

Pre-Coded

The way the web shapes our behaviour

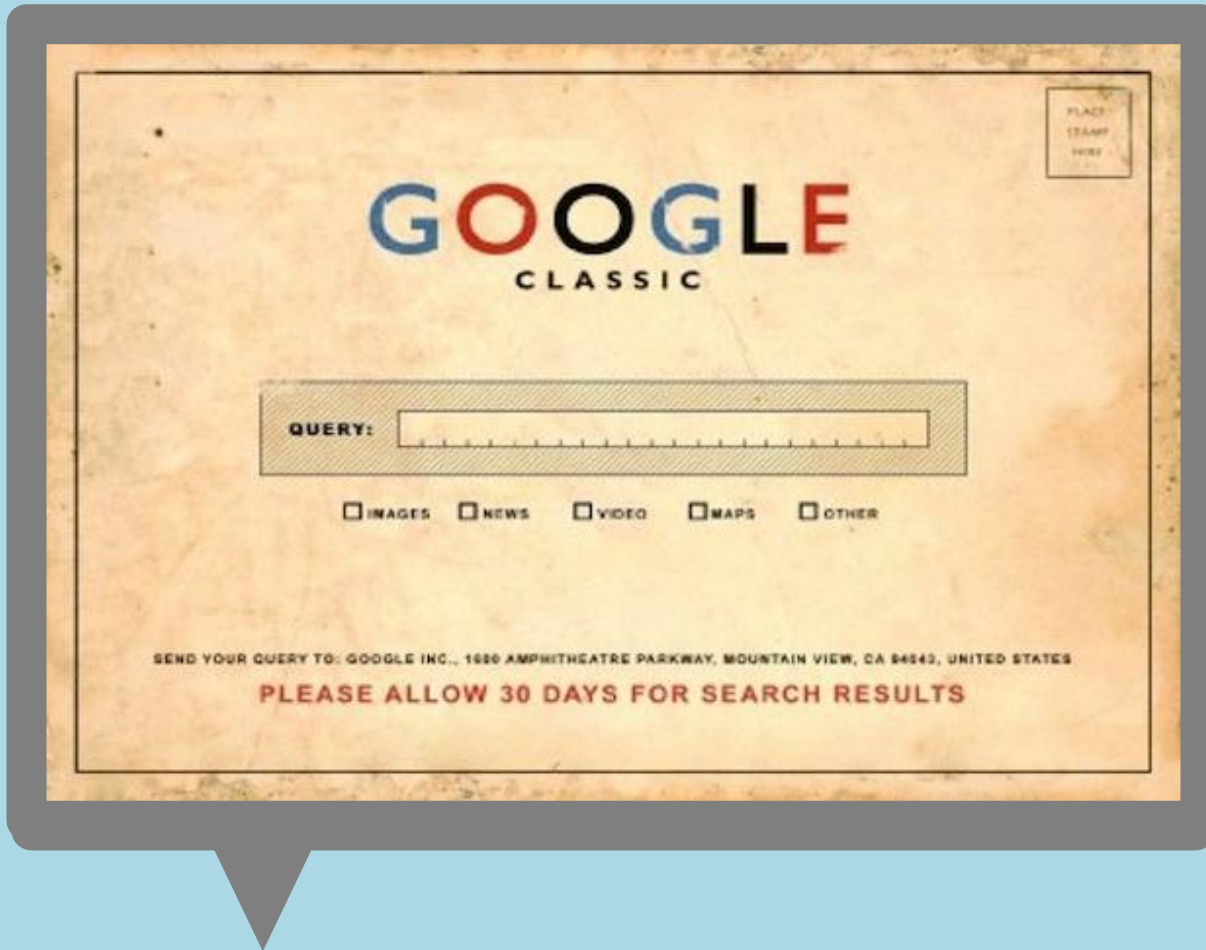
Rathenau Instituut

drinking water
veranderende
de
technology
R



EVERYDAY CHOICES

Aided by software



ITS EASY

How about finding information without Google

- **Micro: Direct user interaction**
- **Meso: Motives driving designs**
- **Macro: Trends and societal effects**

