

Imagine everything from birth to death you have ever done, photographed, attended, failed at or talked about being online and available to advertisers. Meet the new Facebook.

# Total exposure

**G**raduation ceremony, falling in love, travel, new job, marriage, pregnancy, moving house, adultery, getting a dog, serious illness, redecorating, divorce . . . abortion?

If you have shared news about any of these things on Facebook or Twitter, you are not alone.

You're also not alone if you find yourself sharing things online which you would have shied away from discussing in public three years ago.

In 2008, Facebook founder Mark Zuckerberg made a bold prediction: that people would be willing to double the amount of information they put online every 12 months.

"I would expect that next year, people will share twice as much information as they share this year, and the next year, they will be sharing twice as much as the year before," he said.

So far everything according to Zuckerberg's Law is playing out as

**Louise Burke**  
Social media editor



planned. Facebook's 800 million active users "like" and comment on more than two billion posts and upload more than 250 million photos every day.

Facebook's latest update, expected to start rolling out this month, replaces the traditional profile with a timeline. It will be the biggest aesthetic overhaul of the site since its inception.

Compared with the previous low-key Facebook profile, it is an exciting change, particularly the introduction of a big cover image stretching across the page and easier navigation.

It is also an extremely clever way for Facebook to extract a new treasure trove of personal data about its users.

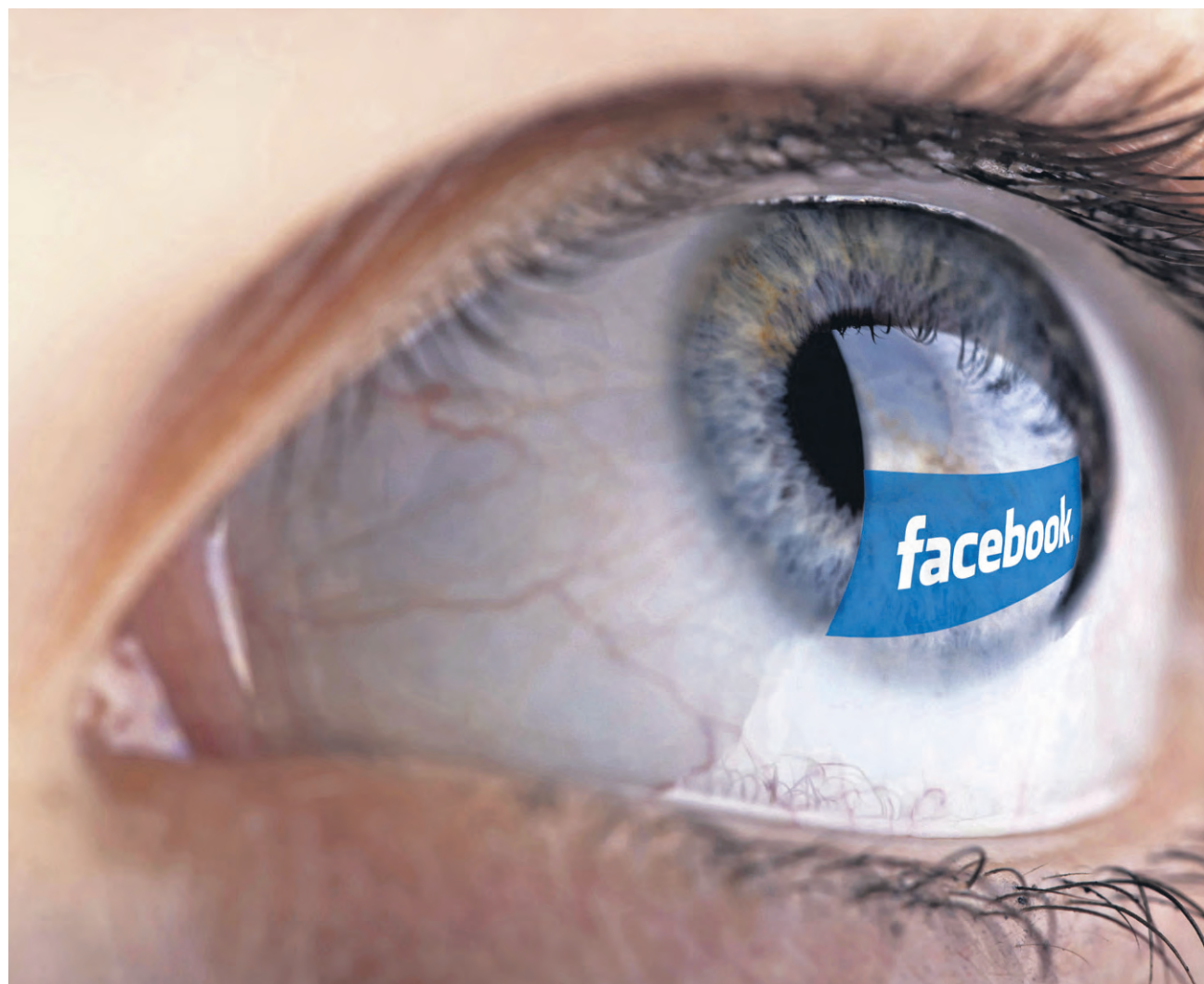
The timeline will be automatically populated by information dredged up about things users have "liked", updates they have written and events they

have attended throughout their Facebook history. Despite Facebook's short existence, the depth of this history will likely be confronting for some users, when long-forgotten items pop up in a much more prominent, accessible position.

