Facebook Fakes

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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

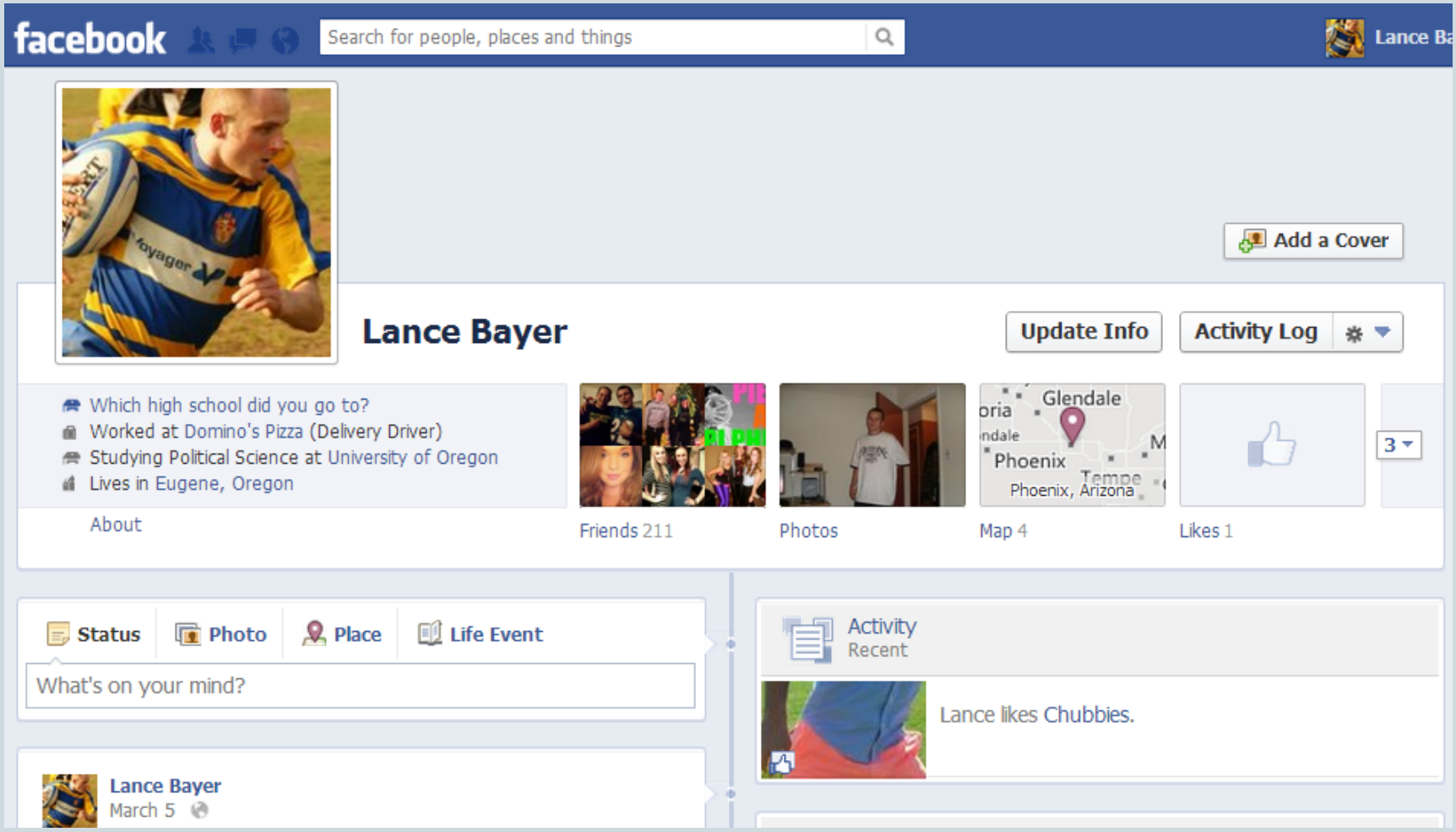
Proposed Hypothesis

- 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



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**

Living

Edit

Eugene, Oregon
Current City

Phoenix, Arizona

