

# Facebook pages

- 4 Examples of pages
- The statistical information that the owner of the page gets from facebook on the content and on the page

# Second Example: Using Facebook as a Blog for my mother



# Some recent Events

- Publication of her diary in Catalan
- Invitation to speak to pupils of three schools
- Reception in a concert hall on the event of the international peace day (end January, 2013).



Eitan's page on Janina Hes...

Timeline

✓ Liked

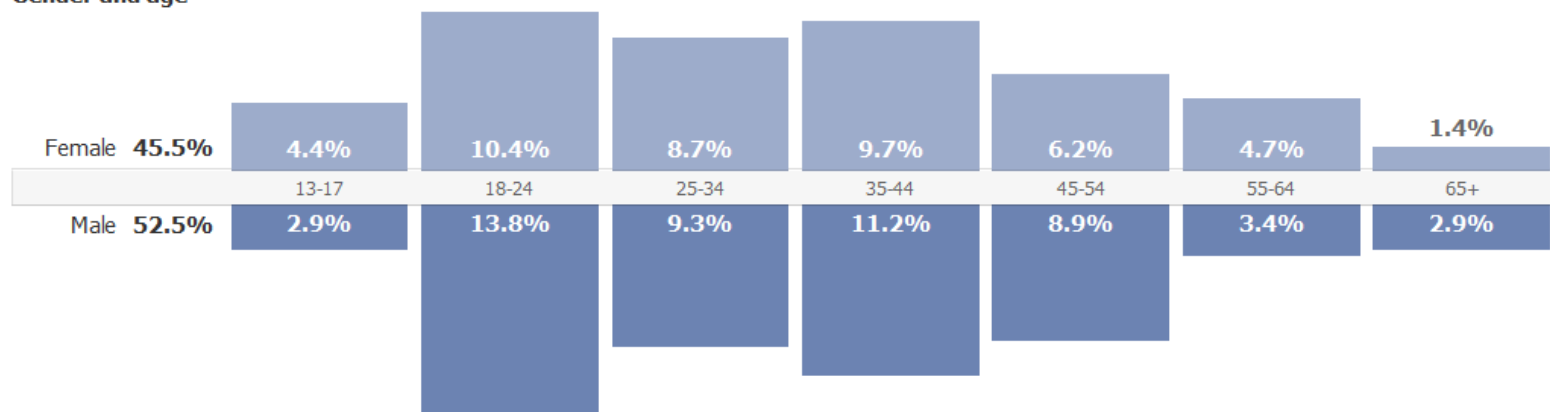
Overview Likes **Reach** Talking about this

◀ 14/01/2013 - 10/02/2013 ▼

Export Data ⚙

Who You Reached (Demographics and Location)

Gender and age?



Countries?

- 559 Spain
- 129 France
- 79 Israel
- 61 United States of America
- 23 Romania
- 18 Italy
- 16 Mexico

Towns/cities?

- 194 Castellón de la Plana, Comunidad Valenciana
- 97 Valencia, Comunidad Valenciana
- 77 Barcelona, Catalonia
- 41 Tel Aviv, Tel Aviv
- 39 Paris, Ile-de-France
- 21 Avignon, Provence-Alpes-Cote d'Azur
- 11 Castellón, Comunidad Valenciana

Languages?

- 284 Spanish (Spain)
- 175 English (US)
- 168 Catalan
- 154 Spanish
- 121 French (France)
- 47 English (UK)
- 24 Hebrew

You are posting, commenting and liking as Eitan's page on Janina Heshes Altman, 70 years after writing her diary — [Change to Eitan Altman](#)



Eitan's page on Janina Hes...

Timeline

Liked

Create Pa...

- 2 Venezuela
- 3 Haifa, Hefa
- 4 English (UK)
- 1 Lebanon
- 3 Barcelona, Catalonia
- 2 French (France)
- 1 Norway
- 2 LLIRIA, Comunidad Valenciana
- 2 Hebrew

