

# Facebook Fakes



**BY:**  
**ARIANA HARBOTTLE,**  
**SVYATOSLAV KLESHCEV,**  
**ALEX DE URIOSTE,**  
**AND CONNOR CROSSLEY**

# Project Objective



- Facebook was used to observe how people would respond to a friend request from a stranger.
- Two options: Decline or accept
- Decline was interpreted to mean that the person was not interested in sharing information with a stranger
- Accept was interpreted to mean that the person had no inhibitions when it came to sharing their online data with strangers, or in this case, people that do not even exist

# Proposed Hypothesis



- We wanted to see if there was a significant difference between the acceptance rate of the different classes at UO (Class of 2015, 2014, etc)
- Our initial hypothesis was that the lowerclassmen would be more willing to accept requests than upperclassmen
- This hypothesis was difficult to prove

# Methods




- The methods that were used were simplistic
- Each group member created a fake Facebook account: Two females and two males.
- Friends were added that had an association to the University of Oregon.
- We did not record any private information, only number of adds and acceptances.
- Some of us created an initial group to start with: a set amount of known friends

# Profiles: Lance Bayer



facebook Search for people, places and things Lance Bayer



[Add a Cover](#)

**Lance Bayer** [Update Info](#) [Activity Log](#)

- Which high school did you go to?
- Worked at Domino's Pizza (Delivery Driver)
- Studying Political Science at University of Oregon
- Lives in Eugene, Oregon

About Friends 211 Photos Map 4 Likes 1

[Status](#) [Photo](#) [Place](#) [Life Event](#)

What's on your mind?

**Lance Bayer**  
March 5

**Activity Recent**

Lance likes Chubbies.

# Profiles: Lance Bayer



Lance Bayer

About ▾



## Work and Education

Edit

### Employers



#### Domino's Pizza

Delivery Driver · Eugene, Oregon · 2011 to 2012



#### LIDZ

Sales Rep · Phoenix, Arizona · 2009 to 2010

### College



#### University of Oregon

2010 to 2014 · Political Science · Eugene, Oregon

- 2014

## History by Year

2012 Left Job at Domino's Pizza

2011 Started Working at Domino's Pizza

2010 Started School at University of Oregon  
 Left Job at LIDZ

2009 Started Working at LIDZ

1992 Born on May 11, 1992

## About You

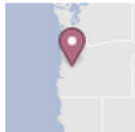
Edit

Write About Yourself



## Living

Edit



### Eugene, Oregon

Current City



### Phoenix, Arizona

Home town

## Basic Info

Edit

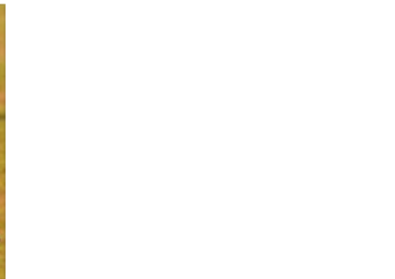
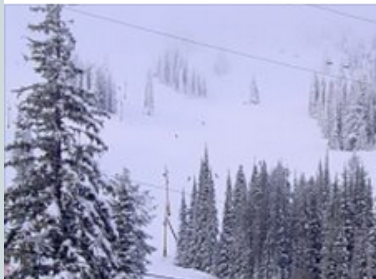
Birthday May 11, 1992

Sex Male

# Profiles: Lance Bayer



Add New Photos





# Profiles: Wendy Gilster



facebook Search for people, places and things Wendy Gilster Find Friends



**Wendy Gilster** [Update Info](#) [Activity Log](#)

- Which high school did you go to?
- Studied at University of Oregon
- Lives in Eugene, Oregon
- From Portland, Oregon

[About](#) [Friends 29](#) [Photos 20](#) [Map 2](#) [Likes 25](#) 





