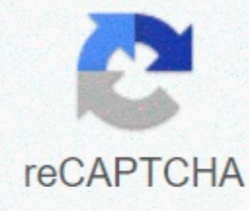




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Jennifer golbeck the curly fry conundrum

Do you like curly french fries? Did you like them on Facebook? Check out this conversation to learn the surprising things that Facebook (and others) can learn about you from your random Likes and Shares. Computer scientist Jennifer Golbeck explains how some technology apps aren't so cute - and why she thinks information control should be returned to its rightful owners. Before 8:00 .m 10/2 on Thursday, watch the video, comment on it and/or get involved with other comments. Spokeswoman Jennifer Golbeck is director of the Human-Computer Interaction Laboratory at the University of Maryland. Her work focuses on how to improve and improve the way people interact with their own information online. A summary two years ago, the Story of Target spread to the news. The retail giant's postal system sent a 15-year-old girl pregnancy-related discounts and got some delay from her father. Turns out the girl was actually pregnant, but she hasn't told her parents yet. By viewing small behavior patterns, such as buying extra vitamins or larger handbags, Target has been able to make very accurate predictions about its customers. Jennifer's lab does similar work and can predict things like political advantage, intelligence, age, just using Facebook. One study was done only using people's Facebook likes (I watch which pages they like). A list of the top 5 likes, which suggests high intelligence, showed that one of these likes is actually for side curly french fries. For? Because the performance of the like is reflected back to the attributes of other people he likes. If someone has intelligently created a page like their friends who like the site, they are probably also smart. The problem is that people don't really have any power over how this data is used. Jennifer says that if she wanted to, she could quit and start a new company, sell H.R. reports to companies that predict how well you work in teams or whether you use drugs or not. It's definitely something you'd like to control. The solution it proposes is to develop mechanisms that tell users how risky certain online actions are. By sharing this personal information, you've improved my ability to predict if you're using drugs. Although the work he does depends on the use of precisely this information, I would prefer to see a user base that is educated and informed. It aims not to provide information about users, but it is to improve the way people interact online. Social media has enabled companies to collect personal data that can be used to predict patterns of behaviour. For example, a company can determine your interests and habits by what you like on Facebook. Algorithms can predict if you are a drug user, alcoholic, pregnant, trusting other people, young, old, healthy, or These samples are interesting correlation between intelligence and curly french fries called Curly Fry Conundrum. The Curly Fry Conundrum study shows that there is a strong correlation between intelligence and those who like curly fries on Facebook. Many users feel that their sensualityfully irrelevant actions are being monitored to anticipate more specific specificities. This opens up a new opportunity for employers to use consumer information to monitor employees or job candidates without their knowledge. It's important to be aware of how much personal information you share online. You never know if companies collect your personal information to build an online profile about you or who might one day be looking at your online profile. Check out Parallel Interactive's Video, a San Diego-based digital marketing agency, with a team of experts to help connect social media with your full-fund digital marketing strategy. Contact us to begin. See discover the participation of The Involved on

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