



Fakebook – A Facebook Simulator

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Overview

- Facebook simulator
- Researchers have full control over the initial content of the website
- Provides full information of the user's interactions and behaviour

Experiment Setup

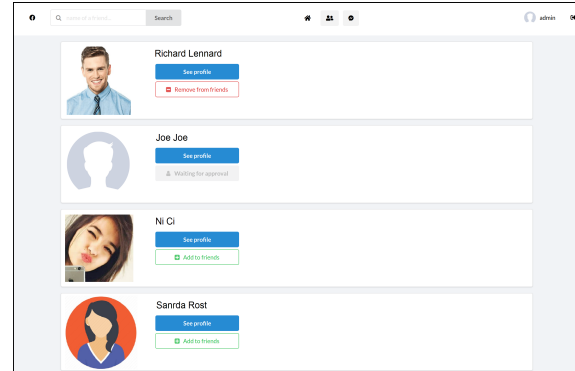
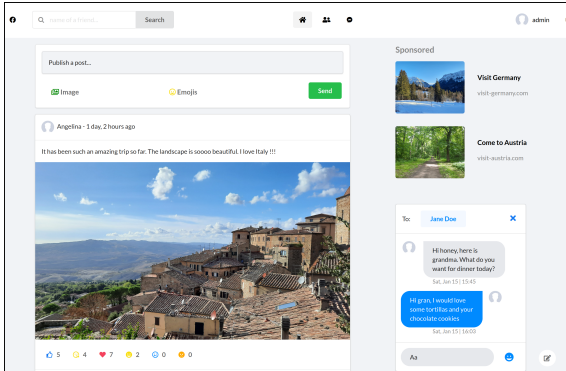
- Get access to the provided server setup
- De/Activate desired **features**
- Create initial **posts**
- Chose, upload and tag the **Advertisements**
- **Create users** for real test persons and fake user

- **Run** the experiment(s)
- **Download** the database

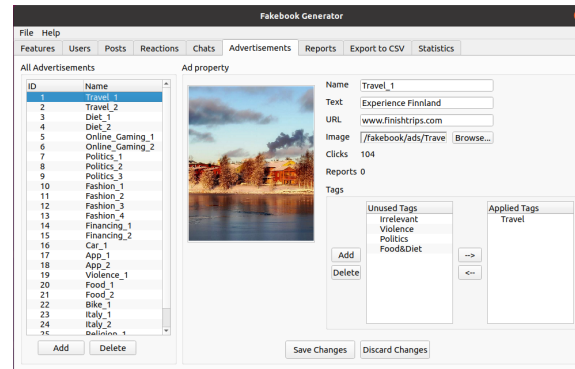
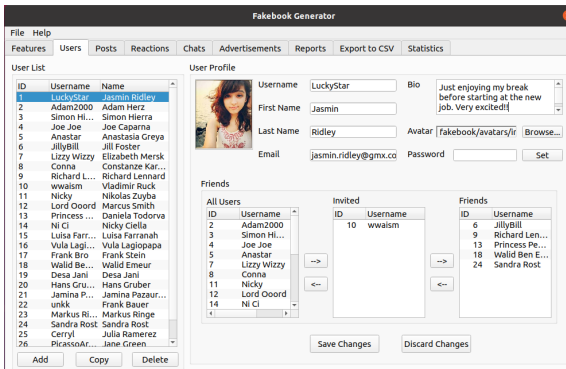
Study Examples

- How do people react to **hate speech**?
- How does **misinformation** spread?
- How does the **advertisements** influence the behaviour of the user?
- How do **friend groups** develop?

Screenshots



Graphic User Interface



Features

- Users (editable profiles)
- Posts (text and images)
- Comments
- Chats
- Friends
- Reactions
- Advertisements
- Reports

Everything is logged

Future Work

- Develop a **mobile version**
- Add **tags** in posts
- Add option to copy other **social Networks**
- **Automatically analyse data** like tag-report correlation, friends Network, post-view duration depending on content
- Add missing features like **groups, notifications**
- ...