# Profiles: Wendy Gilster



Wendy Gilster About ▾


## Work and Education

College

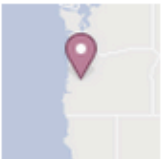


**University of Oregon**  
Eugene, Oregon

## History by Year

1992  Born on April 7, 1992

## Living



**Eugene, Oregon**  
Current City



**Portland, Oregon**  
Hometown

## Basic Info

**Birthday** April 7, 1992

**Sex** Female

## Contact Info

**Email** wendy.gilster@facebook.com

# Profiles: Wendy Gilster



Wendy Gilster Photos ▾



20

Photos of Wendy



25

Photos

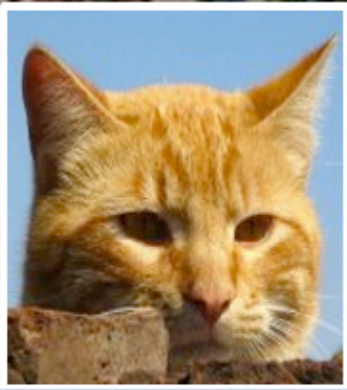


4

Albums



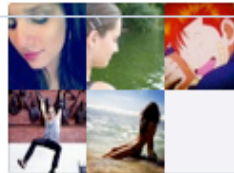
# Profiles: Luke Sky



**Luke Sky**

+1 Add Friend Message \* ▾

- Studied at University of Oregon
- Lives in Eugene, Oregon
- From Eugene, Oregon
- ♂ Male



Friends 5



Photos



Map



Likes 2

1 ▾

About

# Profiles: Luke Sky



Luke Sky About ▾

+1 Add Friend

## Work and Education

College



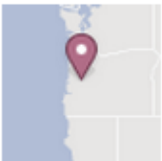
**University of Oregon**  
Eugene, Oregon

