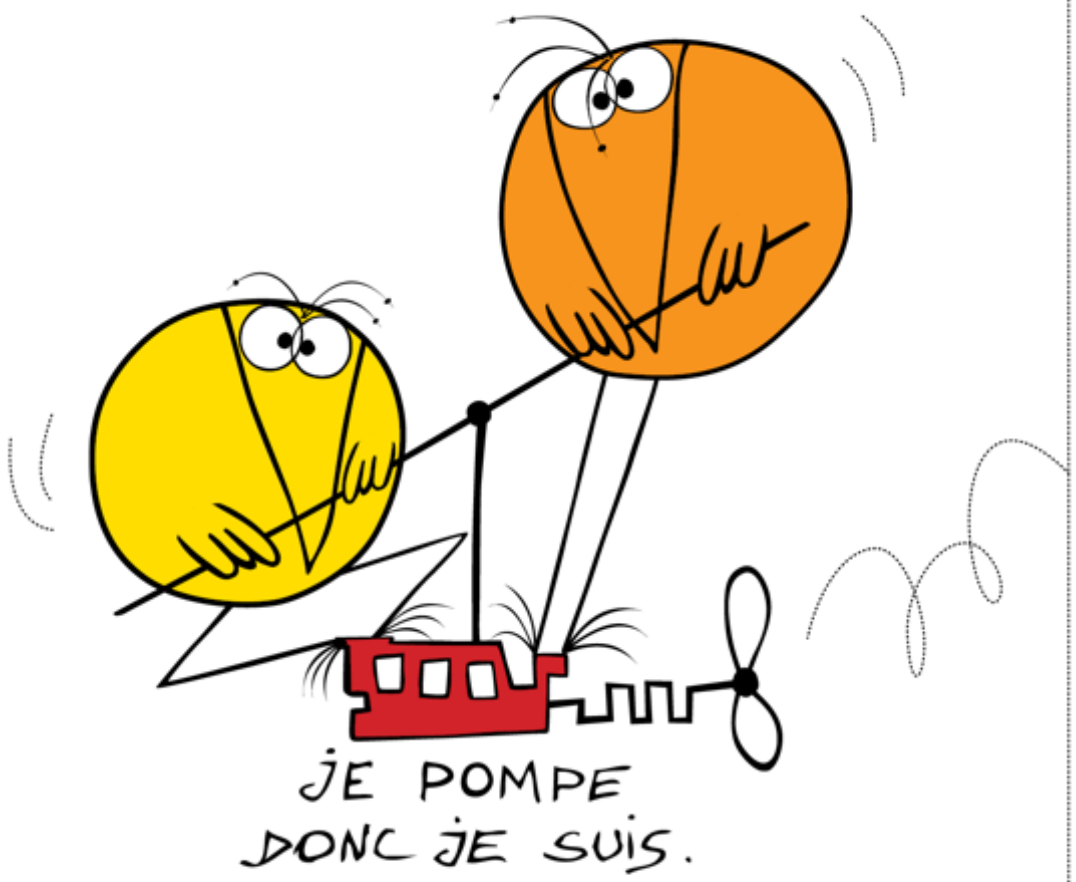


Les 24e Rendez-vous de l'histoire de Blois

Les éditions Tallandier et les 24ème *Rendez-vous de l'histoire* sont heureux de vous inviter à la conférence :

« LES MAÎTRES DE LA MANIPULATION »

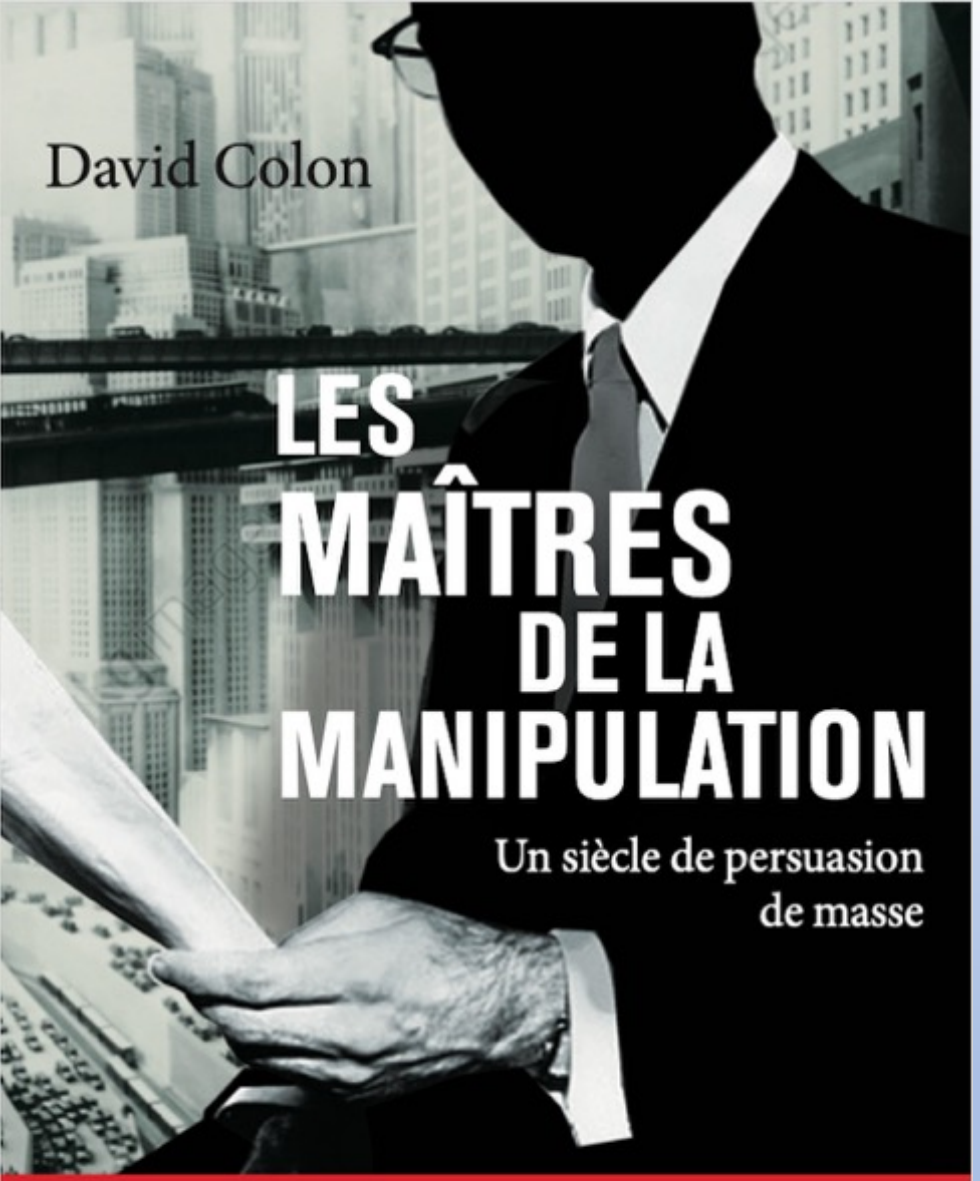
Le vendredi 8 octobre 2021 17h45-18h45

› Salle Malfray, Hôtel de ville

INTERVENANT

David COLON, professeur à Sciences Po Paris

› PROGRAMME COMPLET
WWW.RDV-HISTOIRE.COM



David Colon

Enseignant (Prag) à Sciences Po, Chercheur au Centre d'histoire de Sciences Po (CHSP)

Prix Akropolis 2019 et Prix Jacques Ellul 2020
pour Propagande (Belin, 2019, Flammarion, 2021)

Introduction

« Grâce à la recherche psychologique et aux moyens de communication modernes la pratique de la démocratie a pris un tournant. Une révolution se produit, infiniment plus significative que tout déplacement du pouvoir économique. Dans la vie de la génération qui contrôle maintenant les affaires, la persuasion est devenue un art consciencieux et un organe régulier du gouvernement populaire. Aucun d'entre nous ne commence à comprendre les conséquences, mais ce n'est pas une prophétie audacieuse de dire que la connaissance de la façon de créer le consentement modifiera chaque calcul politique et modifiera toutes les prémisses politiques » **Walter Lippmann, *Public Opinion*, 1922**

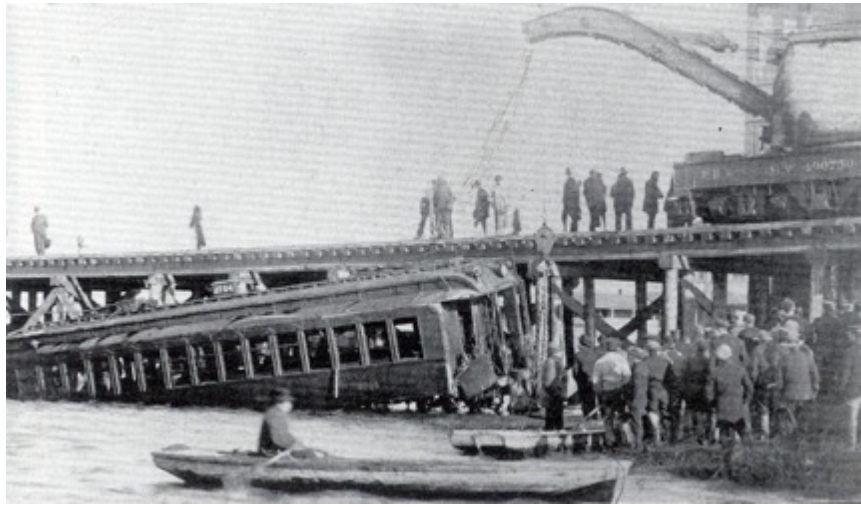
La publicité scientifique, une revolution dans l'art de la manipulation

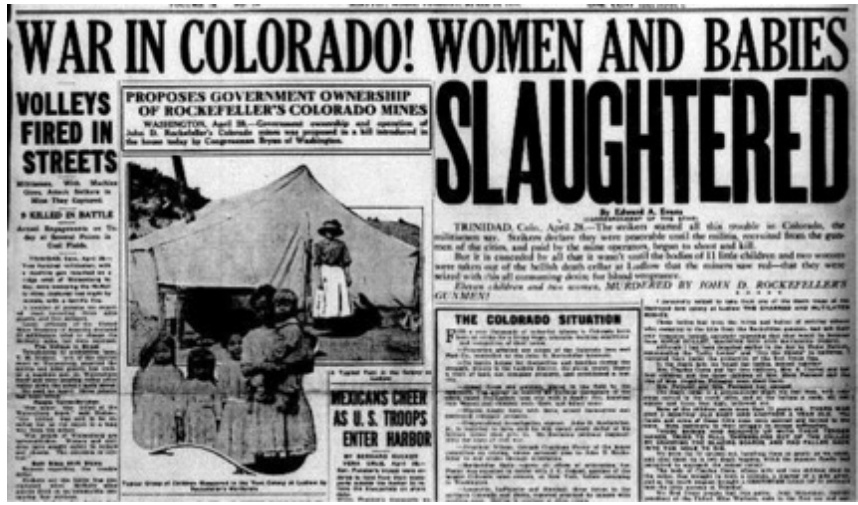
« La publicité n'est pas un jeu, c'est une science. La différence entre les deux est aussi grande que l'écart entre un attaché de presse et un docteur en publicité. La fonction d'un attaché de presse est de faire passer les informations. Le problème d'un docteur en publicité est d'inciter son patient à se comporter de telle sorte qu'il reçoive l'approbation d'un bon éditeur de presse »

Ivy Lee, cité par le *New York Press, 11 avril 1915*

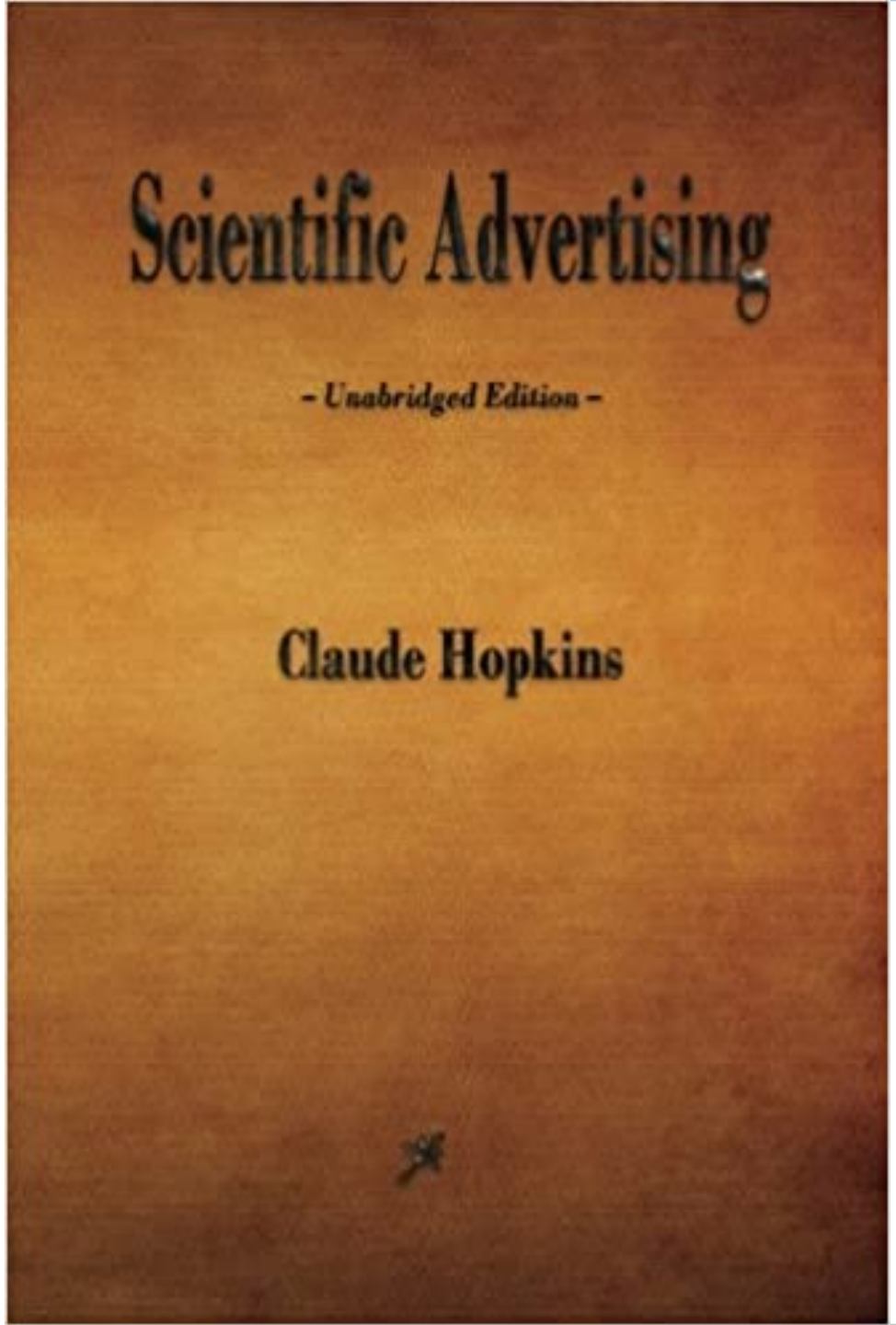
Ivy Lee

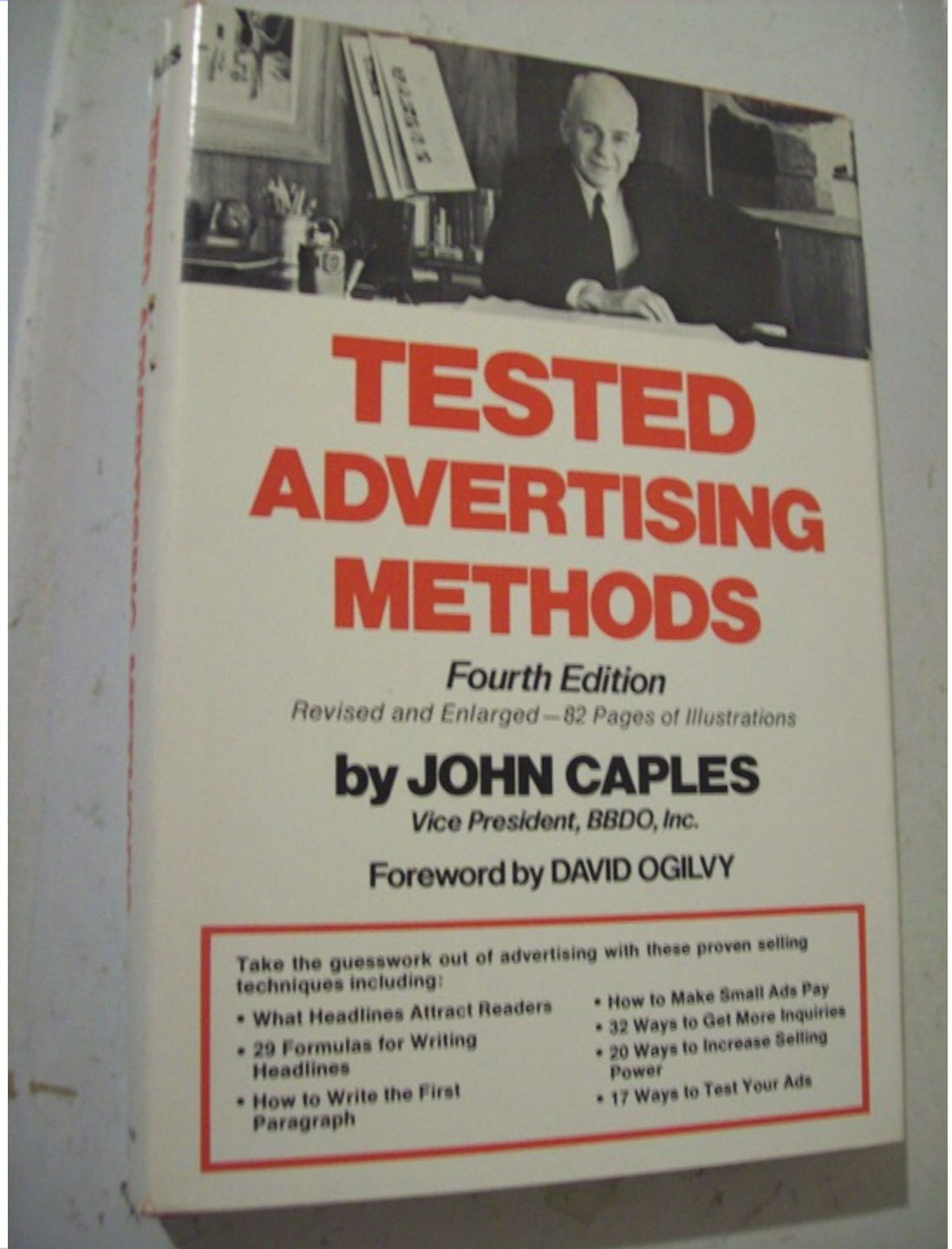
During the "Ludlow Massacre" hearing in Congress, Lee waits outside Senate hearing room in Washington, D.C., to testify before the Federal Industrial Relations Commission on his relationship to the Rockefeller interests during the labor troubles in the Colorado mine fields. (Courtesy Brown Brothers, New York.)





Albert Lasker


Scientific Advertising
– Unabridged Edition –
Claude Hopkins


TESTED ADVERTISING METHODS
Fourth Edition
Revised and Enlarged—82 Pages of Illustrations
by JOHN CAPLES
Vice President, BBDO, Inc.
Foreword by DAVID OGILVY
Take the guesswork out of advertising with these proven selling techniques including:
• What Headlines Attract Readers
• 29 Formulas for Writing Headlines
• How to Write the First Paragraph
• How to Make Small Ads Pay
• 32 Ways to Get More Inquiries
• 20 Ways to Increase Selling Power
• 17 Ways to Test Your Ads

The Milwaukee-based B.J. Johnson Soap Company brought a little-known beauty soap in direct-mail advertising, Lasker and Hopkins came up with a series of promotions designed to get Palmolive into drugstores across the country. Within a few years, Palmolive was the best-selling soap in the world. In 1916, B.J. Johnson Soap changed its name to the Palmolive Company. (Reprinted with permission of the Colgate-Palmolive Company.)

