

# Media, Sociability and Humanity

# 11 June 2018



# Social Media Landscape 2017







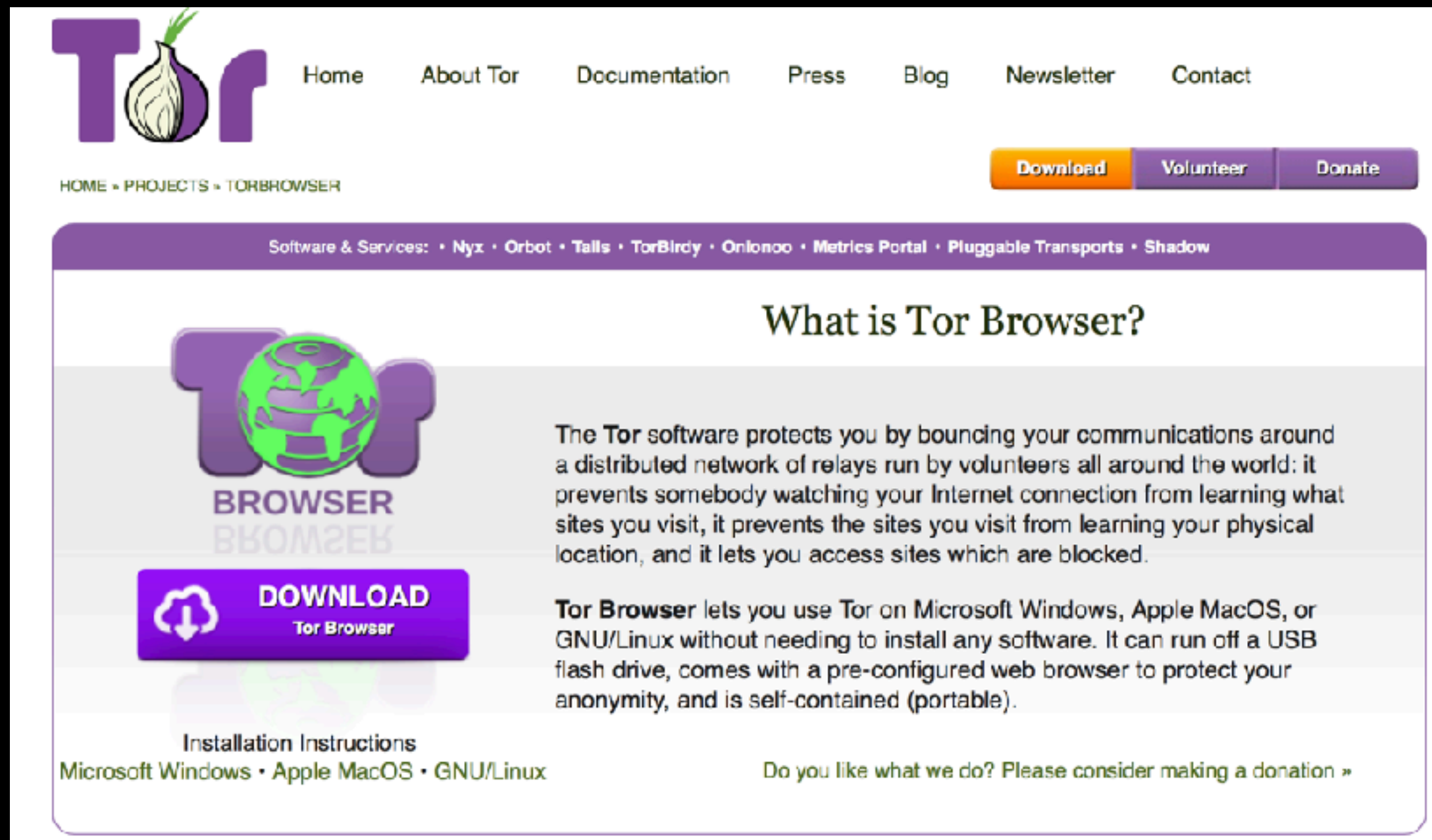




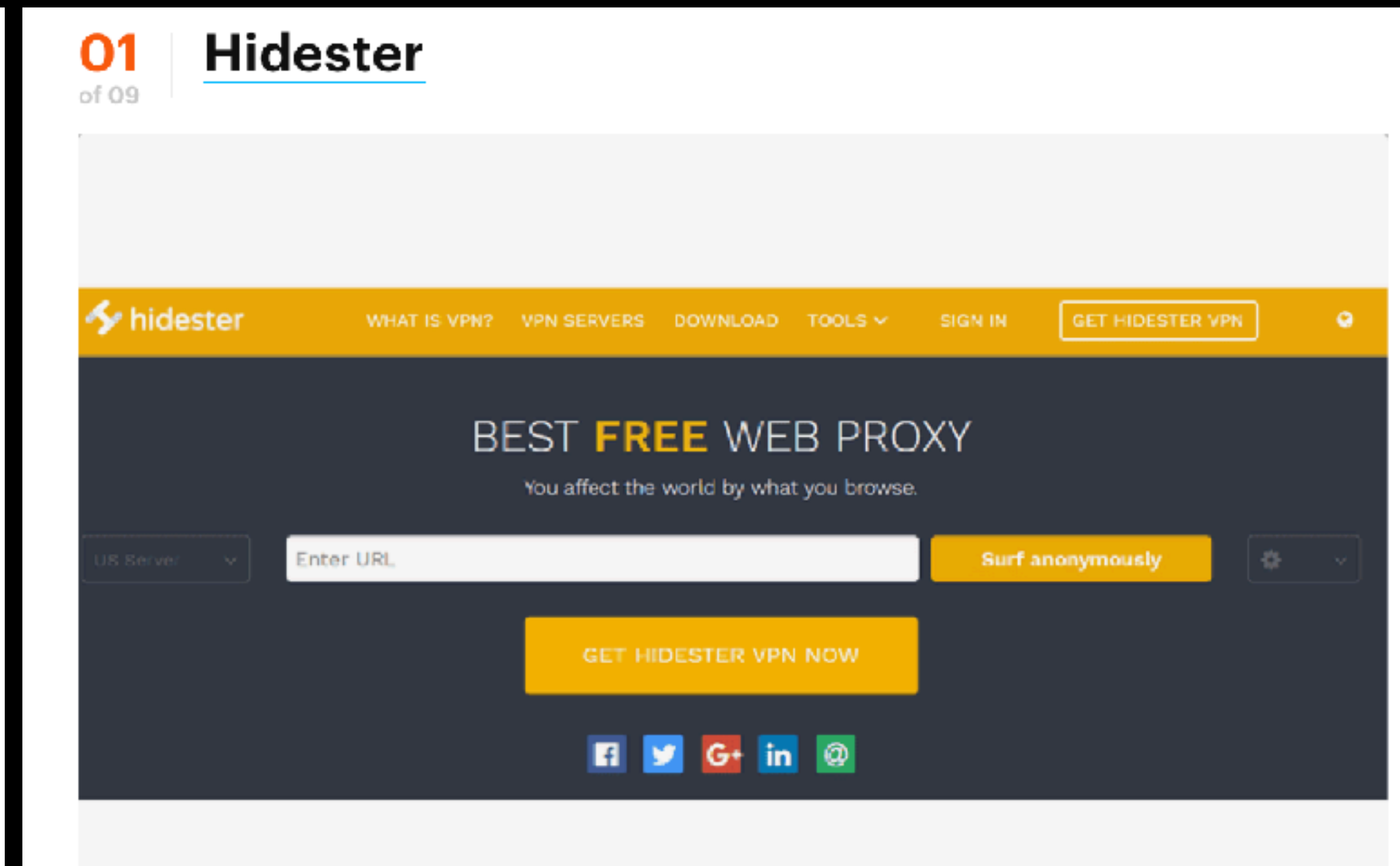
# Shawn Day

# You Can be Proactive (Paranoid?)

- Tor, Cloaking, Encrypting,
- You can actively fight back
- or at least be aware and not give things up willingly