## Basic Info

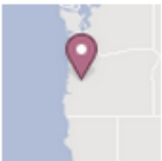
Sex Male

Interested In Women

## Living



**Eugene, Oregon**  
Current City



**Eugene, Oregon**  
Hometown

# Profiles: Luke Sky



Luke Sky Photos ▾



Photos

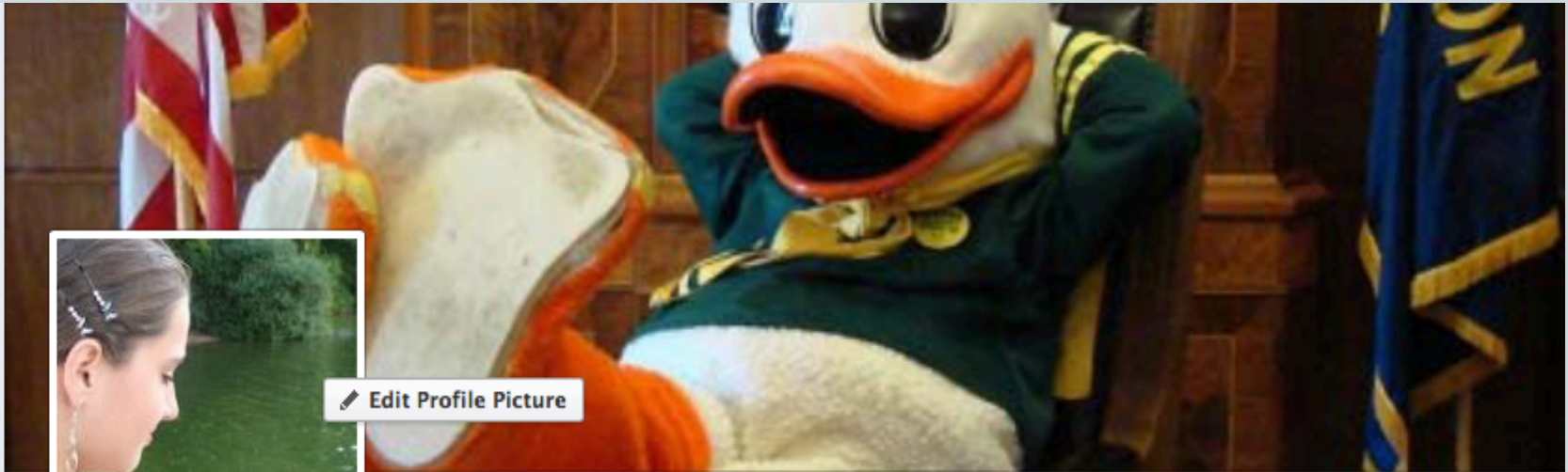


Albums

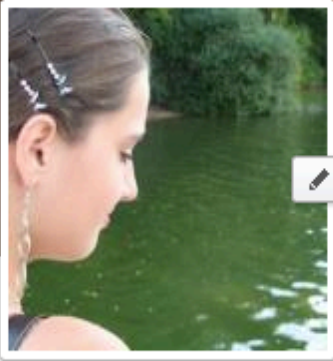




# Profiles: Amanda Robinson



 Edit Profile Picture







**Amanda Robinson**

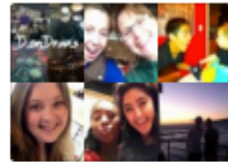
Update Info

Activity Log



-  Where do you work?
-  Which high school did you go to?
-  Which city do you live in?
-  Which city did you grow up in?

About



Friends 81



Photos 20



Map



Likes 33

3

# Profiles: Amanda Robinson



Amanda Robinson About ▾


## Work and Education

College



**University of Oregon**  
Eugene, Oregon

## History by Year

1993  Born on July 24, 1993

## Basic Info

**Birthday** July 24, 1993

**Sex** Female


## Contact Info


**Email** amandaphilosophy@facebook.com





# Profiles: Amanda Robinson




 **Amanda Robinson** Photos ▾

 **20**  
Photos of Amanda

 **23**  
Photos

 **4**  
Albums



# Problems



- Blocked from adding friends
- Profile appearance (age/feline)
- University class unavailable on many “friends”
- Creating the profiles themselves
- Keeping track of overall data
- The public identifying profiles as fake (word of mouth)
- Inquisitive friends

# Skeptics



facebook  Wendy Gilster

New! Add multiple photos, message friends of friends and more. [Hide](#) [See What's New](#)

Inbox Other More ▾ [Redacted] [+ New Message](#) [\\* Actions](#)

Search

[Redacted] 5:35pm  
Hey have we meant before...

Conversation started today

[Redacted] 5:35pm  
Hey have we meant before?? 😊  
Sent from Oak Hills, OR

Write a reply...

facebook  Lance Bayer

Inbox Other More ▾ [Redacted] [+ New Message](#) [\\* Actions](#)

Search

[Redacted] 12:11pm  
hey how do we know each...

[Redacted] Mon  
I don't know, you added me.

[Redacted] Mon  
Hey man, I don't quite rec...

[Redacted] Fri  
Oh haha maybe, I'm only t...

Conversation started today

[Redacted] 12:11pm  
hey how do we know each other?

facebook

Inbox (10) Other More ▾

Search

[Redacted] Feb 4  
Do I know you?  
1 new

[Redacted] Feb 3  
Dude. What up?  
1 new

[Redacted] Feb 3  
Do I know you?  
1 new

[Redacted] Feb 3  
Ohh ok I'm going to add u!  
1 new

[Redacted] Feb 3  
Do I know you?  
1 new

[Redacted] Feb 3  
Hey  
1 new

# Process of Blocking



## You're Blocked from Sending Friend Requests for 4 Days

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Facebook is a safe place to connect and share with people you know personally. It's against Facebook's terms to send friend requests to people who don't know you.

