to show that they truly understand that person.

This semester, we have been exploring how companies can actually use the "Really Gets Me" approach to connect with the people with whom it wants communicate.

This report details what we have discovered. It highlights the organizations currently using social media for personalization, it describes some of the challenges behind the approach and it finally it offers suggestions for how a select group of companies might use "Really Gets Me."

It was hard. And as deeply as we dove, we realized that we have not even begun to explore the real depths of this approach. We hope our "Really Gets Me" examination provokes you to consider what comes next.

-- Dr. Scott Shamp

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TABLE OF CONTENTS

BIG DATA PRIMER:

BIG DATA PIONEERS:

Amazon Web Service
Foodspotting
The Guardian
Hadoop
Rotten Tomatoes
Ticketmaster
Trip Advisor
The Washington Post
Turntable.fm

OUR BIG IDEAS:

WebMD
Valpak
Sharpie
CNN.com
Pandora
MyHood
The Weather Channel
Delta
Chick-fil-A

Facebook Grows Up

A guide to the fast-paced adolescent to adult development of today's most popular socia media tool

By Jessica Luton

If you think about Facebook as a child that's been growing up all these years, it's easy to see that Facebook is coming of age right before your eyes. It seems like just yesterday that you first signed up, created a profile, began adding your pictures and joining groups.

And now, after all these years later, the thought of losing Facebook almost brings tears to your eyes.

Of course you've both had your struggles. Like teenagers who dye their hair as they struggle to find their identity, Facebook's layout and features have meant bickering by users as they adjust to the social networking site's constant need to develop and change.

When Mark Zuckerberg launched "the Facebook," as it was called originally in 2004, it took just 24 hours for more than 1000 Harvard University students to join.

In the next couple of years, it became known simply as Facebook as it was opened up to university and then high school students across the United States. Before long, our social butterfly child made friends with everyone, offering profile pages to anyone with a registered email address in late 2006.

That same year, Facebook introduced the newsfeeds and continued to tweak its user interface layout. In 2008, Facebook introduced another slightly modified look and added tabs for users' wall, info, photos and applications. One more addition—a publishing toolbar—also meant users could post status updates and photos, share links and more all in one place.

In 2009, Facebook integrated the "like" button, a means by which users could like a page and thereby incorporate that page's posts into their News Feed.

By 2011, the Facebook ticker was added, displaying the latest and the greatest from our friends, including activity, comments and more.

Enter 2012. Our child has been growing, living and learning more and more about the world, and us, every day. We've watched as our child has matured, but now it must learn to make it on its own.

Like new college or high school graduates, Facebook is now tasked with becoming a self-sustaining, independent adult. To take this final leap, Facebook filed an initial public offering (IPO) of $5 billion. And it must figure out how to use what it has learned to raise that money.

Luckily, Facebook has the skills and knowledge base that it needs to be successful in adulthood. With the introduction of Facebook timeline, the social media tool will have more knowledge about, well, just about anything you can think of—people in the world, their habits, their likes and dislikes, their entertainment preferences, their health habits and so much more—as it aims to create a digital scrapbook, with frictionless sharing that's constantly pushing the boundaries of privacy.

Facebook, Open Graph and Public Pressure

By Ben Elliott

Users have agreed to authorizations, but understanding how to use Open Graph is critical to enhancing the experience of the user. First, authorization of a third party application is necessary to retrieve the user's personal data. Then, the application can post information gathered from the specific actions on the user's timeline. Open Graph is specific and the data authorized to code must be exact in determining what actions to code before posting onto the user's timeline.

Facebook Open Graph is the cornerstone of understanding the user. Without Open Graph the idea of data efficiency is too simple. However, Open Graph allows third-party applications, such as Rotten Tomatoes, to display and post information on your Facebook Timeline. The specific information that is posted on the Timeline depends on the type of data needed to understand the constituent.
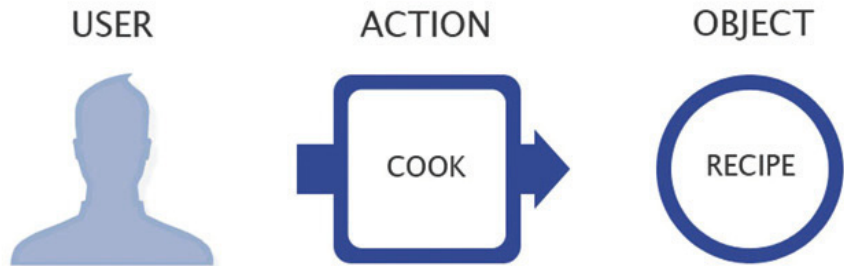
Actions

Facebook Open Graph relies on actions. The third party application must record an action from the user to then post information on the timeline for the user's friends to see or interact with.

Facebook developers cites three steps for Facebook Open Graph to operate in:

1. *User takes an action in your app*
2. *App POSTS the action to Facebook*
3. *Facebook GETS your object's metadata.*

So what exactly is an action or the process you might be asking? Simple, the user's action might be to read something. Reading is the action and what they are reading is the object. The user, action, and object are all key ingredients for Facebook Open Graph.

Enrique Gutierrez, in What Facebook OpenGraph means For You, describes actions that can be recorded as what you're reading, clicks, typing, comments, shares, visited sites, mouse scrolling, and many other actions.

Overall, actions are determined by both what the user does and what the app wants to record and publish on time line. This could be watching, reading, listening to or anything else that the app could possibly think of recording.

MetaData

Facebook developers describe the metadata as "tags to describe the type of the object, the name of the object and other key information." These tags are the technical features necessary to code the user's data to post on the timeline. The Open Graph Protocol describes four required properties for every page as the following.

Og:title — title of the object
og:type — the TYPE of object
og:image — image URL, or the image within the graph,
og:url — the URL that will be associated with the site.

A metadata tag might look like this:
<meta property = "og:title"content="website"/>

The coded actions would be put into the various sections of the metatag and then the information would be posted into the user's timeline.

While the actual code required for Open Graph is much more in-depth and detailed, this is the type of code that is required to code the data users produce. It's important to determine beforehand what type of data should be authorized to code, because it's not efficient to code information that is not needed for the sake of the application or constituent.

Breakdown

So how does Open Graph work into the business model you might be asking? Third parties can utilize Facebook Connect for users to connect their Facebook profile to that of the website or application of the third party company. Open Graph gives the third party the ability to take the data, actions, activity, interests, etc. and apply them to understand the constituent. If the data is coded correctly, than the data the user contributes will be able to enhance the experience for the constituent, the third party and the users friends. Then, the actions the user takes is posted onto Facebook for all to see. The general idea of how third party applications can take advantage of Open Graph is through data efficiency.

Public Pressure

There is a considerable amount of public pressure that arises with utilizing Open Graph. Users are hesitant to accept authorizations for an app that asks for too much information, but it's also important to limit the nature of what data Open Graph uses and what information is posted in Timeline. There is a line between enhancing the Facebook experience for the user and posting a person's information. When using Facebook Open Graph to enhance the experience of the user and use the data efficiently, the third party app must determine how the information posted and data retrieved can understand the constituent. The third party application will receive the user's data, information on friends and other valuable information, therefore, the app must provide a valuable service to the constituent. Finding the medium is a small price to pay for the gold mine amount of data available for both the app developer and to understand and enhance the experience for the constituent.

Put Down the Pan and Pick Up a Drill

Information Fracking in the Age of 'Data Grande'

By William Wickey

Ever since Al Gore invented the internet, gun-slinging entrepreneurs, dusty media giants and wagon trains of marketers have been panning the web for nuggets of consumer data. It's still the Wild West out there but the California gold rush is over and the Texas oil boom is on. Waiting just below the trickling stream of keywords, likes, and basic demographics is a pressurized cavern of consumer data that Facebook's Open Graph is threatening to blow sky-high.

Last September, at its annual f8 developer conference, Facebook announced that it would be opening itself up to data from other apps, like Spotify and Runkeeper. In the new Open Graph system, third-party applications are now able to pass information about what you were doing in their worlds–like what songs you were listening to or what workouts you had done–back to the social network, to be recorded on users' profile pages and displayed to their friends – behaviors known as "actions." The hope is that Actions published to user's timelines will function as a discovery engine for that user's extended network by helping them discover products, videos, articles, digital services, etc.

Thus far, Actions have been effective. Early success stories about Timeline app and Open Graph are impressive. The same goes for mobile. While the opportunities for third parties are great, the benefit to Facebook is even greater. By centralizing people's online (and offline) behavior around their platform, Facebook is creating an immense reserve of consumer data that will be an enormous asset to marketers of all ilk.

Not to be outdone, Google, Bing and Yahoo have announced a new initiative called Schema.org that will create and

Will all this data flying around, and the pace of play accelerating, it's tough to take a step back and ask the tough questions. What are the cultural implications of all openness? Who will regulate and monitor how companies use our data? What is all this data worth and who lays claim to it?

support a common set of schemas for structured data markup on web pages intended to be a rival to Open Graph.

Going blow for blow, the digital arms race is on. News has leaked from Facebook revealing that it will be releasing its new search engine in the very near future. All the big boys (along with patent trolls) are snatching up digital patents trying to get an edge on their competitors.

Will all this data flying around, and the pace of play accelerating, it's tough to take a step back and ask the tough questions. What are the cultural implications of all openness? Who will regulate and monitor how companies use our data? What is all this data worth and who lays claim to it?

Zukerberg is forced to walk a very fine line between ensuring that users have "complete control over everything [they] share," and the privacy issues associated with Facebook's business philosophy of frictionless sharing.

When sharing is automated, inevitably tidbits of sensitive personal information will make it into the public sphere. Law enforcement's use of social networking sites in criminal prosecution has already been a contentious subject over the past several months. With the astonishing accuracy of facial recognition software already being licensed to the likes of Microsoft and
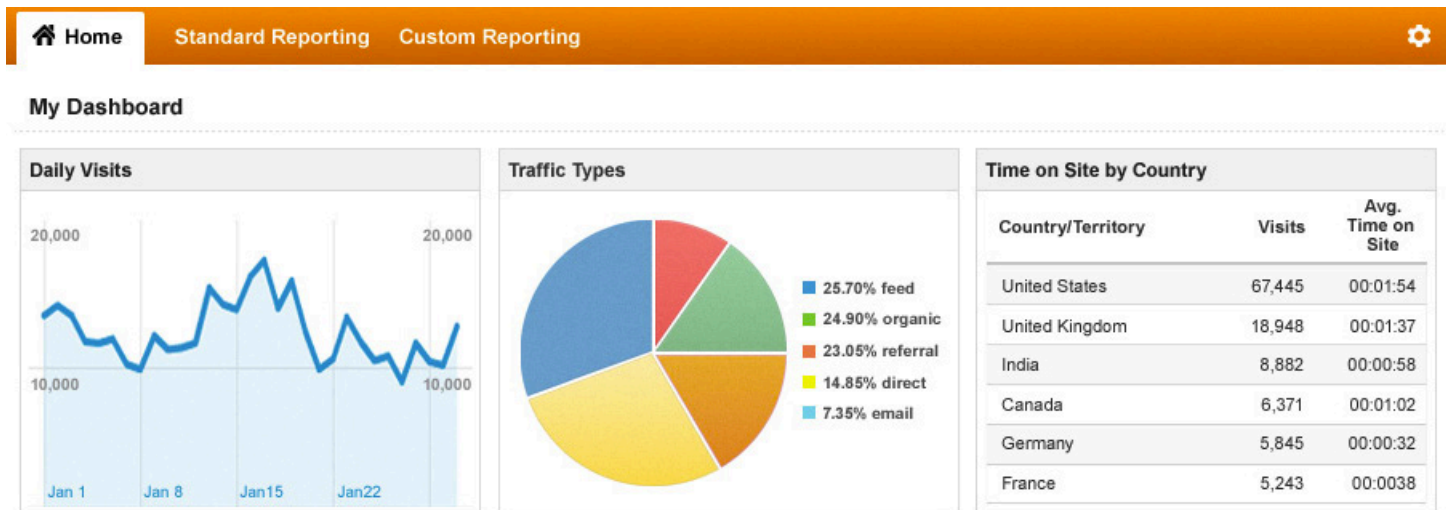
Facebook, very real questions about the extent of the 4 amendment's protections need to be discussed.

"The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures, shall not be violated, and no Warrants shall issue, but upon probable cause, supported by Oath or affirmation, and particularly describing the place to be searched, and the persons or things to be seized."

Digital rights advocacy groups such as the Electronic Frontier Foundation (EFF) are already very busy addressing civil liberties issues arising from the rapid advancements in telecommunications technology.

Even in the business world, not everyone is drinking the kool-aid. Pandora founder Tim Westergren recognizes that while the company has a strong relationship with Facebook, a significant portion of Pandora's users are turned off by having their actions published to their Timeline. How can companies strike a balance between monitoring users in the name of improving service and privacy. For now, it's unclear whether the larger privacy concerns are simply not a genuine deterrent social network users or whether things have progressed so quickly in the past few years that people just haven't had the time think about it.

After that first taste of Texas tea, everything was destined to change: the economics of the industry, politics, education, and culture. Data is for 21st century information-based industries what petroleum was for the age of mechanization 100 years earlier. For now, advertising is the engine that powers Search and Social. Data is the fuel for that engine, and until we see significant resistance from the public, we can expect the online giants to drill deeper and deeper.

| Time on Site by Country | | |
Country/Territory	Visits	Avg. Time on Site
United States	67,445	00:01:54
United Kingdom	18,948	00:01:37
India	8,882	00:00:58
Canada	6,371	00:01:02
Germany	5,845	00:00:32
France	5,243	00:0038

Traffic Types:
- 25.70% feed
- 24.90% organic
- 23.05% referral
- 14.85% direct
- 7.35% email

How does it all measure up?
A guide to all of those baffling numbers

By Justin Williams

A metric is a standard of measurement. Metrics allow researchers to compare studies from different cases with like terms. In this case the researcher is studying websites. One of the most popular and arguably the most important reasons to conduct web analysis is to persuade or attract advertisers and others to invest into a website. According to the Interactive Advertising Bureau, advertising revenue for the year 2011 reached $31.7 billion dollars. $31.7 billion dollars is a huge chunk of cash and with the consistent growth in the amount of websites operating on the Internet, investors constantly seek for the most effective way to spend every single dollar.

Using metrics universalize a researcher's measurements and thus attributes value to terms such as: "Clicks", "New Visits", "Time on Page", "Pageviews", "Visits", and so on. Through these metrics website owners and investors can gage the viability of a website with more accuracy and with more data than ever before. With these metrics researchers can formulate algorithms that may predict the success of a website with greater accuracy and

Numbers don't lie. They have a tendency to bend the truth, but nonetheless they don't lie.

confidence. The demand for these algorithms have also driven the demand for mathematicians through the roof.

Advertisers are not the only ones with their hands in the pot when it comes to investing in web analytics. With the potential to reach hundreds of millions of people, politicians have seen the value in investing in online political advertising. With the trend moving towards the Internet many companies, major corporations and small start-ups, have increased the amount of funds dedicated to online endeavors. However, it is important for all companies and persons to understand and tailor their approach to specifically what the company or person should track or measure. An advertiser may value "New Visits" over "Time on Page" while a news paper organization

may prefer the latter.