The screenshot shows the Tor Project website. At the top is the Tor logo (a purple onion) and a navigation menu with links: Home, About Tor, Documentation, Press, Blog, Newsletter, and Contact. Below the navigation bar are three buttons: Download, Volunteer, and Donate. A secondary navigation bar lists various software and services: Nix, Orbot, Tails, TorBirdy, Onionoo, Metrics Portal, Pluggable Transports, and Shadow. The main content area is titled "What is Tor Browser?" and features a large image of the Tor Browser logo. To the right of the image is a text block explaining that Tor software protects users by bouncing communications around a distributed network of relays. Below the text is a "DOWNLOAD Tor Browser" button. At the bottom, there are links for "Installation Instructions" for Microsoft Windows, Apple MacOS, and GNU/Linux, and a link to "Do you like what we do? Please consider making a donation »".



The screenshot shows the Hidester website. At the top is the Hidester logo (a red "01" and the word "Hidester") and a navigation menu with links: WHAT IS VPN?, VPN SERVERS, DOWNLOAD, TOOLS, SIGN IN, and GET HIDESTER VPN. Below the navigation bar is a large section titled "BEST FREE WEB PROXY" with the tagline "You affect the world by what you browse." This section contains a form with a "US Server" dropdown, an "Enter URL" input field, and a "Surf anonymously" button. Below the form is a "GET HIDESTER VPN NOW" button. At the bottom of the section are social media icons for Facebook, Twitter, Google+, LinkedIn, and Instagram.