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

Basic Info

Edit

Birthday	May 11, 1992
Sex	Male

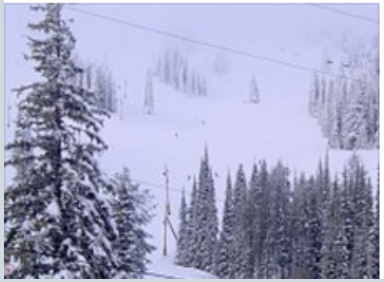
Profiles: Lance Bayer

Add New Photos







Profiles: Wendy Gilster

Profiles: Wendy Gilster

Wendy Gilster | About

Work and Education

College

University of Oregon
Eugene, Oregon

Living

Eugene, Oregon
Current City

Portland, Oregon
Hometown

History by Year

1992 Born on April 7, 1992

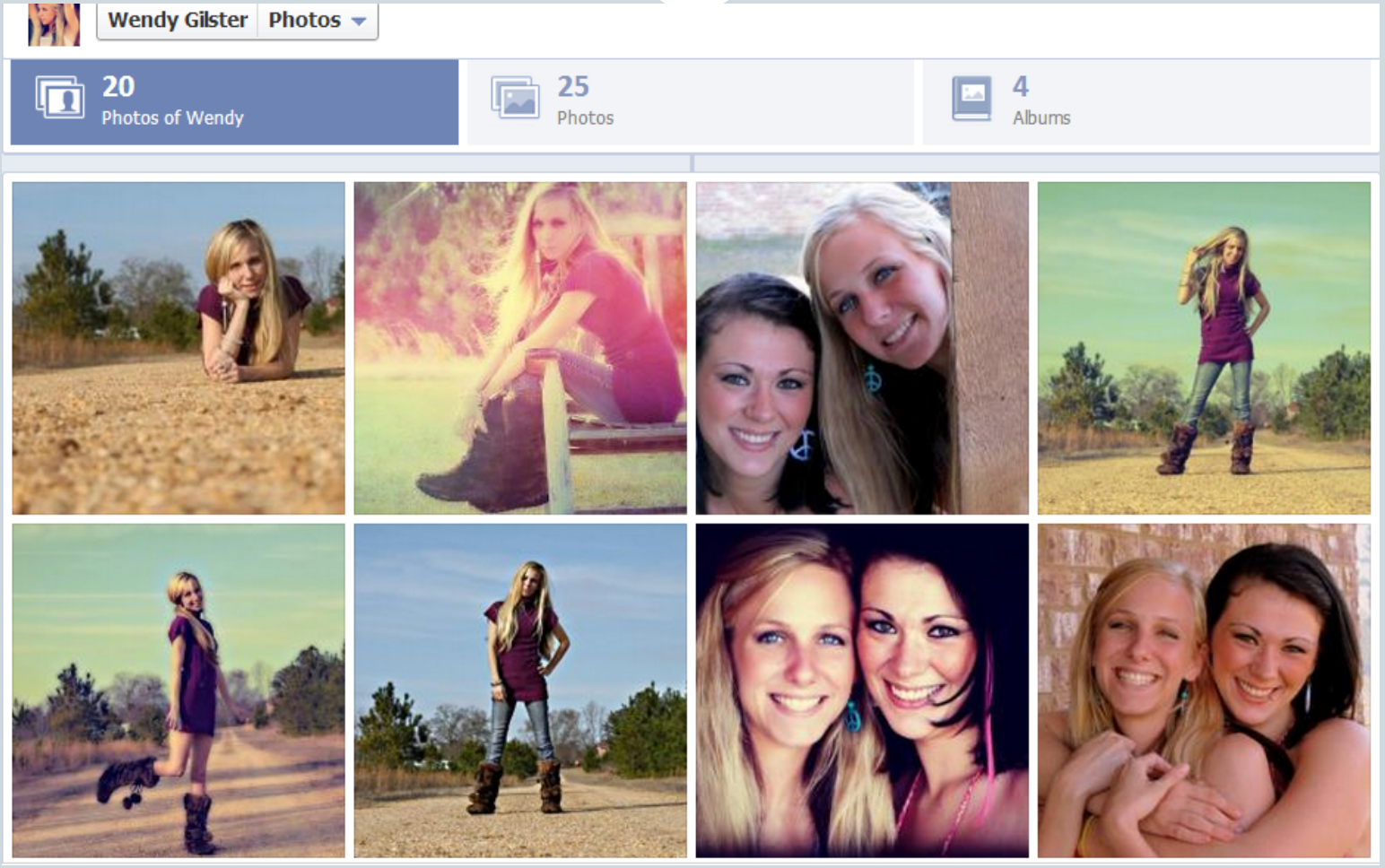
Basic Info

Birthday	April 7, 1992
Sex	Female

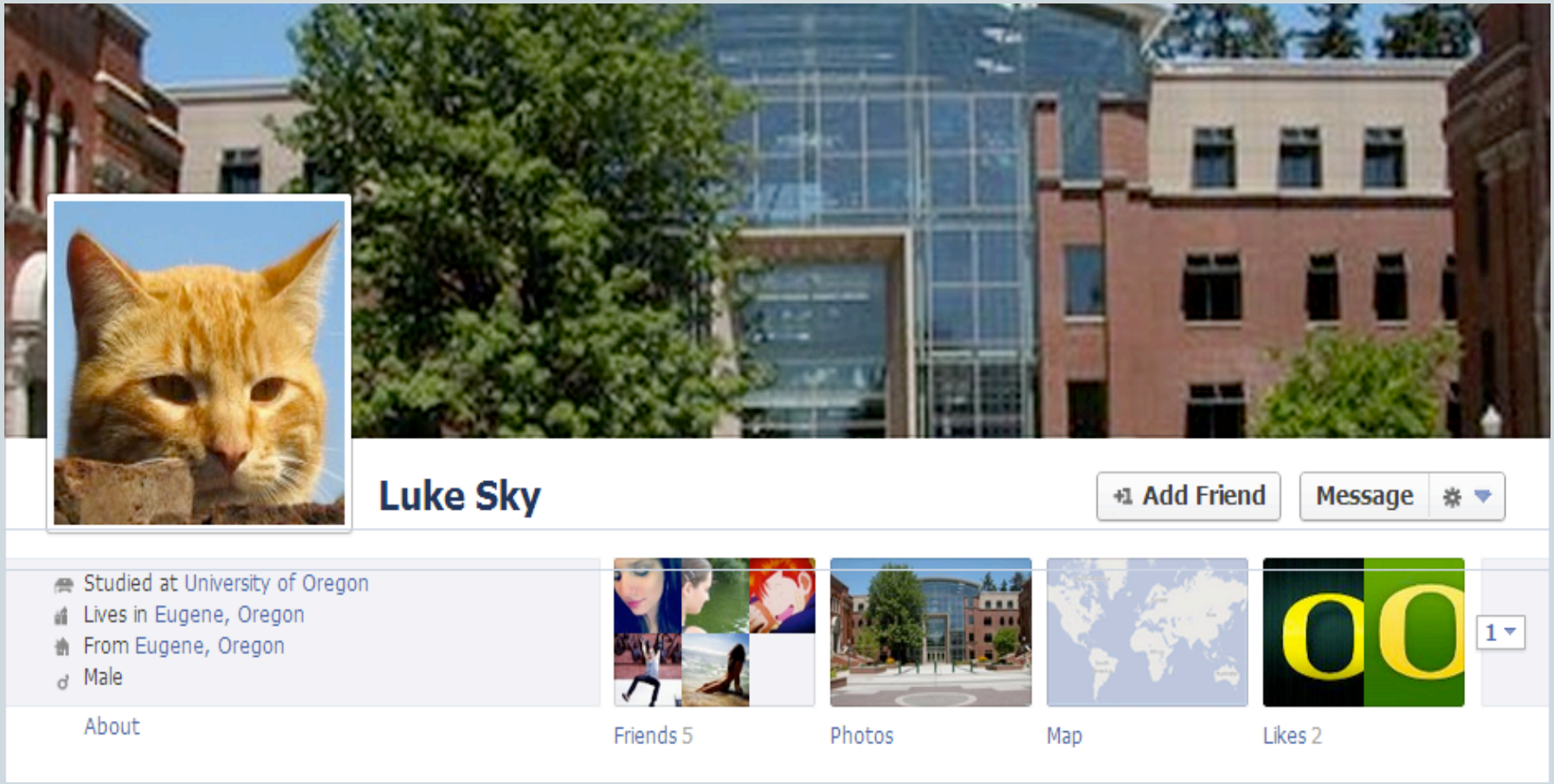
Contact Info

Email	wendy.gilster@facebook.com

Profiles: Wendy Gilster



Profiles: Luke Sky



Profiles: Luke Sky

Luke Sky | About

+1 Add Friend

Work and Education