Show All

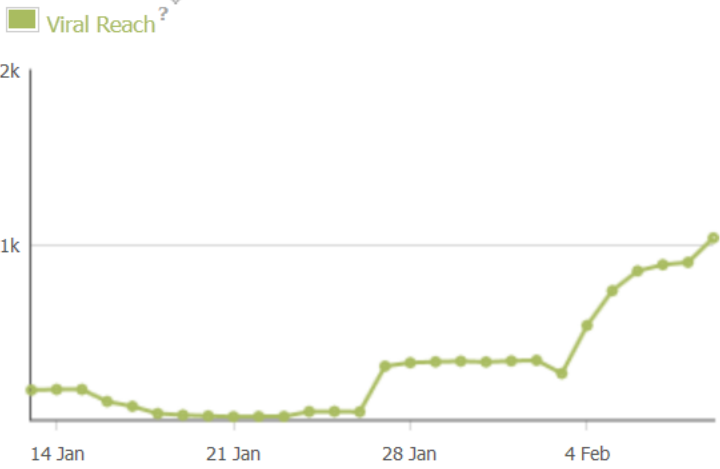
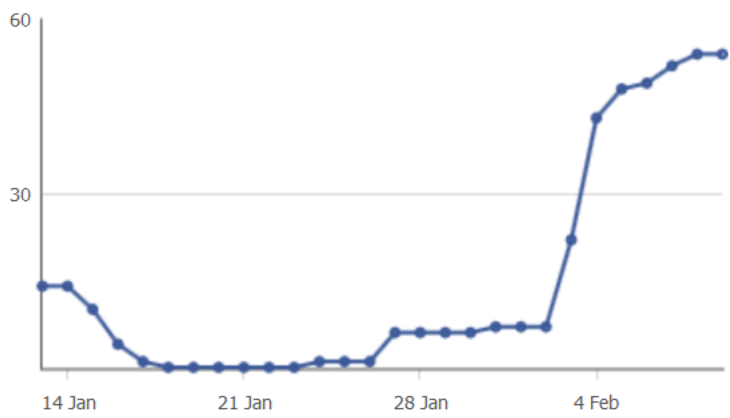
**Viral Reach**

The number of unique people who saw a story published by a friend about your Page from 13/1/2013 to 9/2/2013. Use the drop-down to see data for a specific story type. Each point represents the number of unique people reached in the 7-day period ending with that day.

How People Are Talking About Your Page

All stories

Talking about this?



# Analysis of contents and their type

- Posts
- Links
- Photos
- Videos

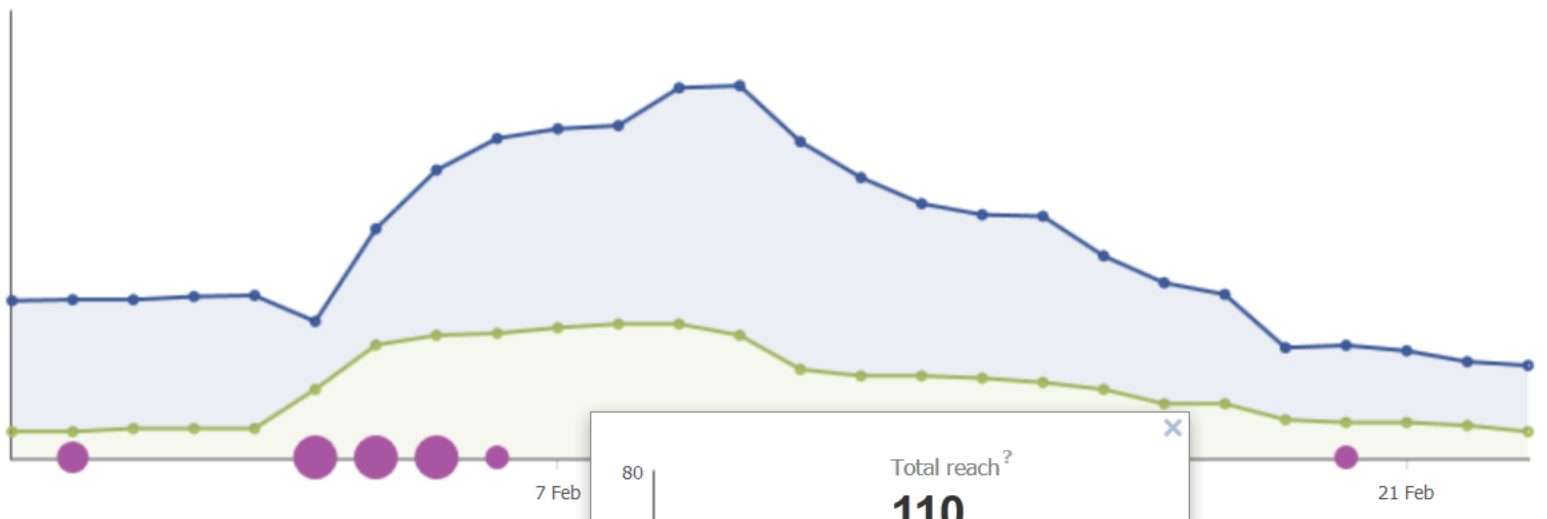


Eitan's page on Janina Hes... Timeline

Liked

Create Pa

Get More



Page posts (Updated 8 minutes ago)

Photo

Date ?	Post ?	110	43	20	Virality ?
4/2/2013	Janina presents her diary on the event of...	110	43	20	18.18%
3/2/2013	Janina talks about her experience in the s...	64	37	20	31.25%
9/2/2013	Janina's presentation of the Catalan editio...	69	22	13	18.84%