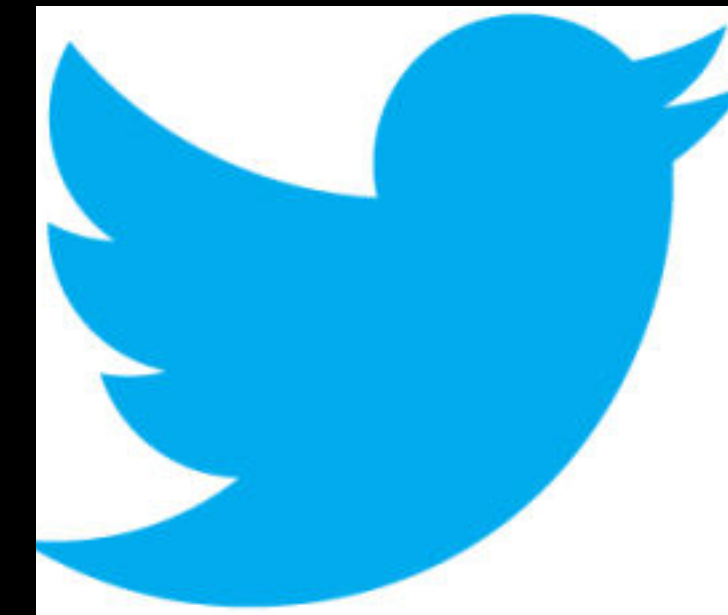






# Behaviour Modeling

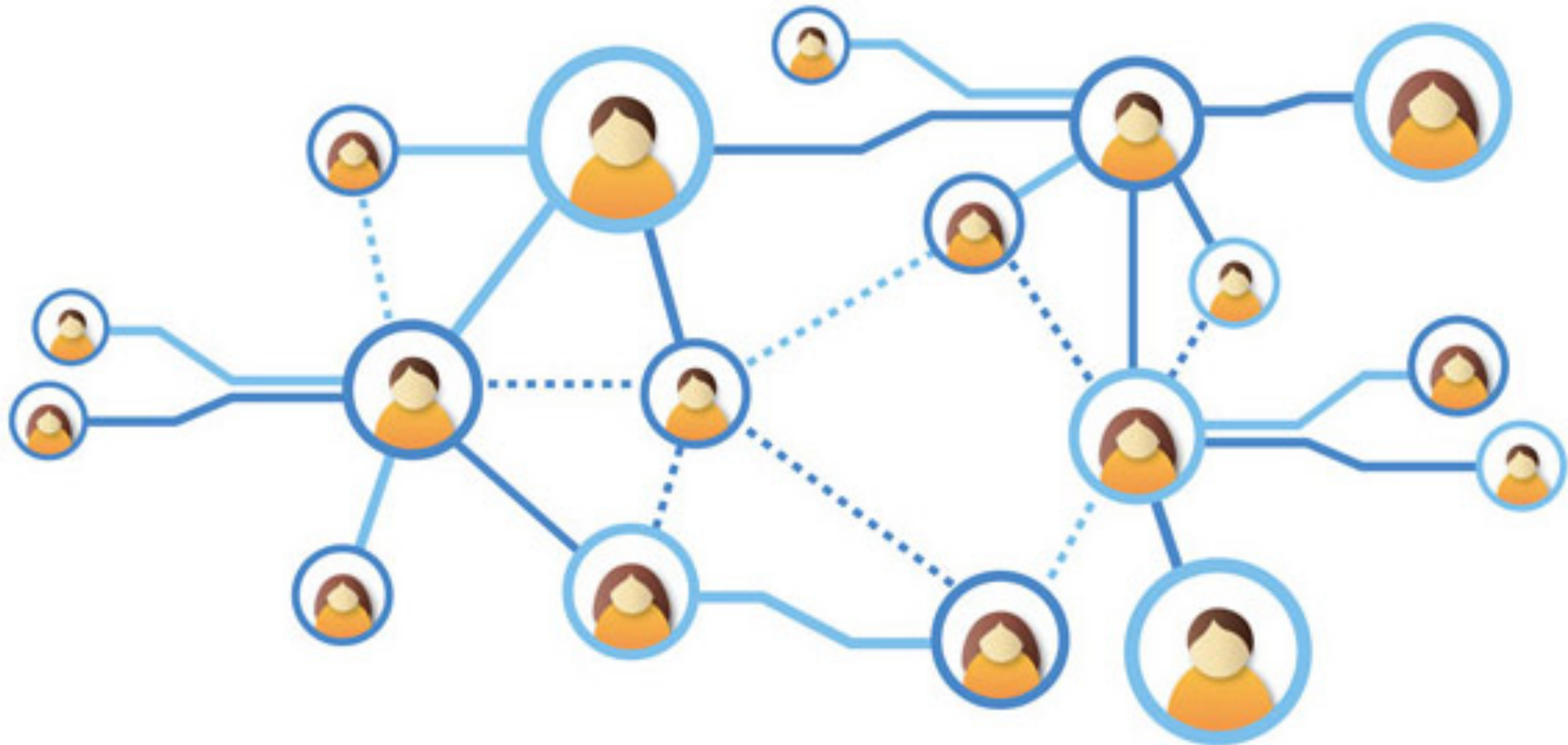
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- “like this” - “don’t like that”
- ‘Can you believe?’
- ‘Take a look at that’ - ‘Isn’t that mad?’
- Worried, scared, happy, sad, angry, estatic ....
- Big, Big, Data —> Algorithms —> Profile