The federal government's promotion of dental health beginning in World War I created a new market for toothpaste and toothbrushes, which the Pepsodent Company (aided by Claude Hopkins and Albert Lasker) adroitly exploited. Advertising campaigns for Kleenex and other personal-hygiene products played on consumers' new awareness of germs and bacteria. Lasker personally engineered the transition of Kleenex from a cold-cream remover to a disposable handkerchief, in part by persuading Kimberly-Clark to make the tissue larger. Lasker became a significant shareholder in both the Pepsodent and the Kimberly-Clark companies; dividends from those holdings produced a significant income stream for Lasker in the 1920s and 1930s, and the appreciation of their stocks vastly increased his net worth. (Use of the trademark PEPSODENT, related trademarks and copyrights is with the written permission of Church & Dwight Co., Inc., Princeton, New Jersey. Kleenex ad © Kimberly-Clark Worldwide, Inc. Reprinted with permission.)

When U.S. Army nurses on the Western Front in World War I discovered a new use for Kimberly-Clark's wood-based cotton substitute—as a sanitary napkin—the company saw a vast new market for its product. Lord & Thomas worked with the company on ways to present Kotex to the world and, at the same time, persuade women to buy the unmentionable product at their local drugstores. Lasker personally convinced Edward Bok—influential editor of the *Ladies Home Journal* and other publications—to allow Kotex advertising in his magazines. (© Kimberly-Clark Worldwide, Inc. Reprinted with permission.)

Top: An anti-Sinclair billboard in Los Angeles, written and paid for by Lord & Thomas. *Bottom:* A pro-Sinclair billboard in Hollywood, September 1934. "I felt pretty sorry for Sinclair," one of Lasker's lieutenants later confessed. "We had been going pretty hard against him." (Both photos © Bettmann/CORBIS.)

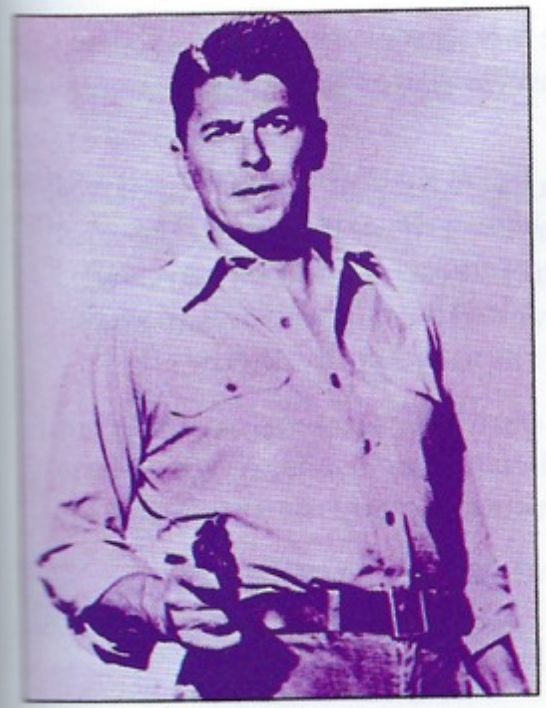
SUSAN OHMER

GEORGE GALLUP

IN

HOLLYWOOD

utside George Gallup's office in
long ago, the author asks a
if she would pay money to see Abc
in Illinois. *She said she would,*
s kidding herself.



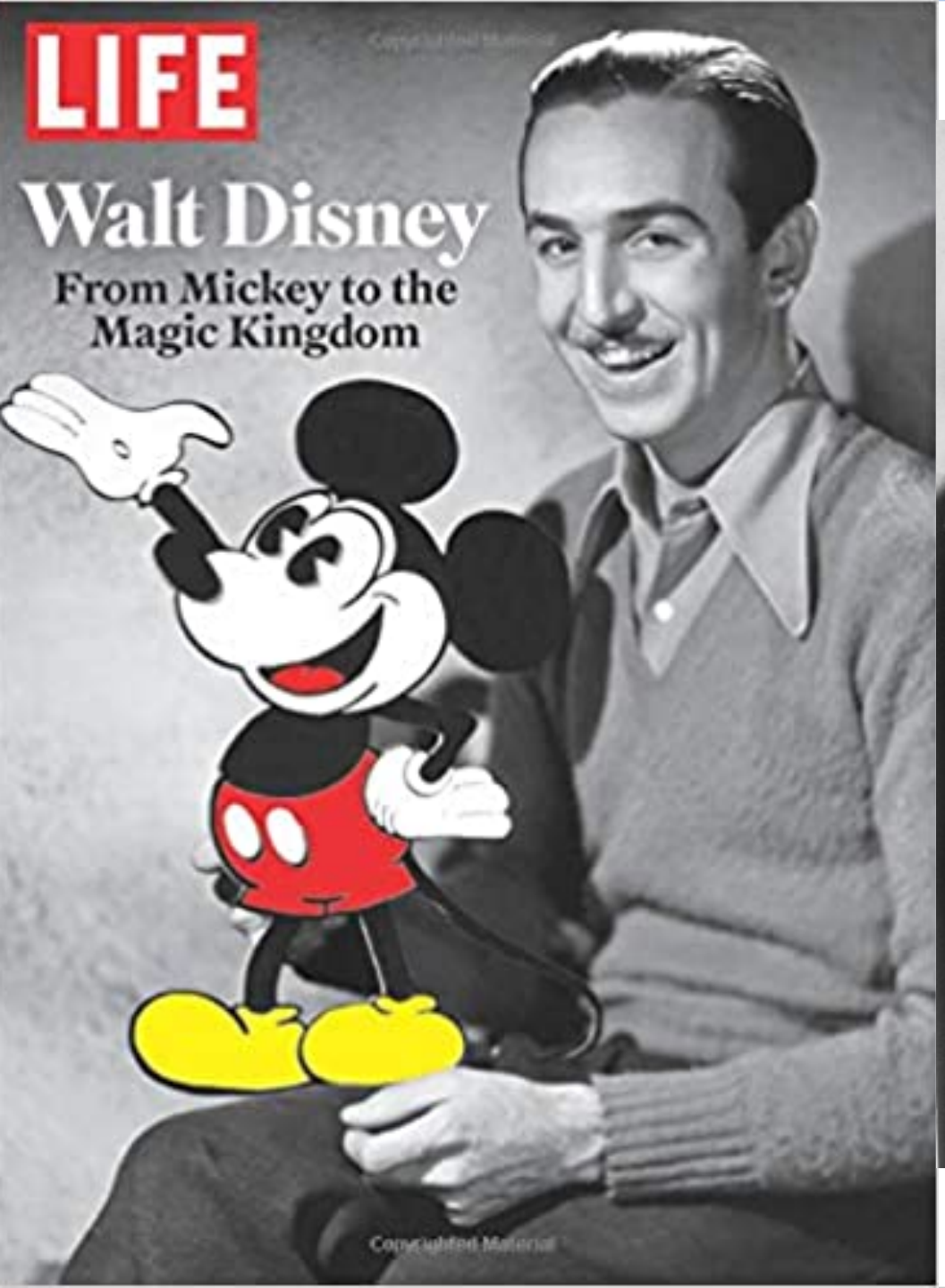
Right *This chart from the author's* Continuing Audit of Marquee Values *analysed Ronald Reagan's popularity at the height of his career as a movie-star.*

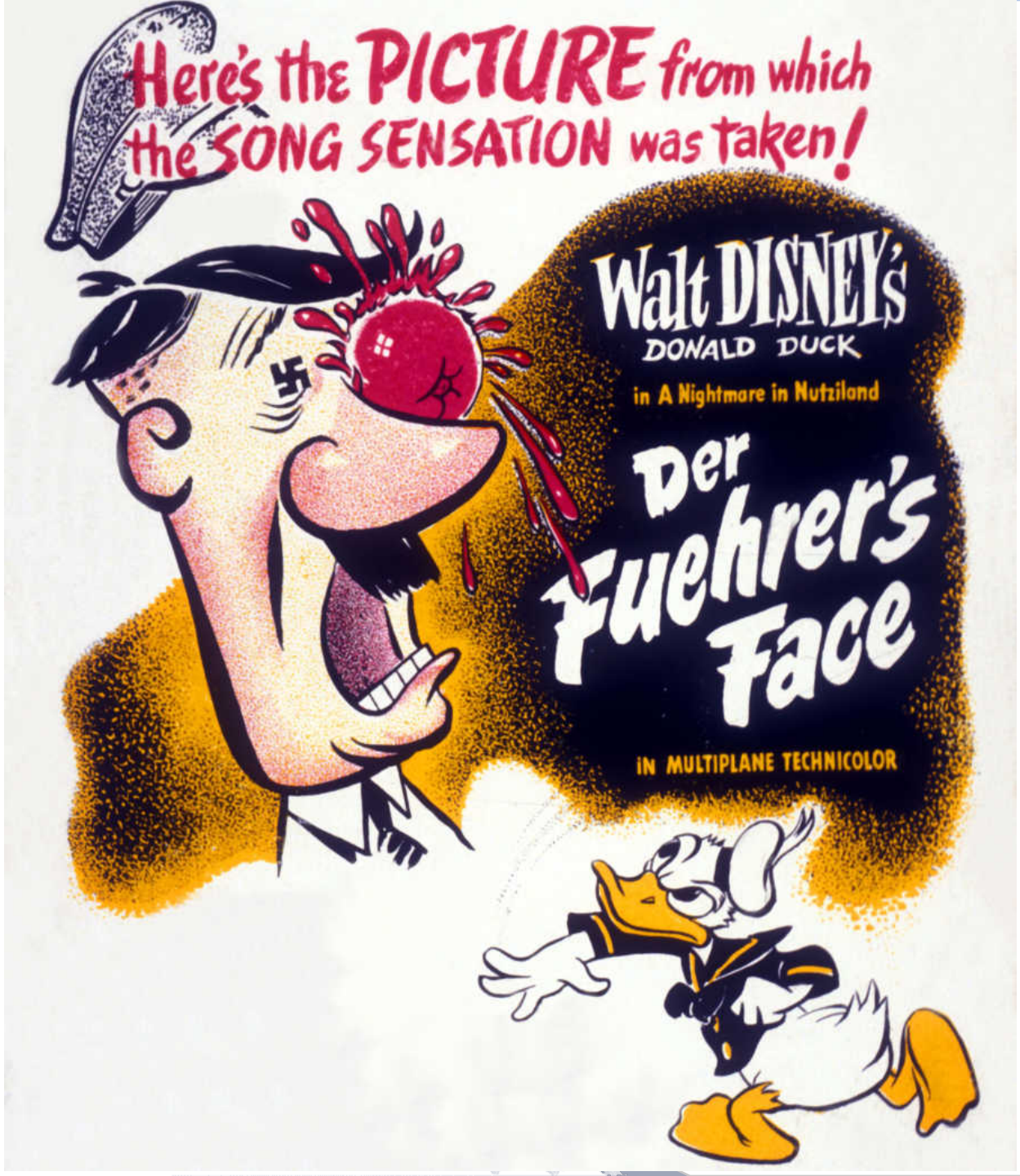
REAGAN, Ronald

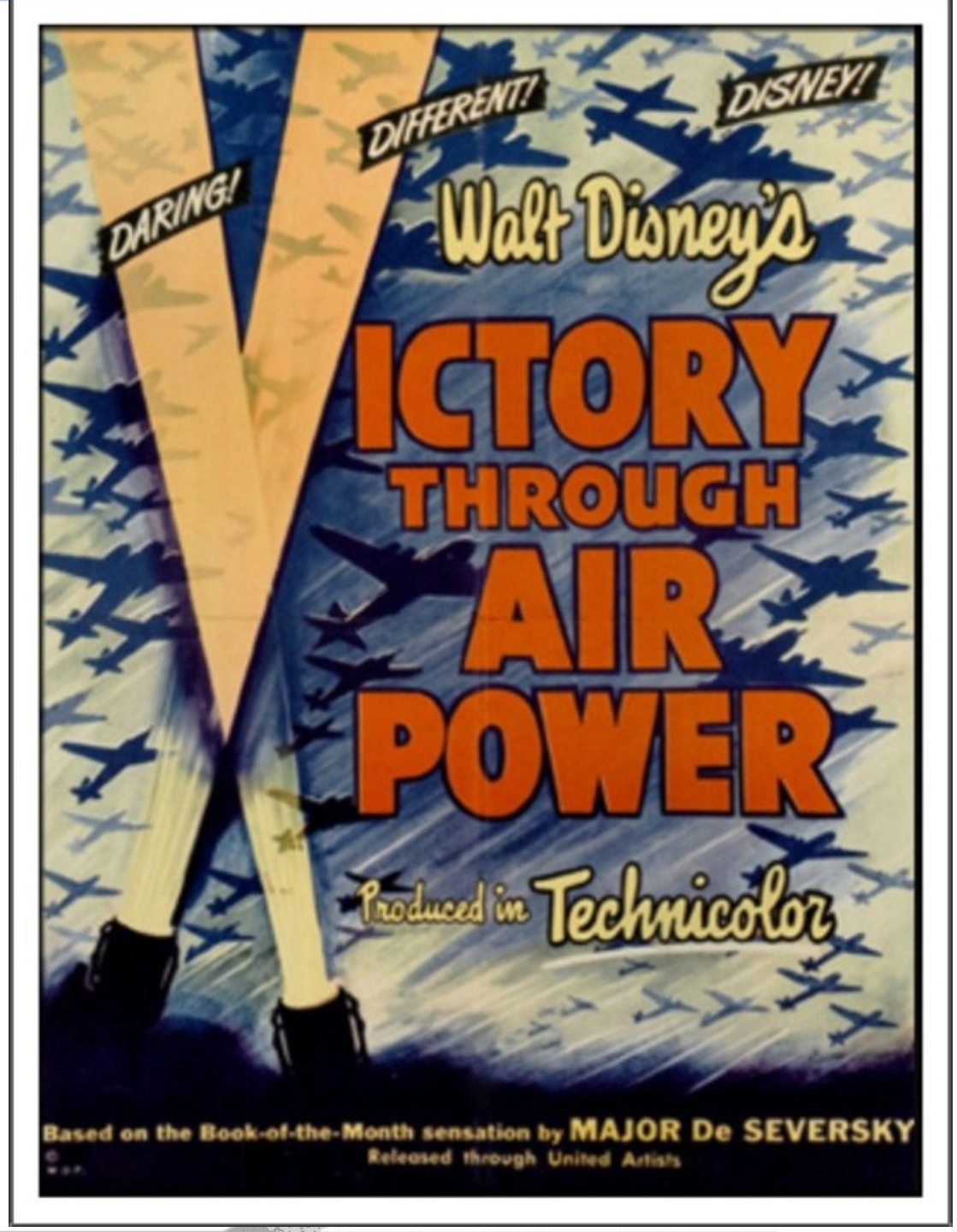
October 1941 — January 1942

This chart shows the percentage of ticket-buyers in each group who say that the name of this player on the front of a theater would make them want to buy a ticket. The chart does not reflect any of the other factors which influence the value of this player.

MALES	10
FEMALES	11
TOTAL	10
Boys 12-17	17
Men 18-30	9
Men 31 up	3
Girls 12-17	20
Women 18-30	10
Women 31 up	6
Prosperous Over $60 per week	11
Upper Middle $35 to $60 per week	11
Middle $25 to $35 per week	8
Poor Under $25 per week	12
Cities over 100,000	9
10,000 to 100,000	13
Under 10,000	13


LIFE
Walt Disney
From Mickey to the
Magic Kingdom
Copyrighted Material

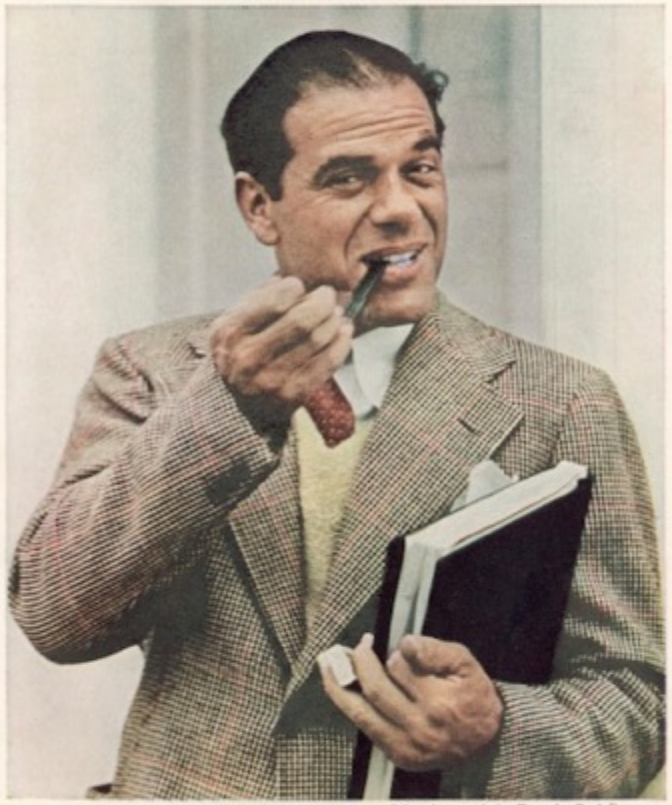

Here's the PICTURE from which the SONG SENSATION was taken!
Walt DISNEY's
DONALD DUCK
in A Nightmare in Nutziland
Der Fuehrer's Face
IN MULTIPLANE TECHNICOLOR


DARING!
DIFFERENT!
DISNEY!
Walt Disney's
VICTORY THROUGH AIR POWER
Produced in Technicolor
Based on the Book-of-the-Month sensation by MAJOR De SEVERSKY
Released through United Artists

FIFTEEN CENTS August 8, 1938

TIME

The Weekly Newsmagazine



Color photograph for TIME *by Paul Dorsey*

Volume XXXII

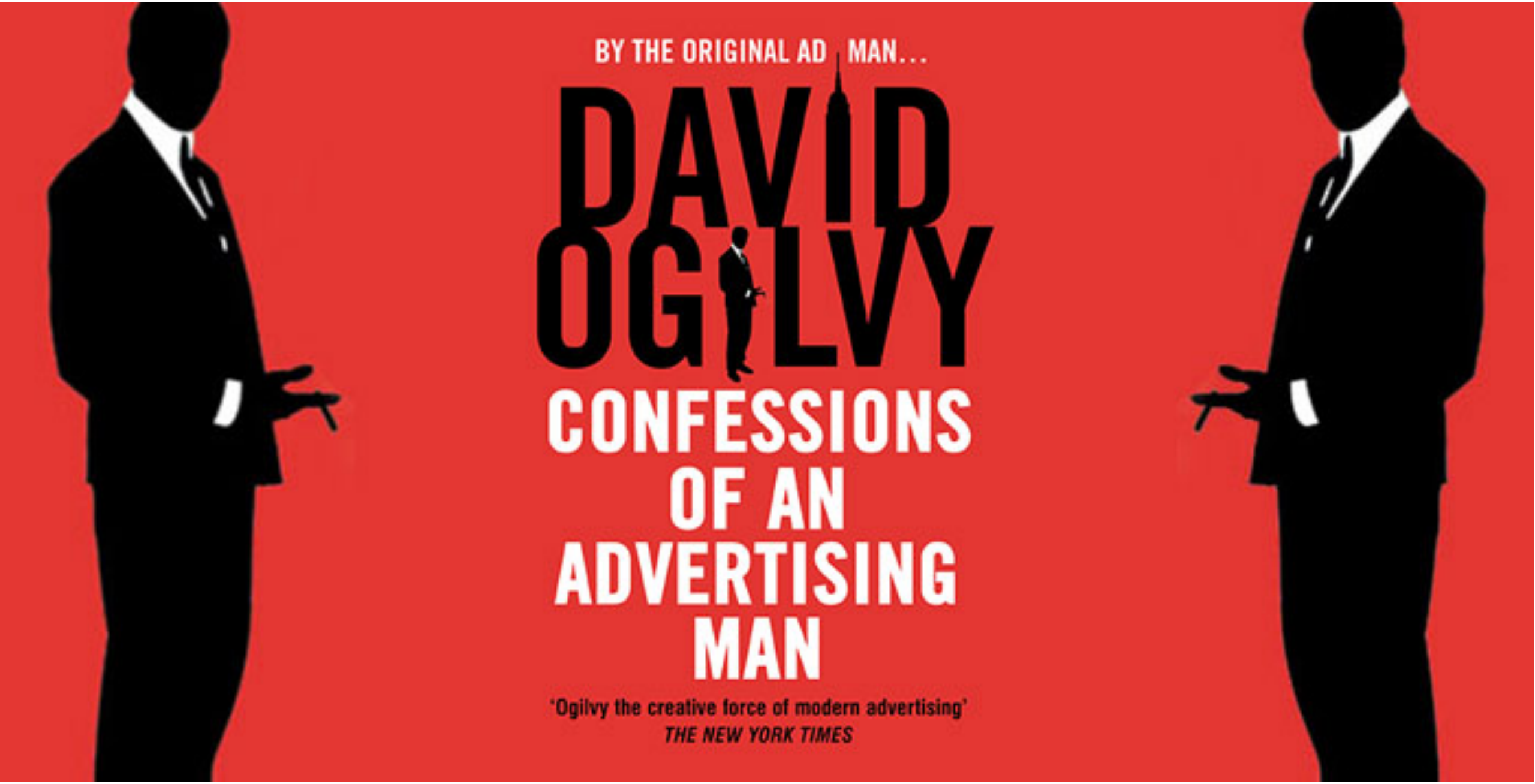
DIRECTOR FRANK CAPRA

His stories cannot match his story.