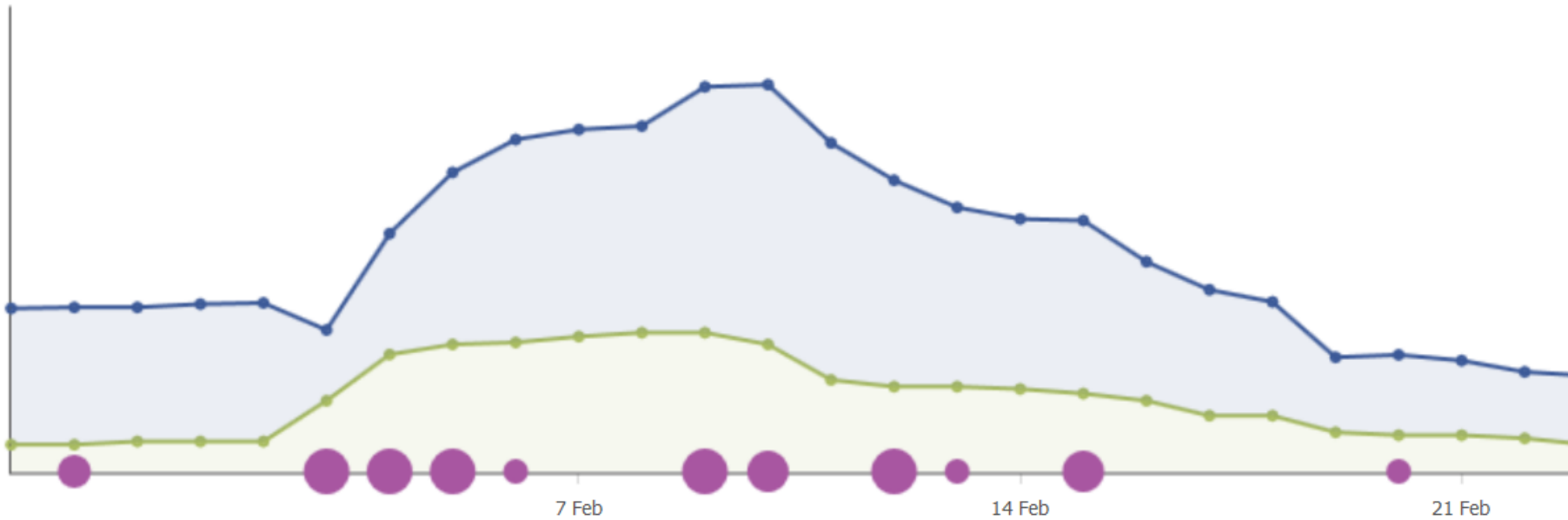
You are posting, commenting and liking as Eitan's page on Janina Heshes Altman, 70 years after writing her diary — [Change to Eitan Altman](#)



Eitan's page on Janina Hes...

Timeline ▾

✓ Lik



Page posts (Updated 8 minutes ago)

Link ▾

Virality

The percentage of people who have created a story from your Page post out of the total number of unique people who have seen it. Click on "Virality" to sort your posts.

Date ?	Post ?	Reach ?	Engaged users ?	Talking about this ?	Virality ?
4/2/2013	<a href="http://riuraueditors.cat/blog/?tag=janina-...">http://riuraueditors.cat/blog/?tag=janina-...</a>	41	7	2	4.88%
4/2/2013	<a href="http://www.vilaweb.cat/noticia/4080261/...">http://www.vilaweb.cat/noticia/4080261/...</a>	40	5	1	2.5%





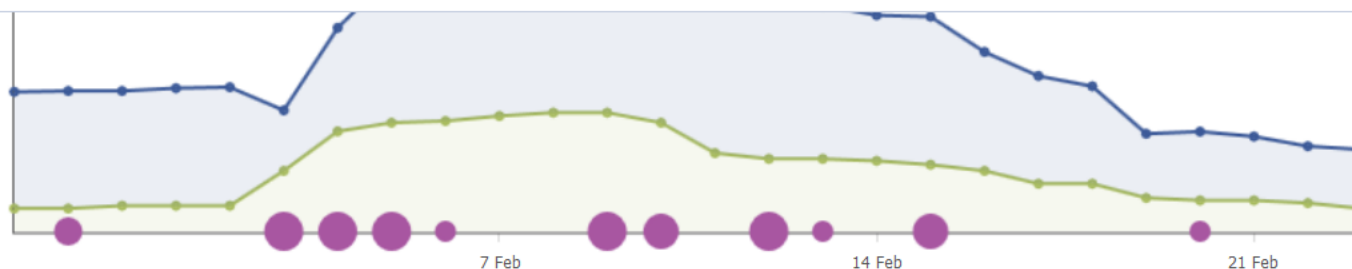
You are posting, commenting and liking as Eitan's page on Janina Heshes Altman, 70 years after writing her diary — [Change to Eitan Altman](#)