College

University of Oregon
Eugene, Oregon

Basic Info

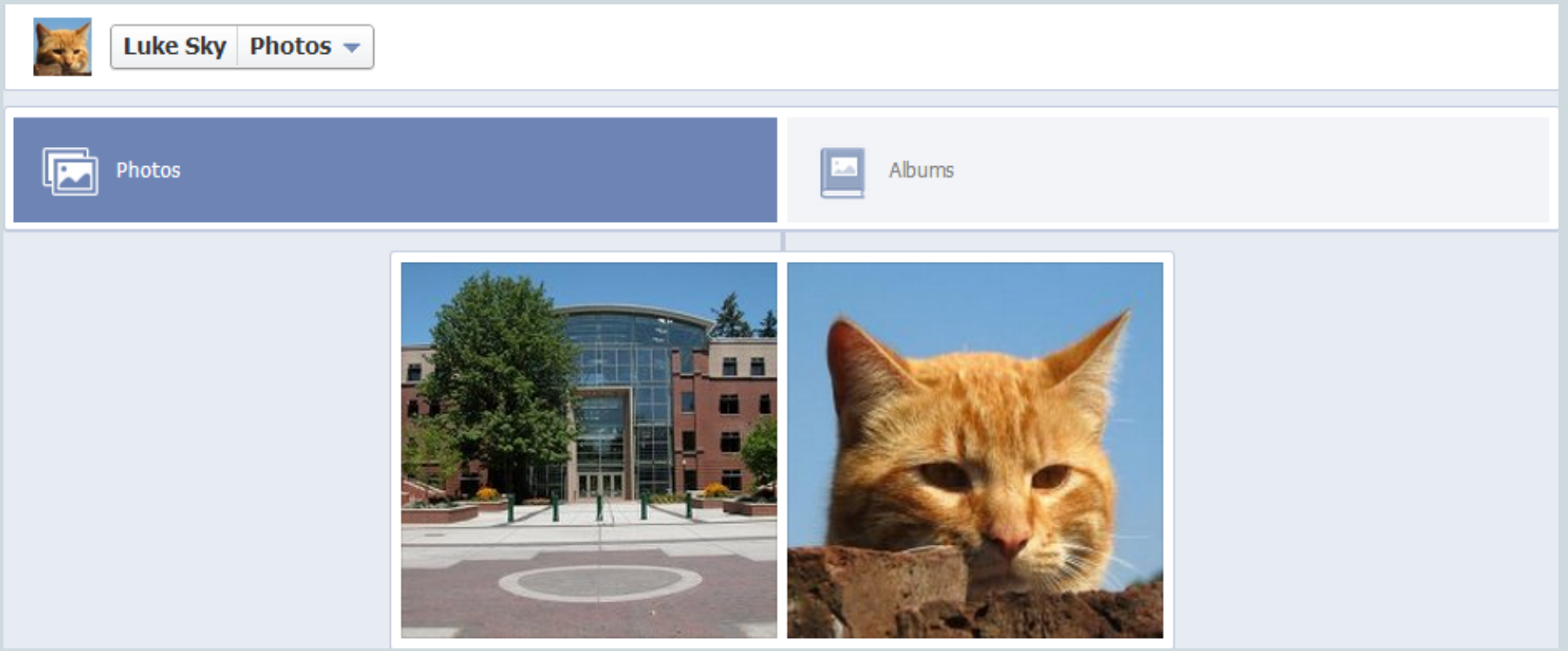
Sex	Male
Interested In	Women

Living

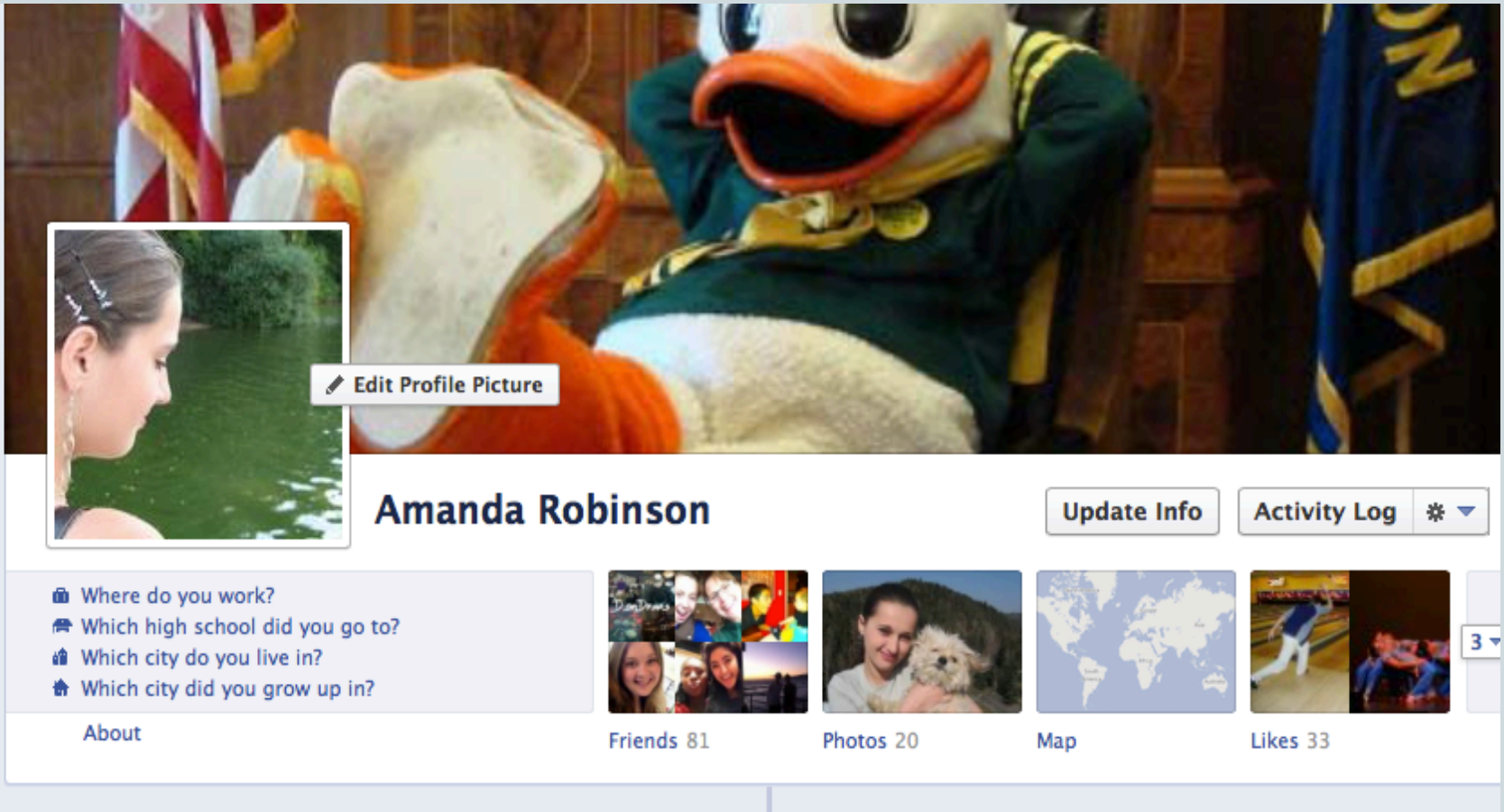
Eugene, Oregon
Current City

Eugene, Oregon
Hometown

Profiles: Luke Sky



Profiles: Amanda Robinson



Profiles: Amanda Robinson

Amanda Robinson | About

Work and Education