Metrics available today are updated in real time. Those metrics really become useful when a company can apply context to the quantitative data. Companies can improve their online presence and perhaps increase revenue with algorithms created from specific metrics. That would look something like: (Referred from Facebook) x(10>Mins)= success. If you get success thousands or millions of times you know that the specific strategy is working. Advertisers then can see thousands or millions of views times 10 minutes as an opportunity to deliver related advertisement with that same data.

Numbers don't lie.-- They have a tendency to bend the truth but nonetheless they don't lie.

Cookies without Milk

How that trail of cookie crumbs can leave behind more than you thought

By Jessika Boediker

You may or may not have heard of cookies, and before we go any farther lets get everyone on the same page, we are talking computer cookies.

Cookies are teeny files that are deposited on your hard drive while you surf the Internet. The definition of cookie is a text only string that gets entered into the memory of your browser. A cookie is sometimes referred to as an HTTP cookie, web cookie, or browser cookie. However, all cookies aren't the same, in general they seem to be pretty harmless. They tend to expire quickly and actually make websites easier to use.

For example, you know those logins that remember you as you start typing in your information – that's the cookies. Maybe creepy, but most just pass it off for the convenience factor.

That doesn't seem too bad, a couple of sites you frequent often remembering your information, right? No, it gets personal and creepy when you throw in the word tracking.

Tracking has been defined by the Center for Democracy and Technology as "the collection and correlation of data about the Internet activities of a particular user, computer or device over time and across non-commonly branded Web sites, for any purpose other than fraud prevention or compliance with law enforcement requests."

Long term tracking cookies, aren't your run of the mill cookies. These cookies can actually collect a lot of information about what web sites you visit, and what you look at and do on those web pages.

Your web browsing habits can be tracked and profiled, which can ultimately allow companies to make predictions on your "offline" purchasing habits.
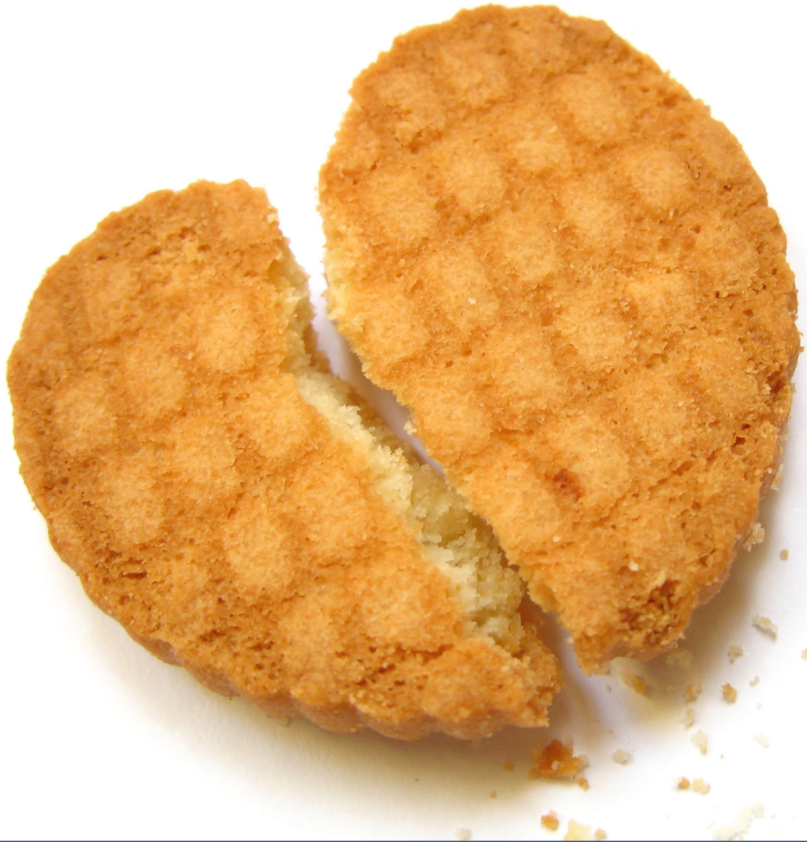
So what is the problem with these "long term tracking cookies"? Companies such as advertisers or web analytic groups, may know more about you than you think they should. Not only do they have information about you, they can sell this information too.

However, there is good news: you can easily delete your cookies from your browser as often as you like. But deleting your cookie file entirely will force you to start from scratch with every website you visit – there goes your convenience factor.

To protect yourself you can also opt-out of having your information used by third-party ad servers. This site also allows you to see what and how many third parties companies are tracking you, check it out by visiting: http://www.networkadvertising.org/managing/opt_out.asp or more recently request to be on the "Do Not Track" list. Do Not Track allows users to hide their browsing activity from advertisers.

And don't think you are not interesting enough to be tracked, if you are on Facebook then this might be of interest to you. Facebook is once again being sued for tracking their users even after they have signed off of Facebook. This isn't the first time Facebook has been accused of using cookies to track users after they have logged out of their account. Facebook has said they don't track users across the Web and its cookies are used to personalize content. And for the tracking cookies, after you log out, it's for your safety and protection. I'm not so sure about that....

With that being said, ourselves as the user need to be aware of how, where, and why our information is being used. It is definitely something to think about, whether your browsing activity is allowing companies and the government to manipulate us, the consumers, too much? Lucky for us there are multiple privacy and advocacy groups that are out there trying to protect our privacy and push companies to be more transparent about the data they collect.

Is Creepy the new normal?

Pushing the creep factor envelope

By Jen Blackwell Galas

Let's face it. Facebook is here to stay and if companies have anything to do with it (which they will), it will get a lot more personal than it is right now. The question that we should all ask ourselves is when does personal get creepy? Where is the line drawn and can that line move?

When Facebook started out, it aimed at connecting college students with other students at their school. You could share study guides, methods and see what your friends were doing. It was an easy way to connect a lot of people. Facebook then decided to suggest friends to you by looking at the number of "common" friends you have with current friends. The creepiness line shifted ever so slightly. Facebook then saw the potential of selling demographic information to advertisers so that when you change your relationship status to "engaged," it automatically showed you advertisements for wedding dresses and photographers. That subtle use of information crossed the line for some, but most eventually got over it. With the development of Open Graph, companies will have access to a person's "private" information such as location, likes, statuses and photos. Will the line shift again?

To answer that question, one has to figure out what exactly causes applications to be creepy.

As CTO and co-founder of Lookout Mobile Security Kevin Mahaffey told Wired Magazine in an April 3, 2012 article, "I think it's anything that allows somebody who you don't know, or don't interact with, or don't want to interact with, to retrieve more information about you than you're comfortable with. That's the trigger that borders on creepy in people's minds."

In the same Wired article, Nick Doty, a Ph.D. student studying privacy and web standards at UC Berkeley's School

So how can advertisers and applications alike make sure they don't cross the creep-out line? Transparency seems to be a key link in that.

of Information, noted some trends in applications that were deemed creepy.

"In some cases, it may just be a sense of surprise. The user isn't aware information is being used in a particular way, and when they realize it's being shared or used differently, that can feel like a violation," Doty said. "In other cases, it can be the context. Information is shared in one context and reused in another one that's unexpected or has a different implication."

So how can advertisers and applications alike make sure they don't cross the creep-out line? Transparency seems to be a key link in that. If Doty's thoughts prove to be true, then as long as people know the information they are sharing is being used for other reasons, they might not care as much.

Another way to avoid crossing into the creep out area is to allow a true opt-out feature that allows users to control the amount of information that is used while operating an application.

The bigger question in all of this is how flexible is the creep-out line? Facebook has proven time and time again that its users eventually just get used to changes and information sharing. When will it go to far? Will it be when you get a status update recommending a new three-mile route to run since you last logged into MapMyRun? Or will it be when you get a recommendation of a store or restaurant that uses your kid's name? Who knows? This is a question that unfortunately might not have an answer until Facebook and its applications have gone too far. Advertisers must walk the tight and blurry line that is known as the creep-out line to see just how much users will allow. If the company is up front about its use of information, chances are, the user will allow. If the past is any indication though, the use of "private information" by companies and advertisers might be seen as creepy at first, but eventually the line will move and advertisers will have the ability to push the envelope a little farther.

Honey, I Shrunk the Terms and Conditions

Simplifying terms and conditions isn't aways the best user fix

By Kelsi Nillson

"What belongs to you stays yours." Seems like common sense, huh? Well according to Google and Facebook's Terms and Conditions, this is an important point that needs to be clarified. Lately, big online corporations such as Facebook have been trying to make the move to "simplify" their privacy policies and Terms and Conditions to be more transparent, but this isn't necessarily the fix that users wanted.

Before the shrinking of Facebook's Terms and Conditions, users could barely understand what data was being pulled from their Facebook pages, much less what it was being used for. It was tough to get through the pages upon pages upon more pages of the privacy policy, and tougher yet to understand what the words actually meant. Facebook is a website built around user's ability and willingness to voluntarily contribute their personal information, and once the site starts letting users in on how their information is being used, there are undoubtedly going to be protests. Organizations across the world banded together to object against Facebook's murky terms, and, according to PCWorld.com, claimed that this policy was "designed to confuse users and to frustrate attempts to limit the public disclosure of personal information that many Facebook users choose to share only with family and friends." Overall, the feelings about Facebook's Terms and Conditions were not of a positive nature.

When human rights groups and individuals alike caused an uproar over the privacy issues that Facebook's terms brought about, the social media site decided to make a change. On September 23, 2011 and again on March 15, 2012, Facebook released privacy policy revisions that were easier for the Average Joe to understand, and the policies themselves were considerably shorter. But with the new "Data Use Policy," Facebook did not really change the way they are using your data, just the language that describes how they are using it. This is not the solution that privacy groups aimed for; Facebook shrunk the Terms and Conditions but forgot to protect our data better!

Facebook has taken the privacy out of its policy. In an attempt to clarify data usage for users, Facebook has dwindled down the size of its' Terms and Conditions but failed to appease the user's right to privacy. According to an article in the Huffington Post, Facebook prefers to be more straightforward with their new Data Use Policy, since the purpose of that document is not about protecting user privacy but instead about articulating how the company uses your data. Facebook has long been brought into the limelight about privacy concerns, and although they claim they are shrinking their policies to be more transparent to users, don't let them fool you: the Terms and Conditions may be shrinking, but the threats to your privacy remain.

The One Click to Save Us...or So We Think

Opting out isn't as simple as it seems

By Jackie Citero

One click and you are done. One click and you are saved from the pop-ups, the banners, and the data tracking...or so you think. With the growing awareness of advertisers and companies using personal data and individual online activities, there has also been a growing misunderstanding that the one-click opt out option on websites and digital ads results in total protection.

The Network Advertising Initiative (NAI) has created an Opt-out tool that has been developed with input from NAI members with the "purpose of allowing consumers to 'opt out' of the behavioral advertising" delivered by the NAI member companies. As stated by the organization's website, the NAI is a coalition of over 80 online advertising companies committed to complying with tough self-regulatory standards that establish and reward responsible business and data management practices.

In the words of the NAI (and please note the carefully crafted language):

The NAI Opt-out Tool replaces a network advertiser's unique online preference marketing cookie on your browser with a general opt-out cookie. It does not delete individual cookies nor does it necessarily replace other cookies delivered by network advertisers, such as those that are used for aggregate ad reporting or mere ad serving purposes. Such cookies allow network advertisers to change the sequence of ad banners, as well as track the aggregate number of ads delivered (impressions).

So what does this actually mean for the everyday user? Rumor has it that opt-
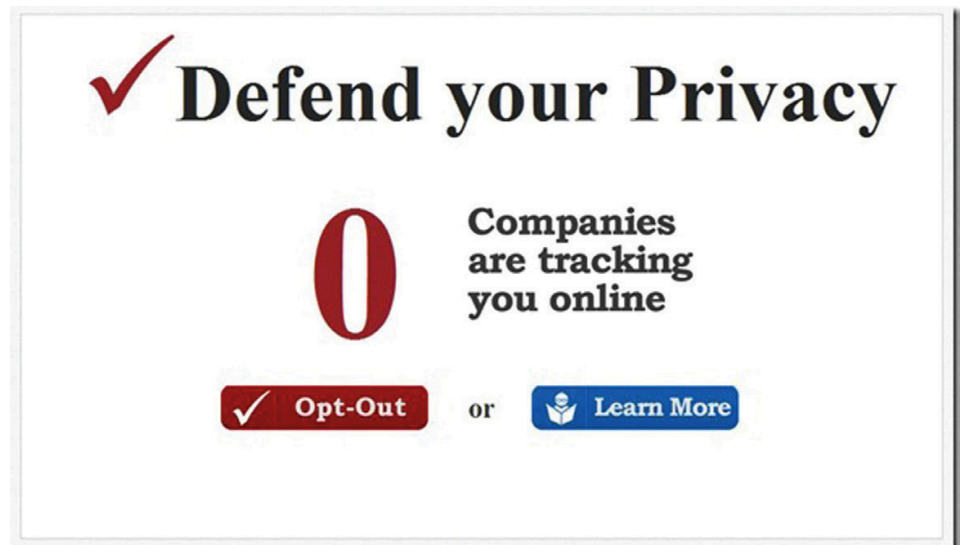
Rumor has it that opting out will put an end to the individual tailored digital advertisements, but the tracking may still be continuing. All of this has become confusing for users and has caused the opt out option to be highly misunderstood.

ing out will put an end to the individual tailored digital advertisements, but the tracking may still be continuing. All of this has become confusing for users and has caused the opt out option to be highly misunderstood.

According to a 2011 Carnegie Mellon University study, tools, such as the NAI Opt-out Tool, were either ineffective or too confusing for the average user; this included those tools of third-party blockers, browser tool options, and the opt-out tools from advertisers. Their results have shown that:

The current approach for advertising industry self-regulation through opt-out mechanisms is fundamentally flawed. There are significant challenges in pro-

viding easy-to-use tools that give users meaningful control without interfering with their use of the web. Even with additional education and better user interfaces, it is not clear whether users are capable of making meaningful choices about trackers.

All is not lost when choosing the opt-out options. First, it's a good start. But users have other privacy options besides changing privacy browser settings or clicking on the privacy icon on digital ads. The company PrivacyChoice has developed a system which will score company websites on a 0 to 100 scale based on how the site collects and uses personal data.

In a statement, founder of PrivacyChoice, Jim Brock said, "For the first time, Web publishers and their users have a way to easily compare privacy practices across the Web...This transparency not only allows people to make smarter decisions about their own data, it also will spur more protective privacy practices by sites and tracking companies, which is long overdue."

Although the one click opt-out tool may not save us all, there are other options available dedicated to individual user data protection.

Big Facebook vs. Big Government

When it comes to your information, who's really king of the hill?

By Andrea Feminella

When comparing boxers about to duke it out in the arena, it's common practice to look at their stats:

Facebook holds accounts for over 500 million people.

The United States Government governs over 313 million people.

You break a Facebook law, Facebook locks up your account.

You break a government law, the government locks you up.

In this match, there are no underdogs. Only gorillas. Gorillas who have tangoed before.

In 2011, Facebook captured national attention when they reached a settlement with the Federal Trade Commission (FTC), who charged that Facebook "deceived consumers by telling them they could keep their information on Facebook private." While this settlement may seem like the Government is just now getting involved in Facebook's affairs, in reality, Facebook has been on the Government's radar for quite some time.