Eitan's page on Janina Hes... Timeline

✓ Liked

Create Page



Page posts (Updated 8 minutes ago)

Video

Date ?	Post ?	Reach ?	Engaged users ?	Talking about this ?	Virality ?
4/2/2013	<a href="http://youtu.be/OJReHnz80Zs">http://youtu.be/OJReHnz80Zs</a> Polish with...	25	20	17	68%
5/2/2013	<a href="http://youtu.be/OJReHnz80Zs">http://youtu.be/OJReHnz80Zs</a> Polish with...	53	12	8	15.09%
12/2/2013	Nicolas Marco, director of the school for ...	39	6	4	10.26%
4/2/2013	A video in Polish with Catalan translation ...	39	10	4	10.26%
5/2/2013	Lwow before the Nazi's invasion <a href="http://y...">http://y...</a>	38	7	3	7.89%
13/2/2013	<a href="http://youtu.be/jdetgayGXmA">http://youtu.be/jdetgayGXmA</a>	32	8	--	--
12/2/2013	<a href="http://youtu.be/r6QA8MP4JxY">http://youtu.be/r6QA8MP4JxY</a> Janina re...	28	5	--	--

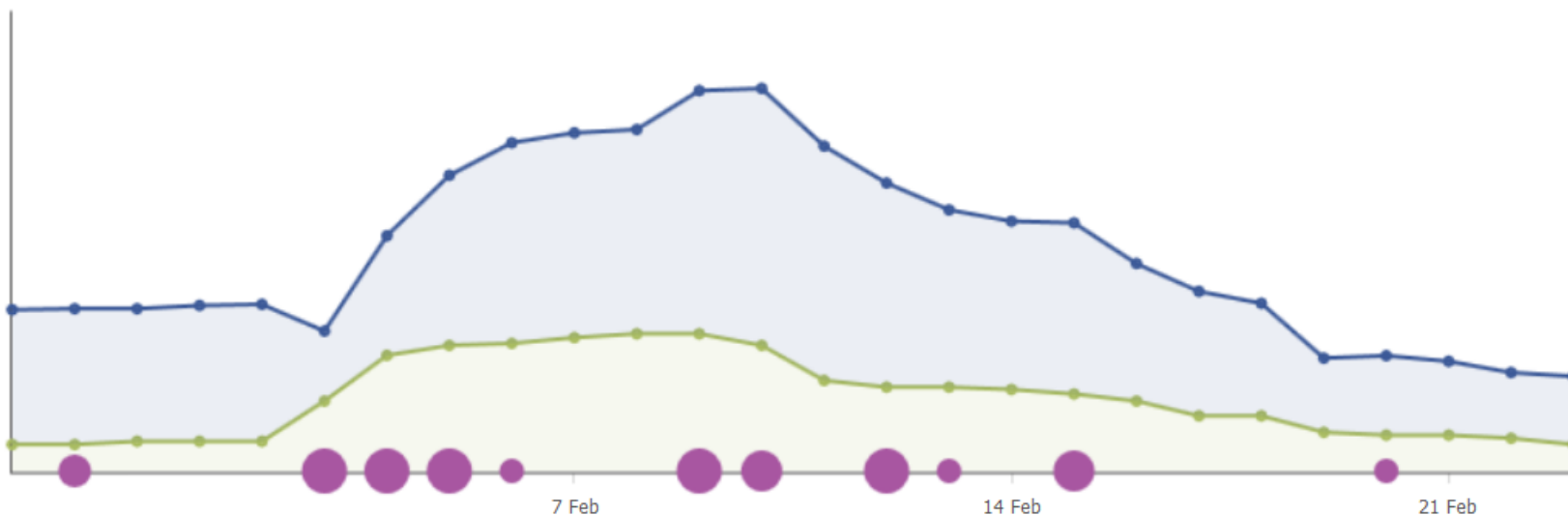


Eitan's page on Janina Hes... **Timeline**

✓ Liked

75 ↑ 1.35% 22,516 ↓ -33.05% 7 ↓ -56.25% 165 ↓ -64.89%

Posts? People Talking About This? Weekly Total Reach?



Page posts (Updated 8 minutes ago)

Post

Date ?	Post ?	Reach ?	Engaged users ?	Talking about this ?	Virality ?
20/2/2013	Spanish translation onf the speech of Nic...	39	8	3	7.69%

Older posts

# Num. Data from facebook: each content

jan3-content.xml - Microsoft Excel (Product Activation Failed)