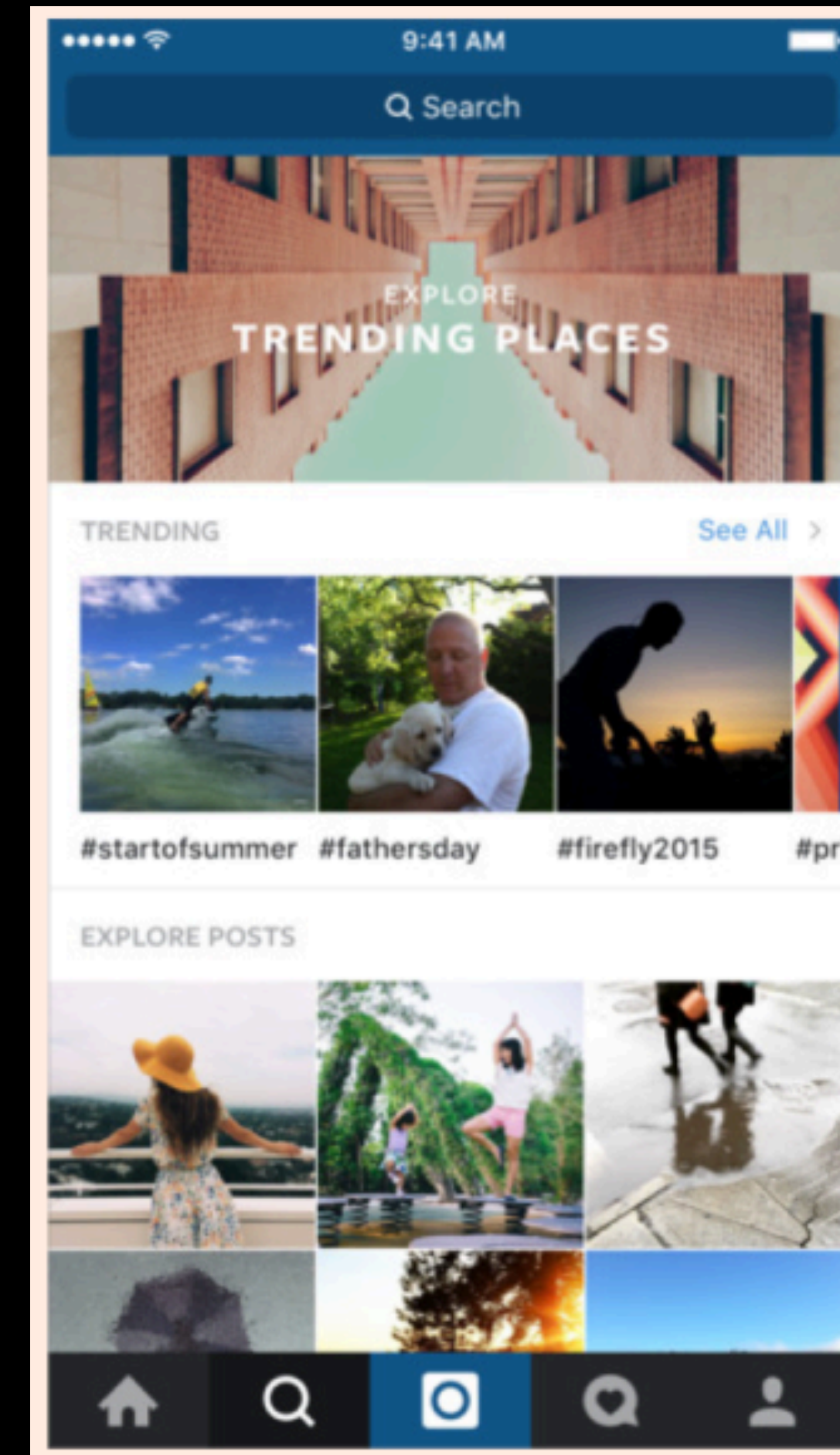
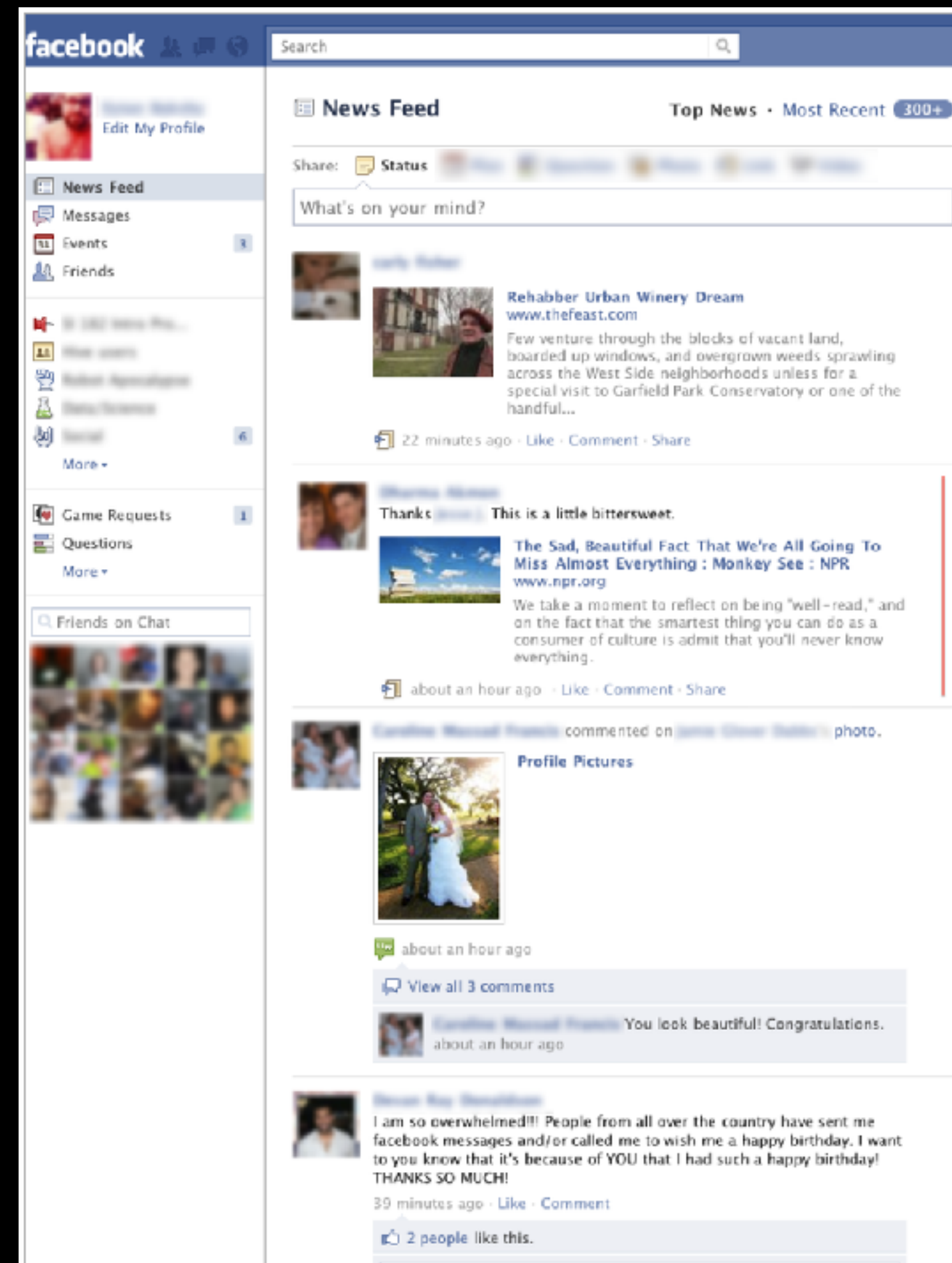