The FTC's investigation stemmed from a 2009 complaint from several privacy-affiliated organizations including the Electronic Privacy Information Center (EPIC). The complaint accused Facebook of changing their privacy settings and then not alerting their users to the change. In addition, Facebook also allegedly changed their default settings, so that they "were set to the widest level of sharing possible." This supposedly made users not only unaware of the changes but also oblivious to how much sharing they were actually doing.

In 2010, Facebook found itself in trouble with the law again, this time in California. Facebook users banded together to sue Facebook in a class action lawsuit, alleging that Facebook violated its users' privacy by sharing information to companies about users who clicked on their ads.

California is also the state that currently has a privacy bill coming up through legislation that would prohibit Facebook from accessing users' telephone numbers, addresses and others forms of personal information without permission.

While all this information may make it look like Facebook is on the ropes, try not to hedge any bets quite yet, because Facebook is not a company to easily get knocked out.

In fact, Facebook has not only been fighting the California privacy bill, but it has also successfully quashed a majority of the 2010 class action lawsuit as well. A California judge sided with Facebook in 2011 on the basis that users could not have an expectation of privacy if they clicked on ads they are interested in. The judge also concluded that personal information is not property, which could prove to be a valuable defense in any future Facebook indiscretions.

Though Facebook won this particular legal battle, it still made changes to its privacy policy as a result of the case. Currently, Facebook no longer shares identifying information with companies about users who click on their ads.

Over the years, Facebook may have learned how to duck out of legal blows, but it also knows on to go on the offensive. In 2010, the Government began to subpoena Facebook Profiles in court cases where those documents could provide insight into witness identities, suspect alibis or even tax dealings. In many of these cases, Facebook has refused to comply with subpoenas, citing that "it has a duty to protect the privacy of its users."

So in this corner, we have the bone-crushing king of social media platforms... Facebook! And in this corner, we have the big kahuna himself, fed full of your hard-earned tax dollars... the Government!

Who will deliver the knockout punch remains to be seen, but one thing's clear, these two behemoths may have the juice to go all twelve rounds.

Amazon Web Services

By William Wickey

In the age of Big Data, Amazon is king of the jungle. Amazon.com is the mane; AWS is the tail.

Most people know Amazon.com as the world's largest online retailer. However, just as notable in the Big Data revolution as those little cardboard boxes that show up on your doorstep is Amazon Web Services (AWS).

Big Data refers to data sets that are too large to be processed and analyzed by traditional IT technologies. Whether your business just needs an email client, or involves processing millions of documents, the cloud makes it all possible affordable.

For start-ups, cash-flow is an issue. They need computing power, but those servers are pricey. Rather than begging investors for costly servers of their own, they can just rent the services they need from the cloud. If the company goes belly up, the investors don't have to worry about setting up a yard sale to unload all that hardware. This makes it possible for more small companies to dare-to-be-great. Even for established companies, cloud computing lowers overhead and is often the most cost-efficient way to do business, period.

Another benefit of AWS is scalability. For example, what an app blows up overnight? Remember in The Social Network when Zukerberg is really pissed at Eduardo for freezing Facebook's bank accounts early on, threatening to interrupt service? [Jesse Eisenberg] was right to fear that interruption of service. In an age where the blink of an eye is too long for impatient web-users, it is not surprising that consumers have little patience for apps that don't work right due to computing-related scalability issues. For example, in a previous post I lauded Draw Something for earning over 1 million downloads in its first ten days in the Android and Apple apps stores. However, right when I published this post, Draw Something was experiencing interruptions in service related to exact types of scalability issues. The developers, OMGPOP, were able to overcome the majority of these problems in a matter of days. But, a number of people who read my post told me they tried to play, had a bad experience and will probably never give Draw a second shot.

Amazon has a diverse portfolio of remote computing services. Amazon Simple Service Storage (S3) provides web service based storage. Amazon Elastic Compute Cloud (EC2) allows for scalable virtual private servers. Amazon Elastic MapReduce allows businesses, researchers, data analysts and developers to easily and cheaply process vast amounts of data. And the list goes on.

These days, Amazon is not the only name in the game when it comes to remote-computing. Nonetheless, Amazon got the ball rolling for a host of other companies and continues to play a major role in the industry. Amazon S3 has grown from storing 2.6 billion objects in 2006 to 762 billion in 2011.

Foodspotting

By Jen Galas

I was born in the South, and I love soul food. I can't get enough of it, actually. I think it's because it reminds me of home. It reminds me of sitting in the kitchen while my mom makes fried chicken, mashed potatoes and gravy and biscuits. When I moved out of my parent's house and into a new city, I longed for a restaurant that even remotely reminded me of the smells that filled my parent's kitchen. More so than that, I wanted a piece of fried chicken that took me back to the house I grew up in. Knowing that it was near impossible to find a specific dish, I set out trying different restaurants in North Carolina. None of them measured up.

The story that you just read is true, and it happened to me in 2008, one year before Foodspotting was launched by a journalist, a designer and a social media exec who realized that, while there were plenty of restaurant review apps, there wasn't one that located that perfect dish. Foodspotting doesn't just find restaurants that you might like; it relies on normal, everyday people to find specific dishes. Foodspotting is different than many of the other food apps out there because it focuses on the good and understands that "even a 'one-star restaurant' can have one amazing dish."

Foodspotting became wildly successful but wasn't all that user friendly. If you ate a great dish, you had to take a picture of it, email it to the company and wait for someone to post. That's when Foodspotting developers decided to get creative and make it a Facebook application. Now, spotting food became infinitely quicker and easier. Once the application was developed, the developers realized that they had a wealth of information at their fingertips and have since become a leader in using Facebook's Open Graph to grow their business.

How does it work? The Foodspotting team started off simple, by encouraging existing users to add Foodspotting to their Timeline. Once the user clicked "agree," their food photos began to show up in their Timeline. The next step was searching through status updates for keywords like "spot-dish" and "love-dish" that help create interest in the app. Since the implementation of Open Graph, Foodspotting has seen four times the referrals and twice the number of active monthly users.

Now that Foodspotting has seen the rewards for using Open Graph, what's next? Imagine posting a status that says you're heading to Cleveland for a business trip. With the access that it has to your data, Foodspotting can recommend specific dishes at specific restaurants based on the information that you have posted earlier. Sounds great, right? As of now, Foodspotting has the Facebook market cornered because of its understanding of how Open Graph works and its willingness to dive full force into the data pool that is Facebook.

Did I ever find that perfect piece of fried chicken? Well, no. I was disappointed too many times and gave up looking and finally learned to make it myself. When I moved to Athens, I jump started my search for the perfect reminder of my mom's cooking. This time though, I used Foodspotting and discovered Peaches. Weaver D's might be the best soul food restaurant, but thanks to my fellow Foodspotters, I found the piece of chicken that took me home.

The Guardian

By Jessica Luton

Since Facebook first launched its Facebook Timeline app component, more than 3000 apps have been created to take advantage of frictionless sharing. In the media world, several apps have resulted in a large increase of user traffic, mostly by users that are traditionally hard for traditional media outlets like The Guardian to reach.

That being said, The Guardian's new Facebook Timeline app is a step in the right direction. The app has been installed over 5 million times with more than half of its users under the age of 24.

Like many other media outlets, The Guardian Facebook Timeline app is a social reader. With a few clicks allowing The Guardian app to access your Facebook data, the app allows you to read The Guardian's content and seamlessly share what you've read with your friends. As soon as you've clicked on an article, that article is then posted to your News Feed or "Ticker," and your friends get a glimpse at your news reading habits. You can also, thereby, see what your friends have been reading at http://www.guardiannews.com.

The launch of this Facebook Timeline app has meant a monumental increase in traffic for The Guardian UK. According to an article on insidefacebook.com, The Guardian recently reached a new record of unique visitors to its website, and 30 percent of those visitors were attributed to Facebook referrals. That's up from 2 percent just six months ago, prior to the launch of the Facebook Timeline app.

While an increase in traffic is good for The Guardian, besides recommendations from friends and time saved from sharing articles that you've read and liked, the app could also offer content that is personalized. The Guardian is poised to show readers that they really get them by tailoring recommended content to a person's interests, saving the user precious time in finding content that's relevant to them.

Want to know more about the power of The Guardian's new Facebook Timeline app? Visit http://www.insidefacebook.com/2012/03/22/facebook-social-reader-app-contributes-to-record-traffic-for-u-k-news-site/

Hadoop

By Jen Galas

Yahoo! is currently the world's most visited homepage, and with almost half a billion users each and every month, it is certainly racking up massive amounts of data on every single one of those users.

From your online shopping preferences to celebrity and gossip interests, Yahoo! knows where you've been and what you've been doing. And with such vast amounts of personalized data, Yahoo! was among the frontrunners on the World Wide Web that realized this data could be leveraged into a real money-maker.

When Yahoo! first pioneered the big data front with the creation of Hadoop in 2006, companies hadn't yet recognized the potential of these data sources. Knowing a person's individual interests and the ways that they spend their money and time is the key to directing relevant advertising dollars, gaining consumer loyalty and a million other possibilities that have yet to be discovered. Hadoop, a data processing and analyzing venture that Yahoo! initiated and has led for the past six years, "relies on an active community of contributors from all over the world for its success," according to Yahoo!'s Hadoop blog. These "contributors" are mainly Facebook users who generate terabytes of data each day, and this big data is stored and analyzed within Hadoop's software framework. Yahoo!, as well as Facebook and Google, have been among the leaders in figuring out what the heck to do with big data sources, and Yahoo!'s investment in Hadoop has shown that the amount of data generated requires a data processing software to match.

Just like Yahoo!, Hadoop is still growing and realizing the potential of Big Data sources. With unlimited amounts personalized data being freely contributed via social media daily, Big Data has already changed the game. Hadoop and Yahoo! are combining forces to make sense of all this data, and with the technology and creativity of these two companies, the possibilities are endless.

To learn more, check out Hadoop's blog at: developer.yahoo.com/blogs/hadoop

Rotten Tomatoes

By Ben Elliott

Movie suggestions that Netflix and other video streaming sites provide is tied heavily to content users have already viewed, but do not take advantage of friend recommendations.

The new Rotten Tomatoes, Facebook Open Graph and Facebook Connect capabilities allows users to interact and recommend movies adding a new element to gathering data on the viewing habits of individuals. Rotten Tomatoes was one of the 60 applications that Facebook unveiled that could utilize Open Graph conveniently through Timeline. Movie ratings, reviews and other personalized experiences will be taken from the users to Facebook Timeline. Rotten Tomatoes takes the information that users contribute and links the information to Facebook. Users can receive specific movie information or other updates using the Rotten Tomatoes app. This personalization of movie viewing and recommendations enhances not only the interaction between friends, but also what Rotten Tomatoes can gather from users of the app.

Individuals can log onto Facebook from the Rotten Tomatoes website where individuals can then see a user's movies to watch list, reviews and other information put on Facebook. Overall, this app utilizes data that the user must contribute on Rotten Tomatoes and links it to their Facebook to share with friends. Rotten Tomatoes seeks to enhance the experience of movie recommendations, interacting with friends about movie reviewing and references.

Ticketmaster

By Jessika Boedeker

Ticketmaster it's where you go to buy Justin Bieber tickets before they sell out, find tickets to March Madness or maybe buy tickets for your family to the upcoming Disney on Ice. Ticketmaster.com is the global event ticketing leader and one of the world's top five eCommerce sites, with over 26 million monthly unique visitors. It's obvious Ticketmaster knows what they are doing when it comes to selling tickets to an event, but now they are engaging in social media.

Ticketmaster is now using the Facebook Open Graph to make a social experience of events all about you - the consumer. The product is called Ticketmaster's Ticketing App, and it's now available on Facebook. With the application you can learn about upcoming events and purchase your tickets directly through Facebook. But Ticketmaster doesn't stop at the convenience factor of being able get your tickets in one place, the new app really starts to understand you and your preferences.

One personalized feature includes recommendations to upcoming shows based on what you listen to through online music services such as Spotify, and others. Wow, cool right? It gets better- Ticketmaster's new interactive social seat map shows people where their Facebook friends are sitting in a venue, so you can choose your seat by them or maybe just look for your crush, who know is also going to the show. Once you purchase your ticket you can share your seat tag to your friends.

The app has already been a success for both the user and the company. The user can now purchase tickets to events based on recommendations personalized for them and also find where all their friends are sitting. The social seat map lifts engagement and traffic back to Ticketmaster.com by 33 percent more than non seat-generated content. It's a win-win all around and the app will continue to have benefits for both sides.

TripAdvisor

By Jackie Citero

With summer quickly approaching, the one thing on many minds is vacation. When it comes to such trips, besides the money [it costs to actually go and the money lost when taking time off from work] and time [it takes to plan and the time lost from jobs], one of the most important details is personalization. Vacation-goers know what they like, and when the time comes to pack their bags and jet off, they want what they like.

Tapping into the ultimate personalization trip planning experience is TripAdvisor. This travel website, known for providing and gathering travel information, reviews, opinion-related content and travel forums, has integrated Facebook with travel as it became one of the first eight approved partners to take part in Facebook's Open Graph launch.

Article writer Jeff Ente [author of One Year Later: What Marketers Have Learned About Facebook's Open Graph] further explains this idea behind the Open Graph: "The cutting edge for Open Graph integration is Instant Personalization...If a user is currently logged into Facebook, Instant Personalization allows sites to use Open Graph data without an additional login." In taking advantage of this new idea, TripAdvisor has created an interactive app that appeals to their users and in return gains user data from the app which shapes the website.

Welcome to the world of Trip Friends, the latest and greatest way to think about, plan and dream up vacations that meet all of your likings. With this app from TripAdvisor, information from a user's social graph on Facebook will be collected and those Facebook "Friends" who can tell you a thing or two about that vacation you are thinking, planning and dreaming about will be identified.

As technical manager for apps at TripAdvisor, Sanjay Vakil, explains the app, "So as an example, I can navigate to the Los Angeles page on TripAdvisor. That page will show me people that I know who live there and people who have visited there. I can ask these people questions, and responses are curated on my Facebook wall."

All of this data is being taken from the "Cities I've Visited" application that has been circulating on Facebook for the past three years. Once users accept and grant permission to the "Cities I've Visited" app, they are able to put digital pins into a map showing where they have been and visited. According to Vakil, from the use of this app on Facebook, TripAdvisor has over a billion pins' worth of data; this is exactly what they are combing Trip Friends with.

This direction TripAdvisor is taking will make vacations more personalized than ever before. Users can now plan trips based on the places and suggestions of the people they trust the most: their friends. In combination with the suggestions, the global mapping feature will allow app users to actually see on a digital map where their friends are actually talking about. And with trust already established for this travel site, customers are willing to hit the accept button and start receiving and sharing their data with their friends and the company of TripAdvisor.

The Washington Post

By Andrea Feminella

In 2011, The New York Times' circulation reached 1.2 million people.

The Wall Street Journal's circulation reached 2.11 million people.

Facebook's circulation reached 500 million people.

It's not a leap to say that news organizations would love to harness the power of Facebook, unfortunately few have found an effective means to do so. However, for those looking to partner with the social media giant, the success of The Washington Post Social Reader is one that cannot be ignored.

