

Reading Task

Today's reading task is based on a study conducted by Facebook in 2014.

The following information was reported in 'The Guardian' newspaper on December, 9th, 2014:

Facebook's notorious emotional manipulation study received more online attention than any other scientific research in 2014, according to an analytics company.

The paper, "Experimental evidence of massive-scale emotional contagion through social networks", was published in the respected US journal the Proceedings of the National Academy of Sciences in July.

It sparked outrage by revealing that Facebook had been experimenting on hundreds of thousands of unwitting users, attempting to induce an "emotional state" by selectively showing positive or negative stories in their news feeds.

Academic analysts Altmetric suggests that the research will have done wonders for the scientists' public engagement metrics after it ranked number one for attention out of every scientific article published in 2014.

For this reading task, you are required to use the pre-reading technique given in Tuesday's lecture (Week 3: Lecture 1: Part 2) regarding 'The Exposure Effect'.

Technique:

1. Open the article
2. Skim read using the highlighter in the PDF document & highlight every unknown/unfamiliar word. (Ask yourself 'Can I define this word? Can I use it in a sentence? Do I know a synonym?')
3. Spend less than 10 minutes doing this
4. At the end, write each highlighted word on a post-it note
5. Search for the word's definition/synonyms in the Oxford English Online Dictionary
6. Add the definition/synonyms (and example sentence) to the post-it note
7. Put the post-it notes on the wall/ on a board in your room (or in a location you pass frequently during the day)
8. Leave the article for 1 day after you have had a night's sleep

9. Return to the article to read

We will discuss this task in the webinar.