College

University of Oregon
Eugene, Oregon

History by Year

1993 Born on July 24, 1993

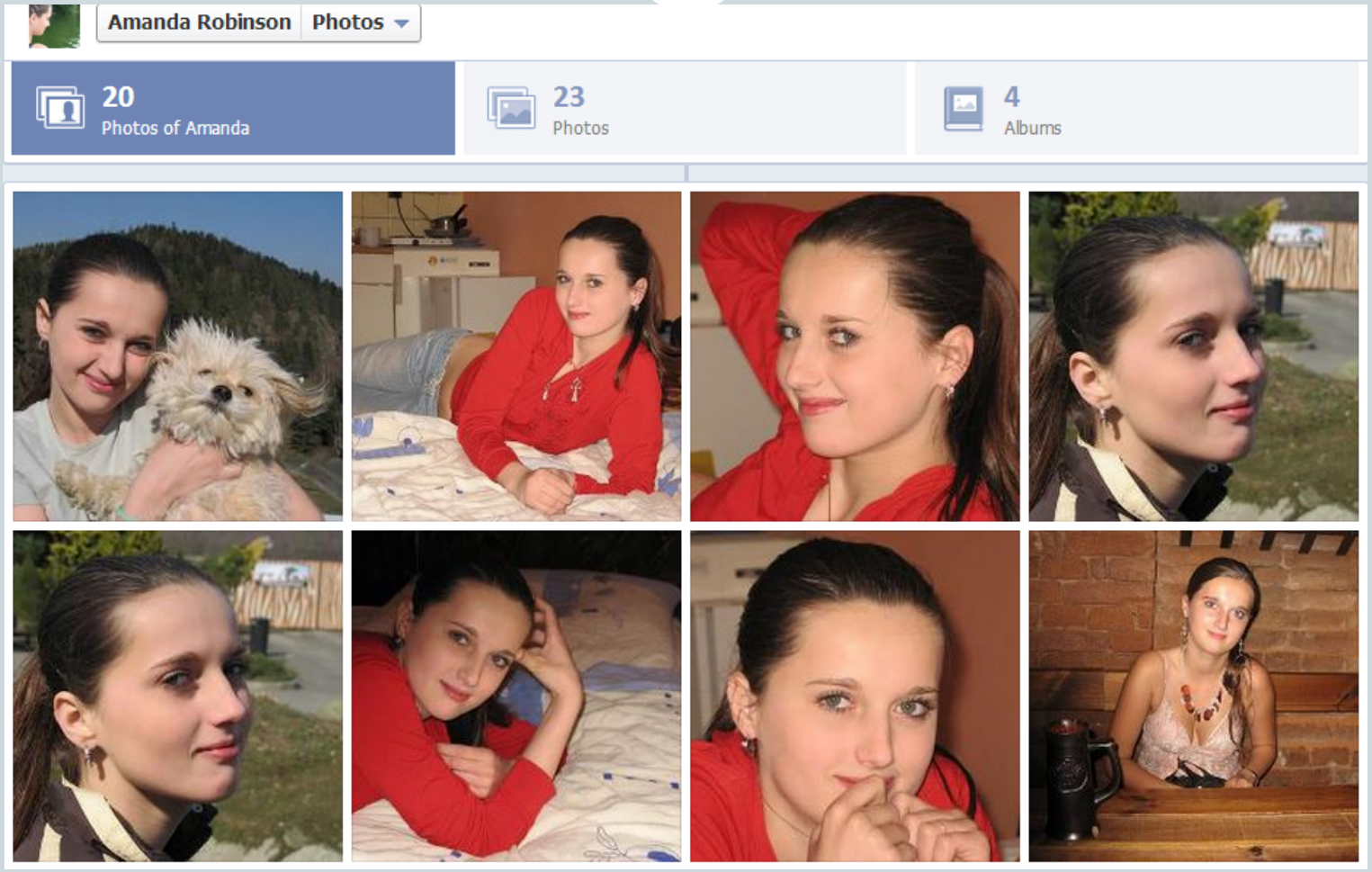
Basic Info

Birthday	July 24, 1993
Sex	Female

Contact Info

Email	amandaphilosophy@facebook.com

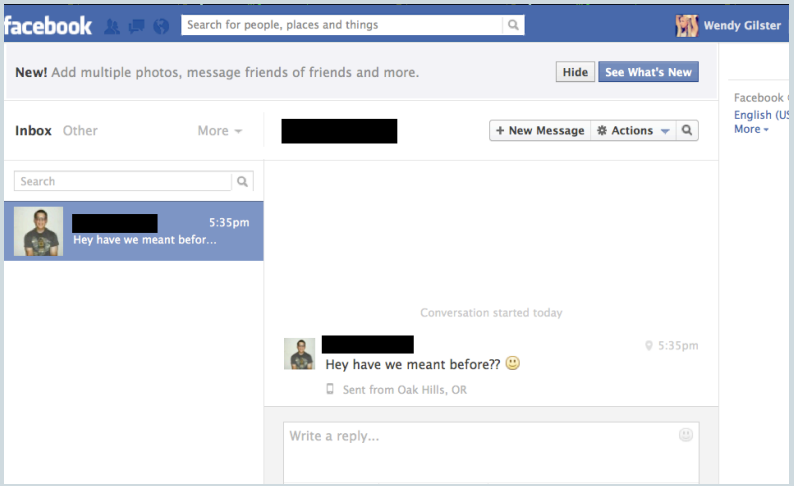
Profiles: Amanda Robinson

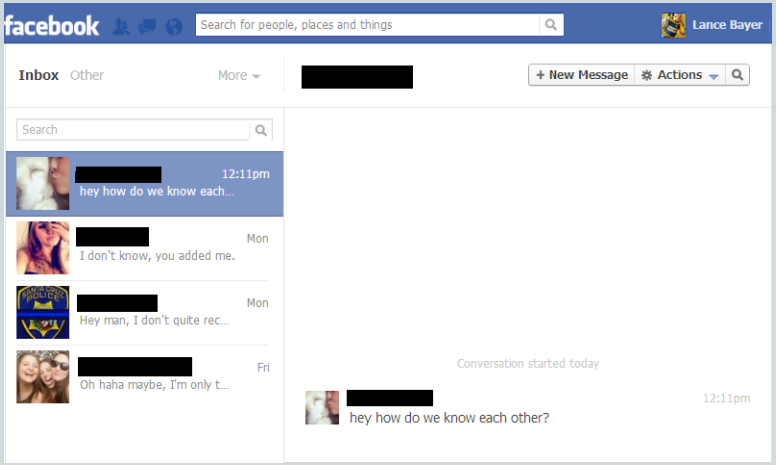


Problems

