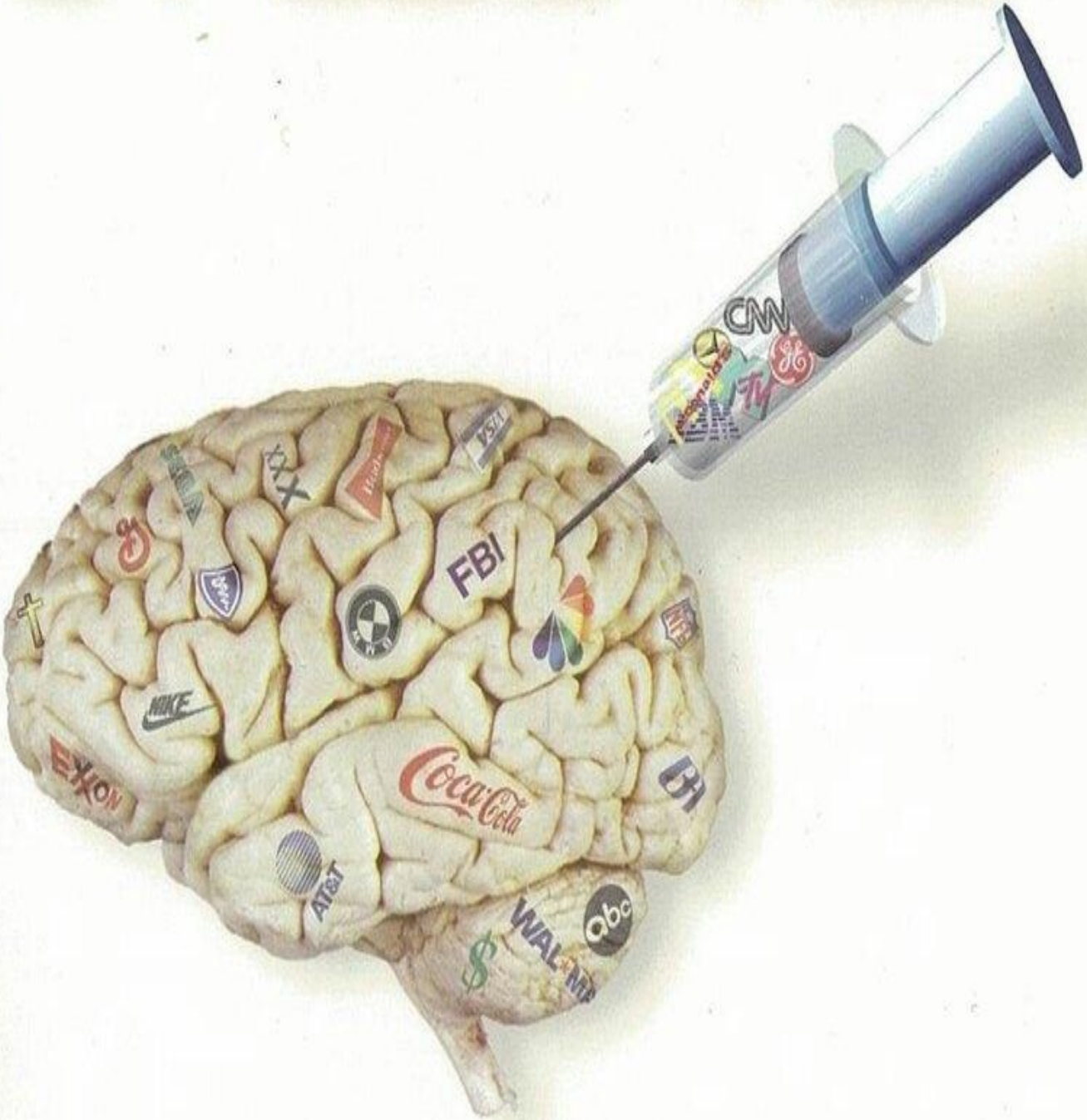


The Facebook experiment is a psychological experiment conducted in 2012 by Facebook, with which the social network tested the emotions of 700,000 of its users.

The essence of the experiment

- Facebook uses various experiments, including a test of the emotional reaction of users of the social network to a particular material.
- So, back in 2012, the social network showed hundreds of thousands of people exclusively positive or negative posts in feeds for a week. Facebook tried to track the psychological impact of emotionally colored posts on users ' mood.
- Facebook did not formally violate any of its information policy, and the news about the experiment caused a mixed reaction from the audience. The company announced the experiment only on June 28, 2014, 2 years later, which caused a strong reaction from the Internet community.