PRE-CODED

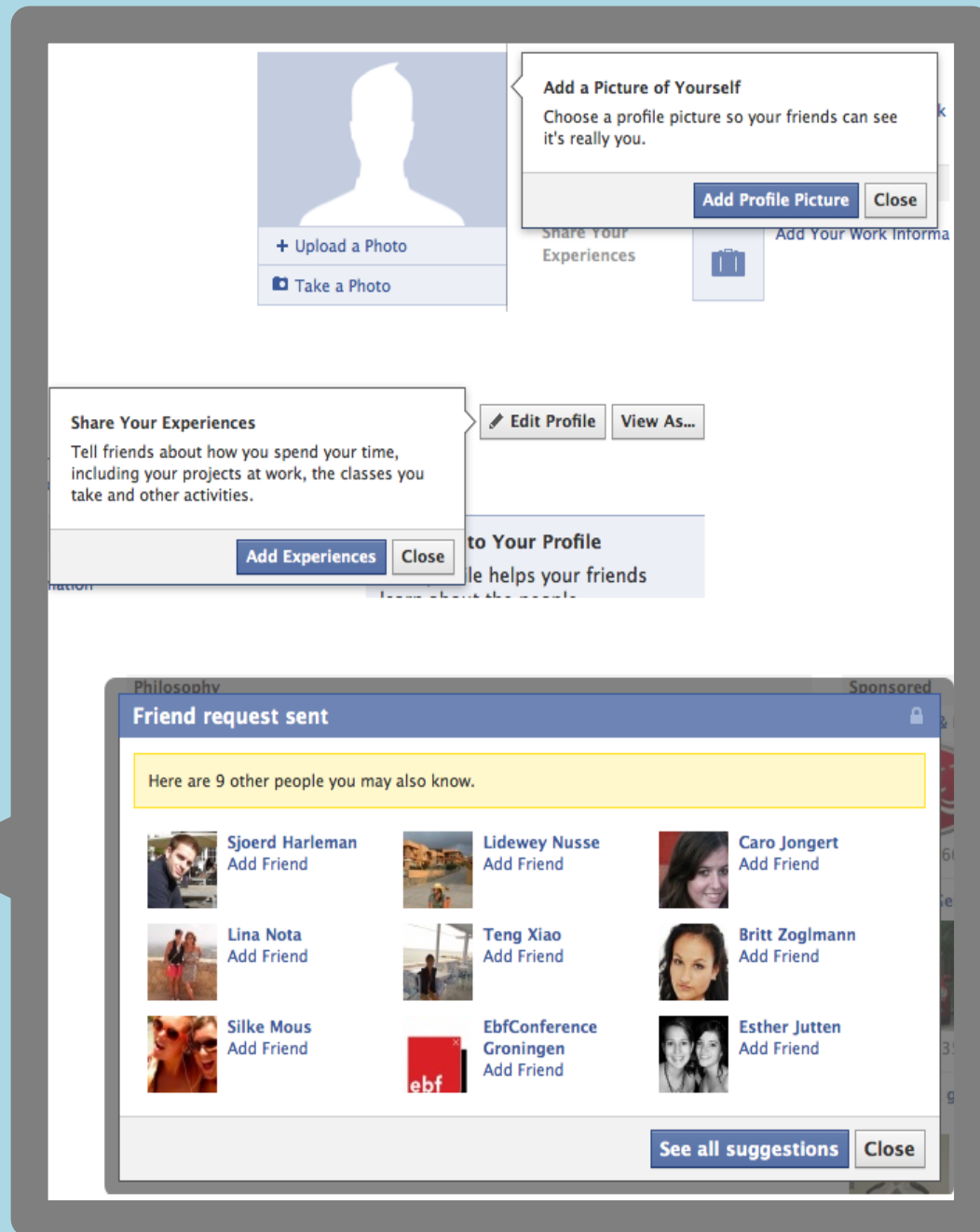
Analysis Levels

Micro Level

DIRECT USER INTERACTION

SOCIAL NETWORKING SITES

Sharing & Connecting



facebook

Hi Jelte,

You haven't been on Facebook for a few days, and a lot happened while you were away.