Launched in 2011, The Washington Post Social Reader Facebook application is currently used by 11 million people. It instantly shares articles you read with your Facebook friends, and shares articles your Facebook friends read with you, creating a "socially powered newswire of intriguing articles." It also recommends other articles based on what articles a user has previously read, allowing for a better understanding of a "user's preferences with repeat usage."

Most importantly however, is the fact the Social Reader allows users to look at full articles without leaving their Facebook page. Users also don't have to pay for the articles they view.

The Washington Post Social Reader has no advertisements. For many stories, it doesn't even direct the user to content from its own site but instead uses content from partner sites like Mashable, the Associated Press, and Global Post. The average individual may question what The Washington Post may even get out of an application like Social Reader, but the answer is data. When users get the Social Reader application, it asks for permissions, but more importantly specific permissions.

Like any good app, it doesn't ask for information the creating organization doesn't need. For example, since The Washington Post is an organization built on its readership, it has no need for information dealing with a user's Facebook pictures or status updates. Asking for only specific information, instead of access to everything, shortens the number of permissions, which may make users feel more at ease with the app they are allowing on their Facebook page.

Since the Social Reader shares articles a user reads with their Facebook friends, privacy settings are included to where users can decide what groups of their friends are allowed to see the articles a user reads. This impacts the reach of the Social Reader, because not only can it be limited to certain groups of friends, but if a friend wants to read an article that a user's Social Reader shares with them, they must also allow the Social Reader app.

It is also important to note that by using The Washington Post Social Reader, users are automatically upgraded to Facebook Timeline, the new version of a Facebook profile, which allows users to share more information about themselves over the course of their life.

Turntable.fm

By Justin Williams

Turntable.fm in an online music service which connects you with friends and others in a real time listening experience. Basically, users create an avatar to visit virtual listening rooms to listen, socialize, chat and share (or DJ) through a Facebook portal. Turntable.fm boasts 11 million tracks, and if that's not enough for some music enthusiasts, it also reserves the ability to upload songs from personal computers. Users take turns DJing (selecting songs) for the individuals in the same virtual room. Users vote on the song selections with points. Users save points in order to upgrade their avatar and to remain the "DJ" for longer time periods.

Users must use Facebook or Twitter to log into the virtual listening rooms. Turntable will then post on individual timelines about the listening experience. Turntable is just one of the many music services that utilize Facebook's worldwide connectivity to reach their constituency. Facebook now boasts a music sharing capability via Facebook Chat. Friends are able to chat with one another and, if listening to Spotify or another music service, have the option to share music in real time.

Bottom line is music is a social experience and always will be. Turntable creators envision bringing the offline listening experience to online social networking. Artists are catching on. Rapper Wale now opens his show by "DJing" in a Turntable virtual room for fans absent from the show. Likewise organizers of the Fun Fun Fun fest also utilize a Turntable room for its virtual fans. Perhaps more impressive, individuals are planning events with music streamed virtually from Turntable.fm. So if an individual cannot afford or just does not want to hire a human DJ, partiers employ virtual DJs from anywhere in the world.

While this trend is catching like fire, let's hope it doesn't go too far out from reality. Imagine a world with only virtual parties.

Our

BIG

ideas...

WebMD's Big Data Future: Shared Health

By Jessica Luton

Ah, Facebook. We know it and love it. And most of us, myself included, are overwhelmed with the amount of content—status updates, check-ins, photos, shared articles, and much more—that we've got to sift through every single day just to keep up with the people we care about the most. What started out as a means to connect with friends near and far has now become something that makes the task of keeping up with our friends far from easy sometimes. Keeping up with all of your close friends these days, including their mental and physical well being, can be a daunting task to say the least.

Never fear, however. WebMD has the power to change all of that with a new Facebook application called WebMD's Shared Health. We all need a little help

from our friends, as Joe Cocker and the Beatles sang many years ago, and Facebook's newest Open Graph features opens up the window of opportunity to give our friends and family members—those that covet the superior spot in our inner circle—a chance to connect, keep tabs on each others' mental well being and offer motivation and kind words when the going gets rough.

Happiness and Health:
The Science of it all

You might be asking yourself what, exactly, health has to do with happiness. But studies have shown that having a positive outlook contributes to better overall happiness and subsequently leads to longevity in life. Furthermore, happiness is a result of having a positive behavioral outlook and behavior patterns. Studies have even shown that we can change our

outlook and thereby contribute to better health and happiness.

WebMD is the go-to website when we're feeling sick—we've got a cold, we've recently been diagnosed with a disease, or we're just worried about whether or not we might be coming down with some sort of condition. On the other hand, the website is often criticized for turning people into hypochondriacs. (There's even a Facebook group proclaiming such a thing!) However, the website contains a wealth of underutilized information about preventative health, wellness and happiness.

Currently, WebMD is in the process of creating a social media strategy. So far, their aims at garnering more fans have been organic. On Facebook, WebMD has 118,000 fans. On Twitter, WebMD has 410,000 followers. And they've recently adopted Pinterest as a means for gaining

new users that might not stumble onto their content otherwise. In looking at demographics for the website and social media, 70 percent of readers and followers are women, ages 18-40. Considered the main caregiving decision-makers in most households, this demographic has the purchasing power.

With the SharedHealth application on Facebook, the company has an opportunity to reach a larger demographic of unique visitors. Additionally, the app gives the company an opportunity to fight back against their largest critique. Instead of instilling fear and worry amongst their followers and readers, the app will promote positive behavioral changes that stand to do the reader some good.

It's no secret that the U.S. spends an immense amount of money on healthcare. According to the World Health Organization (WHO), total health care spending in the U.S. was 15.2% of its Gross Domestic Product in 2008, the highest in the world. Furthermore, when the economy is down, people forego visits to the doctor in lieu of seeking out health information online.

But what if you could give readers help before they actually had a problem? What if you could provide a prescription for happiness to increase health using a simple Facebook application? Introducing WebMD's Shared Health app, a free, easy-to-follow prescription for increasing happiness, and thereby health, for both you and your closest friends.

So how does it work?

Have you ever noticed how much the attitudes of those around you influence your own behavior? Perhaps you're in a meeting with co-workers discussing a new project. You and one of your co-workers have a positive outlook about the possibility of completing the project on time. Your other co-worker has a negative outlook. But eventually, the positive-thinking majority woos the negative thinker and, as a group, you're able to get the project completed.

The same concept can be applied to Facebook. The status updates of our friends stand to make a reasonably large impact on own status updates and general positive outlook. Friends with a bunch of negative Nancies? You're likely to be negative in your outlook as well. But WebMD's SharedHealth app can change both you and your friends outlook from a stormy, negative outlook to a positive, ray of sunshine perspective.

You first see the WebMD Shared Health app via a friend's contribution to the newsfeed. Once a week, she receives a digest of her closest friends' happiness ratings and the application posts a message to her newsfeed to let people know that she's using the application.

You click on the application and you're asked to accept permission for the application to access various aspects of your data including your status updates and activity updates. You accept the permissions request and the Shared Health application then scans over the most recent communications you've had on Facebook in the last seven days. The app locates 10 people whom you have communicated with on a regular basis in the last week into a list known as the "caring list."

Next, through semantic analysis, a means by which each word in a sentence is analyzed as having a positive or negative connotation, the application calculates a happiness score for you and all of your friends based on status updates. Your caring list is then ranked with a score of 1 through 10 on the scale of happiness. Five of your friends rank high on the happiness meter and are coded green. Another three friends are marked in yellow as having a so-so attitude this week. And the last two friends are in the red, a signal that they've had a negative attitude this week.

The application then gives you the latest posted activities by your negative friends—one broke up with a longtime boyfriend and another quit smoking. The Shared Health app alerts you to send a message to your two friends in need— a simple social gesture that shows you care. You also include a link from a list of suggested articles from Shared Health based on keywords in your friends' status updates and activity posts. Your friends receive your message of encouragement and they're glad to know that someone cares. The initial communication spawns a conversation about what's been bothering your friends this week. Your friend feels better, you've rekindled your friendship with them through meaningful communication and you're hopeful that your friends' negative attitude will change in the coming week.

A week later, Shared Health posts to your timeline: "Your Shared Health Happiness Scores are complete. Be sure to

What if you could give readers help before they actually had a problem?

What if you could provide a prescription for happiness to increase health using a simple Facebook application?

check up on anyone in the list whose happiness score is below 50 percent." You click the post, the application opens and you see that both friends you communicated with last week are in the green this week. In fact, no one on your list is in the red this week.

This week you also notice that the Shared Health app has suggested some WebMD wellness articles for you to read and share with friends. Based on your mention of the words "tired" and "coffee" in the past week, the Shared Health application recommends that you read an article about ways to increase your energy level. You read the article, and since no one is in the red this week, you decide to share the article with the rest of your "caring list." Your friend then shares an article about the benefits of eating blueberries with everyone on her "caring list." Think of this feature of the application as a social reader behind closed doors. Only those using the application and on your caring list can see what you've read and shared with the group. And you're left with a personalized library of suggested reading content to help you improve your own health.

As time goes on, different people rotate in and out of your caring list based on your communication patterns—messages, wall postings and comments— each week. You come to enjoy logging onto Facebook, seeing status updates with a positive outlook and encouraging friends when their outlook becomes negative. In a year's time, you've amassed a slew of meaningful social relationships with your friends and you come to depend on your "caring list" to help you when you lose your positive outlook. It's a win-win situation for everyone. And everyone is just a little more optimistic about the bounty that life has to offer.

Valpak: Coupons for You

By Ben Elliott

You should see how full my email gets. Every day I get several emails from various coupon companies that only understand me by my region. I am just a demographic. A blip on a screen. On almost all occasions I immediately send these coupons to the trash or they get caught up in my SPAM box. Why? Because the junk I get in the mail, on the street and in my email inbox are useless to understand what I really need or want. This approach to coupons is inefficient and is no longer relevant for either the company or the constituent.

What if there was a way to have coupons directly passed to me that understood what coupons I want? Well, this idea exists now! I can be understood according to the data and information I contribute for free! My Facebook data can be organized through Facebook Open Graph to determine what types of coupons are relevant to me; here's how.

I log in through Facebook Connect and through my check-ins, status update locations, likes, interests and places I visit, Valpak can determine what type of coupon is most relevant to push to me. Through this efficient use of data through Open Graph and Facebook I am able now to receive only relevant coupons that understand who I am and what I want! The new Valpak app will be able to post coupons on a user's newsfeed that are relevant to what the Facebook user already likes, places they already go and what information is posted through the users status updates.

You might be asking how this works, so let me explain.

Ben Elliott
Yesterday via mobile

Going to the movies and then dinner!

Like • Comment

Ben Elliott
Yesterday via Athens, Ga

I am tired...

Like • Comment

Ben Elliott
Yesterday via Athens, Ga

The last thing I want is to eat out again...

Like • Comment

Ben Elliott
Yesterday via Athens, Ga

Flat tire...Really? Truck needs tires...

Like • Comment

Ben Elliott
Yesterday via Athens, Ga

So Hungry! I can't wait for lunch!

Like • Comment

Valpak
Yesterday via Largo, Fl

Ben, We noticed you were having car troubles. Hope this coupon helps. Here's your Coupon for today!

Tires Plus Total Car Care

Buy 3 Firestone Affinity tires,get the 4th FREE!

Standard Oil Change $22.99

Like • Comment

1. The user must download the app and the permission screen must allow Valpak access to basic information, locations, likes, status updates, tags, friends information and interests. Once the permissions are granted now we can get into the nuts and bolts of how the app itself will operate.

2. Valpak will build a database. This database will need to organize a set number of coupons to be distributed to users everyday. To trigger the specific coupon there must be a set number of categories to determine what coupons are most suited for the user. Locale, categories and describers or keywords are necessary to determine what coupons should be pushed. Below is an example of what this database will look like and how it will be organized to offer the correct coupons.

Information within the status update is what the app will sift through to determine what coupon is necessary. Therefore, within each category there must be a set number of keywords (car, truck, tires) to figure out which coupon Valpak should post on the user's newsfeed. Think about this like an If / Then statement.

IF locale = User Locale (Athens) THEN Category = Status Update (information provided) THEN keywords (status information) = COUPON

If this statement does not bring out a coupon then it moves onto the next status.

While a status update like either of these (top right) work perfectly to trigger location, keywords and categories for Valpak to understand the user and push a coupon, there are statuses that lack enough useable data.

All three of these statuses (top left)
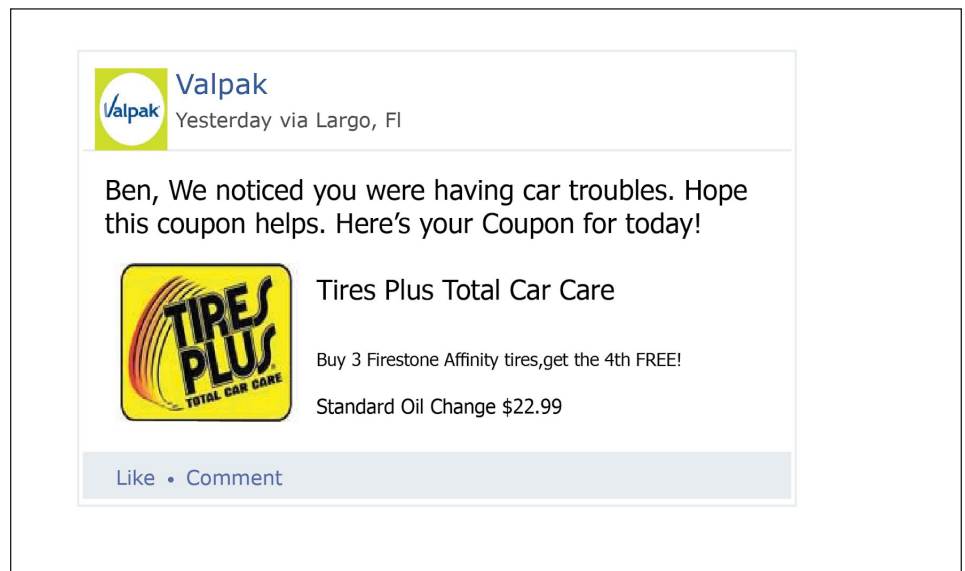
lack certain elements that are necessary for the Valpak app to understand the users. The first status has no location, therefore no way to know where to draw the coupons from the database. The second status is vague and contains no keywords to draw conclusions upon. The last status has different context and meaning in the content portion of the status. In all three of these instances the Valpak app would need to pass the status and move to the next to determine the correct app.

3. Once the perfect coupon is chosen Valpak will post the coupon on to the user's newsfeed. (bottom right) Finally! Valpak chose a coupon that understands what I need according to the data I include in my statuses.

This app will only scan once a day. This scan will take place at night and will take into account all status updates from the previous day to narrow down certain elements of the content. This also ensures that only ONE coupon will be posted on an individual's newsfeed. If Valpak posted too many coupons on an individual's newsfeed than users would likely block the app.

This is precisely how I think Valpak can understand its constituents. Users contribute a great amount of information in their statuses and locations. Facebook Connect and Open Graph provide an efficient way for status updates, locale and data contributed to the users Facebook as a way for companies to understand their constituents and provide relevant coupons. By generating a database full of coupons and using locations, categories and keywords, Valpak will be able to efficiently understand what coupons to push towards its constituents. No more clutter, but now a more efficient distribution of coupons for Valpak users!