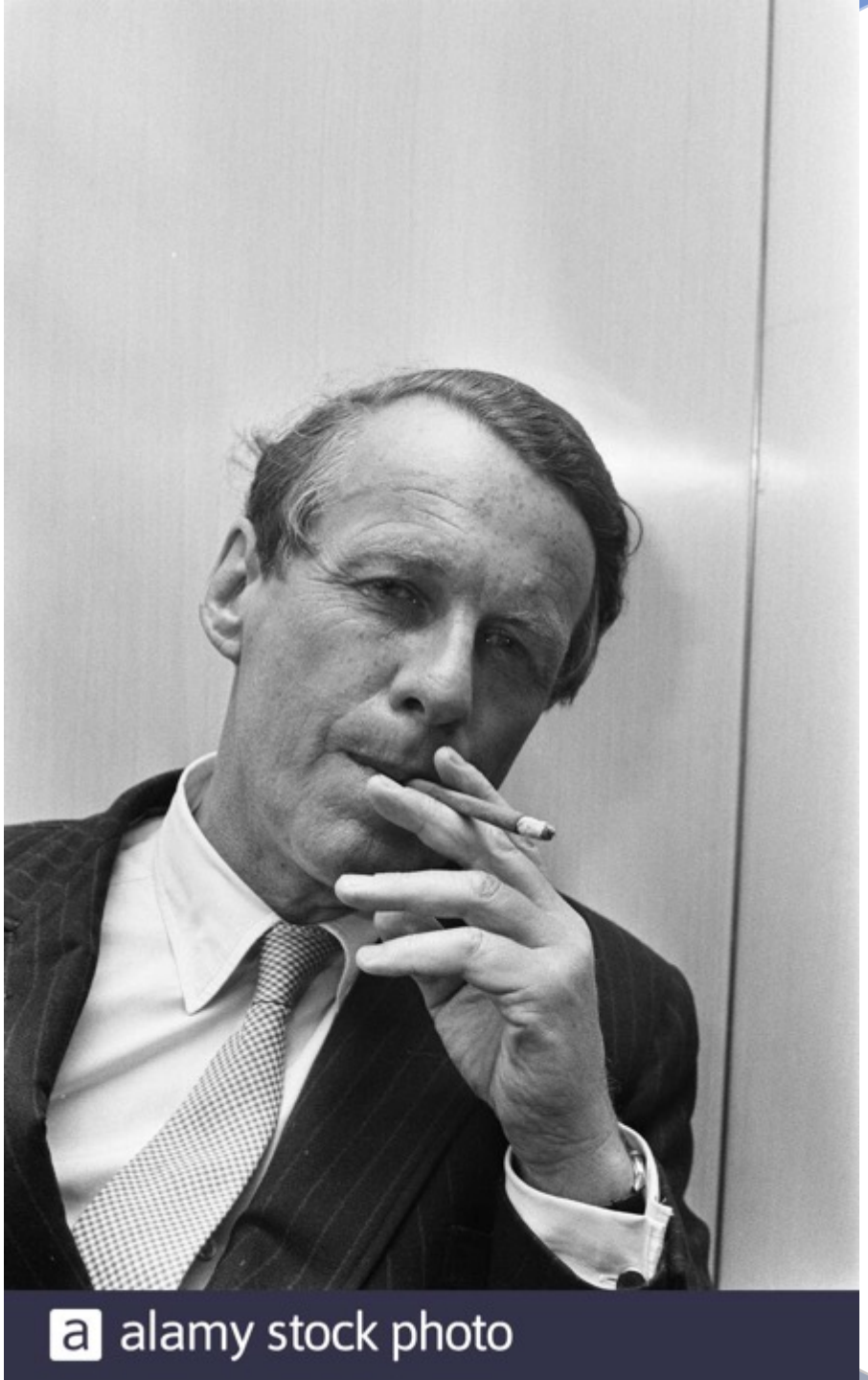
(See CINEMA)

Number 6

Circulation Office, 330 East 22nd Street, Chicago. Reg. U. S. Pat. Off. Editorial and Advertising Offices: TIME & LIFE Building, Rockefeller Center, New York, N. Y.


BY THE ORIGINAL AD MAN...
DAVID OGILVY
CONFESSIONS OF AN ADVERTISING MAN
'Ogilvy the creative force of modern advertising'
THE NEW YORK TIMES

Can you find the president of the agency in this 1956 staff photo? (Top right)



« Testez votre promesse. Testez vos médias. Testez vos titres et vos illustrations. Testez la taille de vos publicités. Testez votre fréquence. Testez votre niveau de dépenses. Testez vos publicités. N'arrêtez jamais de tester et votre publicité ne cessera de s'améliorer »

David Ogilvy,

Confessions of an Advertising Man, 1963

Darling, I'm having the most extraordinary experience...

I'm head over heels in DOVE!

No, darling—DOVE. It's like in *delirious*.
I told you, sweet. I'm in the tub. Taking a bath. A DOVE bath—my very first.

And what a positively gorgeous time I'm having! It's just as if I'd never really bathed before!

No, dear, it isn't a soap. Soap was never like this! So wickedly *creamy*. That man on TV said that DOVE is one-quarter cleansing cream—that it *creams* my skin while I bathe—and now I really believe him.

Why, DOVE even *smells* creamy. Such a lovely, lush, expensive smell!

Remember "The Great Exploit," dear? How Anna Held bathed in milk? And Cleopatra—one hundred mares or something milked every day for her bath?

Well, darling, I'm all over *cream*. Just imagine, cream tip to toe. Arms. Legs. *All of me!*

And clean! Simply *smothered* in suds. Oodles of suds! Oceans of. I don't know what I ever did to deserve DOVE...!

And you know how soap leaves your skin so dry? That nasty stretched feeling? Well, DOVE makes me feel all velvet and silk, all *soft and smooth*. Just the most pampered, most spoiled, *girliest* girl in the world.

Darling, I'm *purring*.

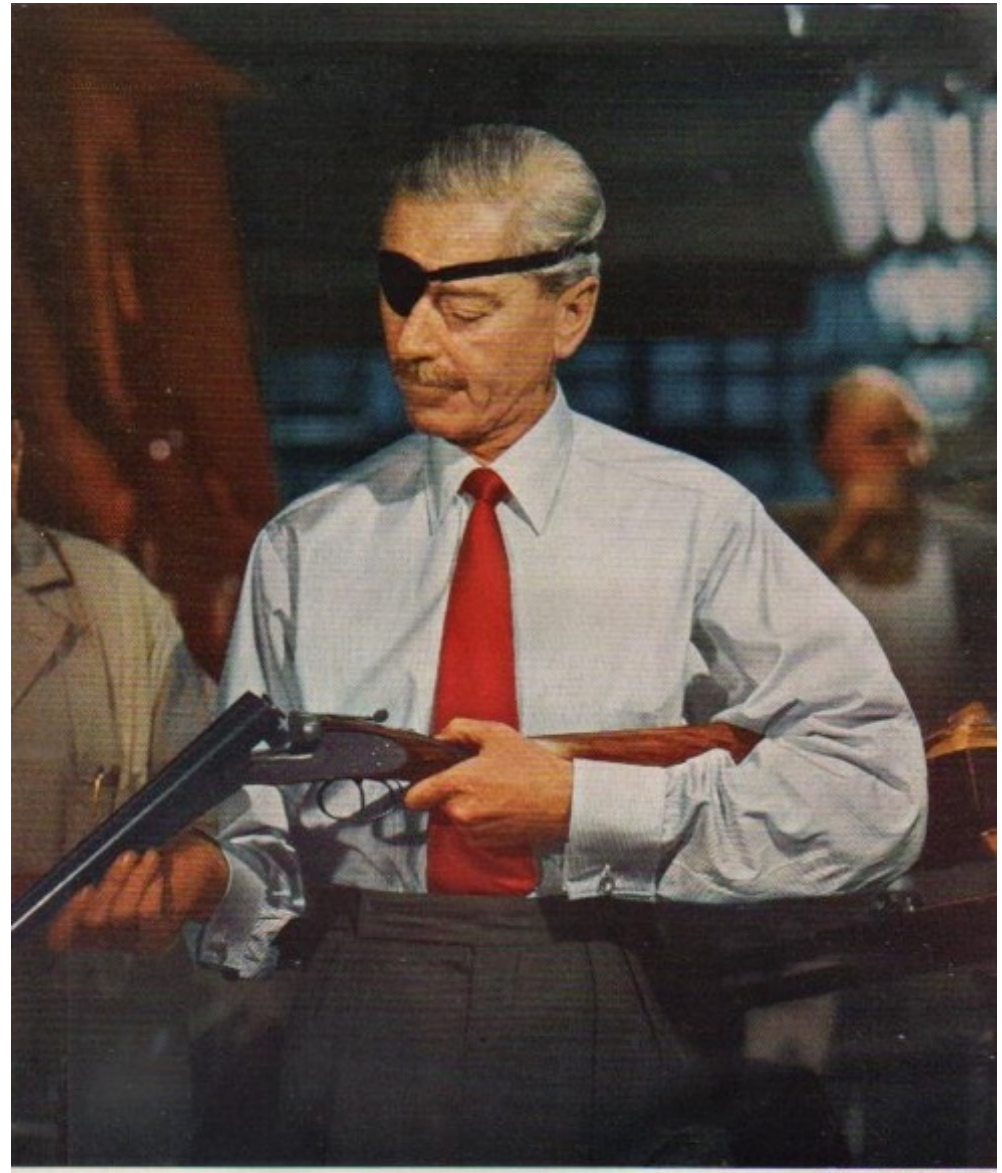
And did I tell you DOVE is sort of *me* shaped? That it's curved to fit my hand, so it doesn't keep slithering away in the tub? Soap is soap, but a bath with DOVE is *heaven!*

And just think, darling—tomorrow night, I can do it again.

NOTE TO RAVENSCROFTS

You can buy the remarkable new bath and toilet bar called DOVE today. DOVE is a completely new formula. DOVE makes rich lather in hottest water. DOVE leaves no bathtub ring. Lever Brothers guarantee that DOVE is better for *your face, your hands, all of you*, than regular toilet soap. If you don't agree, we'll return every penny you paid.

DOVE creams your skin while you bathe



PHOTOGRAPHED AT GRIFFIN & HOM

The Gun is a $2,000 Purdy from England

(The shirt: A Sea Island Cotton from Hathaway)

THIS Sea Island cotton is astounding stuff—with fibers *three times longer* than those of ordinary cotton. It is described in the advertisements as "soft as swansdown, lustrous as satin, absorbent as wool, durable as linen." It is grown on St. Vincent, Antigua, St. Kitts, Montserrat, Nevis and Barbados.

Then it travels. Between being plucked in the balmy Caribbean sunshine, and its final apotheosis in a shirt by HATHAWAY of Maine, this nonesuch among cottons has been to England and back.

The Sylex Sea Island yarn is spun with loving care by Thomas Oliver & Sons, then woven on the looms of Ashton Brothers—two of the finest mills in England. Notice the extraordinary sheen. You can almost *feel* its downy softness.

The shirts are superbly tailored, with all the famous HATHAWAY hallmarks—generously long tails, single-needle stitching, big buttons of ocean pearl. Price $15, at stores that keep up the great tradition. For the name of the store nearest you, write C. F. Hathaway, Waterville, Maine. In New York, telephone MU 9-4157.

Characteristic early 1950s portrait—tweed suit, pipe, and display of already-famous advertisements, like the arrival in the United States of "The Man from Schweppes."

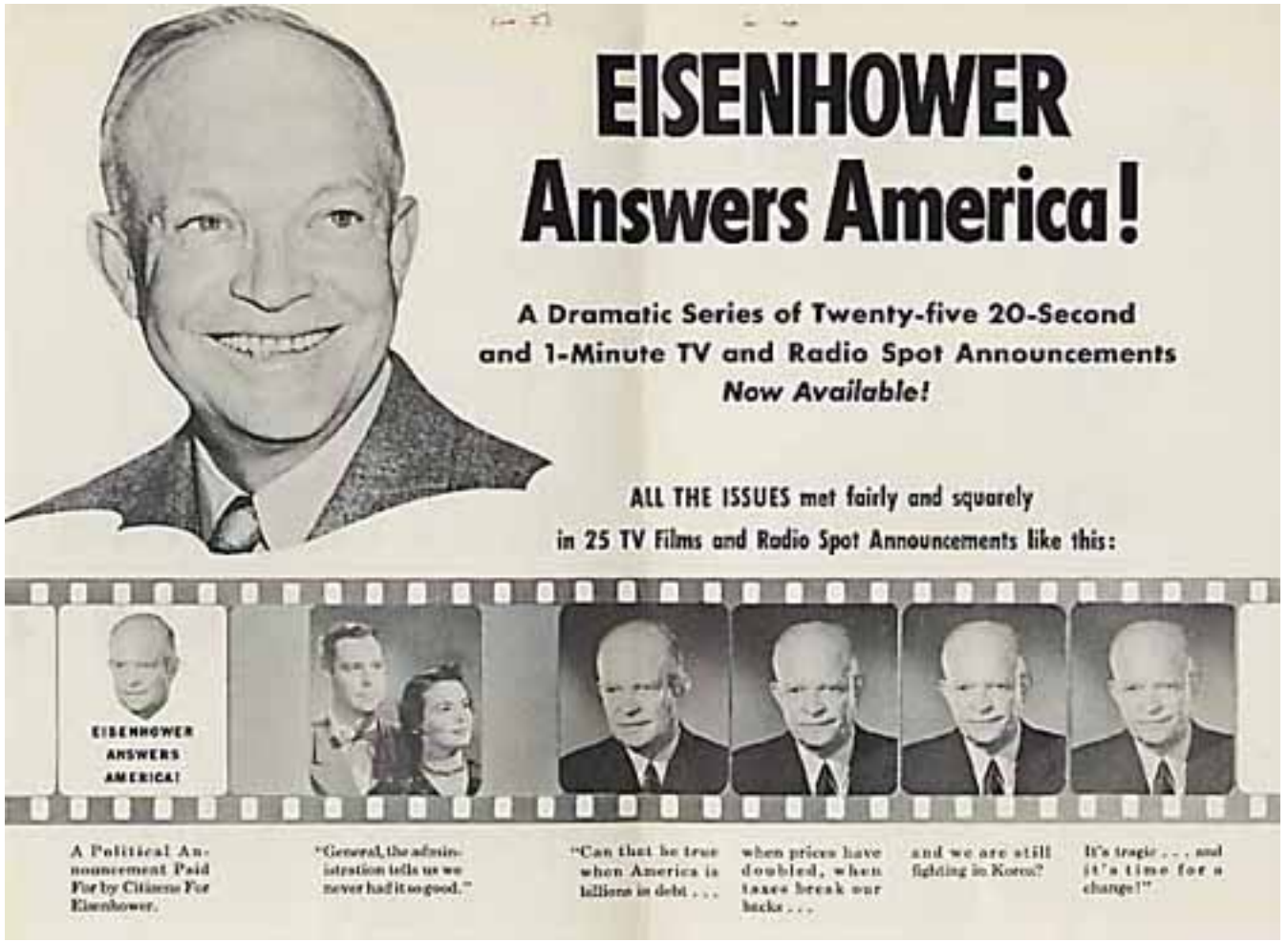
Rosser Reeves

RELIEVES HEADACHE NEURALGIA NEURITIS PAIN

FAST

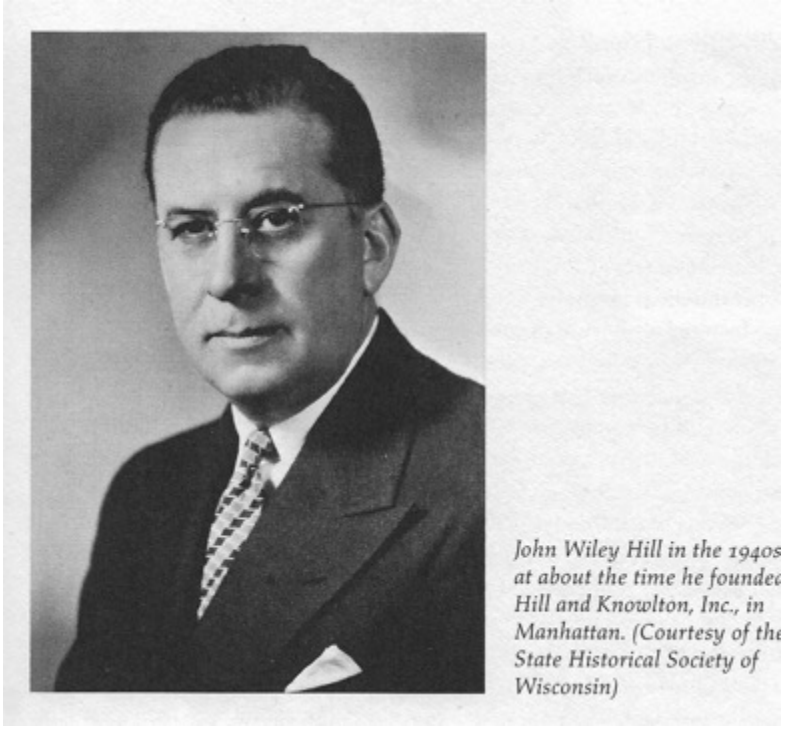
Here's Why...

Anacin® is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients that are specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.


EISENHOWER
Answers America!
A Dramatic Series of Twenty-five 20-Second
and 1-Minute TV and Radio Spot Announcements
Now Available!
ALL THE ISSUES met fairly and squarely
in 25 TV Films and Radio Spot Announcements like this:
EISENHOWER
ANSWERS
AMERICA!
A Political Announcement Paid For by Citizens For Eisenhower.
"General, the administration tells us we never had it so good."
"Can that be true when America is billions in debt . . .
when prices have doubled, when taxes break our backs . . .
and we are still fighting in Korea?
It's tragic . . . and it's time for a change!"

Lasting PEACE WITH IKE
WE LIKE Texas Born IKE
Lasting PEACE WITH IKE
UNITE WITH IKE
gettyimages
Bettmann
514967644

John W. Hill



John Wiley Hill in the 1940s at about the time he founded Hill and Knowlton, Inc., in Manhattan. (Courtesy of the State Historical Society of Wisconsin)

« Il n'y a rien de mal à la propagande. C'est de l'éducation. C'est la diffusion des connaissances. Ce n'est que lorsqu'elle est mal utilisée qu'elle devient odieuse. La propagande n'est fondamentalement que l'art de la persuasion. »

Michel Bongrand

« Il n'y a pas loin de la communication à la propagande. […] Il n'y a pas loin de la recherche de l'adhésion et de la création de crédibilité aux chemins de la persuasion, voire à la manipulation »
Michel Bongrand

Roger Ailes

The wizard behind the curtain? Ailes sits in the control booth at Fox Studios in New York, May 1, 2001. Catrina Genovese/Getty Images.