**It's important to only send friend requests to people who know you personally.**

I will only add friends if I know them personally

[Learn more about connecting on Facebook](#)

[Next](#)

# Process of Blocking



## Cancel Pending Friend Requests

---

Most people cancel their pending friend requests to avoid being blocked from sending requests in the future.

These people haven't responded to your request. Would you like to cancel these?

- Ayla Quincey
- Kevin Huxoll
- Kwame Agyeman
- Ryan Spiegel
- John Bacon
- Robert Griesinger II
- Jacob Hucko
- Daniel Kause
- Terrell Jackson
- Whit Ackerman
- Robert James-Alexander Hamilton
- Willie Glasper
- Kenny Washington
- Charlie Dorst
- Jamal Sarkez
- Jerome Boyd
- Anthony Trucks
- Blair Phillips
- Neil Hite
- Hunter Hicks

# Process of Blocking



## Friend Requests Canceled

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Remember that you should only send friend requests to people you have a real-world connection with, like friends, family, classmates and coworkers and people you know personally.

You can learn more about connecting with friends on Facebook in the [Help Center](#).

Okay

# Process of Blocking



The screenshot shows a Facebook profile page for a user named Colin. The notification overlay is a modal dialog box with a blue header and a white body. The header text is "You're blocked from sending friend requests for 4 days". The body text explains that Facebook is a safe place to connect and share with people you know personally, and that it's against Facebook's terms to send friend requests to people who don't know you. It also states that the block will be active for 4 days more. There is an "Okay" button in the bottom right corner of the dialog box.

facebook Search for people, places and things Wendy Gilster Find Friends Home

Colin

**You're blocked from sending friend requests for 4 days**

Facebook is a safe place to connect and share with people you know personally. It's against Facebook's terms to send friend requests to people who don't know you. [Learn more](#)

This block will be active for 4 days more.

Okay

Assistant Professor at University of Oregon  
Studied Philosophy &c. at McMaster University  
Engaged to Caroline Comerford  
Oregon

message

Now  
2013  
2012  
2011  
2010  
2009  
2008  
2007  
Born



# Results: Luke Sky



- Requests: ~30      Acceptances: ~3
- Male Friends: ~66.6%      Female Friends: ~33.3%
- Luke had only a cat as a profile picture and did not start off with a group of known friends. We believe that this is the reason that he only had 3 friends.
- Luke did not block people from seeing how many friends he had: We believe that this deterred people from accepting the requests
- Not much information on the About Me page.
- No interaction with the Facebook community from either side

# Results: Lance Bayer



- Requests: ~300      Acceptances: ~212
- Male Friends: ~35.4%    Female Friends: ~64.6%
- The most successful profile
- Largest initial starting group of friends
- Never blocked
- Received a fair amount of interaction
- Had the most back story

# Results: Wendy Gilster



- Requests: ~150                      Acceptance: ~40
- Male Friends: ~92.5%    Female Friends: ~7.5%
- Most interaction from the Facebook community
- Started without an initial group of friends
- Blocked 3 Separate times (2 weeks, 7 days, 4 days)
- Changing profile picture had significant effect on acceptance rate
- No significant back story
- Not a cat

# Results: Amanda Robinson



- Requests: ~100                      Acceptances: ~81
- Male Friends: ~58.0%    Female Friends: ~42.0%
- Started with an initial group of friends
- Blocked one time for four days
- ‘Liked’ many things on Facebook to connect with others
- A fair amount of people interacted with her and initiated conversation

# Interpretation of the Results



- As mentioned in the results, some people added us. We believe that this may be due to mutual friends or a carefree attitude to who is a "friend" on Facebook. Though it appears that Facebook wants people to add only those whom they know, some people don't seem to care. We believe that these people fit into the more social group of people.

# Room for Improvement



- If we had to do this again, we would be more organized. We should have added a set number of people for each account and grade. This would have allowed us to perform statistical tests to determine if there was a significant difference between the groups. Without this, there is no objective way to test our hypothesis.

# Thank You