	D	E	F	G	H	I	J	K	L	M	N	O
1	Type	Cc	La	Posted	Lifetime Post Total Reach	Lifetime Post organic reac	Lif	Lifetime Post viral reach	Lifetime Post Total Impre	Lifetime Post Organic Imp	Lif	Lifetime Post Viral Impres
2					Lifetime The number of peop	Lifetime The number of peop	Lif	Lifetime The number of peop	Lifetime The number of impr	Lifetime The number of impr	Lif	Lifetime The number of impr
3	Photo			2/6/13 12:35 AM	21	19	0	4	136	125	0	11
4	Photo			2/5/13 11:19 AM	37	20	0	19	125	94	0	31
5	Video			2/5/13 10:56 AM	19	19	0	0	96	96	0	0
6	Video			2/5/13 10:45 AM	34	28	0	6	145	124	0	21
7	Link			2/4/13 11:21 PM	24	24	0	0	116	116	0	0
8	Video			2/4/13 12:58 PM	25	17	0	9	77	57	0	20
9	Photo			2/4/13 12:03 PM	47	32		16	152	124		28
10	Link			2/4/13 9:56 AM	22	22			110	110		
11	Photo			2/4/13 9:26 AM	90	36		58	367	208		159
12	Photo			2/4/13 7:32 AM	32	31		1	111	110		1
13	Video			2/4/13 7:16 AM	21	21			82	82		
14	Photo			2/3/13 11:57 AM	21	21			50	50		
15	Photo			2/3/13 11:51 AM	57	31		27	137	94		43
16	Photo			2/3/13 11:25 AM	39	24		17	140	99		41
17	Photo			2/3/13 11:02 AM	12	12			29	29		
18	Photo			2/3/13 10:54 AM	37	21		16	76	50		26
19	Link			1/27/13 5:42 AM								
20	Link			1/27/13 5:41 AM								
21	Link			1/27/13 5:39 AM								
22	Link			1/27/13 5:39 AM								
23	Link			1/27/13 5:38 AM								
24	Link			1/27/13 5:37 AM								
25	Link			1/27/13 5:37 AM								
26	Link			1/27/13 5:35 AM								
27	Link			1/27/13 5:34 AM								
28												
29												
30												

Ready | Key metrics | Lifetime Talking About This... | Lifetime Post stories by act... | Lifetime Post consumers by type | Lifetime Post consumptions b... | 100%

# Global data

1	A	B	C	D	E	F	G	H	I	J
2	Date	Daily People Talking About Tl	Weekly People Talking About	28 days People Talking About	Daily Page stories	Weekly Page stories	28 days Page stories	Lifetime Total likes	Daily New likes	Daily Unlikes
3		Daily The number of people sharing	Weekly The number of people shar	28 days The number of people shar	Daily The number of stories created	Weekly The number of stories creat	28 days The number of stories creat	Lifetime The total number of people	Daily The number of new people wf	Daily The number of Unlikes of
3	11/8/13	0	0	20	0	0	31	55	0	
4	11/9/13	0	0	20	0	0	31	55	0	
5	12/0/13	0	0	20	0	0	31	55	0	
6	12/1/13	0	0	20	0	0	31	55	0	
7	12/2/13	0	0	19	0	0	30	55	0	
8	12/3/13	0	0	16	0	0	27	55	0	
9	12/4/13	1	1	16	1	1	28	55	0	
10	12/5/13	0	1	15	0	1	27	55	0	
11	12/6/13	0	1	15	0	1	27	55	0	
12	12/7/13	5	6	19	17	18	41	57	2	
13	12/8/13	0	6	19	0	18	40	57	0	
14	12/9/13	1	6	18	2	20	41	57	0	
15	13/0/13	0	6	18	0	20	41	57	0	
16	13/1/13	2	7	19	3	22	44	58	1	
17	2/1/13	0	7	19	0	22	44	58	0	
18	2/2/13	0	7	19	0	22	44	58	0	
19	2/3/13	20	22	36	54	59	98	59	1	
20	2/4/13	28	43	57	60	119	158	63	4	
21	2/5/13	13	48	59	27	144	181	64	1	
22	2/6/13	8	49	57	14	158	186	64	0	
23	2/7/13	4	52	57	10	165	189	65	1	
24	2/8/13	2	54	58	3	168	191	66	1	
25	2/9/13	7	54	58	14	182	205	66	0	
26	2/10/13	10	48	61	21	149	226	68	2	
27	2/11/13	3	52	61	4	93	230	68	0	
28	2/12/13	8	46	64	31	97	261	68	0	
29	2/13/13		46							
30	2/14/13		49							
31										
32										
33										
34										
35										
36										
37										
38										
39										
40										