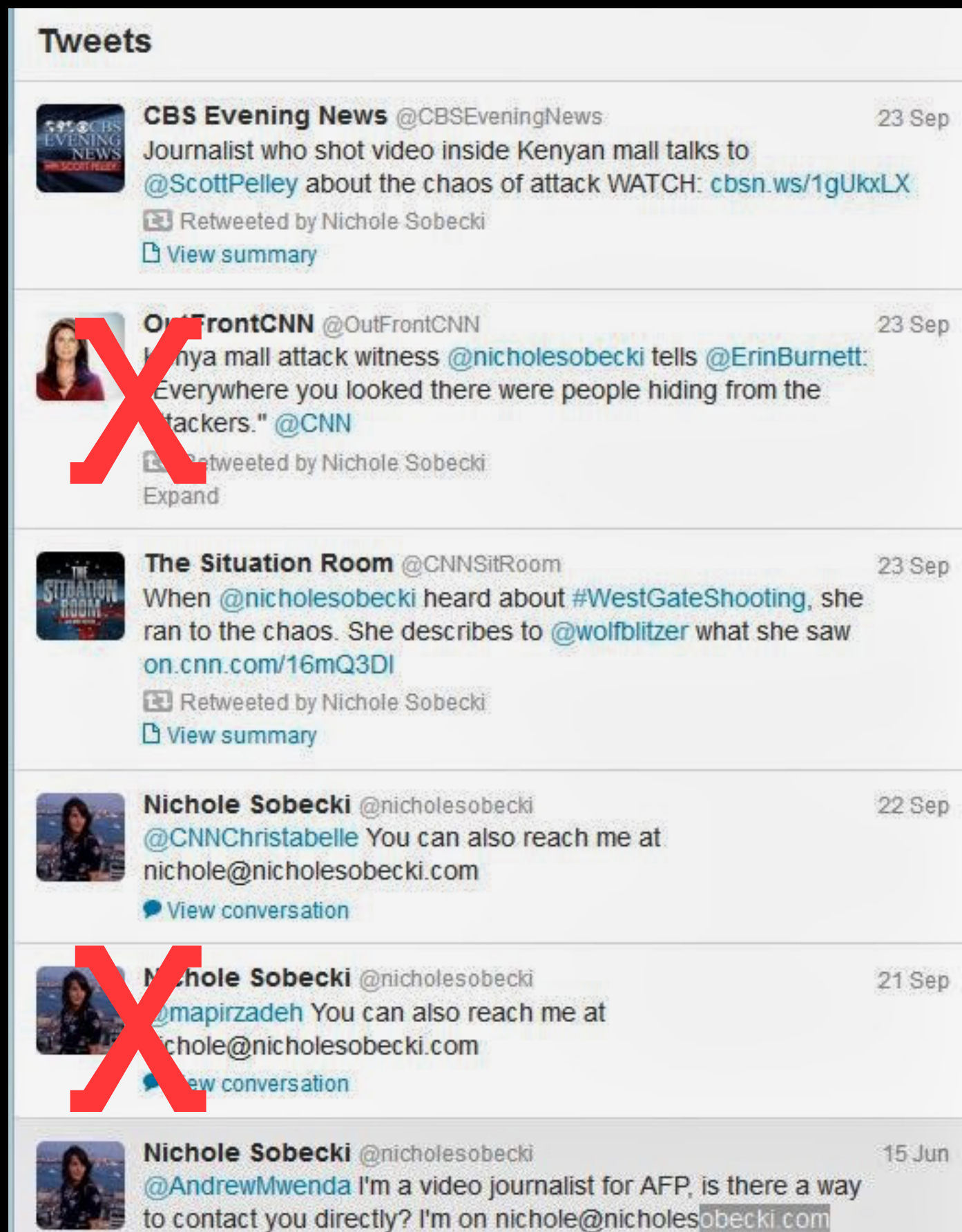


