



**friend**

**me?**

**Chang-Yu Wu**  
**Marisa Wong**  
**David Mann**

# The Project.

- Goal:
  - Quantify “friendship” in terms of –
    - Gender
    - Mutual Friends
    - Mutual Interests
    - Relationship Status
    - Location
    - Etc.
  - **See how a stranger can be called a “friend”, and how easily personal information can be implicitly given away.**

# How.

- Four false Facebook profiles were created using two individuals as a basis.
  - One male, one female.
  - Two profiles for each with differing privacy settings and content.
  - Different schools (Stanford, Yale, and MIT)
  - Each profile sent out 200 friend requests
    - Profiles were checked on daily, friend acceptances and other data were recorded four weeks.
  - **Profiles were broken down into highly public (lots of information, photos, etc) and highly private (strong privacy settings, few photos)**



# Katie Murphy

Update info

Activity log

- Worked at Zumiez (Sales)
- Studied at Stanford University
- Lives in Stanford, California
- From Portland, Oregon

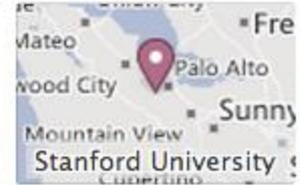
About



Friends 78



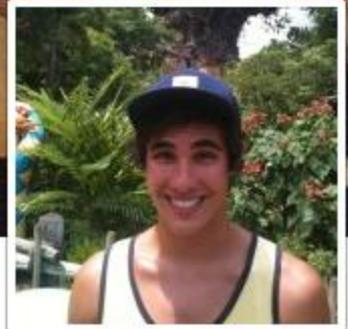
Photos 5



Map 4



Likes 35



### Cason Smith

Update Info Activity Log

- Waiter at Area Four
- Studying Computer Science at Massachusetts Institute ...
- Lives in Cambridge, Massachusetts
- From Stockton, California



Friends 48



Photos



Map 226



Likes 23

- Now
- February
- 2013
- 2010
- Born

Status Photo Place Life Event

What's on your mind?

Activity Recent



Cason is now friends with Nathan Robert and 19 other people.



# Jack Michaels

Add a Cover

Update Info

Activity Log

- Where do you work?
- Studied at Stanford University
- Lives in Stanford, California
- From Portland, Oregon

About



Friends 28



Photos



Map 2



Likes 2

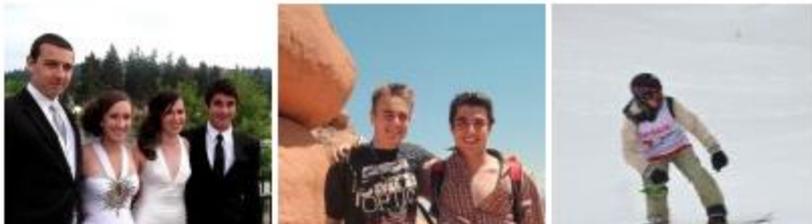
3

- Status
- Photo
- Place
- Life Event

What's on your mind?

Post

Jack Michaels  
February 17



## Activity Recent



Jack is now friends with Tim Santos and 16 other people.



Jack added Portland, Oregon as his hometown.



Jack likes Stanford University Class of 2016.

More Recent Activity

## Friends

See All



'Lopes up GCU!  
us and learn me  
about how you  
join the Herd to

Like · 68,95  
people like  
Grand Canyon  
University

## Shapeways



Shapeways is th  
world's leading  
Printing market  
and community

Like · 13,19  
people like  
Shapeways.

Now

February

2013

Born

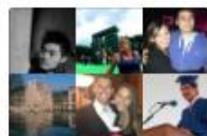


# Mia Johnson

Update Info

Activity Log

- Where do you work?
- Studied at Yale University
- Lives in New Haven, Connecticut
- From Portland, Oregon



3

About

Friends 64

Photos

Map 2

Likes 2

- Status
- Photo
- Place
- Life Event

What's on your mind?

Post

**Adolphe Ramasy** ▸ Mia Johnson  
 March 4 near Antananarivo, Madagascar

Merci pour l'ajout, c'est très gentil hein. A plus.  
 See Translation

Like · Comment

**Mia Johnson**  
 February 16

Untitled Album (3 photos)

## Activity Recent



Mia is now friends with Christian Probst and 17 other people.