facebook

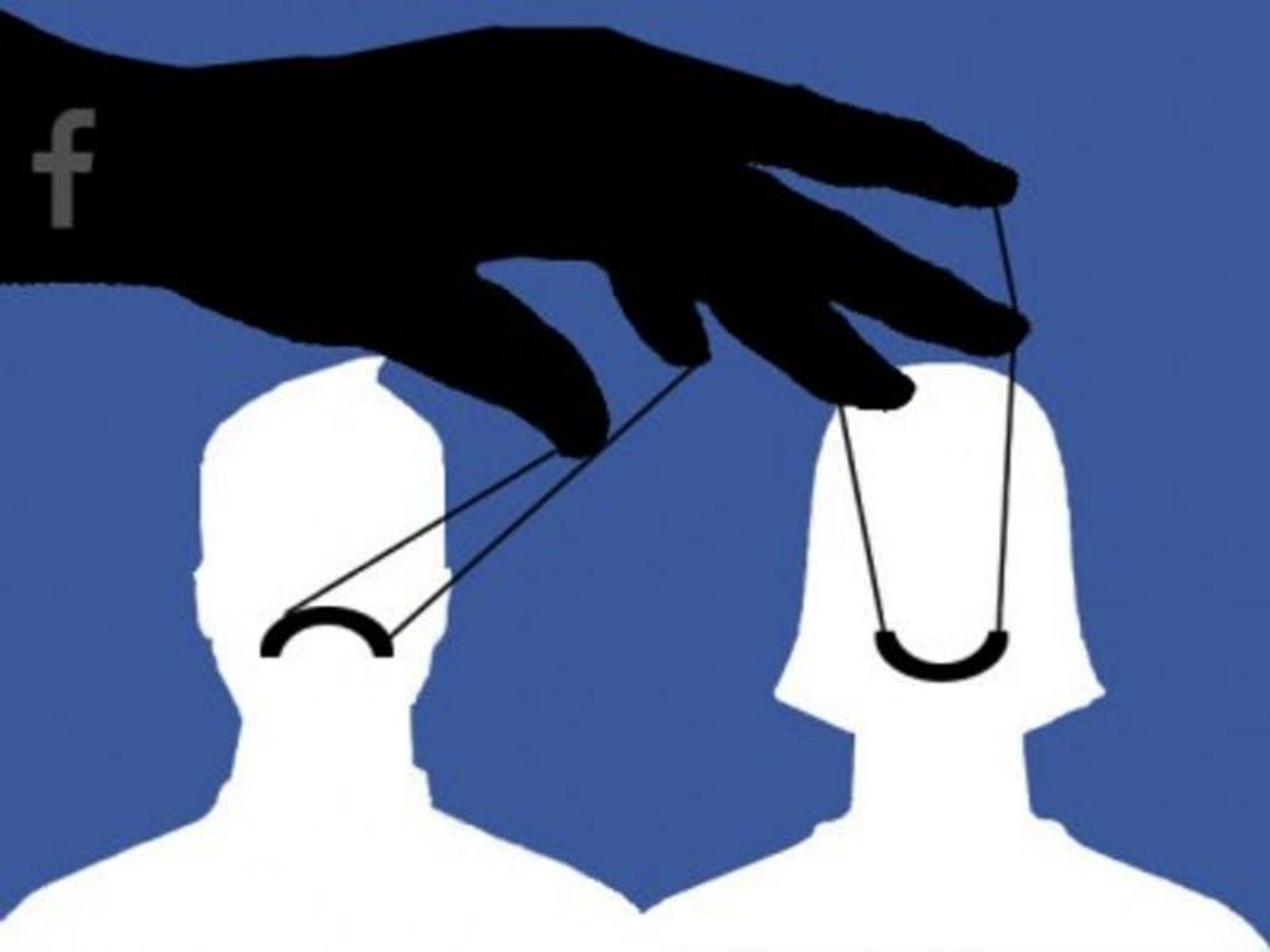


Consequences of the experiment

- it was refuted the opinion of some scientists in psychology that users 'observation of the " successful life " of friends in social networks provokes personal depression;
- positive posts in the news feed – lead to similar positive emotions of a person. The situation is similar with negative posts in the news feed that provoke a negative mood of a person;
- if you clean the feed from emotionally colored posts, the person becomes " less expressive»;
- as a result, it was decided to change the format of the news feed, where the first posts are usually the most emotional and relevant, which encourages other users to show similar activity

Criticism and alternative points of view

- The press service of the social network stressed that it does not share concerns about the study, many authorities have claimed that Facebook violated ethical rights.
- The company's detailed explanation of the results of the experiment did not appease critics who consider it a violation of rights.
- TechCrunch also notes that Mark Zuckerberg's team violated a number of ethical standards.
- Denis Aliyev, the head of the social network "My world", holds a different position, who believes that because of such scandalous situations, it is not necessary to refuse to test users ' emotions.



Role in popular culture

The results of the experiment are not able to affect popular culture. However, the repetition of experiments already conducted for the personal purposes of a social network or other interested persons can change the mood of society, change their consumer preferences, including such areas as cinema, music, art and sports.

Conclusion

Thus, manipulation of the emotional background of social network users is an effective tool that has a high degree of significance, but contradicts many norms of community ethics.



THANK YOU FOR YOUR ATTENTION