# Reading the Graph





# Behaviour Shaping



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# What Possible Outcomes?

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- What You Buy
  - Who You Date
  - How You Vote
  - What Career You Pursue
  - How You Raise Your Kids
  - What Seems Right
  - What Seems Wrong
- 
- Do You Want to Surrender this Power?



# What Can We Do?

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- Be Aware
- Ask Questions —> Kialo, Perspecs
- Seek Multiple Sources
- Read the Terms and Conditions
- Read Longer Articles —> Medium, the Conversation
- Put the Mobile Down
- Try Leaving for a Short Time - See What Happens

## Detox your Digital Self

### THE 8-DAY DATA DETOX

The Data Detox Kit is an 8-day step-by-step guide on how to reduce data traces online. Each day has a different focus - from cleaning up your apps, to social media, to your phone's connectivity - informing you of the data processes, walking you through some changes you can make, and giving you a small challenge at the end of each day.

The Data Detox Kit was originally produced as a printed toolkit for The Glass Room NYC and was later adapted for the [The Glass Room London](#). It is presented by Mozilla, with concept and content by Tactical Tech.

In November 2017, alongside The Glass Room London, Tactical Tech launched the Data Detox Kit web app version, creating an easily accessible, interactive toolkit that can be shared far and wide. [Have a go at the online version here.](#)



# Kialo - Changing Our Perspective

The image is a collage of four screenshots from the Kialo platform, illustrating different features and discussion topics.

**Top Left Screenshot:** Shows a discussion titled "Should U.S. Presidents Have the Power to Issue Pardons?". The interface includes a video thumbnail, a "Discussion Topology" sunburst chart, and a user notification "jds accepted a suggestion 19h".

**Top Right Screenshot:** Shows a discussion titled "Should There be a Universal Basic Income (UBI)?". It features a linear discussion topology with a progress bar, a "Follow" button, and a "Share" button. Below the title, there are two columns: "Pros" and "Cons".

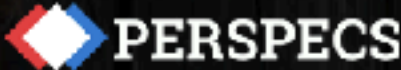
**Bottom Left Screenshot:** Shows a discussion titled "Should churches pay tax?". It includes a video thumbnail and a "275" count.