Sharpie: Your World, Your Color

By Jackie Citero

"Starting Something" With Newell Rubbermaid, Inc. and Sharpie ®

It was time to get ready for Back-to-School 2011 and according to Newell Rubbermaid Inc.'s Sharpie® brand it was also time to "Start Something". This was the beginning of a new marketing campaign urging consumers to "start something" with the available Sharpie® products. Primarily directed at teenagers, this campaign focused on artistry, creativity, and most impor-

tantly self-expression from its fans.

This 2011 campaign included a new face-lifted website adorned with consumer generated artwork and a "creative community" where users can upload their Sharpie® creations to a virtual gallery. The website also featured a new search by color; new products were also launched during this campaign (highlighter with gel-stick technology, five limited-edition colors, and redesigned packaging). Throughout the "Start Something" campaign, Sharpie® aggressively and creatively used digital mediums (You-

Tube, Internet & TV advertising) and social medias to reach out to their teenage constituents. One year later, Sharpie®'s focus is still teenagers but, specifically, teenage girls.

Sharpie's Uncap What's Inside Facebook Application-Your World, Your Color

With over 2.9 million likes on the Sharpie® Facebook page from fans, it is evident that Sharpie® has been moving in the right direction when it comes to consumer and corporate relationships via social medias (especially with the online community

available on Sharpie.com).

The introduction of Facebook's Open Graph and Timeline will allow Sharpie® to take consumer relationships to the next level with the ability to truly understand their teenage constituents based on information readily available on their personal Facebook profiles.

As a play on the established and renowned mantra, "Uncap what's inside," the new Facebook application for Sharpie® uses that slogan as the core concept as it will "uncap" the color "inside" of the user- in an essence, what unique Sharpie® color currently represents the user's entire being at the current time. As an application, "Uncap what's inside" gains permission from the Facebook user; this initial permission is essential to the mutually beneficial relationship that will form between the user and Sharpie®. Application acceptance and permission will grant the user access to the unique Sharpie® application feature of finding out what their personalized Sharpie® color is and user permission will allow Sharpie® to gain user generated data available on the personal Facebook profiles of application. The acceptance of the application alone will grant Sharpie® access to the user's basic information such as ID, name, picture, gender and locale. Friend connections and friends' data are also available, as well as any personal data the user has made public. In addition to user basic information,

user permission in order to continue and authorize the application will grant access to Sharpie® to obtain both user & friends' : "About Me" sections, activities, birthdays, check-ins, education, status messages, photographs, videos, etc.- everything on, in, around, and included in an individual's Facebook profile can be accessible with granted application permission.

The essential element of data needed in order for the "Uncap what's inside" application to work, are user photographs (both user uploaded and photographs the user is tagged in). The application will run once a week and scan photos for color hue recognition within the pixels.

The following are steps to application operation:

Step 1: User allows and accepts application permissions and data requests.

Step 2: Application finds all photographs posted within the last week, all photographs the user has uploaded and is tagged in. If less than 5 photographs are found, the application aborts. If 5 photographs are found, the application proceeds.

Step 3: If application proceeds, the application will find the number of pixels for each found picture. Find a random pixel between 0 and the total number of the given pictures. Find the hue value for pixel.

Step 4: Repeat Step 3
Step 5: Repeat Step 3
Step 6: For each individual picture, find the average of the three given hue variables
Step 7: Take each individual picture hue average, add together, and divide by the number of pictures scanned to compute the total hue average of all photographs
Step 8: The computed total will represent the hue number that will determine the application user's personal Sharpie® color.
Step 9: Find what hue range the total average falls within – This is based on the predetermined Hue and Sharpie® matches listed below.
Step 10: Find the hue range the total falls within and match to the corresponding Sharpie® color.
Step 11: Application will deliver the personal Sharpie® color to user.

Within the application, users will be able to share application with friends, and once the user's personal Sharpie® color is received, the application will post on behalf of the user telling all Facebook friends that the user had just used the application and received their own personal Sharpie® color.

Sharpie® Color and Corresponding Hue Range (in degrees):

Color	Hue Range
RED	0-10
MARIGOLD	11-20
ORANGE	21-30
TANGERINE	31-40
LEG WARMER ORANGE	41-50
YELLOW	51-60
LIME	61-80
KIWI	81-105
GREEN	106-120
ARGYLE GREEN	121-140
MINT	141-169
TURQUOISE	170-180
SURF	181-190
AQUA	191-200
LIGHT BLUE	201-210
BLUE ICE	211-220
BLUE	221-240
VALLEY GIRL VIOLET	241-280
PURPLE	281-320
BERRY	321-330
PINK	331-345
PINK LEMONADE	346-359

Red

This and the following pages show a set of colors with their name, structured by sixteen predefined hue ranges and the range sets ordered by luminance. Red color was defined as hue range 0° - 10°.

Pink-Red color hue range   << previous   next >>   Red-Orange color hue range

Red	Green	Blue	HEX	Color Name	Lum	Hue	Sat	Lig	Color
255	250	250	#FFFAFA	Snow	99	0	100	99	
244	194	194	#F4C2C2	Baby Pink	83	0	69	86	
255	105	97	#FF6961	Pastel Red	64	3	100	69	
205	92	92	#FF5C5C	Indian Red	62	0	100	68	
226	114	91	#E2725B	Terra Cotta	60	10	70	62	
255	0	0	#FF0000	Red	54	0	100	50	
255	8	0	#FF0800	Candy Apple Red	54	2	100	50	
255	28	0	#FF1C00	Ferrari Red	54	7	100	50	
205	92	92	#CD5C5C	Chestnut	53	0	53	53	
227	66	52	#E34234	Cinnabar	52	5	76	55	
205	91	69	#CD5B45	Dark Coral	52	10	58	54	
152	105	96	#986960	Dark Chestnut	46	10	23	49	
194	59	34	#C23B22	Dark Pastel Red	44	9	70	45	
204	0	0	#CC0000	Boston University Red	43	0	100	40	

CNN.com: Keep Me Posted

By Andrea Feminella

If Ashley Irvin could boil herself down into one word right now, it would be busy or buried or suffering from a terrible case of graduate student osmosis, but that is considerably more words than just one.

In any case, she's up to her ears in scholarly research, so her time is limited at best. Her morning routine is down to an efficient science where she wakes up, has her coffee and, like a good functioning member of society, checks her Facebook. See, she doesn't have time to comb the Internet for news anymore, and with her few precious seconds of "Ashley" time, she prefers to be social. This sometimes is a problem though, because the more she looks at her friends' status updates, the more she realizes how out of touch she is with what everyone's talking about:

There was an earthquake in Acapulco? Mauritania's a country? Who is Trayvon Martin? Peyton Manning is a Bronco?

Blah. Now Ashley wishes she could keep herself in the loop with her friends, but it's exhausting, and she has no time.

Then she hears about CNN.com Keep Me Posted, CNN.com's new social reader.

Ashley likes CNN.com, their online news is great, and come on, it's CNN! So she downloads it, and it notifies her whenever her friends are talking about one of CNN.com's "Hot Topics." Since the "Hot Topics" today are as follows: the CNN.com social reader notices when her friends Anita, Kaden and John are commenting how "messed up that Trayvon Martin situation" is. It then notifies her Facebook wall when she go to checks it in the morning.

With this notification, all she needs to do is click on these links, and she knows exactly why that Trayvon Martin situation is so "messed up."

Ashley sends the latest story to Anita, Kaden and John, so they can read up on all the new developments. Thanks to CNN.com Keep Me Posted, in the time it takes for Ashley to drink her morning coffee, she's caught up on the news her friends are posting about.

Reality Check

It's an intriguing story, and in a world of sunshine and positive thinking, no further explanation would be needed: Ashley is a happy CNN.com reader, and as a result, CNN.com takes over the world of online news. However, in a world where technology needs to work and the bottom line needs to be clear, CNN.com Keep Me Posted has some explaining to do. How would it work, and why would CNN.com even need it?

Since the why is easier than the how, the purpose of CNN.com Keep Me Posted is a good start. To understand what CNN.com needs, one must first understand CNN.com. Launched in 1995, CNN.com is the website for the Cable News Network (CNN), a 32-year-old cable news channel founded by media mogul, Ted Turner.

Over the years, the CNN brand has lived up to its slogan of "being the worldwide leader in news," and CNN.com is no exception. As of April 2012, CNN.com boosted a #2 ranking from ebizMBA, with 74 million unique monthly visitors. Currently, CNN.com communicates with its readers in a variety of ways including Twitter, Facebook Connect and the innovative iReport, an online platform that allows readers to share their news story with the world.

With all the clout that CNN.com has, there's always a question of why the news giant even needs something like a social reader. The answer is if CNN.com wants to continue its website growth, innovation like a Facebook application should always be a priority.

Look at how many big-name news organizations have already done it. The Washington Post, The Huffington Post, Yahoo News and The Guardian all have Facebook Social Readers with massive followings and statistics to back up their worth. According to the Pew Research Center, Facebook is the #1 social site for news traffic. Though largely untapped, social sites provide huge opportunities for news organizations due to the hundreds of millions of people that currently have social media accounts. Facebook has 483 million daily active account holders alone, and The Washington Post Social Reader got downloaded by over three million of those account holders in just one week in April.

CNN.com may not be able to reach all 500 million people on Facebook but reaching even a fraction would prove beneficial to the website.

The people that would download the application would be first and foremost the people who already get their news from CNN.com. While seeming almost redundant, this is an important constituency for CNN.com, because while people may like CNN.com enough to get their news from there, they may not be able to do it on a consistent basis. So the app improves loyal readers' affinity for CNN.com by saving them time and essentially bringing the news to them. This in turn helps to facilitate more frequent visits to CNN.com, depending on how many matched topics there are.

Though CNN.com has a duty to the people that already visit the site for news, it still must function as a business that requires constant growth in order to succeed. To be profitable, CNN.com must get new viewers.

Like all Facebook social readers, any posts from CNN.com Keep Me Posted to a user's News Feed would provide links to CNN.com articles. In this way, the app would be able to drive traffic to the website in a quantifiable way that would test the app's efficiency. The

links in the News Feed are clickable, but for Facebook users who do not have the app, they must download it first in order to view the articles. This option functions as a tool to grow CNN.com's readership. It's standard for social readers, but the difference is that CNN.com Keep Me Posted would require less active participation from the user, since it would use the user's Facebook friends to determine what news stories appeared on the user's News Feed. It also gives the user an option to recommend relevant stories to friends.

Now all of this would sound appealing to any news organization, but would it work?

How It Works

1. The user clicks the permissions box: It all starts with the click of a box, accepting the permissions the application requires. It seems like the more permissions an app requires, the more devious it sounds. Users often ask themselves, "how much of my information is it going to have?"

The beauty of CNN.com Keep Me Posted is that it only requires two permissions. It needs access to a user's News Feed, and it needs permission to post to it. It's an easy rule to follow for app developers: never ask for what you don't need. For the CNN.com Keep Me Posted, the concept is simple, so it doesn't need a lot.

2. The app finds the top 20 of the user's friends that post status updates the most often.

Why doesn't the app use all of a user's friends? The law of computing power is fairly clear: more data, equals more computations, equals more time for computations, equals a slower app. Shortening the list of friends to 20, makes the app have to sort though less status updates. It also eliminates the friends that aren't active users, because they don't post status updates as frequently.

3. The app retrieves the "Hot Topics" for that day from CNN.com.

4. The app creates a spreadsheet, using the user's top 20 friends list as the rows and the CNN.com "Hot Topics" list as the columns.

5. The app searches through the top 20 friends' News Feeds going back 24 hours for matches to any of the "Hot Topics" from that day.

6. If the app receives a match from any of the top 20 friends to any of the "Hot Topics," the app will tally the matches on the spreadsheet accordingly.

7. Once a "Hot Topic" has been matched on at least three different friends' newsfeeds, the app will consider the topic post-worthy.

Three tallies is an appropriate threshold, because if the app waits for a large number of a user's friends to mention a topic, the topic could become dated, and if the app sends updates on topics that only a few of the user's friends have mentioned, then the app is in danger of frustrating the user by posting too frequently to their News Feed.

8. The app will go to the CNN.com website and find two of the most recent written articles about the post-worthy topic and one video segment.

These stories will correspond with what the CNN.com does currently on its website, which is if the user clicks one of the "Hot Topics," they are linked to a page with latest relevant stories in descending chronological order.

Since CNN.com has already tagged the stories by topic for the "Hot Topics" list, all the app has to do is forward the user the latest two written articles and one video article from CNN.com's list of Latest Stories. The purpose of sending one video article is that CNN.com receives more money from video advertisement versus ads that appear next to their written website articles. In addition, a reader may not have time to read about a topic that day and would instead prefer to watch a segment about a topic.

9. The app will take the two written articles and one video segment and post the titles with hyperlinks in the user's News Feed.

If the app finds a topic to be post-worthy, it will only post about the topic once to the user's News Feed. Even if the topic is one that is present on the CNN.com's "Hot Topics" list for multiple days or weeks, like the Trayvon Martin topic, it only gets posted once. This will ensure that the user doesn't get the same or similar stories about a topic that the CNN.com app has already posted to them about.

10. In the post, the app will also include the names of the top 20 friends whose updates matched the topic.

The names will be attached to hyperlinks, so that user has the ability to send stories to friends who has already interested in the topic.

11. The app will do a monthly check of the top 20 friends.

The three friends who have had the least matches to the "Hot Topics" over the course of a month, will be rotated out in favor of next three friends who post status updates most often.

Despite the supposed complications of Facebook apps, the CNN.com social reader is relatively simple. Three mentions of a Hot Topic equals one News Feed post with three of its "Latest Stories." The social reader is also flexible in the fact that it only uses elements that are already part of CNN.com. Should CNN.com choose to redesign its site and forego the "Hot Topics" section, the app still wouldn't need to change, because the code is already in place, despite its visibility of the website.

CNN.com has always been the worldwide leader in news. Now, it needs to be the first choice, for readers who have chosen CNN.com before, and readers who have not yet discovered CNN.com's first-rate coverage. The bridge could be social, and what's more social than Facebook?