- 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

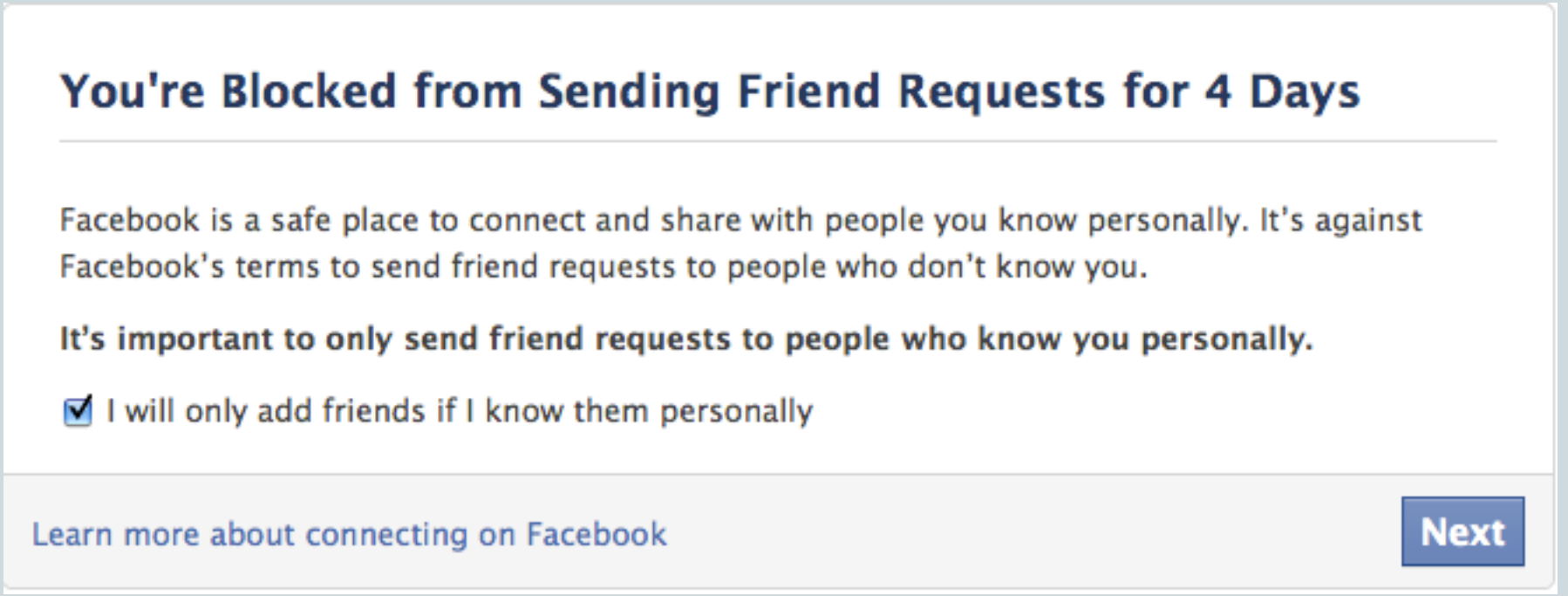
Skeptics


facebook
Search for people, places and things
Wendy Gilster
New! Add multiple photos, message friends of friends and more.
Hide
See What's New
Inbox
Other
More
+ New Message
Actions
Search
5:35pm
Hey have we meant befor...
Conversation started today
5:35pm
Hey have we meant before??
Sent from Oak Hills, OR
Write a reply...


facebook
Search for people, places and things
Lance Bayer
Inbox
Other
More
+ New Message
Actions
Search
12:11pm
hey how do we know each...
Mon
I don't know, you added me.
Mon
Hey man, I don't quite rec...
Fri
Oh haha maybe, I'm only t...
Conversation started today
12:11pm
hey how do we know each other?