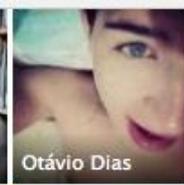
Mia added Portland, Oregon as her hometown.

Mia changed her Interested In.

More Recent Activity

## Friends

See All



**DAVID'S BRIDAL**  
 David's Bridal Prom is Giving Away a Free Prom Dress! Enter Now!

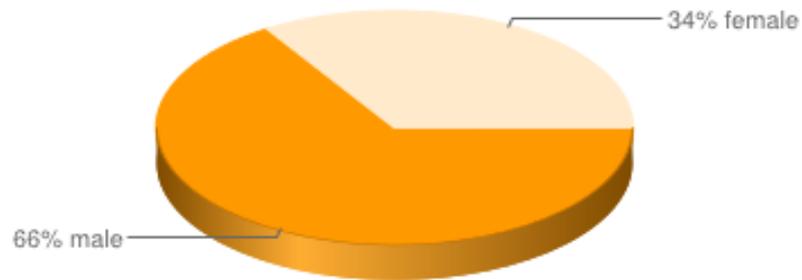
**Crunchbutton**  
  
 Order food, with 1 click, right now.  
[www.crunchbutton.com](http://www.crunchbutton.com)  
 Like · Donald Woodson likes Crunchbutton.

- Now
- February
- 2013
- Born

# Katie Murphy

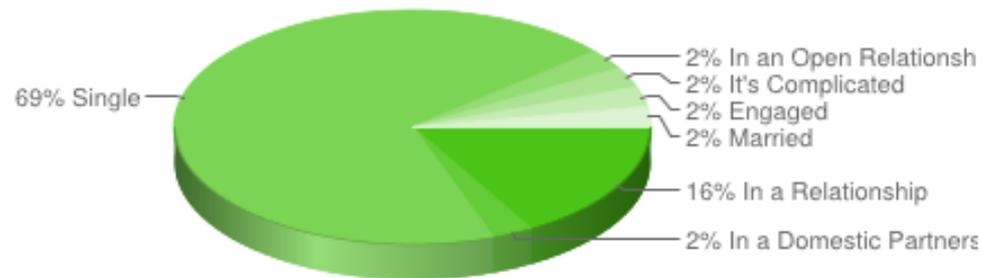
## The gender of your friends

Of all your Facebook friends 77 specified their gender.



## The relationship status of your friends

Of all your Facebook friends 36 specified their relationship status.

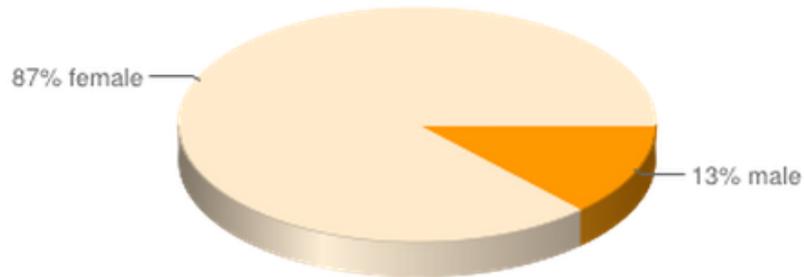




# Cason Smith

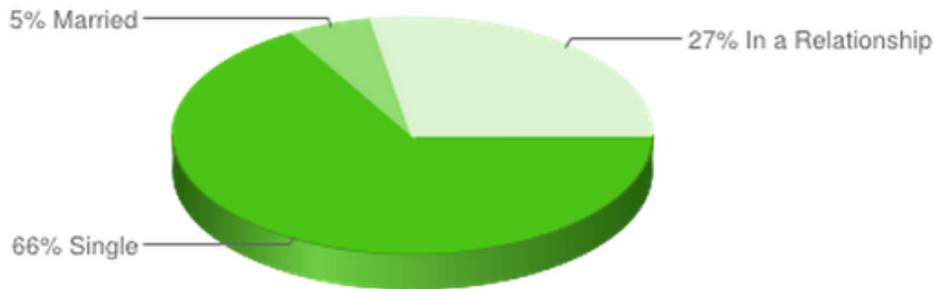
## The gender of your friends

Of all your Facebook friends 46 specified their gender.