1 friend request



1 message



13 notifications



Willem Van Der Schans, Deborah Meibergen, Wytse Bierens de Haan, and 4 other friends have posted statuses, photos and more on Facebook.

You have missed some popular stories:



Randy Boer likes Rokus Wilmink's photo.



Jerom Timmer commented on Annefleur Stickel's status.

[Go to Facebook:](#)

[See all notifications](#)

COME BACK

You're missing interesting stuff

NEWS FEED



Tim Miller

reading... and enjoying it... wow

11 hours ago · Like · Comment

Sheila Heady and 2 others like this.



Alyssa Miller PUT DOWN DEM WORDS

9 hours ago · Like

Write a comment...



Rob Lee

brown eyed girl

3 hours ago · Like · Comment

Alyson Del Paggio likes this.

Write a comment...



Tj Kelly

Facebook mobile doesn't seem to filter your news feed the way the full site does. People show up in my mobile news feed that I never see in regular.

about an hour ago via iPhone · Like · Comment

View all 7 comments



Tj Kelly I understand the web interface's news feed filtering and its recent changes. I'm only commenting on how that filter doesn't seem to apply to mobile.

18 minutes ago · Like



Anthony Leonardi I don't believe you. screen shots plz

15 minutes ago · Like

Write a comment...



Nate Gaul commented on Carolyn Kelly's status.



Carolyn Kelly that's how I roll...awkwardly.

7 hours ago · Like · Comment

Nate Gaul and 9 others like this.

View all 3 comments



Nate Gaul awkwardwy

7 hours ago · Like

Write a comment...



Evan Girouard

who wants to play poker with me tomorrow?

8 hours ago · Like · Comment

Jeff Langan likes this.




Jenna-Lee Carreiro Poker? I barely even know her!

7 hours ago · Like · 1 person

Write a comment...

ONLINE LOVE

Dating Sites












als het om daten gaat

Singles to date!

Hallo Franky_vdEs,

Op basis van jouw zoekcriteria op Lexa.nl, stellen we je graag voor aan deze singles to date!

 <p>31 jaar Roosendaal Noord-brabant</p> <p>Schrijven Zien</p>	 <p>32 jaar Zevenbergen Noord-brabant</p> <p>Schrijven Zien</p>
<p>Ik zal me in het kort proberen voor te stellen. Ik ben een vrouw die weet wat ze wilt in haar leven, en voor de toekomst. Ik zoek daarom een man die lekker in zijn vel zit, en me aan kan vullen. Ik...</p>	 <p>28 jaar Tilburg Noord-brabant</p> <p>Schrijven Zien</p>
 <p>35 jaar Rijsbergen Noord-brabant</p> <p>Schrijven Zien</p>	 <p>31 jaar Eindhoven Noord-brabant</p> <p>Schrijven Zien</p>
 <p>29 jaar Waalwijk Noord-brabant</p> <p>Schrijven Zien</p>	 <p>31 jaar 's-hertogenbosch Noord-brabant</p> <p>Schrijven Zien</p>
 <p>22 jaar Nuenen Noord-brabant</p> <p>Schrijven Zien</p>	 <p>27 jaar Rijen Noord-brabant</p> <p>Schrijven Zien</p>

Groeten van het team van Lexa.nl!

[illegible]

Meso Level

MOTIVES DRIVING DESIGN

Mark has the new timeline.

[Get Timeline](#)[Learn more](#)**Mark Zuckerberg**[✓ Subscribed](#)[Message](#)

- Founder and CEO at Facebook
- Studied Computer Science at Harvard University
- Lives in Palo Alto, California
- Knows English, Mandarin Chinese

[About](#)[Photos](#)[Map](#)[Subscribers](#)

6

Now

[January](#)[December](#)[2011](#)[2010](#)[2009](#)[2008](#)[2007](#)[2006](#)[2005](#)[2004](#)[Born](#)

Sponsored

Hot WheelsYou liked us then.
LIKE us now.

Like · Austin Jones likes this.

Bearded BeanieDesigned to keep
your head and face
warm the Beardo is
the world's first
bearded beanie. Join
Fab.com and save
38% instantlyF Ormula Dynamics N
likes Fab.com.