CNN **Ashley,** your friends **Anita Jolley, Kaden Hazzard,** and **John Irvin** are talking about **Trayvon Martin**

Here's what you need to know:

- Town where Trayvon Martin died in 'limbo' after city nixes...
- Timeline of events in Trayvon Martin case
- George Zimmerman: I am sorry

Like what you read? Send it to **Anita, Kaden,** and **John!**

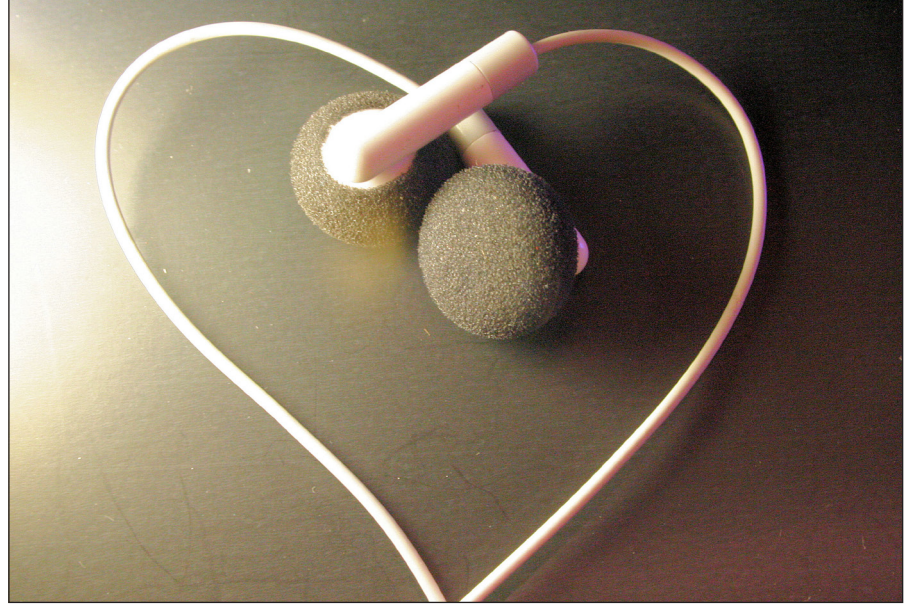👍 Marie Robertson and 2 others like this.

Pandora

By Justin Williams

I am presenting to Pandora additions to their already semi-successful web based application. I call Pandora's application semi-successful because despite its explosive growth since going online in 2005, the company has yet to turn an annual profit. The additions I propose to Pandora integrate the Pandora application into the everyday habits of Internet users across the globe by utilizing Facebook's Open Graph. Boasting over 800 million users, Facebook is an attractive location to host an array of diverse web-based applications. Facebook encourages and nourishes interaction and personalization among real people. Unlike the other music applications that populate Facebook and it's Open Graph, my addition to the Pandora application allows Pandora users to stream music together with other logged in Facebook/Pandora users with an option to listen publicly or privately. Users will invite and accept invitations from friends across the room, city, state, nation and globe. Location information will be requested in order to push concert tickets and specific, localized advertisements and content as they relate to members of the group. As the user location changes, the application will suggest content known from the new area.

Group Listen

Music always has been and will continue to be a social experience. All sectors of the music industry are currently struggling financially except the live performance sector, which continues to turn profits even through a time of illegal Internet downloading. Pandora has already implemented steps to enter into the concert and concert ticketing business. In keeping with this idea of social music, the new additions to the application will be integrated into the Music feature of Facebook. Through this integration, users will be able to invite a limited amount of friends to online music listening sessions. Using the Music feature allows users in the group to engage with music content more than just clicking the "like" button. With the ability to chat, users can comment on songs--reminiscing about being at concerts, music festivals, or just a jam sessions in the car--or vote for a new music controller. The first user to invite friends to the group will be the first to control the music. If too many songs are skipped, or if the majority of the other users in the group give the music controller a thumbs down, then the next earliest user to join the group will resume control. Pandora already searches for nearby concerts currently on their website. The group listening rooms will be a perfect arena to offer audio enabled ads for concert tickets and other relevant products.

Like Button+ Chat Activity

The "like" button is a simple social plugin that Facebook has allowed other websites to integrate into their platform. When the "like" button is utilized on a website outside Facebook, that information is still published on the user's Facebook Timeline, Ticker, and News Feed. For example, if an Internet user visits the IMDB website and clicks the "like" button on Don't Be A Menace To South Central While Drinking Your Juice In The Hood, while logged into Facebook, Facebook will publish that information on the user's Timeline, Ticker, and News Feed for other friends to see. This is specific, quantitative, structured data that can be used in conjunction with other information to describe individual users. Pandora has a "thumbs up" feature but it does not publish to Facebook. The only option for a user to share a track or playlist is by clicking "share" and then either select the playlist or song. Reversely the Pandora application will retrieve "likes" from other music applications which are publishing on the Facebook Open Graph as this information is quantifiable and searchable by computing.

Location

Currently Pandora is trending toward investing into more local advertisements, but the company is also investing in integrating the music application into automobiles and other mobile devices. Thus, Pandora will have a hand in the pot when it comes to the advertising budgets once loyal to terrestrial broadcast radio. That being said, there are various ways for the Pandora application to identify a user's location. Users can either input their zip code or enable location settings on the mobile device. Once the location of the user is inputted, Pandora can push local advertising more specific to the user. But why stop there? When listening in a group or listening individually if the user(s) responds positively to given tracks, Pandora should suggest concerts of similar music tastes--via Music Genome Project principles--to the group or individual. The application takes location information to another step. When changing locations and zip code, such as is customary when driving in an automobile, Pandora should suggest to users famous music from that location. No more pressing "scan" on your AM/FM radio. Continue the groove or listen to what the locals jam to,. The choice is up to the users.

Permissions

Step one to enjoying any application is getting passed the permissions page. In order to gain access to the vast amount of valuable information held in Facebook, the Pandora application must first gain permission from users to use personal information. The additions to the Pandora application will need "User & Friends" and "Open Graph" permissions. The list below are five permissions the user will encounter before being able to take advantage of Pandora's services.

By gaining permission to the "user_actions.music" data, Pandora will be able

user_hometownfriends_hometown:
Provides access to the user's hometown in the hometown property
user_interestsfriends_interests:
Provides access to the user's list of interests as the interests connection
user_likesfriends_likes:
Provides access to the list of all of the pages the user has liked as the likes connection
user_locationfriends_location:
Provides access to the user's current location as the location property
user_statusfriends_status:
Provides access to the user's status messages and checkins.
user_actions.musicfriends_actions.music:
Allows you to retrieve the actions published by all applications using the built-in music.listens action.

to aggregate data on users' music preferences. including their favorite artists, genre or albums. Pandora will take this structured data that's housed in Facebook Music to build on the profiles Pandora users have already developed through their music listening activity. Imagine if users in a group listening session all share the same hometown. Plus, they are relatively close to one another, as revealed to Pandora through the locations permissions, and they share the same interests in music and likes. Pandora can then package specific content and advertisements to the users for concert tickets and various local ads. Such specific content and advertising relates more to individual users than general advertisements.

Location Based Group Listen

Pandora currently has the ability to retrieve location data from its users. As shown in the screenshot above, while lis-

tening to Outkast in Atlanta, Pandora has pushed Georgia specific content to the user. Taking this a step further, by having the "location" and "check-in" data -remember we already asked for permission for these- Pandora can push more than these local but generic advertisements to it's users. The additions to the Pandora application retrieves your location data, whether its network information or wifi data and mixes the data with "checkin" information and the information Pandora already possesses about artists and songs via the Music Genome Project.

Location Based Audio Tagging

Through the use of Facebook "checkin" and "location" users of location based, audio tagging apps are able to record audio and tag it to a specific geographical location, whether it be zip code or longitudinal and latitudinal coordinates. Once again the additions to the Pandora app take this premise a step further. As seen in the screenshot above, Pandora already has location specific information about various artists. Pandora will then create audio tags for specific cities- starting nationally, Pandora is only a nationwide service- claiming to be the hometown of famous artists and musical genres. Once the device enters the proximity of the audio tags, the content specific and advertisement specific information will be queued.

So if a user is listening to Pandora in an automobile through a location enabled mobile device or through the actual car- as Pandora is trending toward installing their software in new automobiles- and the user enters into Atlanta, Georgia- whether for work or during a road trip- Pandora will suggest you listen to a playlist by Outkast a known musical group to have made Atlanta Hip Hop famous. Users listening in group stations all must have something in common- or else those users would probably shy away from listening together- and will be pushed location specific content and advertisement. Pandora is currently working to partner with thousands of local advertisers by promising "well-defined listeners." "Pandora's pitch to advertisers is that its technology can cater to consumers with far greater precision than radio it can pinpoint listeners by age and sex, ZIP code or even musical taste and that as it grows." -NY Times

Crowd Story & Broadcastr

Crowd Story and Broadcastr all have already built apps using audio tagging. In these apps users are able to record au-

dio and "leave" it at a location. Meaning a user having a memorable downtown Athens experience can audio tag the different bars he or she attends and other users of the application, when visiting downtown Athens, can then listen to what the previous user tagged for that specific location.

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The precision to which Pandora will be able to identify individuals is very valuable information to advertisers and investors. With the additions to the Pandora application, listeners of the online music service nationwide will be able to connect and enjoy music with friends as well as discover a new favorite band or song from famous locations across the country. Pandora is making the social music experience more social than ever before. Gather your friends and jam on!

Introducing MyHood

By Jessika Boedeker

The Food and Drug administration (FDA) is an agency within the U.S. Department of Health and Human services. The main responsibility of the FDA is to protect the public health by regulating drugs, vaccines, supple-

ments, food, etc. for effectiveness, safety and security. The FDA also regulates tobacco products. The Center for Tobacco Products was officially established to implement the tobacco control act. The Center oversees the marketing and promotion of tobacco products and sets performance stan-

dards for tobacco products to protect the public's health.

So we know FDA is taking tobacco seriously, I mean come on, they have an entire center dedicated to tobacco. And they definitely have their priorities straight: prevention, cessation, education, research, and regu-

lation. So why do so many people still smoke? We all know it's bad for us, the information is out there, heck, it's the number one preventable cause of death in the U.S. There any many answers to that question but there is one constituent that could help curb this issue. That constituent is young people under the age of 18.

Each day, more than 3,800 young people smoke their first cigarette and about 1,000 young people begin smoking regularly each day. This is a large group of people that could potentially be prevented from ever picking up the tobacco habit.

The FDA is already very active and engaging within the social media realm, through Twitter and other digital media such as mobile texting and email notifications, especially aimed towards retailers. However, there is an opportunity for the FDA to engage these young constituents with social media to make interaction between them and the FDA more personalized, specifically with Facebook. With over 850 million Facebook users worldwide and each one adding new information about themselves and others daily, Facebook is a vast source of knowledge for organizations like the FDA. I believe there is an opportunity to use the data that is available through Facebook Open Graph to influence young minds not to smoke. While online support to kick the tobacco habit is helpful, important, and needed, an interactive game focused towards prevention is also needed. There are new opportunities through gaming to really engage young people's competitive spirit and encourage a healthy lifestyle that is tobacco free.

The FDA could utilize the data available on Facebook Open Graph to create an online game to bring awareness about the dangers of smoking. I have established relevant variables that are available through Facebook that will help make the game simple and personalized.

The data I will need to get permissions for and use from an individual's Facebook includes:

1. Basic Information including: age, name, user ID, friend list, and gender

2. The user's own posts and their friends posts

Why would I need this information and how would the data work?

The game uses this data to make each person's neighborhood personalized. The first time you log-in to play MyHood - the top three friends you have interacted with the most in the past week on Facebook will automatically become your new neighbors. An individual's wall and friend's wall posts will be needed to scan through and look for keywords. These words include: eating, playing, walking, watching, video games, etc. The words will be separated into two categories: negative and positive habits. The habits of an individual will be used and offered as activities in their game.

Purpose: to build a neighborhood for you and your friends to live in

Objective: keep yourself and your friends healthy and active

How to play:

Each day you sign on, you will be required to choose an activity that is either social, educational, or physical - these activities may be positive or negative habits that an user has posted on their wall or friend's wall. The more active you are the more money you will receive.

Positive Examples:

Social: speak withng a neighbor
Educational: going to school
Physical: going for a walk

Negative Examples:

Watch TV
Play Video Games
Eat Pizza

If you choose a negative activity you will be will be penalized by being forced to smoke a cigarette. The consequence of smoking a cigarette is 20 dollars (because we all know cigs are freaking expensive). So ultimately, the cigarettes are what changes the game.

After playing the game for several days, I would hope the users begin to see that bad habits including smoking are not a productive or effective way to live a healthy and active lifestyle.

This game could be incorporated in school health programs such as D.A.R.E to add an interactive aspect.

So why would this game work for all players?

The FDA will have the opportunity to really understand and engage with a young demographic, which they have never done before, while decreasing smoking rate

The company that creates the game such as Zynga may be interested because most game companies have yet to team up for a social cause to make a positive real-life change

The young people themselves will receive the ultimate benefit by engaging in a simple fun game that may encourage them not to smoke
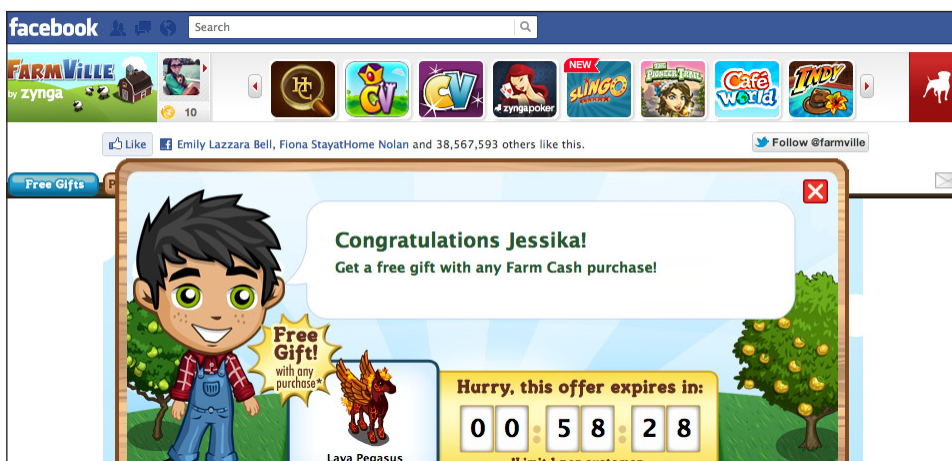
The Weather Channel

By William Wickey

"Finding new ways, more clever ways to interrupt people doesn't work." – Seth Godin

There's nothing my dog, Gladys loves more than a nice big hunk of provolone cheese - except when there is a heartworm pill hidden inside. Inevitably, after one or two chews, the slimy white chunk rolls off her tongue and splats on the floor as she stands there looking betrayed. Somehow she always knows.

In the chunk-of-cheese marketing model, to properly inoculate my pooch, I must mask the acrid, metallic taste of the heartworm pill with enough succulent cheese to make the medicine go down.

All too frequently, marketers get their proportions wrong and leave too much of the sour advertisement dangling out of the content. Consumers see it a mile away and, not only spit it out, but avoid it altogether. Even more counterintuitive is the idea that every chunk of content out there is an opportunity to advertise. Eventually, users know where to expect the distasteful and irrelevant content and avoid it altogether.

In an attempt to re-acquaint users with that advertising space on the right side of the Facebook page that has become a veritable no-man's land, The Weather Channel's Facebook application will employ the reverse chunk-of-cheese model to get some eyeball back to where the money is made. In essence, The Weather Chan-

nel will help Facebook insert delicious content in an area that formerly tasted of ground-up pill.

3-Way benefit:

1. The Weather Channel: Drive traffic to weather.com, increasing exposure and positive branding.

2. Facebook Users: Facebook users substitute advertisements for personalized weather forecasts.

3. Facebook: Facebook conditions users to pay closer attention to the sponsored column, increasing the value of other marketers messages.

The Weather Channel is the No. 1 free weather application on iPhone, Android, BlackBerry, Palm and now iPad. These apps offer a variety of services including location-based, customized weather information, an extensive index of maps, enhanced video center and severe weather alerts at the tap of a finger.