Facebook has previously asked users "What are you doing right now?" or "What's on your mind?" but it will now ask you to tell your life "story" by filling in the blanks in a personal history that stretches right back to when you were born.

In typical fashion, the best experience will be gleaned from tweaking the timeline, adding important events such as graduations and marriages and in turn feeding Facebook's insatiable appetite for every detail about your life.

One of the key features of the timeline will be the increased focus on "frictionless sharing", where users can allow applications to track online activities on certain websites, automatically broadcasting what they are reading, listening to, watching or even where they are running.



**In your face:** Mark Zuckerberg talks about the new profile. Picture: Reuters

As with every significant Facebook update, users are taking it as a personal affront: "Shut the eff up and bring the old Facebook back", read the top comment on Facebook's official blog about the changes, followed by a stream of

discontent and just a smattering of optimism from other users.

On Twitter, people were equally angry, swinging between simple annoyance at having to cope with change — "more Facebook changes, Mark Zuckerberg?!"

CHEVRON AUSTRALIA MASTERS SERIES

Featuring dynamic pianist  
and Dutch sensation Ronald  
Brautigam performing  
Beethoven's Piano  
Concerto No.4.

**waso**  
West Australian  
Symphony Orchestra

## BEETHOVEN'S EROICA SYMPHONY

14 & 15 Oct | 7.30pm  
Perth Concert Hall

BEETHOVEN  
*The Creatures of Prometheus: Overture*  
Piano Concerto No.4  
Symphony No.3 *Eroica*

Roy Goodman, conductor  
Ronald Brautigam, piano

Tickets from \$40



GOVERNMENT OF WESTERN AUSTRALIA  
Department of Culture and the Arts

**BOOK NOW**  
WASO 9326 0000  
Groups 8+ 9326 0075  
BOCS 9484 1133

**waso.com.au**

MEET THE MUSICIAN Robert Gladstones, Saturday post-concert

### Australian School of Business

### Building Leadership Capabilities

**The Master of Business & Technology (MBT)** is proud to be celebrating **20 years** of providing managers with leadership skills.

The **MBT** is a part-time general management degree for experienced professionals offering:

- Interactive web-based distance learning or Sydney-based face-to-face classes
- Immediate application of theory to the workplace
- Flexibility to organise your study time to suit work, travel and family commitments

Register to attend an information evening by visiting:

**www.asb.unsw.edu.au/mbt**

or call +2 61 9385 6660.

#### INFORMATION SESSIONS

- **Mackay**  
6.00pm, Tuesday 11 October  
Mackay Grand Suites,  
9 Gregory Street
- **Perth**  
6.00pm, Thursday 20 October  
Pan Pacific Hotel,  
207 Adelaide Terrace
- **Online Webinar**  
1.30pm (AEDT),  
Thursday 27 October

CRICOS Provider Code: 00098G

Never  
Stand Still

Australian  
School of Business

MBT



**UNSW**  
THE UNIVERSITY OF NEW SOUTH WALES





The depth of this history will likely be confronting for some users, when long-forgotten items pop up in a much more prominent, accessible position.

Would you like me to go to your house and move around all your furniture and see if you like it?!” — to concern about the increasing demand for personal information — “the next Facebook change is just going to be a button that sends my thoughts, desires and dreams directly to Mark Zuckerberg”.

Though complaints run hot every time Facebook makes a major change, few people follow through with threats to use the network less or abandon it.

“There was Leave Facebook Day last time they changed all the settings but really most people didn’t actually leave,” Curtin University internet studies lecturer Tama Leaver said.

“If all your friends and family are using it you can’t really go ‘I’m not using that tool any more’. Then you miss out on those conversations.”

The sales pitch for the timeline is based on nostalgia. Facebook’s blog update on the changes asks users to cast their minds back and remember good times they had.

“Imagine if there was an easy way to rediscover the things you shared, and collect all your best moments in a single place,” it reads.

“Now, you and your friends will finally be able to tell all the different parts of your story — from the small things you do each day to your biggest moments.