© Jigsaw Productions 1/1▶

Charisma
isn't
everything
gettyimages
Robert Daemmrich Photography Inc
539767488

NOVEMBER 18, 2002

TIME

the coolest inventions of 2002

HOW THEY ACED THEIR MIDTERMS

(AND NOW FOR THE BIG TESTS)

President Bush and Karl Rove, the G.O.P.'s master strategist

FOR OFFICE USE

www.time.com AOL Keyword: TIME

JULY 25, 2005

www.time.com AOL Keyword: TIME

INSIDE: J.K. ROWLING TALKS ABOUT HERSELF AND HARRY POTTER

TIME

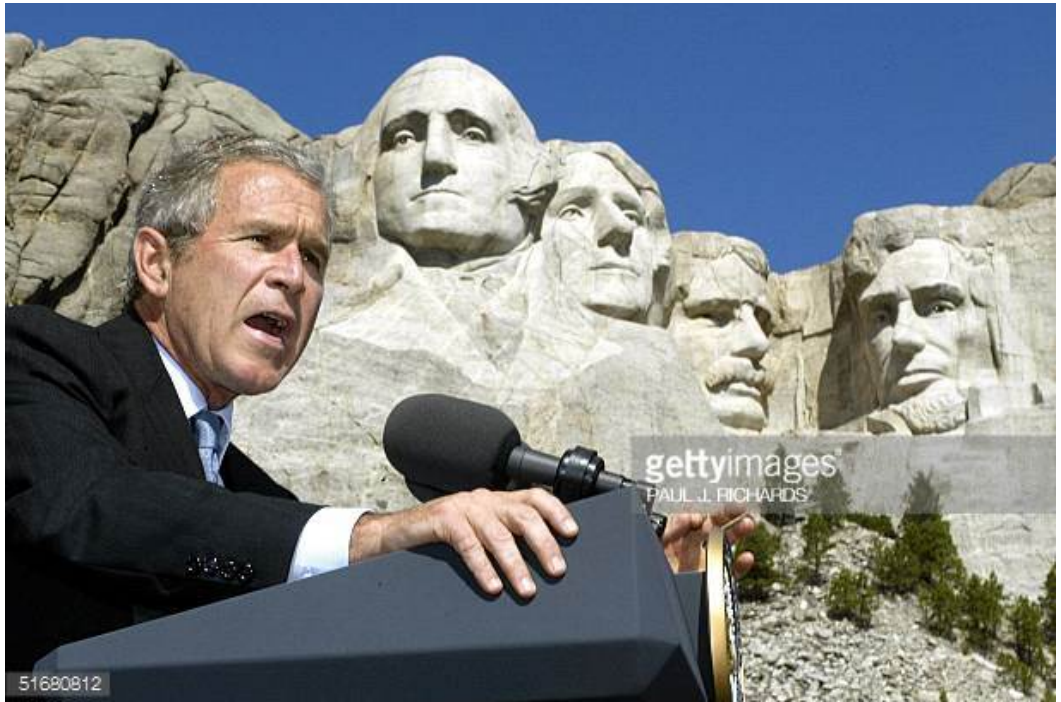
ROVE ON THE SPOT

As the Valerie Plame spy case heats up, is Bush's right-hand man going to pay a price?

EXCLUSIVE: "What I Told the Grand Jury," by Matthew Cooper

MISSION ACCOMPLISHED

CORPORATE RESPONSIBILITY
gettyimages
Lorenzo Ciniglio
583668504


gettyimages
PAUL J. RICHARDS
51690812

LIVE
Ellis Island
New York
abc

L'application de la psychologie à la manipulation de masse

« La psychologie est évidemment à la base de l'économie politique et, en général, de toutes les sciences sociales. Un jour viendra peut-être où nous pourrons déduire des principes de la psychologie les lois de la science sociale »

Vilfredo Pareto, *Manuel d'économie politique,* 1906

Les pionniers de la publicité psychologique

Stanley B. Resor

John B. Watson

George Creel, « ministre »
de la propagande des Etats-Unis (1917-1919)

Charlie Chaplin et Douglas Fairbanks assurant la promotion du 3e emprunt de guerre devant le bureau du Trésor américain à New York City, le 8 avril 1918

SUBJECT: 11-SC 16569

NUMBER A. U.

PHOTOGRAPHER Paul Thompson

REC'D Apr. 1918 TAKEN Apr. 1918.

DESCRIPTION

MOVIE STAR AIDS THIRD LIBERTY LOAN.

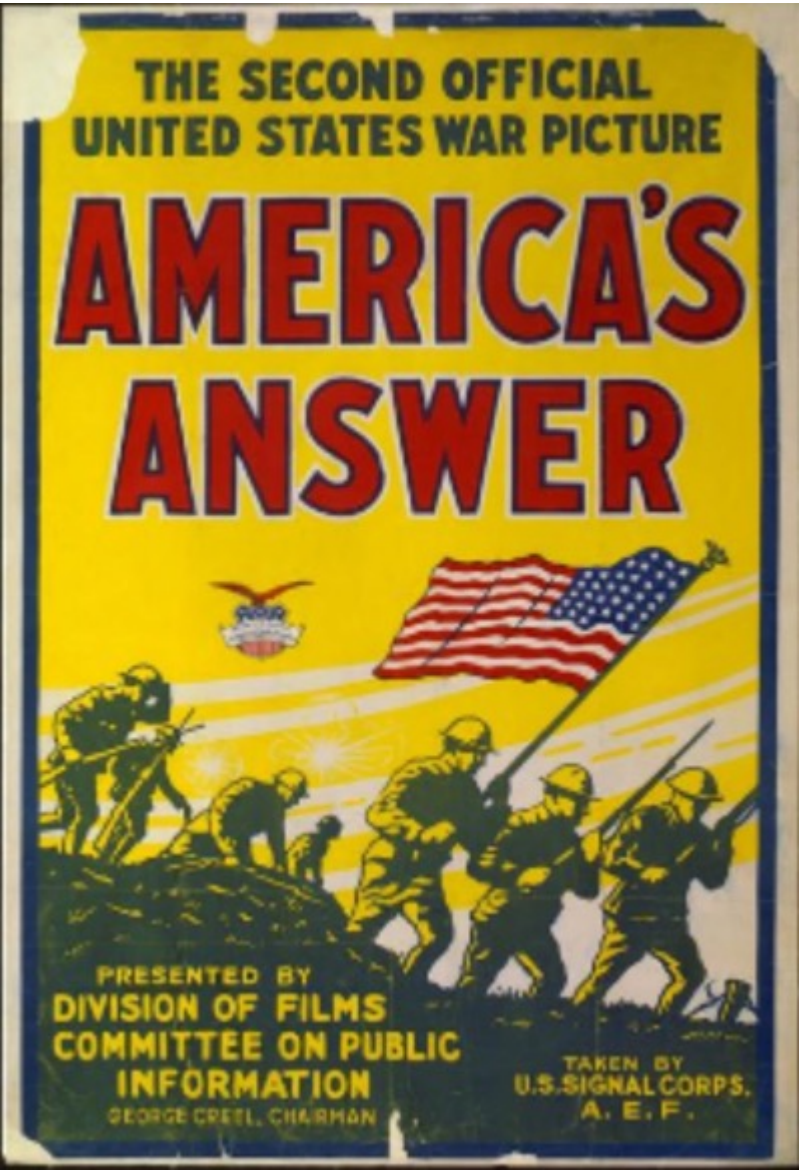
Douglas Fairbanks, movie star, speaking in front of the Sub Treasury building New York City, to aid the third Liberty Loan.

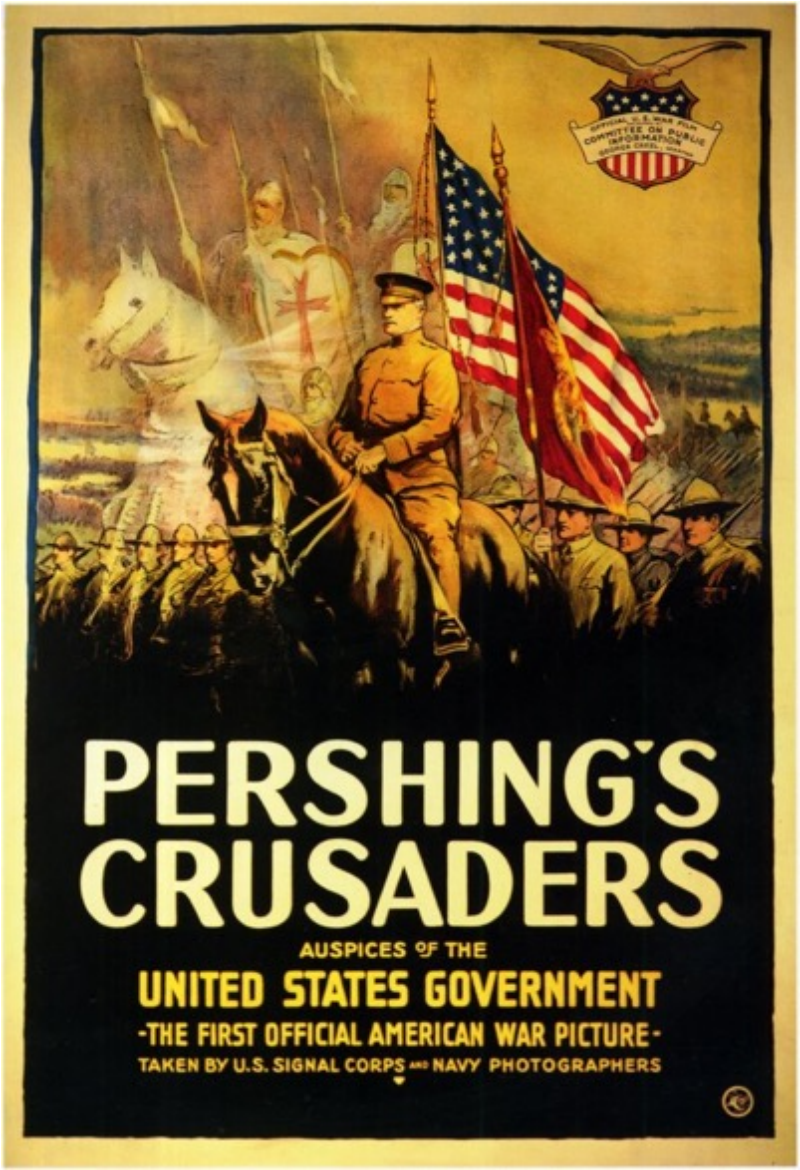
FOR OFFICIAL USE ONLY

ISSUED:

NOTES:

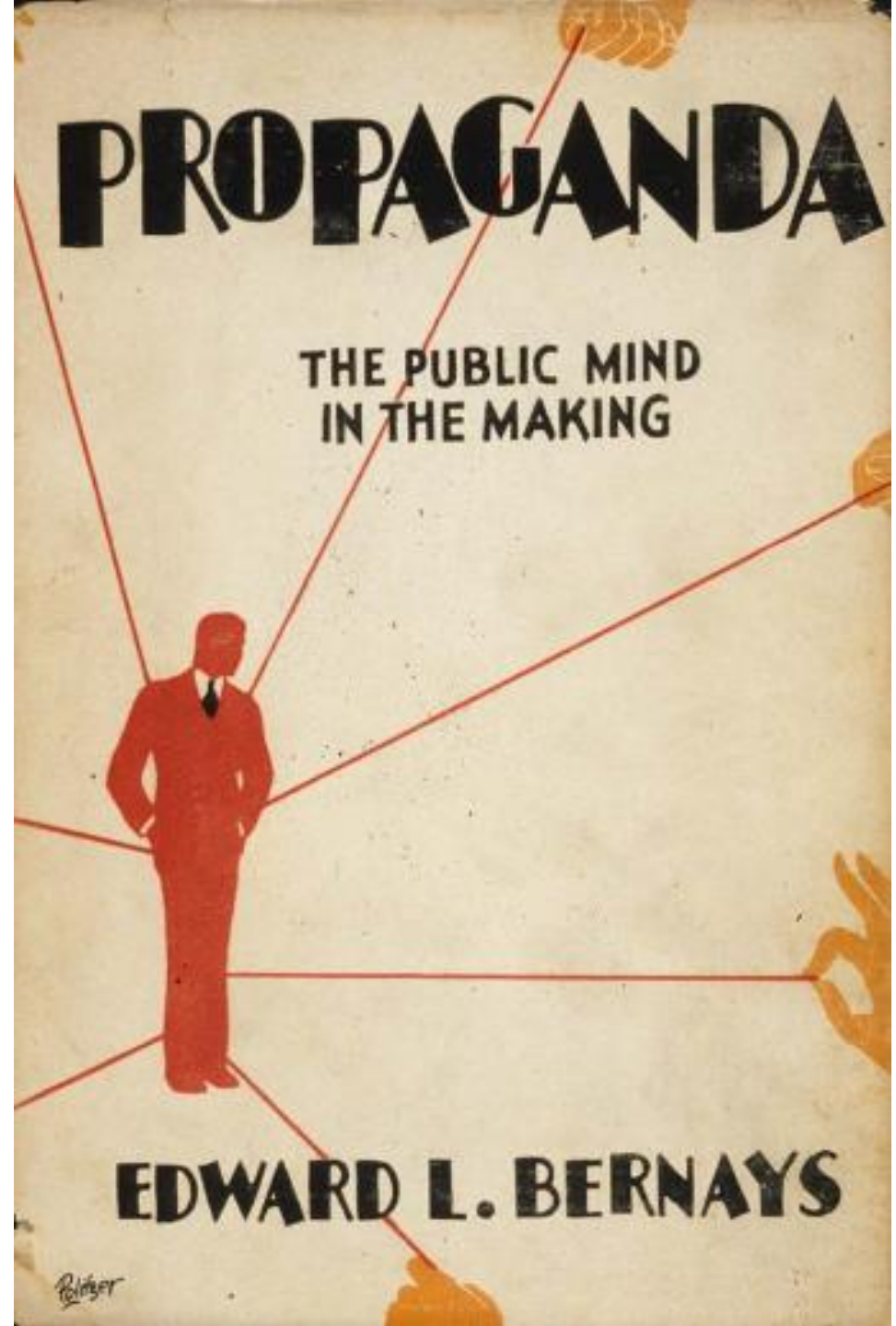
L’invention du cinéma de propagande

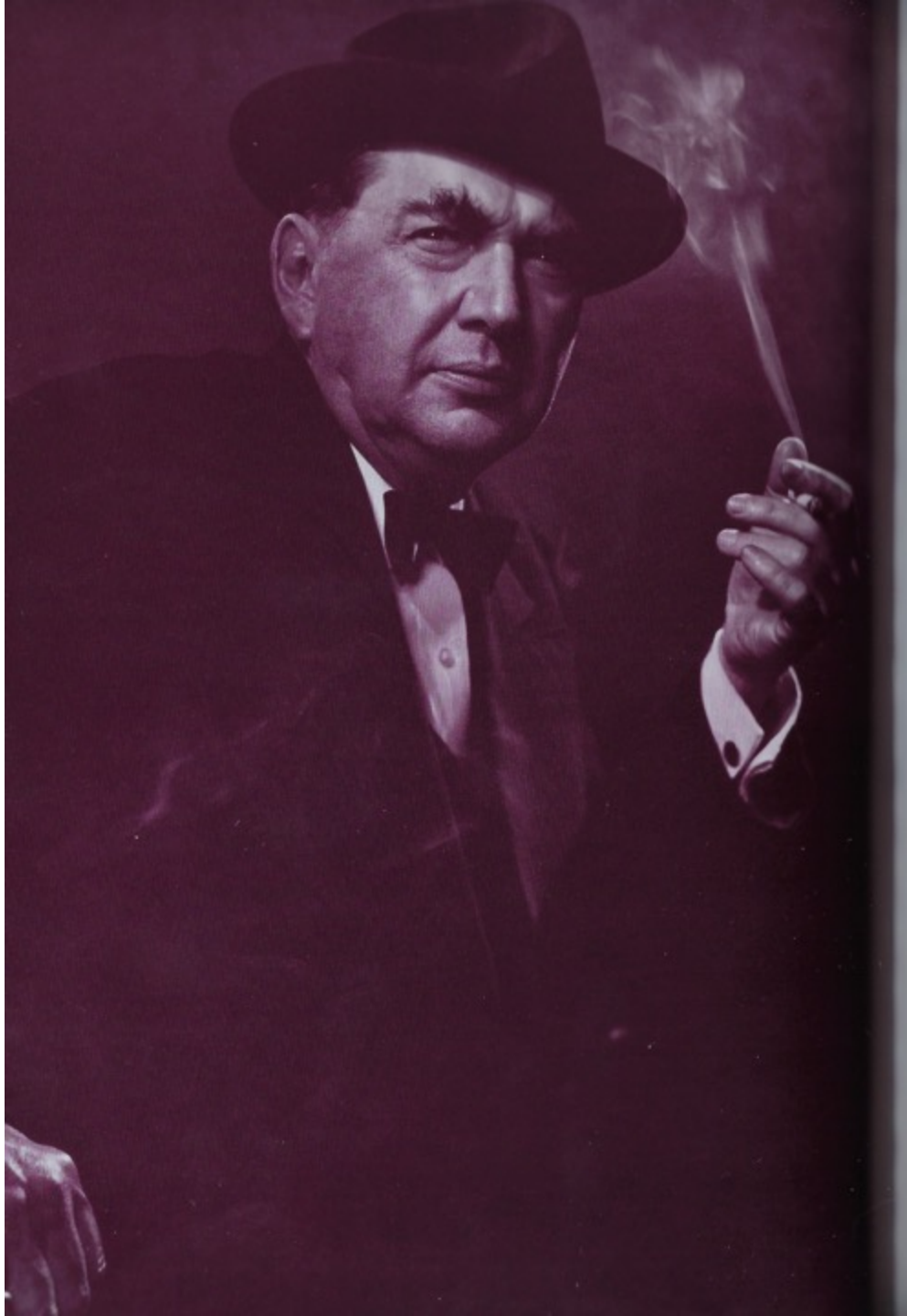




DESTROY
THIS MAD BRUTE
MILITARISM
ENLIST
U.S. ARMY - 600 MARKET ST.
Copyright Applied for

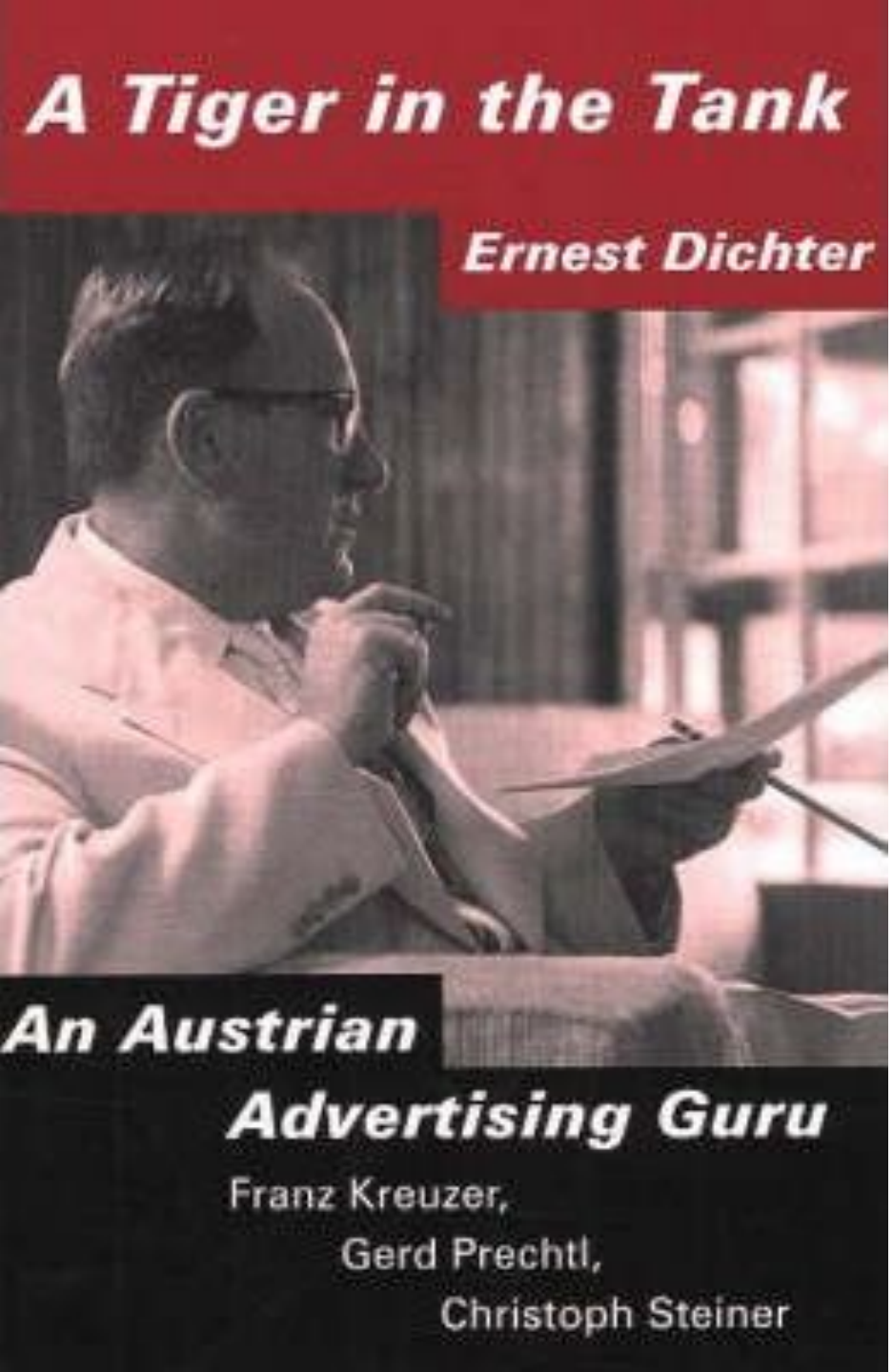
I WANT YOU
FOR U.S. ARMY
NEAREST RECRUITING STATION


PROPAGANDA
THE PUBLIC MIND
IN THE MAKING
EDWARD L. BERNAYS



Opposite: The formidable George Washington Hill, president of the American Tobacco Company, who engaged in legendary battles with his favorite ad man—Albert Lasker. (Hill photo © Yousuf Karsh.) *Top*: Lord & Thomas worked closely with American Tobacco to transform "Lucky Strike" from an obscure tobacco sold in tins to one of the world's best-known cigarette brands. *Bottom:* The catchphrase "reach for a Lucky instead of a sweet" achieved instant notoriety and prompted a 1929 injunction from the Federal Trade Commission. (Billboard photo [at Patterson's Mill Country Store near Chapel Hill, North Carolina] © Bruce Henschel.)