# Global Data

A1		Description				
A		B	C	D	E	F
1	Description	Date	fan	other	page post	user post
2	28 days Total number of peo	1/18/13	144	82	14	18
3		1/19/13	143	83	14	18
4		1/20/13	132	83	14	18
5		1/21/13	124	83	14	18
6		1/22/13	120	83	14	18
7		1/23/13	117	83	14	18
8		1/24/13	113	102	14	18
9		1/25/13	106	103	14	18
10		1/26/13	101	104	14	18
11		1/27/13	144	172	22	200
12		1/28/13	147	180	22	209
13		1/29/13	146	184	22	210
14		1/30/13	146	187	22	210
15		1/31/13	167	190	22	211
16		2/1/13	176	190	22	211
17		2/2/13	180	190	22	211
18		2/3/13	187	189	50	343
19		2/4/13	242	288	106	465
20		2/5/13	265	426	128	542
21		2/6/13	254	487	141	567
22		2/7/13	237	506	161	576
23		2/8/13	241	486	164	563
24		2/9/13	235	517	175	665
25		2/10/13	248	522	186	721
26		2/11/13	260	527	187	728
27		2/12/13	301	528	191	784
28		2/13/13				
29		2/14/13				
30						

Ready

# Second Example: Murs de separation

קיר הפרדה



جدار فلسطين



MUROS

# Separation Walls: Palestine, Mexico Berlin, Wall St

Analysis of facebook postdata: Reached well all concerned targeted areas, e.g. Germany, Mexico, Israel, USA

We checked two disjoint periods of 28 days.

You are posting, commenting and liking as Eitan's page on Walls: Palestine, Mexico, Berlin, Wall street — [Change to Eitan Altman](#)

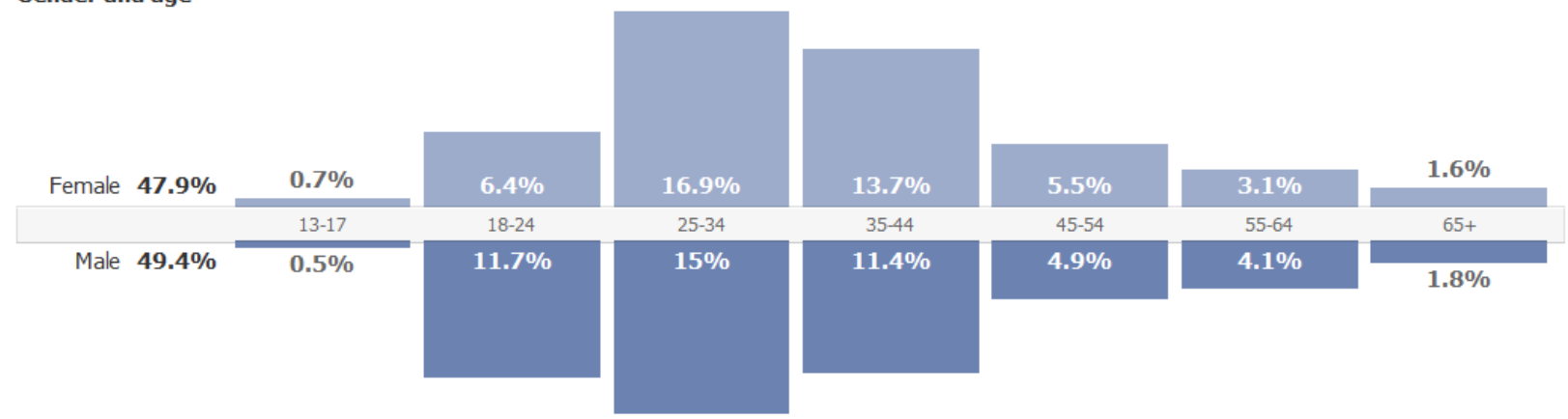
**Eitan's page on Walls: Pale...** [Timeline](#) ✓ Liked

[Overview](#) [Likes](#) **[Reach](#)** [Talking about this](#)

◀ 01/11/2012 - 28/11/2012 ▶ [Export Data](#) ⚙

**Who You Reached (Demographics and Location)**

**Gender and age<sup>?</sup>**



**Countries<sup>?</sup>**

- 327 Israel
- 192 Mexico
- 114 United States of America
- 70 France
- 25 Germany
- 15 Spain
- 11 Palestine

**Towns/cities<sup>?</sup>**

- 254 Tel Aviv, Tel Aviv
- 144 Tijuana, Baja California
- 18 Berlin, Berlin
- 17 Rennes, Bretagne
- 17 Jerusalem, Yerushalayim
- 14 San Diego, California
- 11 Vannes, Bretagne

**Languages<sup>?</sup>**

- 446 English (US)
- 151 Spanish
- 76 French (France)
- 64 English (UK)
- 60 Hebrew
- 23 Spanish (Spain)
- 13 German