**Bottom Right Screenshot:** Shows a discussion titled "Is Islam compatible with feminism?". It includes a table of "Top Contributors" and a "Discussion Topology" sunburst chart.

Top Contributors	Claims	Actions
DailyReality	7	12
MoonToothRulesProgRock	5	8
mrsjobs	3	59
JeffDG	3	11
paulmwillson	3	8



# Perspecs - Changing Our Perspective



HOME READ ABOUT CONTACT US f t


### About Perspecs

Perspecs is a new free app that curates the top news stories from a variety of established regional, national and international news sources. Unlike traditional aggregators and news curation services, Perspecs goes a step further and offers readers polarised opinions of the same story.

How these opinions are categorised can vary. For political stories this could be in the form of 'left', 'background', 'right'. For review items the categories could be 'negative', 'neutral', 'positive'.

Readers often stick to their regular sources of news therefore often only ever seeing one side of a story. Perspecs will give the opportunity to see things from a different perspective and allow you to form your own informed opinion.

Perspecs will publish 1 edition per day and each edition will be packed with a variety of interesting and sometimes



HOME NEWS POLITICS BUSINESS SPORT TECH ENTERTAINMENT HEALTH

## Reinstate Russia to G7?

Trump says yes, G7 leaders say no


READ

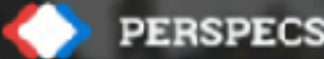
NO BACKGROUND YES

PERSPECS

### Why Russia won't be making it G8 anytime soon

2018-06-11






### A news app like no other

Three sides to every story

AVAILABLE ON THE App Store

GET IT ON Google play

 **UCC**  
University College Cork, Ireland  
Colaiste na hOllscoile Corcaigh



# The Conversation

## Analysis and Comment



As a nation, we drink 679m litres of the stuff every year. shutterstock

### Young people in the UK drink more energy drinks than any other countries in Europe

Amelia Lake, Teesside University and Shelina Visram, Newcastle University

Children in the UK drink more energy drinks than in any other country in Europe — and many parents are unaware of the health risks.

### How to reduce rail chaos using maths

Stephen J Maher, Lancaster University

Mathematical software designed to predict multiple outcomes could have helped reduce severe rail disruption.

### AI is acquiring a sense of smell that can detect illnesses in human breath

Andrea Soltoggio, Loughborough University

## Research and News

### The Editor, on a landmark for The Conversation

Stephen Khan, *The Conversation*

The Conversation launched its first international edition five years ago. It continues to grow.

[More Research and News](#)

## Podcasts

### The Anthill

A themed podcast unearthing stories from the world of academia.

**IN DEPTH  
OUT LOUD**

Long reads written by experts, read aloud.

[More](#)

## Long reads



Stephen Khan  
@StephenKhan

Italy's new government is on a collision course with EU fiscal rules – it's time for eurozone reform [theconversation.com/italys-new-gov...](https://theconversation.com/italys-new-gov...)

[Embed](#)

[View on Twitter](#)

## Research and Expert Database



Find experts with knowledge in:

e.g. Cyber security

[Search](#)

**Popular:** food, water, transport, health, and energy.

**Global  
Perspectives**



## Editors' Picks





## Events

ALBERT WOLTERS PUBLIC LECTURE WITH PROFESSOR ELIZABETH LOFTUS — University of Reading





# Medium - Read More, Read Deeper







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## Trust Issues


In Medium's first themed digital magazine, we'll be publishing stories, from the exalted to the mundane, about the state of trust in 2018.



### We All Have 'Trust Issues'

Introducing Medium's first monthly (digital) magazine


Siobhan O'Connor  
Jun 4 · ★ 2 min read



### The Lifespan of a Lie

The most famous psychology study of all time was a sham. Why can't we escape the Stanford Prison Experiment?

Ben Blum  
Jun 7 · ★ 29 min read





**“Acknowledging that experience exists might make us kinder, since we understand people to be more than machines.**

**We might be a little more likely to think before hurting someone if we believe there’s a whole other center of experience cloaked in that person, a whole universe, a soul.”**

**- Jaron Lanier**



# Thank You

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