Right now, The Weather Channel does not have a significant presence on Facebook. In order to achieve The Weather Channel's goal of "reaching users on any platform," a Facebook application is a necessity. Here, The Weather Channel can attract new users, both young and old, and provide seamless access to weather content already being enjoyed by millions of people.

The biggest threat to The Weather Channel digital presence is getting beat to the punch in social media. Other weather applications already have an edge - or at the very least, have closed the gap - in mobile app design.

Tier 1 - Facebook Connect

First, establish a basic connection with Facebook via Facebook Connect on mobile devices and weather.com. This offers users a simple and convenient way to connect with The Weather Channel and returns basic user data such as id, name, picture, gender and locale. Users remain logged into Facebook, removing the necessity to login every time someone visits weather.com. Allowing people to login with Facebook is just an additional way users can frictionlessly access their weather information.

Moreover, this is an important step towards capturing a more international audience.

Tier 2 - Whitelist for Ads Management

Second, The Weather Channel should propose a unique partnership with Facebook that allows The Weather Channel to display content in dedicated advertising space for a mutually beneficial outcome.

> *All too frequently, marketers get their proportions wrong and leave too much of the sour advertisement dangling out of the content. Consumers see it a mile away and, not only spit it out, but avoid it altogether.*

Facebook applications have the ability to add a permission called "ads_management." This permission provides the ability to manage ads and call the Facebook Ads API on behalf of a user. Only certain "whitelisted apps" are allowed to do this.

Facebook, being a unique partner-focused company, is willing to give special benefits and attention to companies who can build significant value for marketers and users.

Here is why Facebook should forgo (or discount) valuable ad-space, periodically replacing ads with Weather Channel content.

Mark Zukerberg has stated that Facebook's recent developments are specifically intended to help users merge their online and offline lives. Weather information is the fundamental intersection of this concept. The information you get online - that you don't want to go out of your way to get - has a relevance only in your offline life.

Facebook has an abysmal click-through rate compared to other online services that depend on advertising dollars to turn a profit. If you look at a "heat map" tracking eye movement and visual attention over a Facebook page, it is clear that Facebook needs help drawing attention to their advertising space. The best way to do this is to blend desirable content with sponsored messages. Users who accept the permissions for The Weather Channel Facebook application will periodically see personalized weather data where they would otherwise see advertisements. Looking to this part of the screen for weather information conditions users to scan the Sponsored section, paying more attention to advertisers messages. This concept can be applied to in-browser and mobile viewing.

Tier 3 - Event-based Forecasts

The third tier of this application is an extended permission that gives The Weather Channel access to a user's events. The Weather Channel is not just about weather, but what people want to do.

By identifying looking at the events that a user is attending (or even just invited to) a time and location-specific forecast can be displayed on Facebook or on Weather.com.

Forecasts can be displayed, conjoined to a timeline post or in the advertising space suggested in tier two, even displaying specialized event-specific data already available through Weather.com applications such as Beach & Marine Forecast, Fitness Forcast, Golf Conditions, Pollen Forcast etc.

Rather than bundling forecasts with clever marketing packages, The Weather Channel's new application for Facebook creates value that can be enjoyed across platforms and keeps users coming back for more.

How Delta Saved My Friendships

By Kelsi Nillson

I completed my undergraduate degree somewhere other than the University of Georgia, where I am currently working on my Master's degree, and I am really feeling the distance from my college friends now that I'm here. Frankly, it really sucks living far away from those people who were such a big part of my life not long ago.

I joined a sorority my sophomore year of college, and instantly felt a close bond with some of my sisters and knew that they would be lifelong friends. During my time at Georgia College in Milledgeville, we did everything together. We spent summer days at the pool, nights out at the bars or at home watching girly movies and drinking wine, countless hours {not really} studying in the library, and the time

in between doing a million other things that didn't really seem that important at the time, but mean so much to me looking back now. I know it seems all perfect and wonderful, but it really was.

All too soon, I was graduating and moving on to bigger things, as were most of my friends and sisters. Some stayed in Georgia, some moved out West or up North, and one of my closest friends even moved to Australia! We got boyfriends, fiancés, and husbands, big girl jobs (or went to grad school), but still managed to keep in touch for the most part. But as you probably know, when you move away from your friends, it is sometimes hard to hold onto those relationships and maintain them like they had been before. Because I don't get to see some of my friends very often, it is difficult to keep up-to-date on their daily happenings, and I don't want this trend to continue.

So here's where Delta comes in. Delta, as a means of travel, has the potential to rekindle friendships that may have suffered because of distance. Delta can reunite friends who haven't seen each other in a few weeks, months, or even years. For some of my college friends, Facebook is the only way I know what is going on in their lives, or even the only means of communication I still have with them, so Facebook is crawling with personal communication and other useful data that tells the entire story of a friendship; from pictures to wall post and links to Facebook messages and chats. With the accessibility that companies have to this Facebook data, Delta could be crucial in helping to reconnect friends or family and offer them travel plans and exciting trips together. A Delta application could recognize that I'm missing some of my friends, encourage me to visit those that I've stayed in touch with but may not have seen in awhile, and leave me and my friends to have the fun.

Currently, Delta is on the right path when it comes to big data sources such as facebook, with the Away We Go app that tries to plan out trips for the users. But this app doesn't quite delve too deeply into the personal aspect that Facebook data can offer. Here is what I propose:

Wouldn't it be cool if a Delta application knew when I hadn't seen my friends in a long time? It can! This app would look at the Top 5 friends that you interact with on Facebook the most, from posts to tags to check-ins, and if you have at least five wall posts to or from your friends but no recent pictures

So here's where Delta comes in. Delta, as a means of travel, has the potential to rekindle friendships that may have suffered because of distance. Delta can reunite friends who haven't seen each other in a few weeks, months, or even years.

tagged, the app would push a reminder to you that you haven't seen that person in a while and might like to book a flight (with Delta, of course!) to visit them.

Here's how it works:

Think of this Delta application as having steps of a ladder that each of your Facebook friends must climb before they can reach you at the top and be pushed in a notification to you that you haven't seen them in a while. This app would run once a week and look at wall-to-wall communication within that last week, and look at pictures tagged within the last 6 months.

Step 1:

Are they one of the Top 5 friends that you interact with on Facebook the most? This app would check only once a week and pick the 5 friends that post to your wall or that you post to their wall the most. It would look at your wall for the past week and determine who your Top 5 friends are.

Step 2:

Do you have recently tagged pictures with any of the Top 5? The app would then look at your tagged pictures from the last 6 months and determine if you had been tagged in any pictures with any of the Top 5. If one or a few of them were tagged in your pictures from the last 6 months, they are crossed off the list and do not advance to the next step (because you have seen them recently!).

Step 3:

Of the friends that you have not been tagged in pictures within the last 6 months, do you have at least 5 wall posts within the last month, either you to their wall or them to your wall? If not, they are crossed off the list because you do not communicate frequently with them, therefore they are probably not one of your close friends and you would not want to go visit them!

Step 4:

If one or more of your Top 5 friends meets all the criteria (no tagged pictures together within the last 6 months AND at least 5 wall posts to each other within the last month), this Delta app knows that you've been missing them, and will then look at the friends location via their Facebook info and push (only once a week) a reminder to go visit them. The app will find a Delta flight from your "Current City" on facebook to their "Current City," and you can be on your way to visit your long lost friend!

Chick-fil-A: Fit to Lead

By Jen Blackwell Galas

Chick-Fil-A, the Atlanta-based fast food giant, was recently named Atlanta's most fit company, an award the company has won numerous times. Chick-Fil-A prides itself on promoting a healthier lifestyle to its employees, offering a full-service gym and a cafeteria that serves salads, grilled chicken and veggies in addition to fried sandwiches and waffle fries.

With its employees on board, the next step for Chick-Fil-A is to engage its customers in its healthy approach to fast food. The company has taken steps in the right direction, launching the "Chick-Fil-A Fit to Lead" initiative. "Fit to Lead" is a website that provides information to people on how to make better decisions about what they are eating, tips on how to get in shape and how to keep your heart and body healthy. The decision to become a health-conscious company is a good, but why not take it a step farther? Why not create a Chick-Fil-A-sponsored wellness app through Facebook that not only encourages people to eat healthier, but also allows them to track their progress in an effort to earn points that can be redeemed for items at Chick-Fil-A. The application would also provide an outlet that would allow Chick-Fil-A to push information on living a healthier life.

How is this possible? Facebook's Open Graph allows companies to get a rare peek inside the "private" lives of its consumers by exploring the information that the Facebook user freely puts online. Once inside this world of unlimited, and previously inaccessible, data, companies can begin to really understand what makes their consumers tick. In Chick-Fil-A's case, Open Graph allows the company to see what makes their customers run.

Once the application has been downloaded, the application will ask for access to a person's basic profile information, their Timeline and News Feed and to the applications that have been downloaded and are being used. The application will then look through all of the apps that a person is currently using, searching for the fitness tracking apps: Fitify, Nike+, MapMyRun, C25K and FitnessTracker. If one or more of these applications are found, then it will tally the times each has posted to the user's wall and select the one that has been used most often.

Once the most-used app has been identified, the Fit to Lead app will begin searching posts each night at 12 a.m., to see if the identified fitness application has been used that day. If it has, then Fit to Lead will look at the information posted and determine

whether the information is related to the length (in time) of a run and the distance of a run. Once the information has been sorted, then the application will calculate how many more minutes a person would have to run or how much farther a person would have to run to match the calorie equivalent of a particular Chick-Fil-A menu item.

Since most people do not put their weight and height in their Facebook or fitness application profiles, the application will have to use averages based on a person's age and gender. This is where the access to basic profile information comes into play. Calculating a person's age is simple, as most people have the year that they were born in their birthday. The same can be said for gender. Once we have the person's age and gender, we can tell what the average weight of an American male and female what the average caloric burn rate is. Instead of using of using individual weights, the weight can be broken down into two categories: under 50 and over 50. The Fit to Lead application would then calculate the average number of calories burned during the length/distance of a run and then subtract that number from the number of calories in a Chick-Fil-A menu item to get the number of calories needed to burn to reach the target amount. Once that number is calculated, then the application can tell the user how much longer or how much further he or she needs to run to get to the target number. Once that number is found, then divide it by the average number of days a person runs per week (three) and you have the

length or distance needed to run per day to reach the target number.

Once all of the information is processed, the user would see a message in their News Feed from Chick-Fil-A congratulating them on a job well done and suggest the length of time or distance needed to run to eat Chick-Fil-A.

Of course, as with any idea that is based on uses information, there are flaws. What if someone doesn't provide his or her year of birth or gender in the profile? What if they downloaded a fitness application and haven't logged in? What if they never downloaded a fitness application in the first place? While these questions present challenges, they are now impossible to find a solution to. Chick-Fil-A can still send information on way to stay in shape to someone; it just won't be as specific and not for the lack of trying. If a person hasn't logged a run in a week, Chick-Fil-A Fit to Lead would be able to send reminders to a person, encouraging running again.

Why does this application work? That's the easy part: people who eat Chick-Fil-A, love Chick-Fil-A. The best part about this application is that it is not asking a person to do anything that they aren't already doing. In a sense, it piggybacks off other applications that a person is using. Users get the information that is relevant to them and Chick-Fil-A extends its fitness initiative to its customers by letting them know just because you are trying to stay in shape, doesn't mean you have to give up what you love. You just have to be willing to work for it.

The ACLU
One of Facebook's Best Frienemies

By Andrea Feminella

In the wake of Instant Personalization, Timeline and Open Graph, it's not a stretch to say that Facebook has a history of pushing the privacy boundaries... at least until someone pushes back.

In 2011, the Federal Trade Commission (FTC) pushed back in its settlement, requiring Facebook to "respect the privacy wishes of its users and subjects [Facebook] to regular privacy audits for the next 20 years." The New York Times commented that the FTC's involvement essentially introduced "friction" to Facebook's frictionless sharing, but in no way was it the end to Facebook's skirmishes with privacy. In fact, if Facebook only had its eye on resistance from government agencies, it might make the mistake of overlooking a powerful opponent in the American Civil Liberties Union (ACLU).

According to their website, the ACLU is an organization that works within the court system to preserve the constitutional "individual rights and liberties" guaranteed to every American citizen. With Facebook and privacy continuing to be at odds, it's an easy fit for the ACLU, and as a result, the organization has consistently found itself representing complainants in many of Facebook's privacy cases.

Even back in 2009, the ACLU was very concerned about the information that users put on Facebook. The ACLU called Facebook's restrictions on data collection by application developers "simply inadequate." Their concern was that application developers could create something as innocuous as a Facebook Quiz and then use that to get access to a user's information, which could then be packaged, sold or even turned over to the authorities.

While this concern is present today, what is more pressing to the ACLU is the increasing instances of authoritative organizations pressuring individuals to

> *While this concern is present today, what is more pressing to the ACLU is the increasing instances of authoritative organizations pressuring individuals to turn over their Facebook account information and passwords.*

turn over their Facebook account information and passwords.

In 2010, the Maryland Department of Public Safety and Correctional Services asked a former employee for his Facebook account information and password after the employee sought to reestablish his employment. Supposedly, the Maryland Department of Public Safety and Correctional Services was looking for any "gang affiliations" the former employee might have, but the ACLU called such actions "appalling."

There has also recently been a case where a student was forced to give school officials her Facebook password, because she was accused of having an inappropriate conversation with another student on Facebook. The ACLU is currently representing the student in a lawsuit against the school.

Facebook's response to this new trend has been swift. It is now a violation of Facebook's Statement of Rights and Responsibilities to share or solicit a Facebook password. The ACLU now has a partner in its lobby for congress to pass legislation ensuring protection of passwords from employers, schools, government, law enforcement and any other organization in a position to request such information.

So, in this instance, Facebook and ACLU find themselves strange bedfellows, because if there's something Facebook can't stand it's someone other than Facebook violating its users' privacy.

The Electronic Frontier Foundation
Gotham Needs a Hero

By William Wickey

"When our freedoms in the networked world come under attack, the Electronic Frontier Foundation is the first line of defense." – EFF

Who is this super hero: this silent guardian... our dark knight?

The First Amendment to the United States Constitution reads "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances."

In the 21st century, there is an ongoing debate (or more accurately, a tug-of-war or barroom brawl) about where the protections of the Constitution end, as pertaining to our digital lives.

Founded in 1990 by John Perry Barlow and Mitch Kapor, the Electronic Frontier Foundation sets out to defend free speech, privacy, innovation and consumer rights, along with championing the public interest in every critical battle affecting digital rights. As an international non-profit digital rights advocacy and legal organization, the EFF "provides funds for legal defense in court, presents amici curiae briefs, defends individuals and new technologies from what it considers baseless or misdirected legal threats, works to expose government malfeasance, provides guidance to the government and courts, organizes political action and mass mailings, supports some new technologies which it believes preserve personal freedoms, maintains a database and web sites of related news and information, monitors and challenges potential leg-

Internet service providers and entertainment companies in the name of defending the civil liberties of web users.

