

ORDINARY AFFECTS OF FACEBOOK

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Volume 1

Facebook algorithms are strange and often behave in unexpected ways. Social scientist Taina Bucher describes “the algorithmic imaginary” as ways of thinking about what algorithms are, what they should be, and how they function. It’s crucial that we understand how automated systems makes people feel if we want to understand their social power.

Had a conversation about fishing for seabass. Sponsored content about deep sea fishing tackle.

When you try to deactivate facebook and it shows you the screen of all the people that will "miss you"

Have you ever felt “creeped out” by an interaction you had with Facebook’s algorithm?



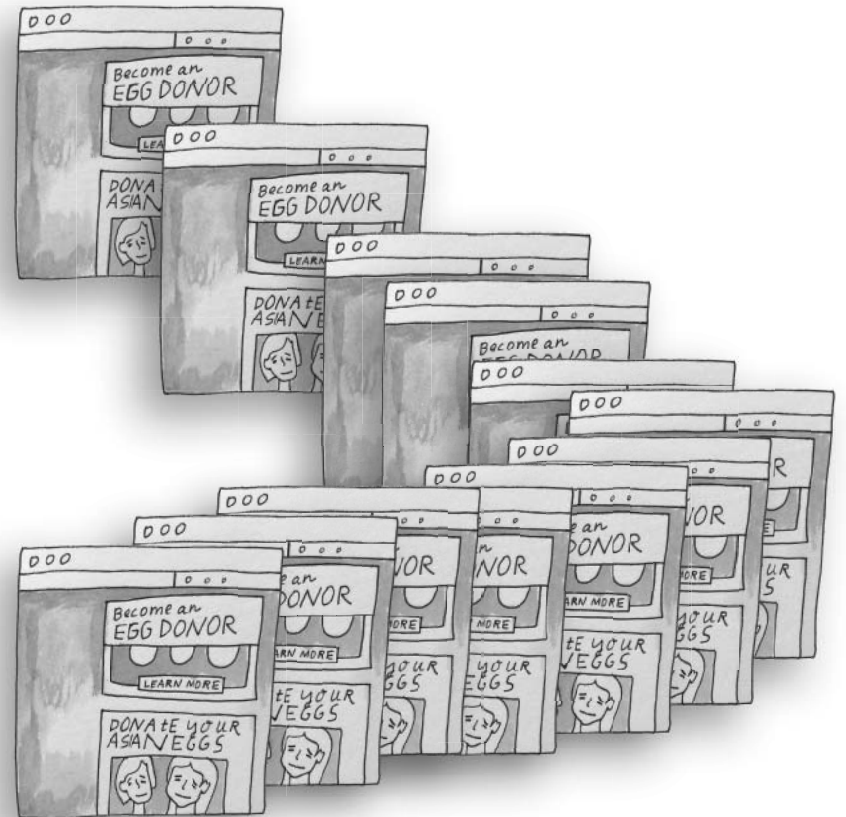
In 2017, I asked 58 strangers, friends, and colleagues to respond to this question. Here are some of their anecdotes - in their own words.

I've had weird ads that are for baby products, which doesn't apply to me at all. It's like facebook is trying to tell me what I should be interested in, which is weird.



I'm an Asian woman and I constantly receive Facebook ads targeted to Asian women,

e.g. "donate your asian eggs."





I met a person irl and later that night facebook suggest that i friend her....how did they know i just met this person? no photos taken...



**It's weird when
Facebook
recognizes my face.**

When FB suggests that I add random guys I've had one night stands with.

I was once performing some basic Google research for a client on a very confidential matter



and was disturbed to find targeted ads on my personal Facebook account that related to the matter I had been researching.