4.7. With the theme "Avoid that Future Shadow," Luckies broadened its attack from sweets to overindulgence. It preached moderation while shocking readers with silhouettes of the triple chins and bloated paunches of their future selves.



The Plymouth ad after the study.

4

gettyimages
Larry Ellis
1059563790

PUT A TIGER IN YOUR TANK

NEW POWER-FORMULA ESSO EXTRA BOOSTS POWER THREE WAYS...

1. QUICK STARTING. New Esso Extra gives quick starting, in summer and winter, and *smooth controlled power* with that extra acceleration when you need it.
2. SMOOTH FIRING. Esso Extra's new Power formula improves ignition, helps your engine to fire smoothly and efficiently.
3. HIGH QUALITY. New Esso Extra has the high quality that modern cars need for peak performance.
So call at the Esso sign and fill up with new Esso Extra —and feel the difference. PUT A TIGER IN YOUR TANK.

Happy Motoring! Esso

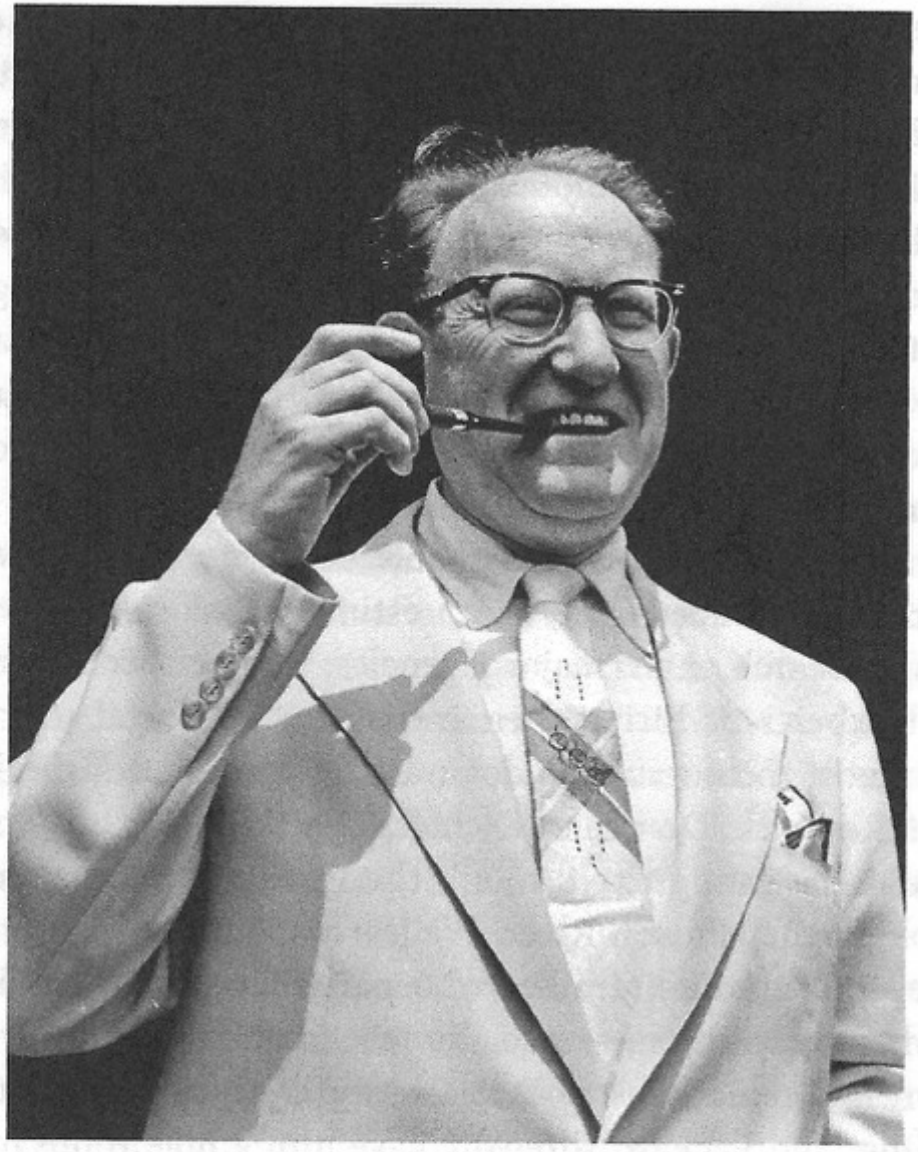


FIGURE 5.2 *The president of the Institute for Motivational Research, Dr. Ernest Dichter produced several influential reports that applied motivational research to US presidential campaigns.*

Ernest Dichter Photograph and Sound Recording Collection, Courtesy Hagley Museum and Library, P20101012 001.

« La persuasion, comme l'enseignement ou l'énergie atomique, est susceptible d'être utilisée pour le bien comme pour le mal »

Ernest Dichter

« C'est Dichter (à droite), à Villennes, au cours du séminaire que j'avais organisé autour de lui sur les enquêtes de motivation. Ses méthodes ont révolutionné la publicité, et sans doute bien d'autres choses. »

Marcel Bleustein Blanchet et Ernest Dichter

PARIS
RADIO
CITÉ
FRANCE

cette lame est **la grande amoureuse** de votre peau

Super Silver Gillette aime votre peau. Chaque matin dans votre salle de bains, c'est un amour purement physique, purement technique, parfaitement technique.

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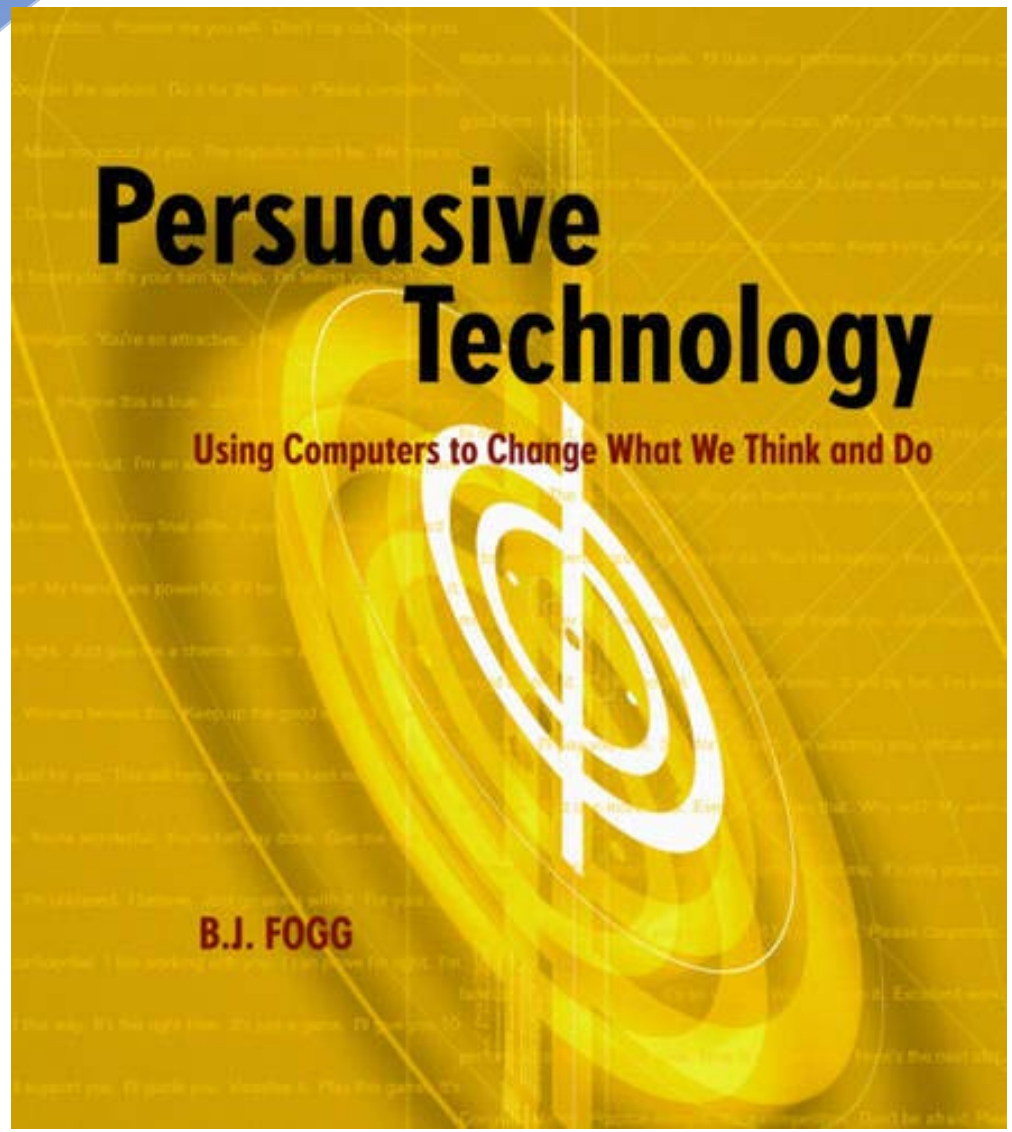
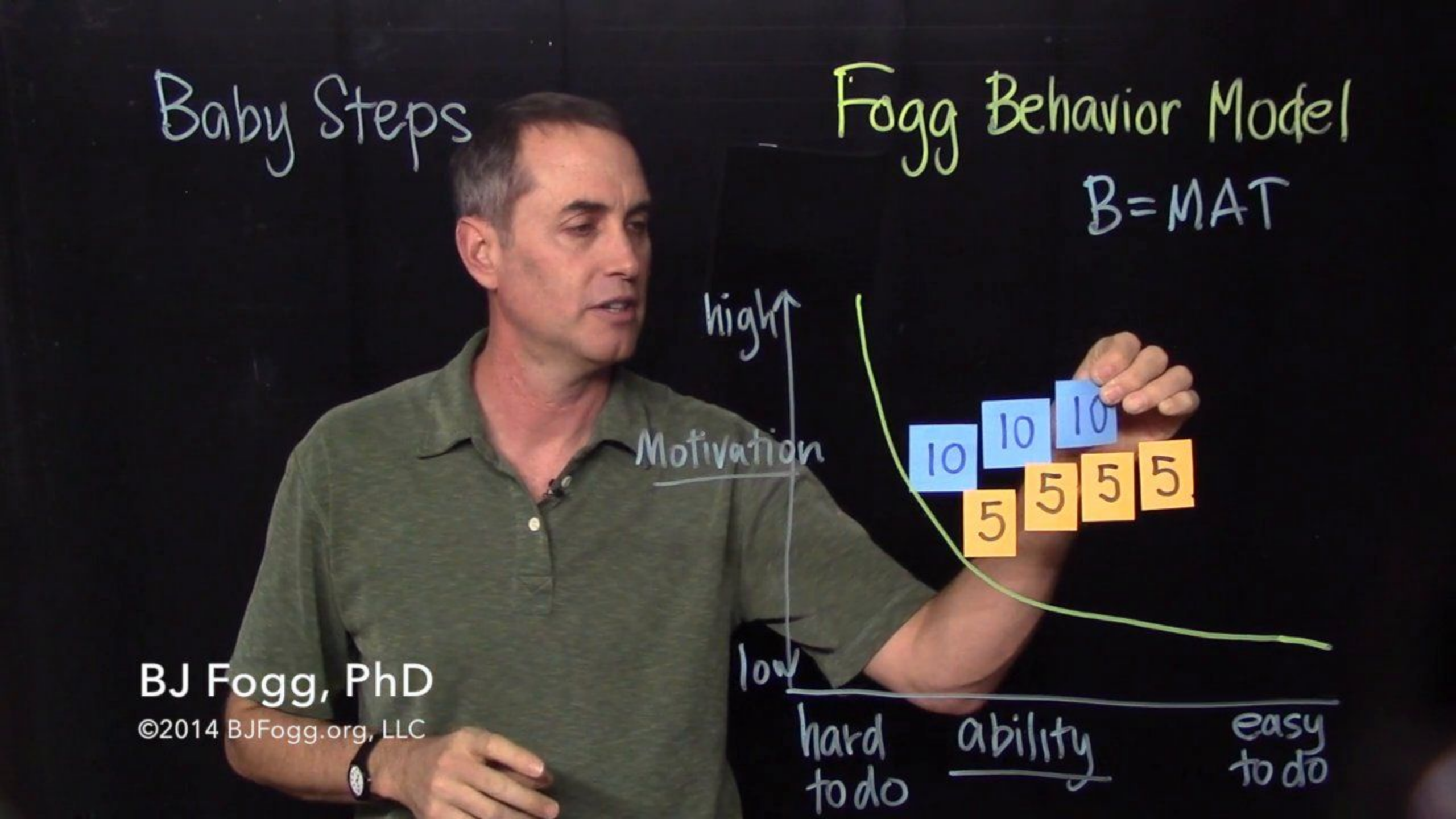
quand les parents "boivent"..
...les enfants "trinquent"
CAISSE PRIMAIRE DE SÉCURITÉ SOCIALE
Villemot

Richard Thaler

Le numérique et l'avènement d'armes de manipulation de masse

The Captologist: Stanford's B. J. Fogg coined the term "captology," for the study of "computers as persuasive technology."


Persuasive
Technology
Using Computers to Change What We Think and Do
B.J. FOGG


Baby Steps
Fogg Behavior Model
B=MAT
high
Motivation
low
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hard to do
ability
easy to do
BJ Fogg, PhD
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'A must-read for everyone who cares about driving customer engagement'

ERIC RIES, author of *The Lean Startup*

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How to Build Habit-Forming Products

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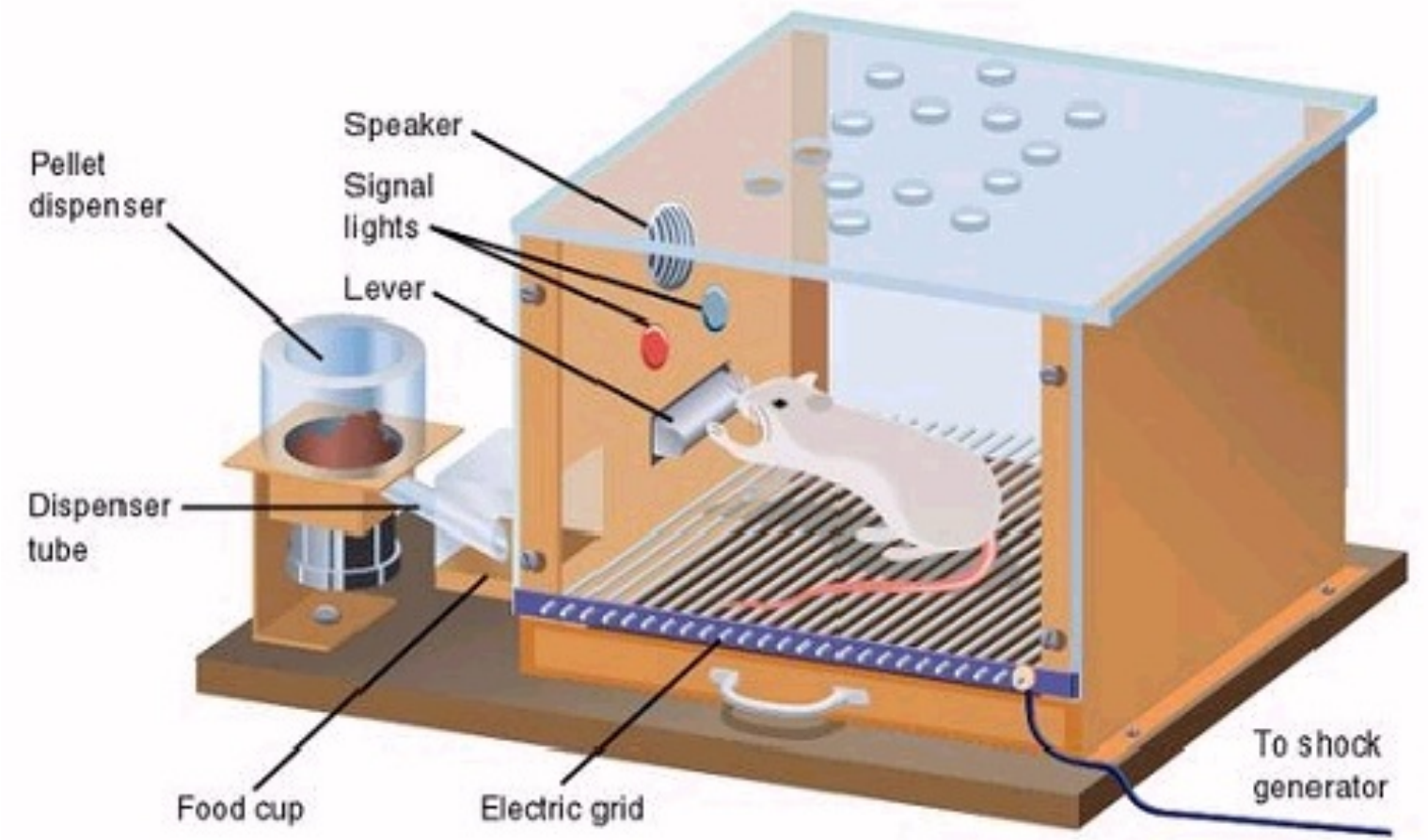

ADDICTION BY DESIGN

Machine Gambling in Las Vegas

NATASHA DOW SCHÜLL

"The seven sins are all around us, easy to spot. But the designs that apply the underlying behavioral forces that underpin the sins are harder to discern. That's why we need this book."

– *From the foreword by Don Norman, author of* Design of Everyday Things

EVIL BY DESIGN

INTERACTION DESIGN TO LEAD US INTO TEMPTATION

/ Chris Nodder /

WILEY

Mr Mark Zuckerberg

Back to Newsroom

Facebook app

Facebook Unveils Platform for Developers of Social Applications

May 24, 2007

SAN FRANCISCO — Facebook f8 Event, May 24, 2007 — Facebook founder and CEO Mark Zuckerberg today unveiled Facebook Platform, calling on all developers to build the next-generation of applications with deep integration into Facebook, distribution across its "social graph" and an opportunity to build new businesses.