## The relationship status of your friends

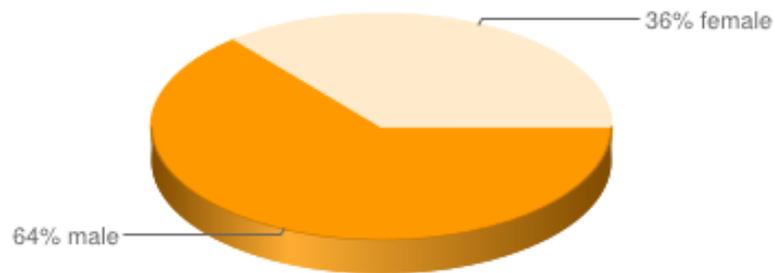
Of all your Facebook friends 18 specified their relationship status.



# Jack Michaels

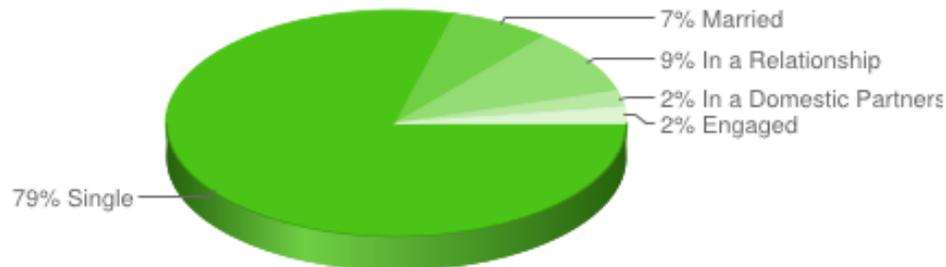
## The gender of your friends

Of all your Facebook friends 85 specified their gender.



## The relationship status of your friends

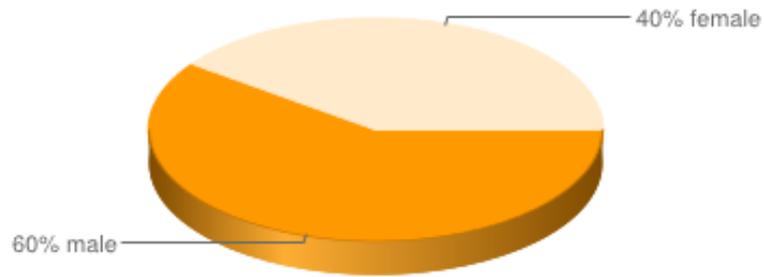
Of all your Facebook friends 43 specified their relationship status.



# Mia Johnson

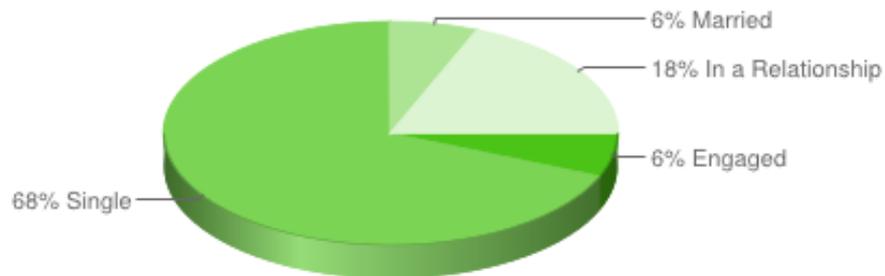
## The gender of your friends

Of all your Facebook friends 35 specified their gender.