TIMELINE

A new way to stimulate interaction

There has been a lot of discussion recently about whether social networks give you a more diverse perspective on the world through helping you see more people's opinions or whether they're more of ...[See more](#)

More Recent Activity



Mark likes George Takei.

**Mark Zuckerberg**

18 January

The internet is the most powerful tool we have for creating

July 2008

home account privacy logout

Requests

1 friend request


G 4 (lil) green patch requests


43 other requests


Notifications

13 new notifications

August 2008

Settings  Logout Search

 Account Settings

 Privacy Settings

1 friend request **G**

43 other requests

Notifications

13 new notifications

February 2010

Home Profile Account ▾

 **Ben Light**

Edit friends

Account Settings

Privacy Settings

Application settings

Credits balance

Help Centre

Log out

LOG OUT

Where did my button go?

Zet 6 leuke foto's op je profiel om jezelf te presenteren.

12%

Je profiel is compleet! Beantwoord een vraag om het nog leuker te maken

100%

Nog geen matches?

Nog geen matches? Heb je je [Profiel](#) volledig ingevuld? Alleen met een volledig profiel kunnen we matches voor je vinden.

[Ga nu naar je profiel](#)

Inbox

→ Ontvangen

Verstuurd

Je hebt nog geen berichten ontvangen. Misschien een idee om zelf iemand een berichtje te sturen?

QUALITY SINGLES

For users as well as dating sites



THE IDEAL PARTNER

Only one click away?