"Until now, social networks have been closed platforms. Today, we're going to end that," Zuckerberg told an audience of more than 750 developers and partners. "With this evolution of Facebook Platform, any developer worldwide can build full social applications on top of the social graph, inside of Facebook."

"A fascinating look at a new field by one of its principal geeks." —*The Economist*

SOCIAL PHYSICS

2014 strategy+business Best Business Book

HOW SOCIAL NETWORKS CAN MAKE US SMARTER

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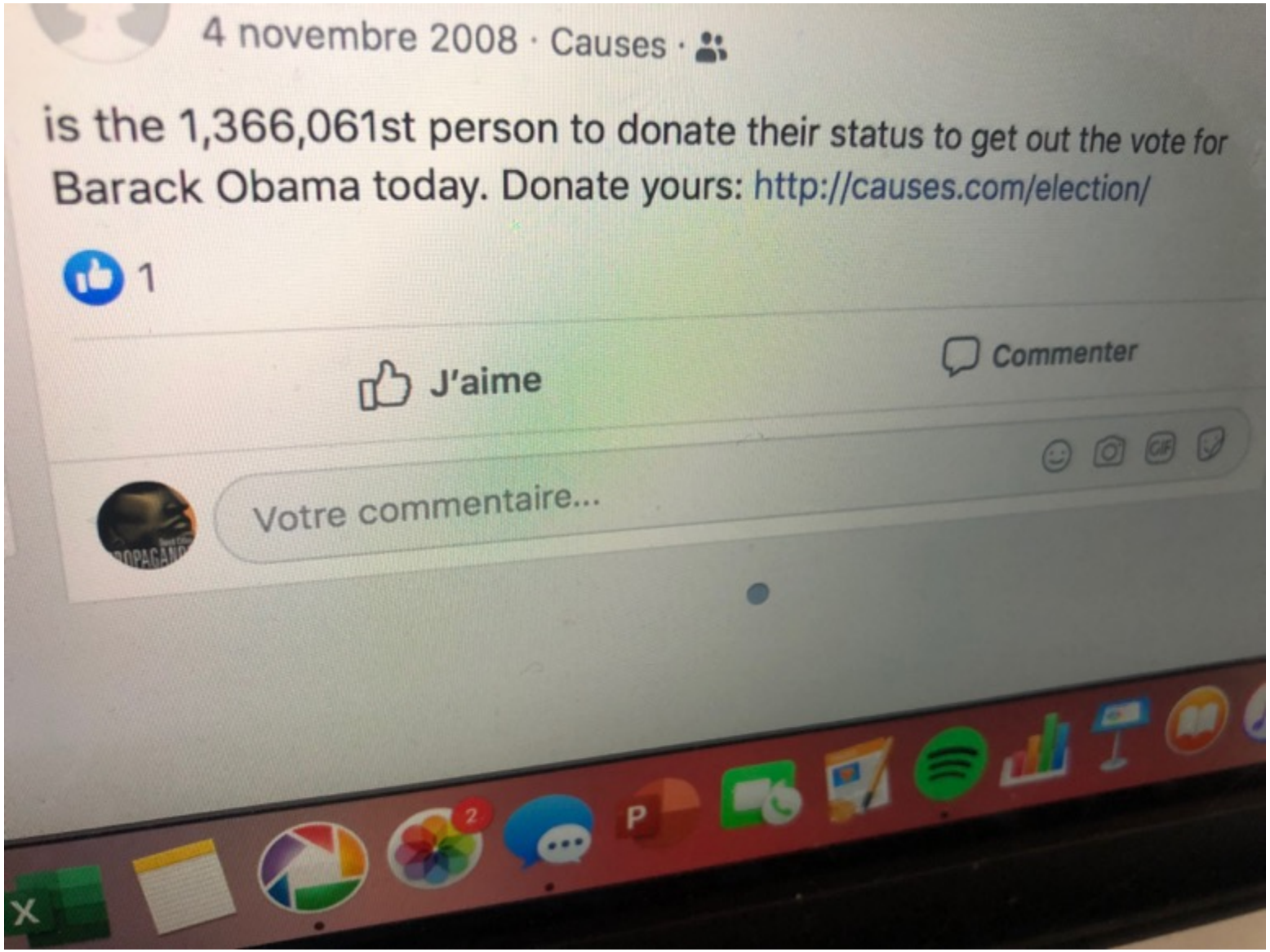

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TROPHÉES DE LA SIMUL ET DE L'IA

Le poids du numérique dans l'élection présidentielle américaine

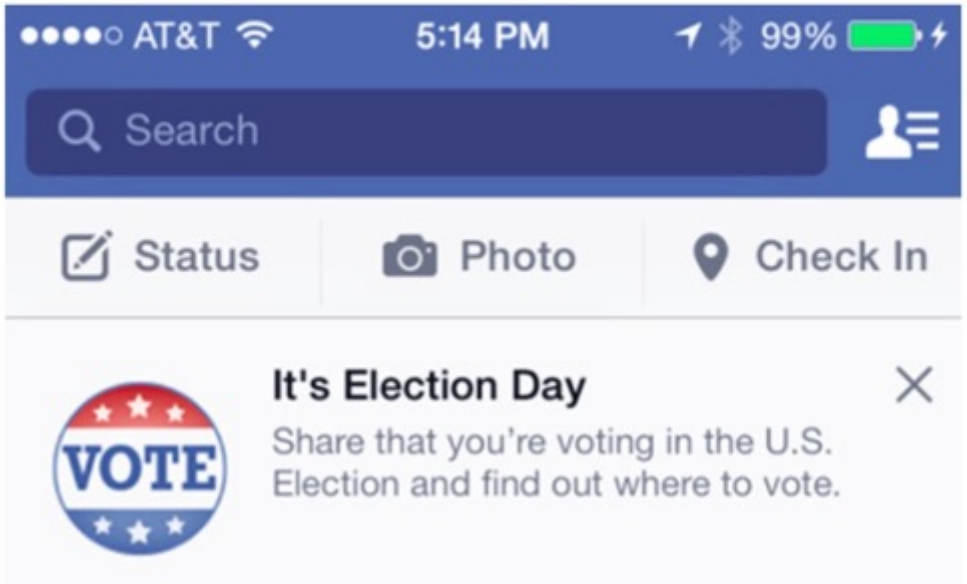
Comment Facebook influence les élections américaines

Le réseau social Facebook a profité des élections américaines de mi-mandat, en 2014, pour expérimenter pour la quatrième fois son dispositif encourageant les utilisateurs à aller voter. Facebook a ainsi montré son influence grandissante sur la démocratie moderne.

NORA POGGI | PUBLIÉ LE 06 NOVEMBRE 2014 À 15H07 MIS À JOUR LE 08 NOVEMBRE 2016 À 15H30

RÉSEAUX SOCIAUX, FACEBOOK, DONNÉES PERSONNELLES

TWITTER FACEBOOK LINKEDIN FLIPBOARD EMAIL



CrossMark
click for updates

Experimental evidence of massive-scale emotional contagion through social networks

Adam D. I. Kramer[a,1], Jamie E. Guillory[b,2], and Jeffrey T. Hancock[b,c]

[a]Core Data Science Team, Facebook, Inc., Menlo Park, CA 94025; and Departments of [b]Communication and [c]Information Science, Cornell University, Ithaca, NY 14853

Edited by Susan T. Fiske, Princeton University, Princeton, NJ, and approved March 25, 2014 (received for review October 23, 2013)

Emotional states can be transferred to others via emotional contagion, leading people to experience the same emotions without their awareness. Emotional contagion is well established in laboratory experiments, with people transferring positive and negative emotions to others. Data from a large real-world social network, collected over a 20-y period suggests that longer-lasting moods (e.g., depression, happiness) can be transferred through networks [Fowler JH, Christakis NA (2008) *BMJ* 337:a2338], although the results are controversial. In an experiment with people who use Facebook, we test whether emotional contagion occurs outside of in-person interaction between individuals by reducing the amount of emotional content in the News Feed. When positive expressions were reduced, people produced fewer positive posts and more negative posts; when negative expressions were reduced, the opposite pattern occurred. These results indicate that emotions expressed by others on Facebook influence our own emotions, constituting experimental evidence for massive-scale contagion via social networks. This work also suggests that, in contrast to prevailing assumptions, in-person interaction and nonverbal cues are not strictly necessary for emotional contagion, and that the observation of others' positive experiences constitutes a positive experience for people.

computer-mediated communication | social media | big data

demonstrated that (*i*) emotional contagion occurs via text-based computer-mediated communication (7); (*ii*) contagion of psychological and physiological qualities has been suggested based on correlational data for social networks generally (7, 8); and (*iii*) people's emotional expressions on Facebook predict friends' emotional expressions, even days later (7) (although some shared experiences may in fact last several days). To date, however, there is no experimental evidence that emotions or moods are contagious in the absence of direct interaction between experiencer and target.

On Facebook, people frequently express emotions, which are later seen by their friends via Facebook's "News Feed" product (8). Because people's friends frequently produce much more content than one person can view, the News Feed filters posts, stories, and activities undertaken by friends. News Feed is the primary manner by which people see content that friends share. Which content is shown or omitted in the News Feed is determined via a ranking algorithm that Facebook continually develops and tests in the interest of showing viewers the content they will find most relevant and engaging. One such test is reported in this study: A test of whether posts with emotional content are more engaging.

The experiment manipulated the extent to which people (N = 689,003) were exposed to emotional expressions in their News Feed. This tested whether exposure to emotions led people to

SHARE

REPORT

Exposure to ideologically diverse news and opinion on Facebook

Eytan Bakshy[1,*,†], Solomon Messing[1,†], Lada A. Adamic[1,2]

+ See all authors and affiliations

Science 05 Jun 2015:
Vol. 348, Issue 6239, pp. 1130-1132
DOI: 10.1126/science.aaa1160

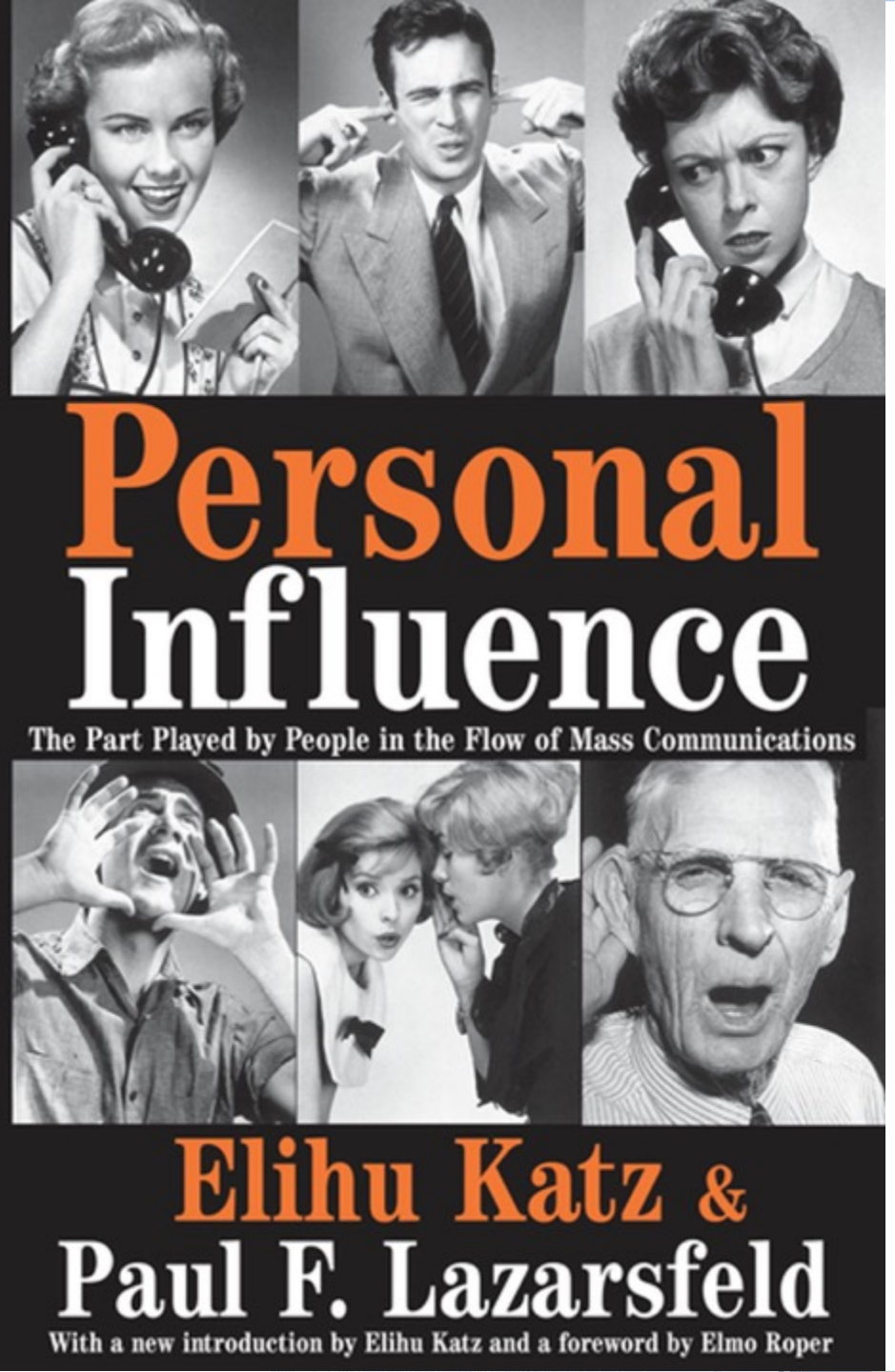
Not getting all sides of the news?

People are increasingly turning away from mass media to social media as a way of learning news and civic information. Bakshy *et al.* examined the news that millions of Facebook users' peers shared, what information these users were presented with, and what they ultimately consumed (see the Perspective by Lazer). Friends shared substantially less cross-cutting news from sources aligned with an opposing ideology. People encountered roughly 15% less cross-cutting content in news feeds due to algorithmic ranking and clicked through to 70% less of this cross-cutting content. Within the domain of political news encountered in social media, selective exposure appears to drive attention.

Science, this issue p. 1130; see also p. 1090

Abstract

Exposure to news, opinion, and civic information increasingly occurs through social media. How do these online networks influence exposure to perspectives that cut across ideological lines? Using deidentified data, we examined how 10.1 million U.S. Facebook users interact with socially shared news. We directly measured ideological homophily in friend networks and examined the extent to which heterogeneous friends could potentially expose individuals to cross-cutting content. We then quantified the extent to which individuals encounter comparatively more or less diverse content while interacting via Facebook's algorithmically ranked News Feed and further studied users' choices to click through to ideologically discordant content. Compared with algorithmic ranking, individuals' choices played a stronger role in limiting exposure to cross-cutting content.



« Rien n'influence plus quelqu'un que la recommandation d'un ami»

Mark Zuckerberg, 2017

The Formation of Love

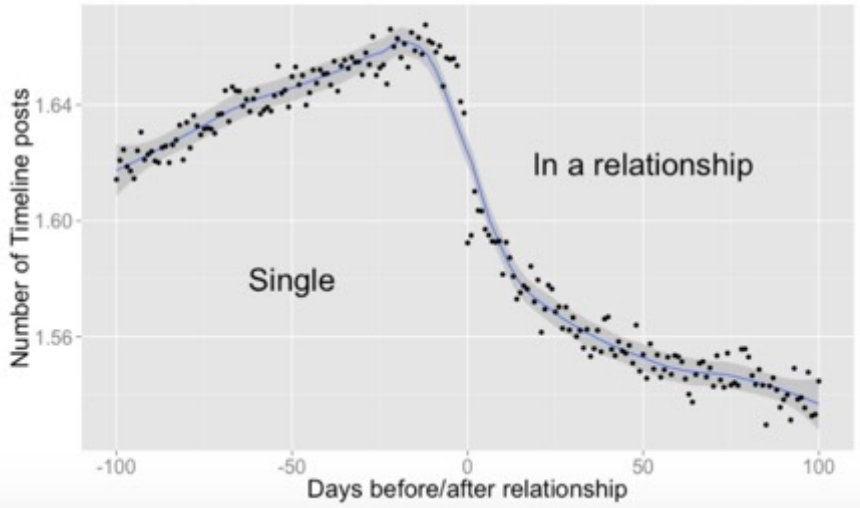
14 février 2014, 20:59

by Carlos Diuk, Facebook Data Science

This week, Facebook Data Science is shipping love in the form of a series of blog posts. This is installment 5 of 6; see the entire series here! This research has been conducted on anonymized, aggregated data.

Love is in the air! Or rather, it's written on your Facebook timeline. Couples are formed, and the news is shared with the world on Facebook by changing statuses from "Single" to "In a relationship". We explored interactions between couples before and after the relationship begins.

Relationships start with a period of courtship: on Facebook, messages are exchanged, profiles are visited, posts are shared on each other's timelines. The following graph shows the average number of timeline posts exchanged between two people who are about to become a couple. We studied the group of people who changed their status from "Single" to "In a relationship" and also stated an anniversary date as the start of their relationship. During the 100 days before the relationship starts, we observe a slow but steady increase in the number of timeline posts shared between the future couple. When the relationship starts ("day 0"), posts begin to decrease. We observe a peak of 1.67 posts per day 12 days before the relationship begins, and a lowest point of 1.53 posts per day 85 days into the relationship. Presumably, couples decide to spend more time together, courtship is off, and online interactions give way to more interactions in the physical world.



Facebook Data Science

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«Donneur d'organes», un nouveau statut sur Facebook

Par le figaro.fr | Publié le 02/05/2012 à 10:20

4 commentaires

Les utilisateurs américains et britanniques du réseau social peuvent désormais ajouter le statut «donneur d'organes» à leur profil. Un développement voulu par Mark Zuckerberg pour faciliter les greffes.

Predicting Personality with Social Media

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CHI 2011, May 7–12, 2011, Vancouver, BC, Canada.
ACM 978-1-4503-0268-5/11/05.

Abstract
Social media is a place where users present themselves to the world, revealing personal details and insights into their lives. We are beginning to understand how some of this information can be utilized to improve the users' experiences with interfaces and with one another. In this paper, we are interested in the personality of users. Personality has been shown to be relevant to many types of interactions; it has been shown to be useful in predicting job satisfaction, professional and romantic relationship success, and even preference for different interfaces. Until now, to accurately gauge users' personalities, they needed to take a personality test. This made it impractical to use personality analysis in many social media domains. In this paper, we present a method by which a user's personality can be accurately predicted through the publicly available information on their Facebook profile. We will describe the type of data collected, our methods of analysis, and the results of predicting personality traits through machine learning. We then discuss the implications this has for social media design, interface design, and broader domains.

Keywords
personality, social networks, social media

ACM Classification Keywords
H5.3. Group and Organization Interfaces; Asynchronous interaction; Web-based interaction.

General Terms
Human Factors

PNAS
Proceedings of the
National Academy of Sciences
of the United States of America

RESEARCH ARTICLE

Private traits and attributes are predictable from digital records of human behavior

Michal Kosinski, David Stillwell, and Thore Graepel

PNAS April 9, 2013 110 (15) 5802-5805; https://doi.org/10.1073/pnas.1218772110

Edited by Kenneth Wachter, University of California, Berkeley, CA, and approved February 12, 2013 (received for review October 29, 2012)

(12) **United States Patent**
Nowak et al.

(10) **Patent No.: US 8,825,764 B2**
(45) **Date of Patent: Sep. 2, 2014**

(54) **DETERMINING USER PERSONALITY CHARACTERISTICS FROM SOCIAL NETWORKING SYSTEM COMMUNICATIONS AND CHARACTERISTICS**

(75) Inventors: **Michael Nowak**, San Francisco, CA (US); **Dean Eckles**, Palo Alto, CA (US)

(73) Assignee: **Facebook, Inc.**, Menlo Park, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 185 days.

(21) Appl. No.: **13/608,943**

(22) Filed: **Sep. 10, 2012**

(65) **Prior Publication Data**

US 2014/0074920 A1 Mar. 13, 2014

(51) **Int. Cl.**
G06F 15/16 (2006.01)

(52) **U.S. Cl.**
CPC ***G06F 15/16*** (2013.01)
USPC **709/204**

(58) **Field of Classification Search**
CPC ... G06Q 30/00; G06Q 30/0241; G06Q 50/01; G06Q 10/10; G06F 17/30867; G06N 5/043
USPC 709/204
See application file for complete search history.