## The relationship status of your friends

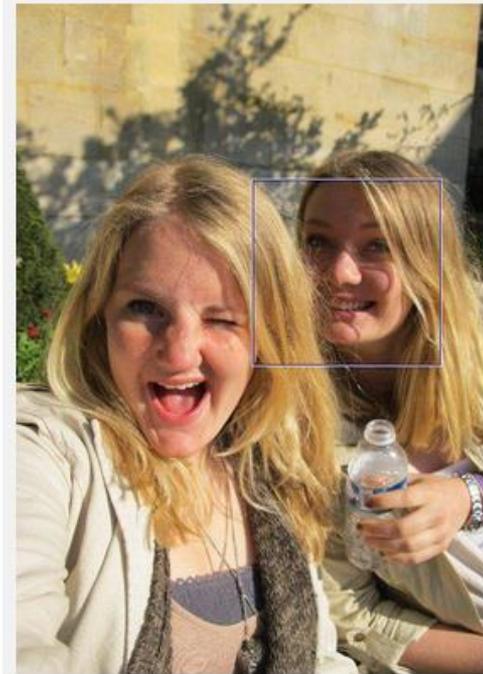
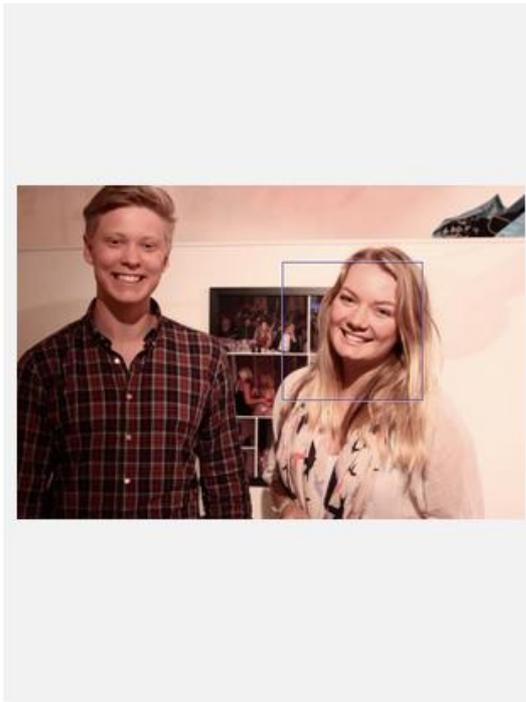
Of all your Facebook friends 16 specified their relationship status.



# Hiccups.

Please Complete a Security Check

Challenge 1 of 5



This appears to be:

- Jasmine Horsey
- Grace Brody
- Yale PostSecret
- Chanthia Ma
- Catherine Shih
- Emma Hammarlund

**Submit** **Skip** (2 skips left)



# Who the hell are you?

Conversation started February 25



**Alan** [redacted]  
hey

1:06pm

have i met you before? haha



**Cason Smith**  
Hey do you hang around Theta Xi?

1:08pm



**Alan** [redacted]  
yep

1:08pm



**Cason Smith**  
I was one of the bids, and im pretty sure i've seen you around haha

1:10pm



**Alan** [redacted]  
wait really? haha

1:15pm

im really bad at this i guess

my bad



**Cason Smith**  
hahaha no worries man

1:18pm



**Alan** [redacted]  
2016 or 15

1:18pm



**Cason Smith**  
16

✓ Seen Feb 25



## Security Check

**Warning! You are engaging in behavior that may be considered annoying or abusive by other users.**

Facebook's systems determined that you were going too fast when adding friends. You must significantly slow down. Further misuse of site features may result in a temporary block or your account being permanently disabled. For further information, please visit our [FAQ page](#).

Enter **both words** below, **separated by a space**.

Can't read the words below? Try different words or an audio captcha.



Text in the box:

# Results.

- Quantifying Friendship
  - Mutual Friends
  - Gender
  - Privacy Settings
  - Relationship Status
  - Sexual / Dating Interest



## Cason Smith

Hey everyone. Thank you for adding me on Facebook. My name is not really Cason Smith. I am a student from a university on the west coast conducting a philosophical and social experiment on what it means to be "friends" with someone.

Here are some fun statistics:

Of the 200 friend requests I sent out, 49 of you accepted my request, despite the fact that I am a complete stranger.

Of the 49 that accepted my friend request, 87% of you were female and 13% of you were male.

Two thirds of you were single.

Have any thoughts? Creeped out? Feel free to share, and thanks for your friendship.





**friend**

**me?**