The EFF is also involved in a number of ongoing projects. Chilling Effects is a project that works with several law schools to index take-down requests on a variety of sites, in hopes of drawing attention to individuals and corporations who are using "intellectual property" and similar laws to silence other online users. Additionally, the EFF has written a number of whitepapers "reflecting the results of EFF's clear thinking on issues at the cutting-edge of law and technol-

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islation that it believes would infringe on personal liberties and fair use, and solicits a list of what it considers patent abuses with intentions to defeat those that it considers without merit."

With every passing day, the question of digital rights becomes an increasingly important issue. In the past few months, instances of law enforcement using social media and social networks themselves to censor content, among other things, have brought attention to the still evolving concept of digital rights.

Funded by donations, the EFF has won a number of notable court cases against major players such as the FCC,

ogy."

The EFF is not the only champion of digital liberties out there, but they are certainly the heavyweights in the room. Other key players in the battle for digital rights include The Association for Progressive Communications and Events like the World Summit on The Information Society, a United Nations sponsored conference aiming to help bridge the digital divide.

Organizations such as the EFF will take an increasingly important role in shaping internet legislation as bills like SOPA and PIPA continue to appear before Congress and in the news.

The Digital Advertising Alliance

By Jessika Boedeker

The Digital Advertising Alliance (DAA), is a coalition of the nation's leading media and marketing trade associations. The DAA and its program participants have started to address consumer privacy protection, something that is very important when it comes to using big data. People want to know how, why, and where their data is being used, so the DAA has created the DAA Self-Regulatory Program.

This program gives users a functional understanding of, and greater control over the ads that are customized based on their online behavior, or simply put, that trail of information you leave in cyberspace. This recent initiative means several things for the consumers, companies, and businesses engaged in online behavioral advertising.

For consumers, this initiative provides a basic overview of online advertising and how it works. Not only can us-

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ers understand how their data is being used to target them for ads, they now have the option to opt-out from online behavioral ads served by companies participating in this approach. Finally, consumers can also file a complaint about an ad that violates the Principles. The self-regulatory program gives the consumer both transparency and choice regarding the collection and use of their web viewing data.

Companies that engage in online behavior tracking are urged to participate in the DDA program, but even those that don't join are encouraged to inform consumers about their data practices and display the advertising option icon (so people can opt out if they choose).

Opt-out Icon

The DAA has launched a campaign utilizing three videos to inform consumers about internet based advertising and online privacy. They are going all out with this campaign; it's one of the largest U.S. consumer privacy campaigns ever.

The Electronic Privacy Information Center

By Kelsi Nillson

There are evils lurking around every corner, especially on the Internet, but fortunately for you, there is the Electronic Privacy Information Center to protect you from every one of those injustices! EPIC is a public interest research firm based in Washington, D.C., and is leaving no rock unturned or privacy policy unchecked for the purpose of defending our civil liberties as humans. EPIC has always been at the forefront of emerging privacy infringements on the Internet, and the sole purpose of this non-profit organization is to keep companies from using our data against us. Recently,

EPIC condemned Google's new privacy policy for allowing advertisers to have easier access to what we're searching on their site.

EPIC has been a big player in the privacy game since 1994, and it isn't going anywhere anytime soon. As long as there are big corporations trying to find ways to make more efficient use of the data that we supply freely, whether on social media sites or search engines, EPIC and other organizations like it will be there to try and stop them. Wired magazine quoted EPIC as making "everybody else at the table look moderate. It's the old good-cop-bad-cop routine," but this is typical for an organization that is so

concerned about protecting us from the evils of corporate America. Our data is being carefully watched by all sorts of online companies, and these companies are using this data to profit. The Electronic Privacy Information Center aims to make sure that the ways these companies are profiting from our data do not violate any of our First Amendment rights or breach our individual privacy.

EPIC has noble intentions, but with social media trends showing that we are continuing to share more and more about our personal lives with the world, how can they continue to defend our privacy if we don't want these things to be kept private in the first place?

Altimeter Group

By Ben Elliott

Implementing programs to efficiently use Big Data to benefit both the business and the constituent is critical in the coming age. However, if businesses are unable to deal with technological advancements, relevance to change with technology puts businesses in a difficult spot. The Altimeter Group is a research-based advisory group that helps businesses deal with disruptive technologies. Facebook Connect, Open Graph, and Big Data are all major components of the progressing landscape of how data is changing business operation. Changes in big data and more efficient data use can be perceived as

a disruptive technology for businesses that do not have the capabilities to make sense of or implement these changes in technology. However, groups like The Altimeter Group provide a service for these businesses to ensure that they are not left behind and can adapt to change. The Altimeter Group offers services in the following areas "Advisory Sessions, Thought Leadership, and Research Projects."

The Altimeter Group highlights specific research themes that are important to consider. These research themes highlight not only how the technology can disrupt the business, but also how to effectively deal with the technology. These themes also deal directly with Re-

ally Gets Me, because they ask the questions of how organizations can engage their technological constituents and innovative demands.

So how does Altimeter apply to Big Data? The Altimeter Group provides a valuable service to businesses to ensure that they are not left in the dark as the data age approaches. Big Data and finding ways to efficiently utilize contributed data for the benefit of the company and the constituent is the future. The Altimeter Group is one of the players designed to ensure that businesses can adapt and survive digital innovations that play such a critical role in technological advancements of the future.

National Commission for Computing and Civil Liberties

By Justin Williams

Google versus Facebook. As the two digital juggernauts continue their path in taking over the entire digital world, their biggest and most dangerous foe may not be each other nor another digital rival such as Yahoo!. As a matter of fact, their scariest nemesis may not be an online company at all. If Facebook or Google is to reach their desired level of world domination, they must first overcome the French privacy agency known as CNIL: The Commission Nationale de l'informatique et des Libertés, or National Commission for Computing and Civil Liberties.

The National Commission for Computing and Civil Liberties is a French administration responsible for "ensuring that information technology is to serve

the citizen without affecting a number of things including: human identity, the rights of man, privacy, individual or public liberties." The French agency often leads the charge for enforcing privacy laws against companies aggregating personal data. The agency is made up of seventeen members. Twelve of seventeen the are elected administrators chosen by the courts or assemblies they represent. Another four are members of parliament. The administration gets its authority from the Data Protection Act and "does not take authority from anybody." When doing research on the CNIL site, they very clearly and very plainly asked ASKED me if it was okay to attach a cookie to my computer! A change from a time when cookies were just attached to a user's computer whether the user knew or not.

As the two mega companies, Facebook and Google, continue to ease forward the creep out line when no one is looking- revealing more and more private information- CNIL steps in on the behalf of not only Europeans, but individuals worldwide. By investigating the digital powerhouses, CNIL promulgates citizens rights to withhold and permanently remove information from the internet at will. For the individuals who feel defenseless in their struggle to remain private, CNIL tells digital powerhouses to "pick on someone your own size." Companies like Facebook and Google analyze this personal information, package it, then sell it to advertisers all the while users donate it for free. Is it free, or is the experience the compensation? In this fight for privacy, who's side are you on?

The Consumers Union

For a Fair, Just and Safe Marketplace

By Jackie Citero

As consumers become more aware of online terms such as tracking, cookies [not the good kind you eat], data mining, and other invasive expressions, privacy advocates have been stepping in and creating a voice for the people. One of those organizations who has taken initiative and has stepped forward to challenge numerous issues [both online and off] has been the Consumers Union (CU). The CU was founded in 1936, when there was a need for a reliable source that would provide genuine product reviews for consumers.

On the Consumers Union's website, they define themselves as, "an expert, independent, nonprofit organization whose mission is to work for a fair, just, and safe marketplace for all consumers to empower consumers to protect themselves."

Throughout its existence, the CU has provided consumer information on a broad range of products. In a continually growing technological world, the most recent CU stand has been at the forefront of the online privacy war.

This past March, the CU offered up praise for the final report on a frame-

> *Will all this data flying around, and the pace of play accelerating, it's tough to take a step back and ask the tough questions. What are the cultural implications of all openness? Who will regulate and monitor how companies use our data?*

work for online privacy by the Federal Trade Commission (FTC). The FTC report concludes that companies need to address consumer privacy by imple-

menting a "Do Not Track" option, which should be operating by the end of 2012 and takes a focus on mobile applications as well. The idea behind the "Do Not Track" is to be industry designed, but an easy way for users to opt out of online tracking. If advertising companies do not produce their own "Do Not Track" technology by the year's end, lawmakers will be able to force those companies to figure out a different option, quickly.

Ioana Rusu, member of the Regulatory Counsel for the Consumers Union, has had a long stand for online privacy and data security laws. In light of the release of the FTC final report, Rusu said, "This is a good report that reflects the growing concerns about online privacy, especially the fact that we need better tools and information to decide how our personal information is used."

Rusu continued, "When we talk about online privacy, we're talking about trust. A company needs customers to trust that their personal information is going to be treated with respect. If you don't trust that a company is going to use your information responsibly, you're going to be much less likely to adopt new services, and that hurts innovation."
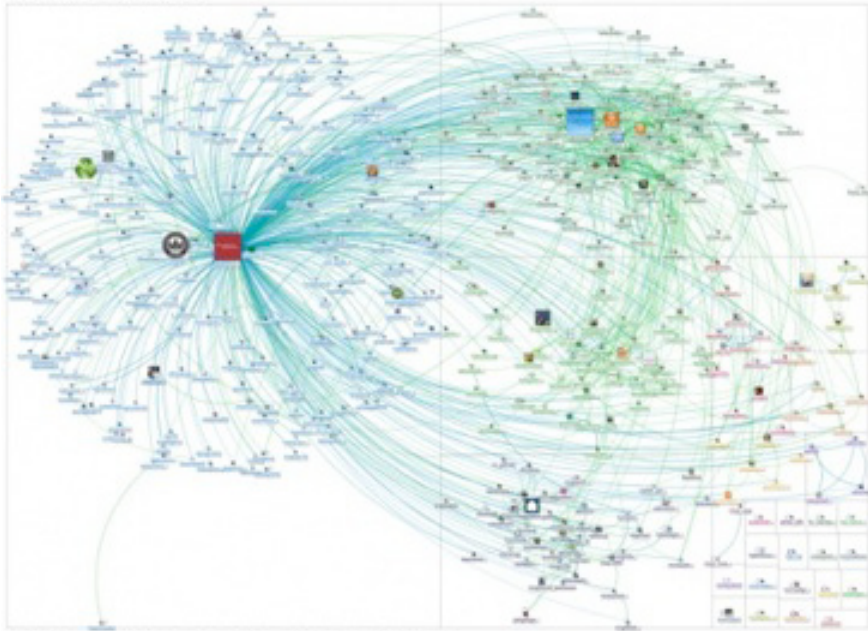
The Social Media Foundation
Visualizing the Future

By Jessica Luton

If we are approaching the age of Big Data, then it is imperative that companies, schools, governments and people alike learn to make sense of and see patterns in vast amounts of data. To that effect, the Social Media Research Foundation is here to save the day.

With an aim to create "open tools, generate and host open data, and support open scholarship" about social media, the organization is poised to dissect the mountains of data that are updated continually online.

The foundation is truly a collaborative effort by researchers from an array of institutions including Microsoft Research, Morningside Analytics and many universities including our very own University of Georgia.

The organization's biggest project to date is NodeXL, a free, open network discovery and exploration add-on for Excel. Using this familiar spreadsheet format, NodeXL offers companies and social media researchers a way to collect, analyze and visualize complex social networks in an easy way.

Visualization is the key to understanding how and what we communi-

> *Visualization is the key to understanding how and what we communicate via social networks.*

cate via social networks. Take, for example, the Bill Gates Foundation.

Marc Smith, one of many researchers involved with the foundation, visually graphed the social networks of the Bill Gates Foundation using NodeXL and, according to a geekwire.com article, found that their network is a "fairly insular and uncommunicative group of people." Gates serves as a broadcaster, but does not encourage the community to actively connect with each other.

Without the use of visualization, this trend may not have become apparent. NodeXL hosts a gallery of hundreds of social media visualizations that have been submitted by users. The gallery graphs everything from the connections among Twitter users who recently tweeted the #knightfdn, or Knight News

Challenge, to a graphic representation of an individual's Facebook connections.

The visualization add-on has mostly been used to graph Twitter hashtags or connections, but the tool has the potential to offer companies a chance to find patterns of use and trends among Facebook users.

In short, the Social Media Research Foundation's NodeXL add-on can help companies in their search to prove that they really understand their customers.

Want to learn more? Visit http://www.smrfoundation.org to learn more about the foundation or http://www.nodexlgraphgallery.org to view the open gallery.

The Center for Digital Democracy

Fighting for Your Right to Privacy

By Jen Galas

Have you ever had that feeling that a digital company has gone a bit too far in targeting you and your "private" information? Don't worry, you aren't alone. Chances are, the Center for Digital Democracy (CDD) is there to fight for your right to have you private information stay private. The CDD was founded in 2001, but its work was started in the early nineties when the Center for Media Education was founded to promote "greater public participation in media and telecommunications issues."

The CDD was formally launched in 2001, and has played a major role in developing the campaign for an open broadband Internet, helping educate the public about the plans of the phone and cable companies to operate a more tightly-controlled broadband system and leading the efforts at the Federal Trade Commission to promote new policies governing online privacy and responsible interactive marketing. The CDD has also served as an "early warning" system for journalists, policymakers and the public about emerging public interest issues.

If companies begin to implement practices that use Facebook's Open Graph, you can bet the CDD will be knocking on the doors of Facebook, speaking out for the consumer. In the age of social media, the idea of privacy has gone out of the window, and the CDD is aiming to protect the little amount that we have left. The CDD believes that the Internet should be a democracy, especially in a democratic state. Consumers

> *The CDD isn't going away and neither are its goals. In fact it is probably going to become even more involved in digital democracy and legislation as Open Graph becomes more prevalent.*

should have the right to choose whether their information can be collected and their online actions be tracked.

So how does this all relate to Facebook's Open Graph? It's simple. The CDD is trying to inform the public about the dangers of allowing companies and organizations access information along the Open Graph without any sort of rules and regulation that is required for democratic societies. The CDD is currently working with the FTC to protect the privacy of consumers by limiting the amount of data being collected. In short, the FTC's bill aims to "enact legislation to rein in the data broker industry" in an effort to curb the selling and collecting of valuable data, including financial habits and health interests. While the FTC is

working towards controlling data collection, the CDD believes the FTC still isn't doing enough. The CDD is trying to get the FTC to explain in specifics how consumers can choose to control the collection and use of their information, rather than putting the Do-Not-Track icon on a website that the consumer has to click on.

Facebook isn't the only company that the CDD is after. It is putting pressure on Google to explain why there was such a drastic change to its privacy policy. The Internet giant has yet to come out and explicitly explain that the policy changed to make it easier companies to track and learn about its users. The CDD believes that Google and Facebook are both suffering from poor leadership by not coming out and admitting the reasons for the privacy, or lack there of, policies.

The CDD isn't going away and neither are its goals. In fact it is probably going to become even more involved in digital democracy and legislation as Open Graph becomes more prevalent. The CDD will continue to push for the right of consumers to choose whether their information and be used for purposes other than what it was originally intended. As Open Graph becomes more popular, consumers also going to become more aware, causing a need for an organization to be there to defend them to the Washington and corporate bigwigs. Until then, the CDD will continue its fight to bring digital consumer privacy to the forefront of American minds and stop its mining before the idea of privacy is gone.