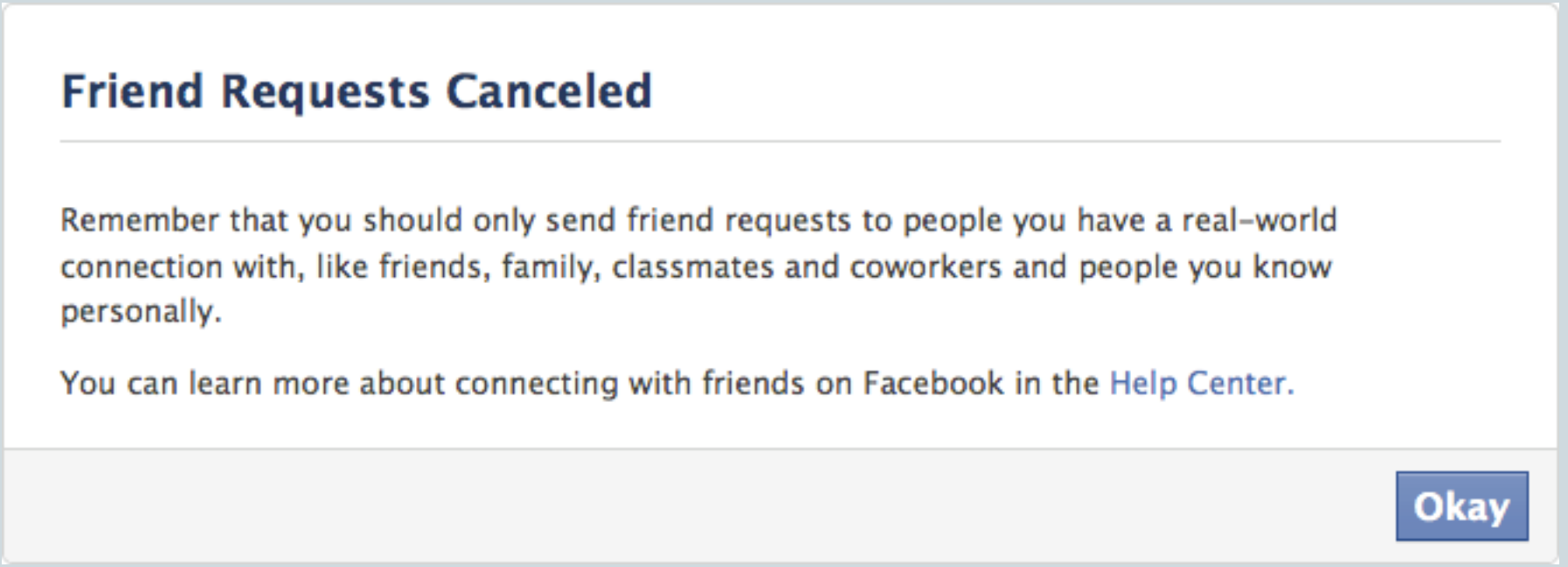

facebook
Search for people, plac
Inbox (10)
Other
More
Feb 4
Do I know you?
1 new
Feb 3
Dude. What up?
1 new
Feb 3
Do I know you?
1 new
Feb 3
Ohh ok I'm going to add u!
1 new
Feb 3
Do I know you?
1 new
Feb 3
Hey
1 new

Process of Blocking

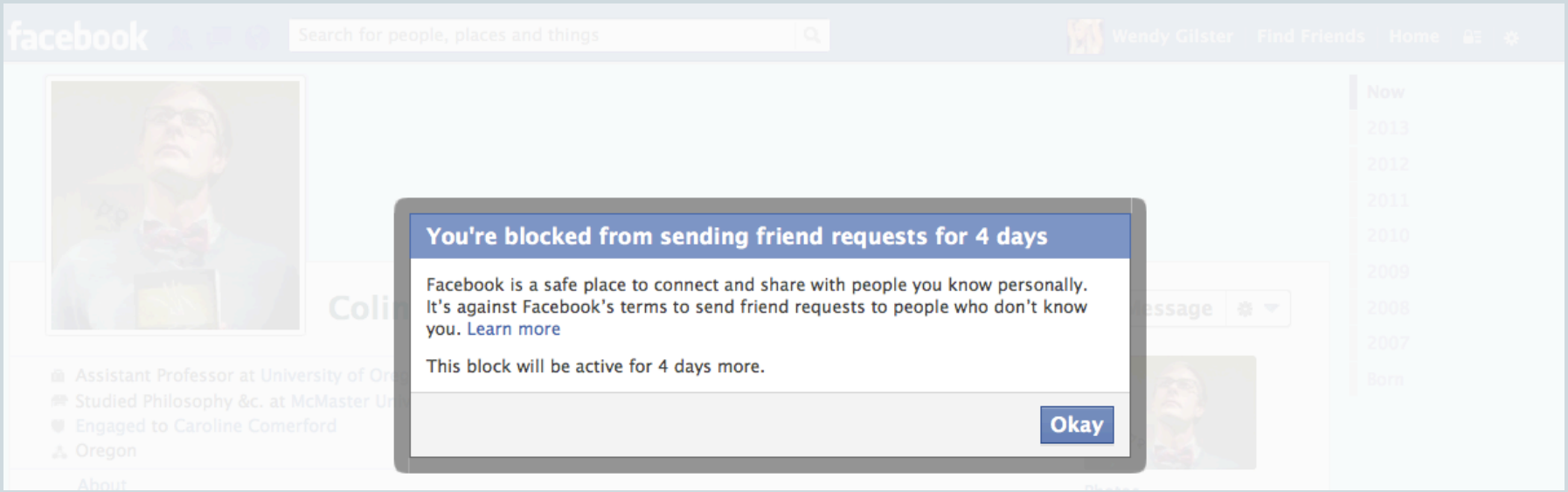


Process of Blocking

Process of Blocking



Process of Blocking



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