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2012/0254333	A1 *	10/2012	Chandramouli et al.	709/206
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Mislove, A. et al., "You Are Who You Know: Inferring User Profiles in Online Social Networks," *Proceedings of the Third ACM International Conference on Web Search and Data Mining*, Feb. 4-6, 2010, pp. 251-260, New York, New York, USA.

* cited by examiner

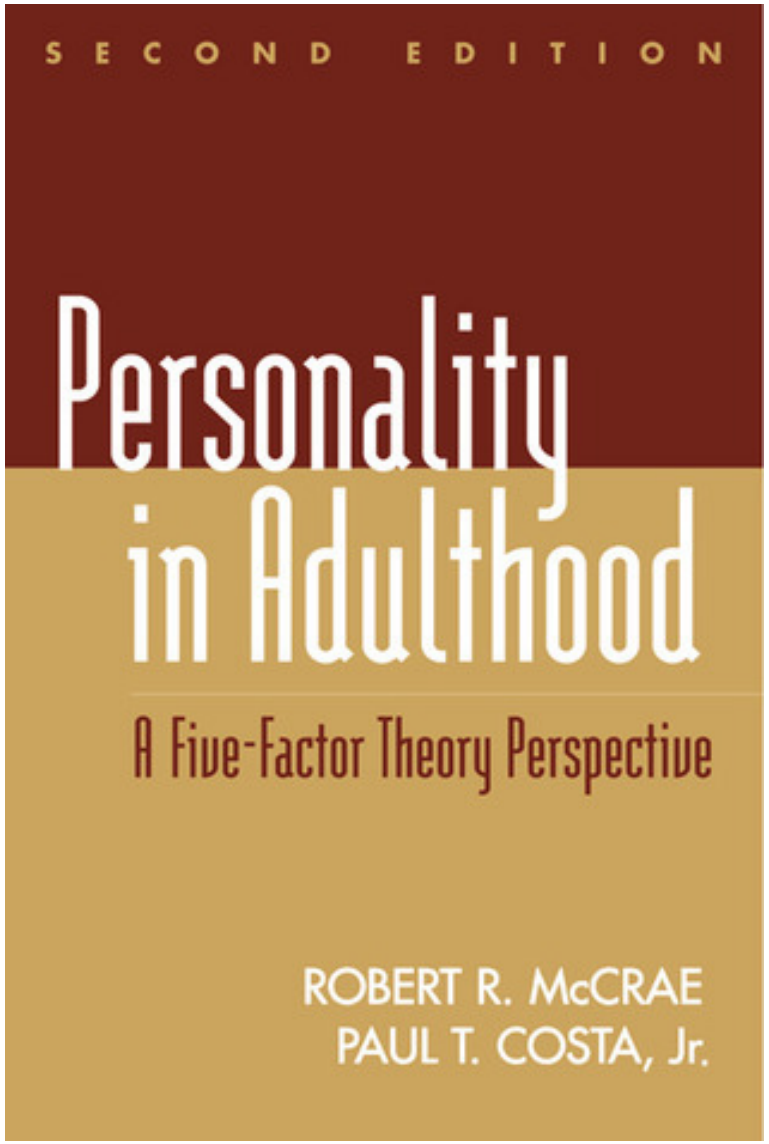
Primary Examiner — Kostas Katsikis
(74) *Attorney, Agent, or Firm* — Fenwick & West LLP

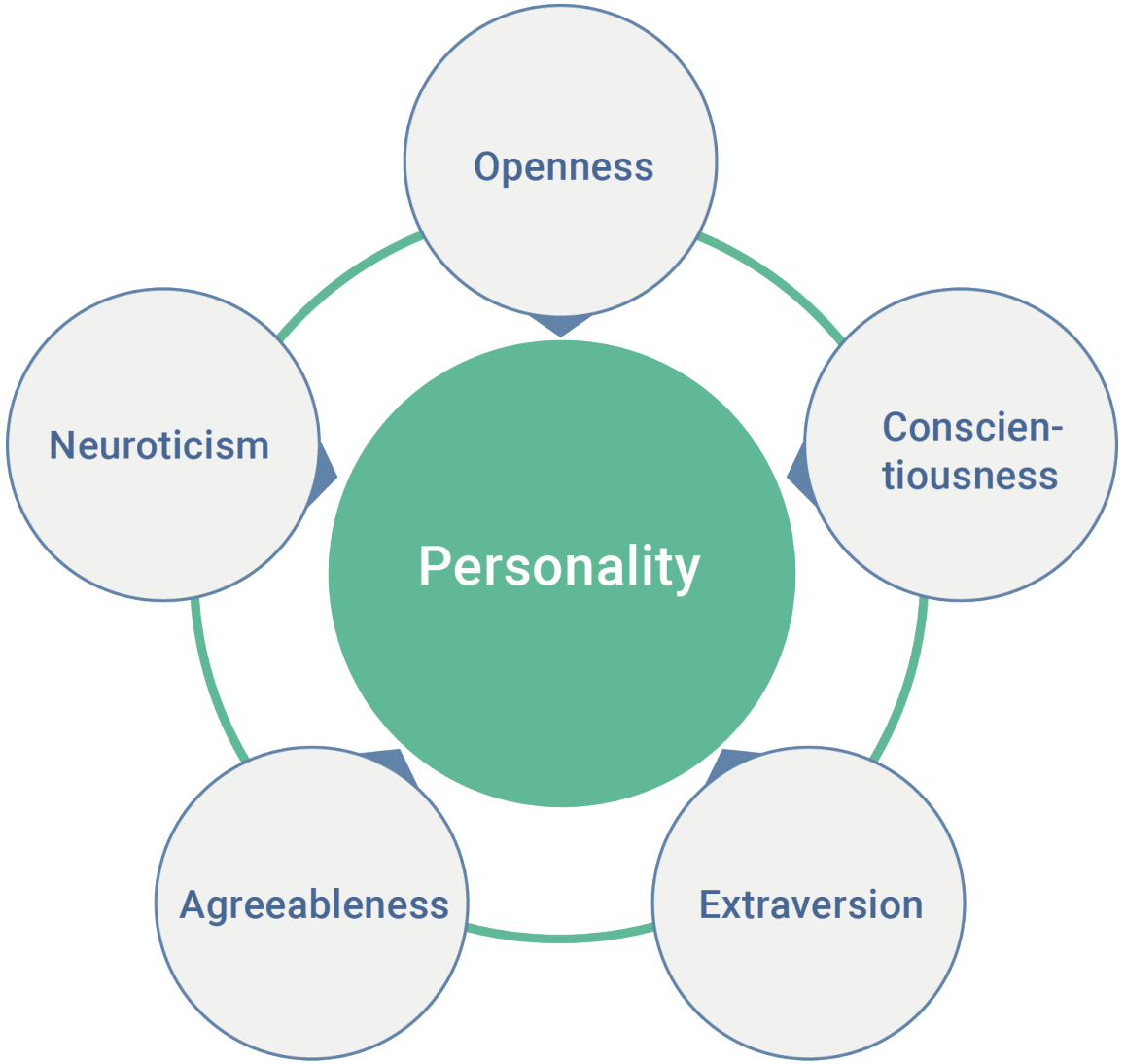
(57) **ABSTRACT**

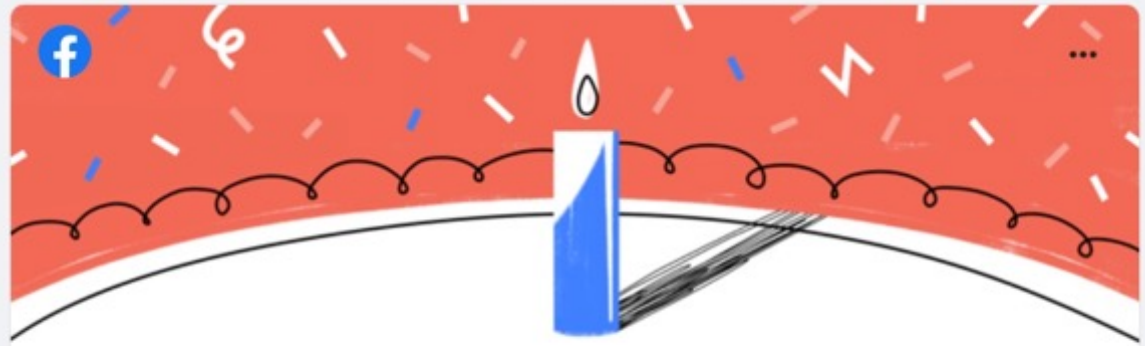
A social networking system obtains linguistic data from a user's text communications on the social networking system. For example, occurrences of words in various types of communications by the user in the social networking system are determined. The linguistic data and non-linguistic data associated with the user are used in a trained model to predict one or more personality characteristics for the user. The inferred personality characteristics are stored in connection with the user's profile, and may be used for targeting, ranking, selecting versions of products, and various other purposes.

14 Claims, 2 Drawing Sheets

Le modèle OCEAN (les « Big Five »)







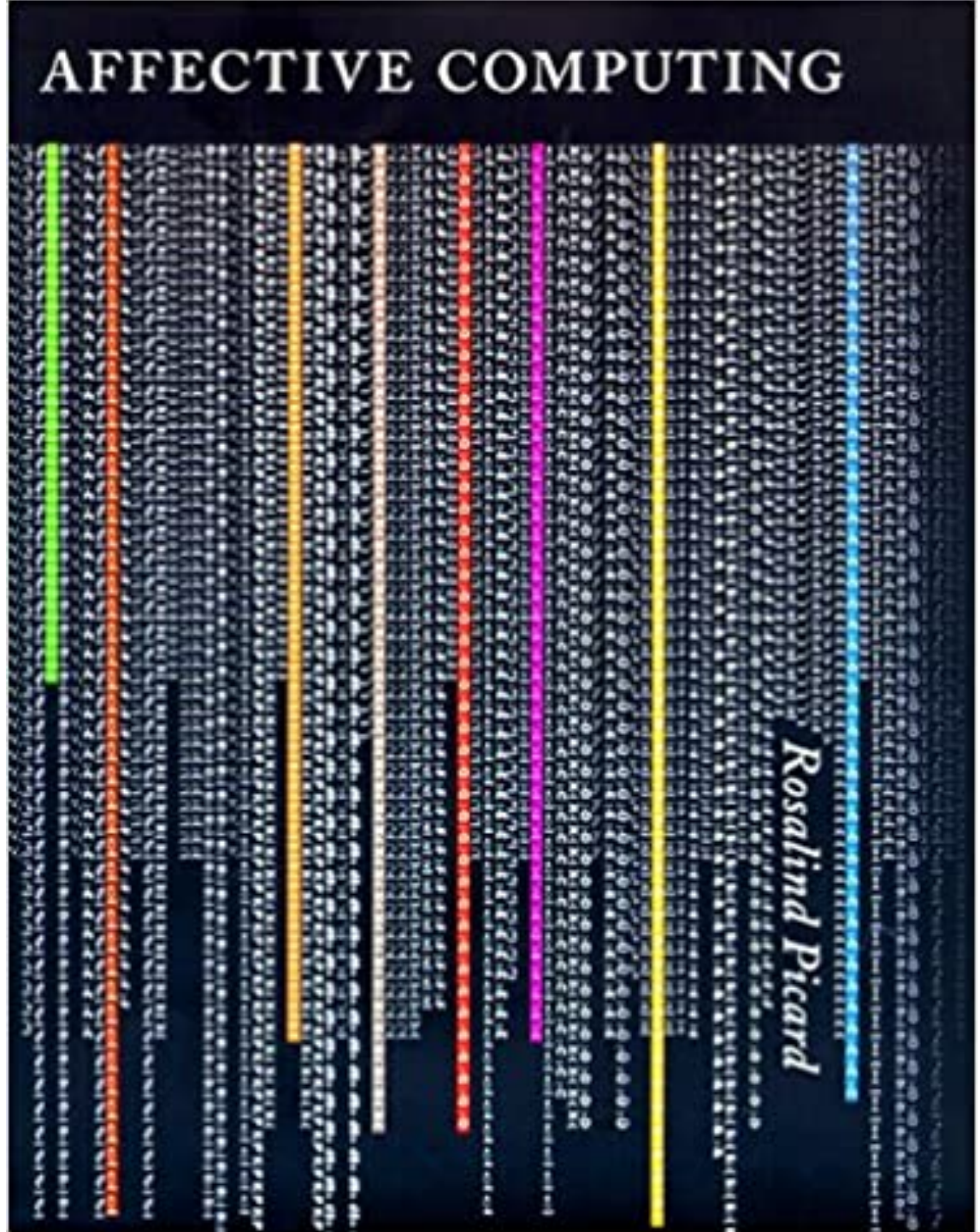
David, c'est bientôt votre anniversaire !

Récoltez de l'argent pour une organisation à but non lucratif que vous aimez. Nous nous occupons du traitement des dons, sans frais pour vous. Pour démarrer, faites votre choix parmi la liste d'organisations que vous aimez, ou faites une recherche.

Benoît Beyeler, Ell Bo et 240 autres amis ont participé à une collecte de fonds.

Institut de l'Engagement	Lincoln Center	Gapminder	ملهم التطوعي Molham
Éducation	Art, culture et philan...	Éducation	Art, culture et philan...
Sélec...	Sélec...	Sélec...	Sélec...

Choisir une association


AFFECTIVE COMPUTING
Rosalind Picard

Taylor & Francis Online

Home ► All Journals ► Cognition and Emotion ► List of Issues ► Volume 6, Issue 3-4 ► An argument for basic emotions

Cognition and Emotion ›
Volume 6, 1992 - Issue 3-4

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10,996
Views
3,179
CrossRef citations to date
31
Altmetric

Original Articles

An argument for basic emotions

Paul Ekman

Pages 169-200 | Received 08 Oct 1990, Published online: 07 Jan 2008

Download citation https://doi.org/10.1080/02699939208411068

References | Citations | Metrics | Reprints & Permissions | Get access

Abstract

Emotions are viewed as having evolved through their adaptive value in dealing with fundamental life-tasks. Each emotion has unique features: signal, physiology, and antecedent events. Each emotion also has characteristics in common with other emotions: rapid onset, short duration, unbidden occurrence, automatic appraisal, and coherence among responses. These shared and unique characteristics are the product of our evolution, and distinguish emotions from other affective phenomena.

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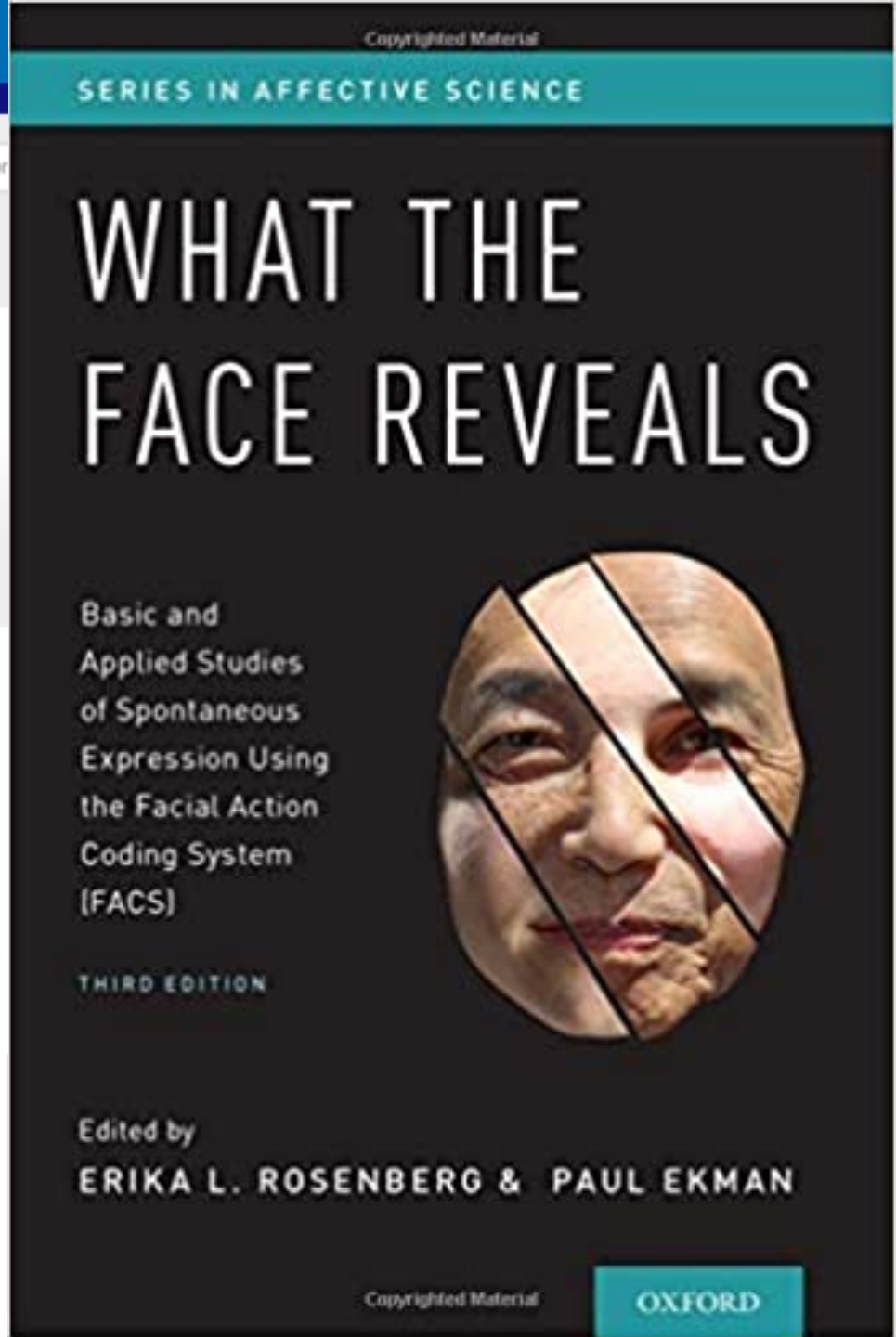
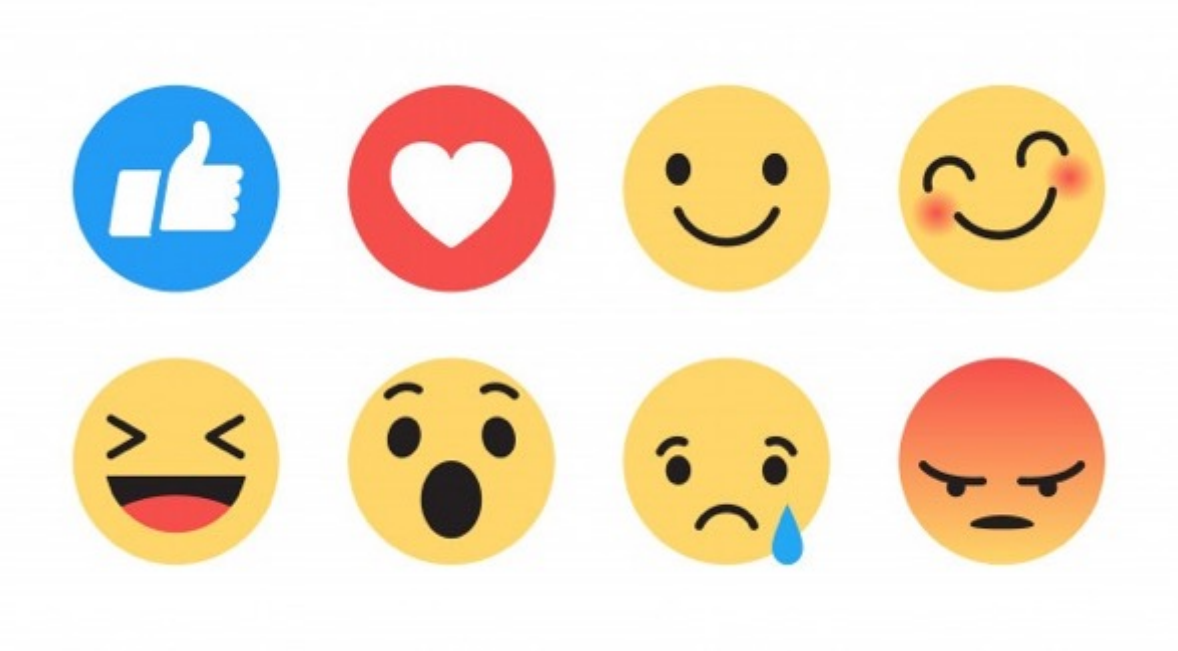


Le modèle des émotions universelles de Paul Ekman

Figure 1 : Joie

Figure 2 : dégoût, mépris, colère, peur, surprise et tristesse

Facebook Emoticons (2016)



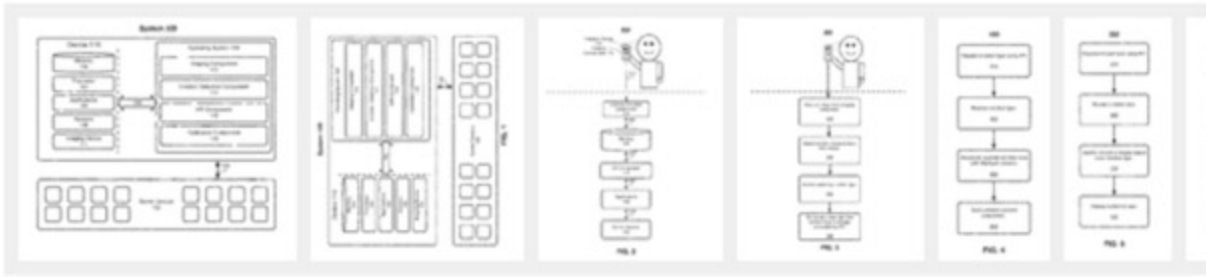
Nouvel émoticône, Mai 2020

Techniques for emotion detection and content delivery

Abstract

Techniques for emotion detection and content delivery are described. In one embodiment, for example, an emotion detection component may identify at least one type of emotion associated with at least one detected emotion characteristic. A storage component may store the identified emotion type. An application programming interface (API) component may receive a request from one or more applications for emotion type and, in response to the request, return the identified emotion type. The one or more applications may identify content for display based upon the identified emotion type. The identification of content for display by the one or more applications based upon the identified emotion type may include searching among a plurality of content items, each content item being associated with one or more emotion type. Other embodiments are described and claimed.