Eitan's page on Walls: Pale... Timeline

Liked

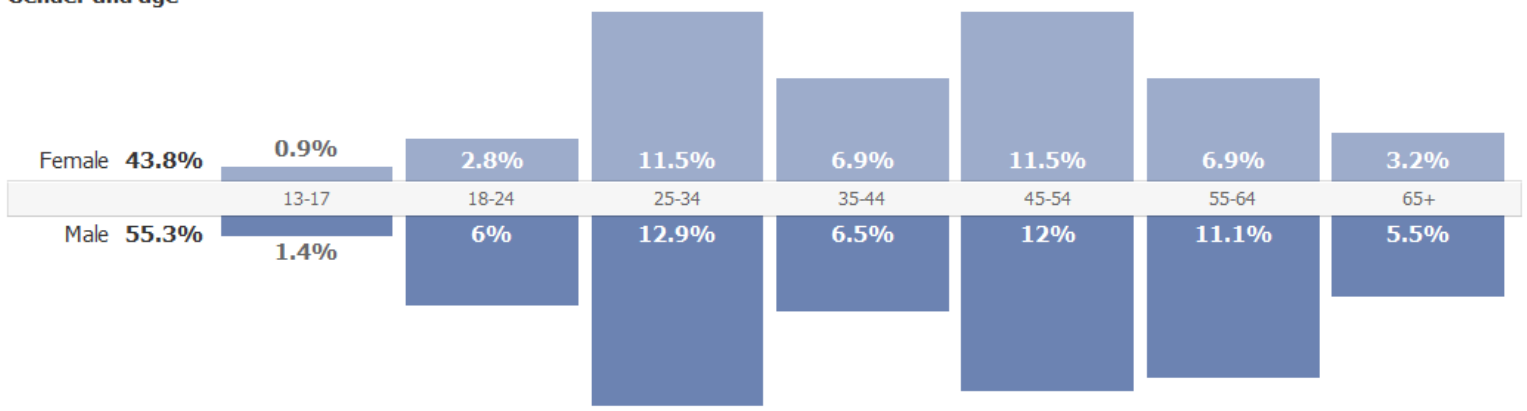
Overview Likes Reach Talking about this

05/12/2012 - 01/01/2013

Export Data

Who You Reached (Demographics and Location)

Gender and age?



Countries?

- 78 Germany
- 21 France
- 21 Iraq
- 17 United States of America
- 16 Israel
- 8 Italy
- 6 Argentina
- 5 Morocco
- 4 Brazil

Towns/cities?

- 17 Baghdad, Baghdad
- 8 Avignon, Provence-Alpes-Cote d'Azur
- 8 Berlin, Berlin
- 8 Paris, Ile-de-France
- 8 Tel Aviv, Tel Aviv
- 4 Ludwigshafen, Rheinland-Pfalz
- 4 Hamburg, Hamburg
- 3 Haifa, Hefa
- 3 Stuttgart, Baden-Württemberg

Languages?

- 79 German
- 48 English (US)
- 25 Arabic
- 20 French (France)
- 13 English (UK)
- 10 Spanish
- 8 Italian
- 4 Portuguese (Brazil)
- 3 Hebrew

# Ex3: Memories of Refugees



# Memories of refugees

- Confronting memories of Jewish refugees from the holocaust and of Palestinian refugees from the Naqba.
- Inspired by Le Clezio's "l'étoile filante" where a Jewish refugee meets a Palestinian one.
- Inspired also from the film "Hiroshima mon amour". Personal tragedy versus collective tragedy
- Tried to enhance it with unique testimonies

You are posting, commenting and liking as Eitan's page: Yizkor - memories of refugees — [Change to Eitan Altman](#)

Eitan's page: Yizkor - mem...

Timeline ▾

✓ Liked

[Overview](#)
[Likes](#)
[Reach](#)
[Talking about this](#)

