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

Work and Education

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

Write About Yourself

Basic Info

Birthday: May 11, 1992
Sex: Male

Living

Eugene, Oregon
Current City

Phoenix, Arizona
Previous City
Profiles: Wendy Gilster

Photos of Wendy

Photos

Albums
Profiles: Luke Sky

Luke Sky

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

About

Friends 5

Photos

Map

Likes 2
Profiles: Luke Sky

**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

About

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

Friends 81
Photos 20
Map
Likes 33
Profiles: Amanda Robinson

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
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.

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
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

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.
Process of Blocking

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.
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
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

THIS MEETING IS OVER.