Images (11)



Classifications

H04N21/262 Content or additional data distribution scheduling, e.g. sending additional data at off-peak times, updating software modules, calculating the carousel transmission frequency, delaying a video stream transmission, generating play-lists

US20150242679A1
United States

Download PDF | Find Prior Art | Similar

Inventor: Barak Reuven Naveh

Current Assignee : Facebook Inc

Worldwide applications

2014 • US 2017 • US

Application US14/189,467 events

2014-02-25 • Application filed by Facebook Inc

2014-02-25 • Priority to US14/189,467

2015-07-28 • Assigned to FACEBOOK INC.

2015-08-27 • Publication of US20150242679A1

2017-06-13 • Application granted

2017-06-13 • Publication of US9681166B2

Status • Active

2034-11-03 • Adjusted expiration

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RESEARCH ARTICLE

Predicting individual-level income from Facebook profiles

Sandra C. Matz, Jochen I. Menges, David J. Stillwell, H. Andrew Schwartz

Published: March 28, 2019 • https://doi.org/10.1371/journal.pone.0214369

Article | Authors | Metrics | Comments | Media Coverage

Abstract
Introduction
Method
Results
Discussion
References

Reader Comments (0)
Media Coverage (0)
Figures

Abstract

Information about a person's income can be useful in several business-related contexts, such as personalized advertising or salary negotiations. However, many people consider this information private and are reluctant to share it. In this paper, we show that income is predictable from the digital footprints people leave on Facebook. Applying an established machine learning method to an income-representative sample of 2,623 U.S. Americans, we found that (i) Facebook Likes and Status Updates alone predicted a person's income with an accuracy of up to $r = 0.43$, and (ii) Facebook Likes and Status Updates added incremental predictive power above and beyond a range of socio-demographic variables ($\Delta R^2 = 6–16\%$, with a correlation of up to $r = 0.49$). Our findings highlight both opportunities for businesses and legitimate privacy concerns that such prediction models pose to individuals and society when applied without individual consent.

Analyzing Personality through Social Media Profile Picture Choice

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Lyle Ungar
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University of Pennsylvania
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Abstract

The content of images users post to their social media is driven in part by personality. In this study, we analyze how Twitter profile images vary with the personality of the users posting them. In our main analysis, we use profile images from over 66,000 users whose personality we estimate based on their tweets. To facilitate interpretability, we focus our analysis on aesthetic and facial features and control for demographic variation in image features and personality. Our results show significant differences in profile picture choice between personality traits, and that these can be harnessed to predict personality traits with robust accuracy. For example, agreeable and conscientious users display more positive emotions in their profile pictures, while users high in openness prefer more aesthetic photos.

predictable of certain psychological traits by humans (Naumann et al. 2009). The study of profile images is particularly appealing as these are photos the users choose as representative for their online persona, and moreover, users can post pictures that do not stand for themselves. This choice is a type of behavior associated at least in part with personality, which is usually expressed by the five factor model (Digman 1990), (McCrae and John 1992) – the 'Big Five' – consisting of openness to experience, conscientiousness, extraversion, agreeableness and neuroticism.

For example, extraverts enjoy interacting with others, have high group visibility and are perceived as energetic. This could lead to extraverts using profile pictures involving other people or where they express more positive emotions. Users high in conscientiousness tend to be more orderly and prefer planned behaviors. This could lead users to conform to norms

Conference Paper | PDF Available

Do Others Perceive You As You Want Them To? Modeling Personality based on Selfie

October 2015
DOI:10.1145/2813524.2813528
Conference: ACM Multimedia workshop on ASM (Affect and Sentiment in Multimedia) · At: Brisbane, Australia

Authors:

Sharath Chandra Guntuku
University of Pennsylvania

Lin Qiu

Sujoy Roy
Personal

Weisi Lin
Nanyang Technological University

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Home > Psychology > Personality Psychology > Personality Traits

Conference Paper

Using Instagram Picture Features to Predict Users' Personality

January 2016
DOI:10.1007/978-3-319-27671-7_71
Conference: International Conference on Multimedia Modeling
Projects: Fusing Social Media Cues: Personality Prediction from Twitter and Instagram · Using Instagram Picture Features to Predict Users' Personality

Authors:

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PREDICTING INDIVIDUAL WELL-BEING THROUGH THE LANGUAGE OF SOCIAL MEDIA

January 2016
DOI:10.1142/9789814749411_0047
Conference: Proceedings of the Pacific Symposium

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Watson Personality Insights

Predict personality characteristics, needs, and values via written text. Understand customer habits and preferences on an individual level—at scale.

Get started free

Watson Personality Insights features

Detailed personality portraits

Use linguistic analytics to infer individual personality characteristics (like big five, needs, and values) from digital communications such as email, blog posts, tweets, and forum posts.

Learn consumption preferences

Look at a user's inclination to pursue different products, services, and activities, including shopping, music, movies, and more.

Tailor the customer experience

Understand individual customers for segmentation, personalized product recommendations, and highly targeted messaging.

Let's talk

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9 mai 2016 ·
FBLearner Flow is a machine learning platform capable of easily reusing algorithms in different products, scaling to run thousands of simultaneous custom experiments, and managing experiments with ease. FBLearner Flow is used by more than 25 percent of Facebook's engineering team. Since its inception, more than a million models have been trained, and our prediction service has grown to make more than 6 million predictions per second.
CODE.FACEBOOK.COM
Introducing FBLearner Flow: Facebook's AI backbone
The FBLearner Flow platform puts state-of-the-art algorithms in AI and machine learning ...
741
34 commentaires 116 partages
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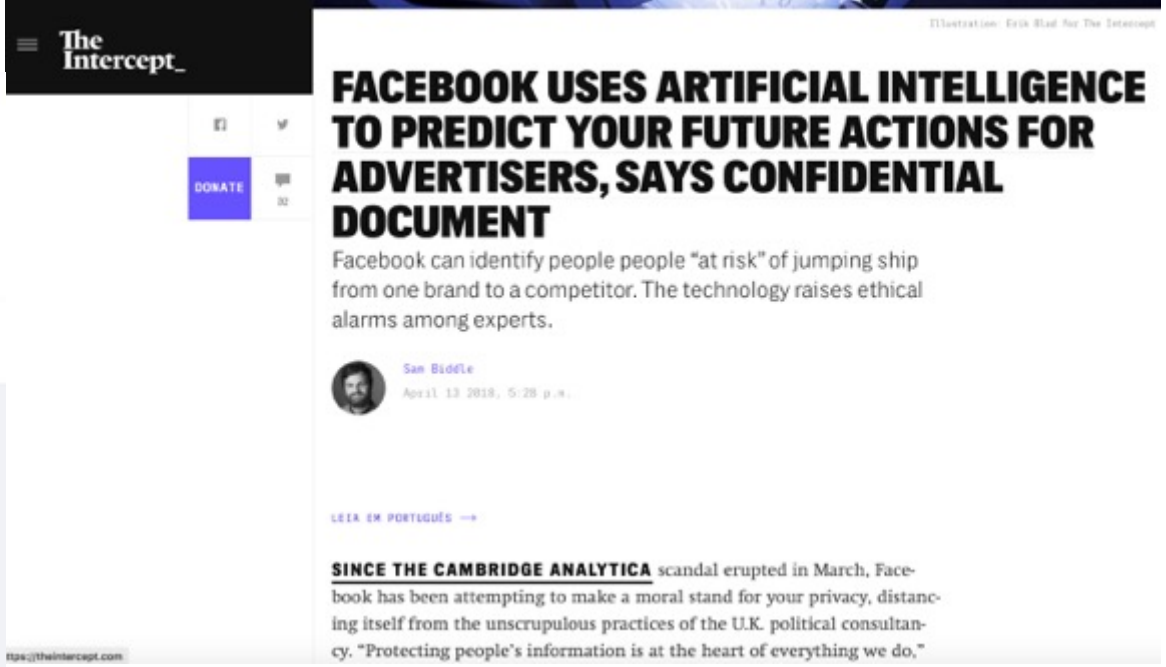
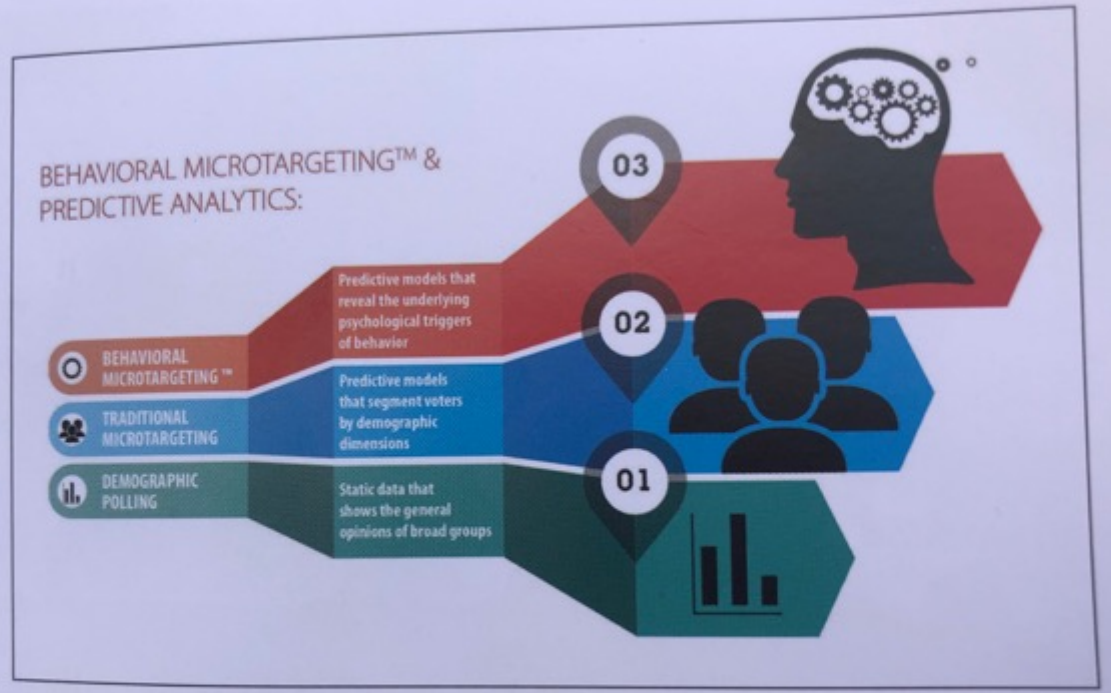


«Le capitalisme de surveillance revendique unilatéralement l'expérience humaine comme matière première gratuite destinée à être traduite en données comportementales. Bien que certaines de ces données soient utilisées pour améliorer des produits ou des services, le reste est déclaré comme un surplus comportemental propriétaire, qui vient alimenter des chaînes de production avancées, connues sous le nom d'« intelligence artificielle », pour être transformé en produits de prédiction qui anticipent ce que vous allez faire, maintenant, bientôt, plus tard. Enfin, ces produits de prédiction sont négociés sur un nouveau marché, celui des prédictions comportementales, que j'appelle les marchés des comportements futurs. »

Shoshana Zuboff, *L'âge du capitalisme de surveillance*, Paris, Zulma, 2020 (2019), p. 25

FEBRUARY 13, 2017
TIME
THE GREAT MANIPULATOR
STEVE BANNON
CHIEF WHITE HOUSE STRATEGIST
time.com



Infographies de microciblage comportemental et d'analyse prédictive, tirées des premières brochures et présentations du groupe SCL, où l'on distingue la modélisation comportementale des méthodes traditionnelles.

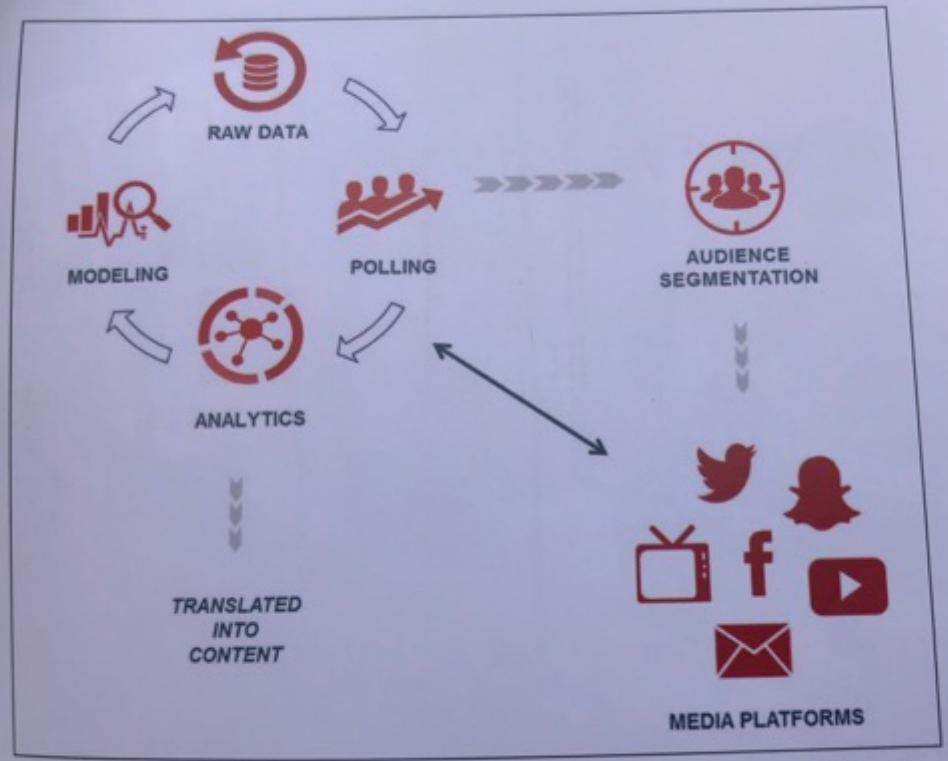


Schéma du cycle d'analyse des données et processus de microciblage, débriefing de la campagne de Trump. *(décembre 2016)*

« Une minorité sélectionnée de personnes fait preuve de caractéristiques relevant à la fois du narcissisme (un autocentrement extrême), du machiavélisme (une défense brutale de ses propres intérêts) et de la psychopathie (un profond détachement émotionnel). Contrairement aux caractéristiques du Big Five que l'on trouve chez tout le monde à un degré ou à un autre et qui font partie de la psychologie normale – ouverture, consciencieusité, extraversion, agréabilité et neuroticisme –, les trois traits formant cette « sombre triade » sont inadaptés, ce qui signifie que ceux qui en font preuve sont généralement plus enclins à adopter des comportements antisociaux, voire à perpétrer des actes criminels. À partir des données que CA avait collectées, l'équipe fut capable d'identifier des individus qui possédaient à la fois un score élevé en neuroticisme et les caractéristiques de la « sombre triade », ainsi que ceux qui étaient davantage sujets à des impulsions colériques et des pensées conspirationnistes que le citoyen moyen. Cambridge Analytica les cibla, introduisant des récits *via* des groupes Facebook, des publicités, ou des articles dont l'entreprise savait, grâce à ses tests en interne, qu'ils avaient de grandes probabilités d'attiser la colère de ce segment très étroit d'individus possédant ces caractéristiques. CA voulait provoquer les individus, les pousser à s'engager ».

Christopher Wylie, Mindfuck. Le complot de Cambridge Analytica pour s'emparer de nos cerveaux, Paris, Grasset, 2020

Clips de campagne conçus par Cambridge Analytica pour le Comité d'action politique (PAC) de John Bolton (2014)

Ouvert

Extraverti

Névrosé

Consciencieux

Attentionné

« J'ai montré à l'équipe les cinq versions différentes de cette publicité (…). Chacune avait été sélectionnée en fonction des profils de personnalité des électeurs et de la modélisation du public visé. Les données démontraient sans la moindre ambiguïté que chaque clip avait parfaitement fonctionné. J'avais un tableau indiquant les taux de clics et la mobilisation. Le résultat de cette campagne d'opinion était sans appel : on constatait une hausse des opinions favorables. Bolton avait même eu recours à un autre prestataire pour confirmer cette tendance. (…). Grâce à ces contenus, les électeurs étaient de plus en plus conscients que la sécurité intérieure était un enjeu électoral majeur. En Caroline du Nord, nous avions diffusé nos messages auprès d'un groupe de jeunes femmes testées comme étant extrêmement « névrosées », selon le modèle OCEAN. Au terme de l'opération, nous avons découvert, en comparant ces femmes avec un groupe témoin, que nous avions fait progresser ce sujet de 34% dans leurs préoccupations. Ce qui avait influencé leur façon de votre. Nous en étions sûrs à 95%. »

Britanny Kaiser, *Cambridge Analytica. L'entreprise qui a siphonné les données de 87 millions d'utilisateurs*, Paris, Harper Collins, 2020 (2019), p. 201-202.

« Dark Ad » de Cambridge Analytica ciblant les démocrates porteurs d'armes dans les Etats-clés (2016)

Conclusion

L'approche européenne pour une IA digne de confiance

Les nouvelles règles, fondées sur une définition de l'IA à l'épreuve du temps, seront directement applicables dans tous les États membres. Elles suivent une approche fondée sur les risques:

Risque inacceptable: Les systèmes d'IA considérés comme une menace évidente pour la sécurité, les moyens de subsistance et les droits des personnes seront interdits. Il s'agit notamment des systèmes ou applications d'IA qui manipulent le comportement humain pour priver les utilisateurs de leur libre arbitre (par exemple, des jouets utilisant une assistance vocale incitant des mineurs à avoir un comportement dangereux) et des systèmes qui permettent la notation sociale par les États.

La Commission Européenne veut interdire en 2024 :

- **De déployer des techniques subliminales** au-delà de la conscience d'une personne pour déformer matériellement le comportement d'une personne d'une manière qui cause ou est susceptible de causer un préjudice ;
- **D'exploiter les vulnérabilités d'un groupe** en raison de son âge, de son handicap physique ou mental pour fausser matériellement le comportement d'une personne appartenant à ce groupe d'une manière qui cause ou est susceptible de causer un préjudice ;
- **D'évaluer ou classer la fiabilité des personnes physiques en fonction de leur comportement social ou de caractéristiques personnelles ou de personnalité** connues ou prédites, conduisant à un traitement préjudiciable ou défavorable.