What will you create? We can’t wait to find out.” The end of that sentence could have easily been “more information we can sell to our clients”.

Zuckerberg’s Law, a variation on Intel co-founder Gordon E. Moore’s “law”, which predicted the number of transistors on a computer chip would double every two years, has proved to be hugely profitable for Facebook.

Mr Moore’s law enabled increasingly smaller and faster technology, eventually putting tools for sharing information into our pockets, in the form of smart phones.

Like Intel, Mr Zuckerberg has reaped the rewards of his own prediction, with Facebook’s revenue also doubling every year from \$777 million in 2009 to \$2 billion last year and an expected figure of more than \$4 billion this year.

The ability to mine historical information about users will take Facebook’s targeted advertising capabilities to a new level, Dr Leaver said.

“The richer historical information about you just makes a better profile you can sell to advertisers,” he said.

“The more information you have got, the better a story or picture of that person you can sell.”

Dr Leaver argues that society needs to be looking beyond what

we are doing today when we think about what we are sharing online.

He wants to draw attention to what happens to the information that outlives us and what we are sharing about children too young to decide for themselves what information they want online.

“Identity fragments can be created even before an individual is born, from Facebook updates, blogs and photos detailing attempts to get pregnant, through to ultrasounds images and the like,” Dr Leaver said.

“Early childhood, too, can often be documented online by parents who embrace every recording technology possible, both capturing and often sharing online every smile, every outfit and all those initial milestones of development.”

People are busy panicking about how much information adolescents are sharing on social media, yet they aren’t asking the same questions of parents.

Some children will inherit a huge footprint of online information which they may not have had any say in, laying the groundwork for a new battleground between parents and their young teens.

“Do you tag kids before they have a Facebook account with the expectation they will have a Facebook account one day and inherit that tagged identity,” Dr Leaver asked.

“Will they want that history, or will the first event be to de-tag everything your parents have tagged of you for 13 years?”

At the other end of the spectrum, there is now the question of what happens to our online presence after death.

Facebook allows relatives of deceased people to delete or memorialise pages, but there is no definite assurance of longevity of such information in the ever-changing, commercial, social media environment.

There is also no assurance of how such sensitive information might be commoditised in future.

People who have married or had babies are accustomed to being bombarded with advertisements for prams and lingerie. Will the newly bereaved have to contend with customised advertisements for funeral directors, florists and catering services?

“We do have to remember that we are not Facebook’s customers, we are the resources Facebook sells to advertisers,” Dr Leaver said.

“If people keep that in mind, it helps shape the apprehension we need to have before we throw our entire life history into Facebook as the timeline gets released.”

AGENDA

facebook Status update

2011
Facebook introduced the timeline October 2011
Facebook combined Top Stories and Most Recent in the news feed. More than 2 billion posts are liked and commented on per day September 2011
2010
Facebook introduced the “Like” button for external websites April 2010
Google More people visited Facebook than Google March 2010
2009
Facebook first allowed users to tag friends in status updates 2009
2008
Facebook released Chat, allowing users to communicate via instant messages April 2008
2007
Facebook started asking ‘What are you doing right now?’ December 2007
2006
Facebook added the News Feed, highlighting new information about friends, and status updates September 2006
2005
thefacebook changed its name to Facebook and purchased the domain facebook.com August 2005
2004
Born in February 2004 at Harvard, Cambridge, Massachusetts

Do you remember these stamps?

There’s over 25,000 of you who will.  
If you have been an HBF member for 50 years or longer please join us to help celebrate 70 years as WA’s leading health fund.

On 23 & 24 November we will host special morning teas in the Perth Town Hall to pay tribute to our longest standing members.

To request your personal invitation and receive full details, please call us on 6211 1881 from Monday 10 October until Friday 14 October (8am – 4pm).

Please note that because of venue capacity, places are limited.

Your health is all that matters.



PATIOS

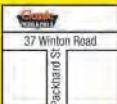


A classic insulated Alfresco Patio is not just another ordinary roof but a fully integrated construction to allow future conversion to a backyard kitchen, entertaining room, living room or games room. The extruded aluminium components provide for simple attachment of walls, bi fold doors, glass windows or drop blinds. By selecting an insulated roof, timber grain ceiling we automatically fit a top roofing to colour match terra cotta tiles or slate on your existing home.

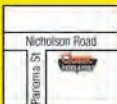
CLASSIC PATIOS & POOLS

OPEN WEEKDAYS  
plus  
SATURDAYS 10AM TO 1PM

JOONDALUP  
Tel: 9301 2122  
37 Winton Road  
Weekdays 9 to 4pm



CANNING VALE  
Tel: 9456 3211  
2/493 Nicholson Road  
Weekdays 9 to 4pm



www.classicpatiosandpools.com.au

96R286BJD100911