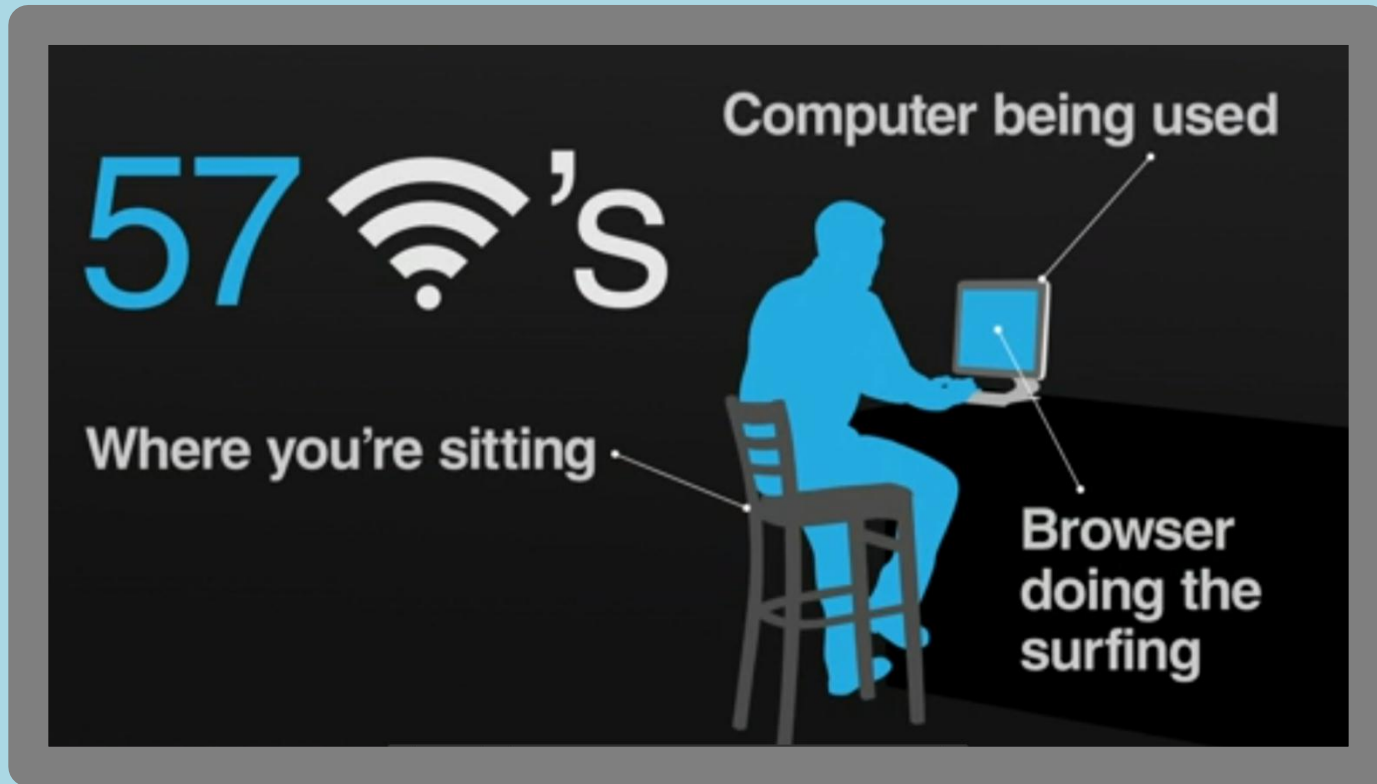
One account to rule them all

Macro Level

TRENDS & SOCIETAL EFFECTS

- **Identity Providers**
- **Walled Garden**
- **User Lock-in**

MONOPOLISATION



PERSONALISATION

57 Variables are used to personalise search results



EGYPT OR EGYPT

Filter bubble discontents



FAVOURITES

News Feed

- Messages 43
- Events 8

GROUPS

- New 20+
- Wint 5
- SETU 20+
- CULT 20+
- Cult I 20+
- Nach 20+
- Timm 20+
- OneF 7
- Vrien 20+
- Zwen 20+
- Crea

APPS

- App Centre
- Photos
- Games Feed 20+
- Pokes 1

PAGES

MORE

Update status Add Photo / Video Ask Question

What's on your mind?



Mat

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See t

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Facebook Friend Rankings

Bookmarklet by Jeremy Keeshin

Anne	-1.7808117163086
Tony	-1.749365
Marni	-1.749365
Annie	-1.749365
Alexa	-1.749365
Marie	-1.749365
Geert	-0.15371192382812
Dirk I	-0.14688532470703
Marti	-0.13008722900391
Zeph	-0.11537598632812
Max I	-0.074299265136719
Anou	-0.059393564453125
Susa	-0.05880103515625
Rajat	-0.056499582519531
Franç	-0.04883912109375
Marc	-0.047607736816406
Sevin	-0.047529916992187
Rand	-0.046604135742187
Jelle	-0.041184030761719
Davie	-0.039432077636719
Thisk	-0.033678720703125
Peter	-0.029808176269531
Lion	-0.029297495117187
Freek	-0.023392526855469
Nhun	-0.020739084472656
Seth	-0.020245737304687
Donc	-0.020245737304687
Nels	-0.01914869140625
Mark	-0.018824167480469
Lisan	-0.018340341796875
Roos	-0.016521555175781
Willer	-0.014904855957031
Roos	-0.014194528808594



ts and 2 others

week

know

See All

Tjepkema
d Friendne Vogel
d FriendKanters
ual friends
d Friend

See all

markt NL

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en?
ons en stem voor de BTW
EE...Media Markt NL |
19% BTW Weg
Ermeel

s Page

geldzaken

h tot Zwitserleven en daar
og Aviodrome, BNR,
casino, RTL en Saf...

s Page

ction

Bond-fans opgelet! De
Bond 50th collection is nu
verrijgbaar op Blu-ray!
Klik hier!

2012

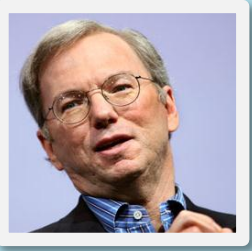
Klik hier voor de vele
leuke aanbiedingen uit de

BEST FRIENDS

According to Facebooks algorithm

“I ACTUALLY think most people don’t want Google to answer their questions, they want Google to tell them what they should be doing next.”

-NewYorkTimesInterview



ERIC SCHMIDT

PERSONAL ASSISTANT

Algorithmic information assistants



Conclusions

BRINGING IT BACK TO THE USER

j.timmer@rathenau.nl

THANK YOU

Rathenau Instituut