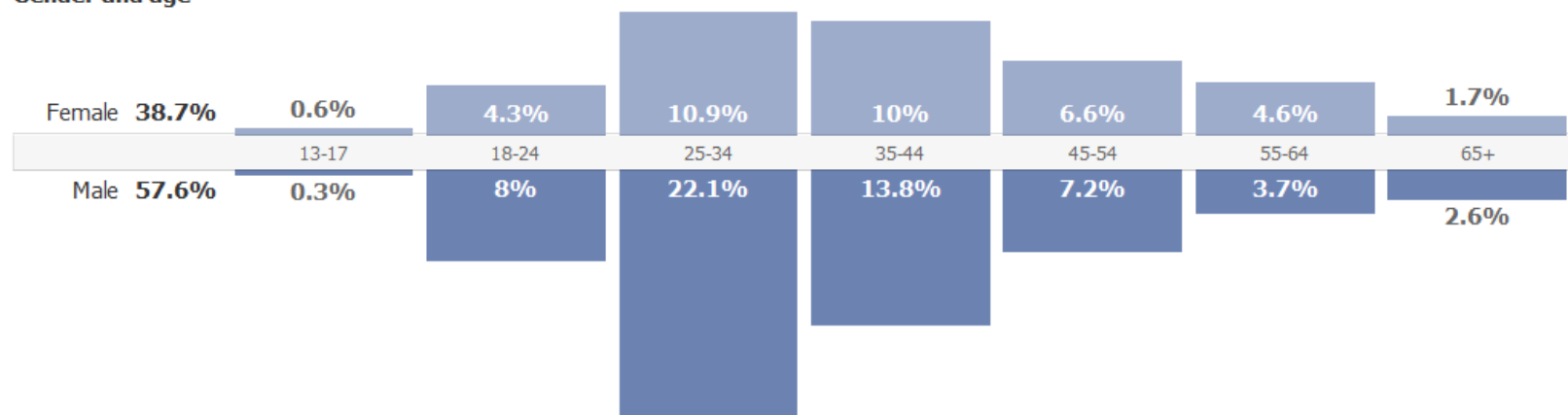
◀ 01/01/2013 - 28/01/2013 ▶

Export Data



## Who You Reached (Demographics and Location)

## Gender and age?



## Countries?

146 Israel  
 65 United States of America  
 32 France  
 13 Palestine  
 10 Belgium  
 8 Canada  
 7 Mexico

## Towns/cities?

81 Tel Aviv, Tel Aviv  
 16 Los Angeles, California  
 16 Avignon, Provence-Alpes-Cote d'Azur  
 13 Jerusalem, Yerushalayim  
 11 Haifa, Hefa  
 6 Mexico City, Distrito Federal  
 4 East Jerusalem

## Languages?

178 English (US)  
 56 Hebrew  
 34 English (UK)  
 24 French (France)  
 12 Spanish  
 12 Arabic  
 7 Dutch



Eitan's page: Yizkor - mem...

Timeline

✓ Liked

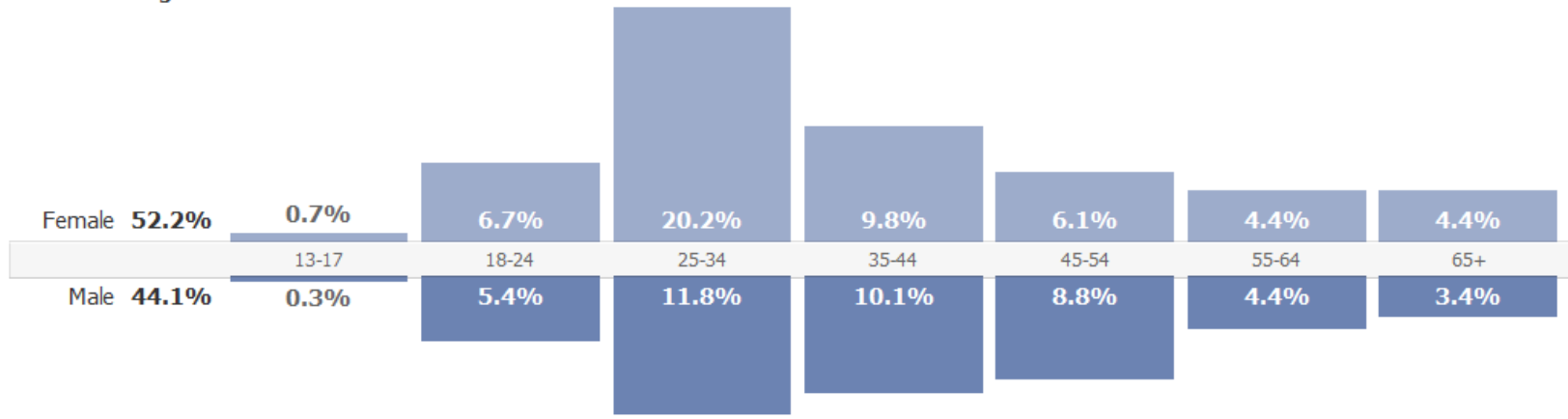
Overview Likes **Reach** Talking about this

◀ 27/01/2013 - 23/02/2013 ▶

Export Data \* ▼

Who You Reached (Demographics and Location)

Gender and age?



Countries?

- 172 France
- 43 Israel
- 10 Belgium
- 10 United States of America
- 4 Palestine
- 4 Morocco
- 4 Colombia

Towns/cities?

- 86 Paris, Ile-de-France
- 30 Tel Aviv, Tel Aviv
- 9 Avignon, Provence-Alpes-Cote d'Azur
- 7 Toulouse, Midi-Pyrenees
- 7 Brussels, Région De Bruxelles-Capitale
- 6 Lyon, Rhone-Alpes
- 6 Nice, Provence-Alpes-Cote d'Azur

Languages?

- 173 French (France)
- 61 English (US)
- 20 English (UK)
- 9 Spanish
- 8 Hebrew
- 6 Portuguese (Brazil)
- 3 Russian

# Proposed tasks: make a page on one of the following:

- Laicity in France
- The Arab spring
- What does the Internet represent for you?
- New technology and art critics
- Access to the Internet as a universal service
- Hadopi and the access to popular culture
- Freedom of speech (possibly with relation to the Internet)
- Art and society