

# **DISCUSSION TIME**

**PRIVATE TRAITS AND ATTRIBUTES ARE PREDICTABLE FROM DIGITAL RECORDS OF HUMAN BEHAVIOR**

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# FOR THE RESEARCH

- 1. When to predict users' satisfaction with life, the authors got a relatively lower prediction accuracy. They said that this may be attributable to the difficulty of separating long-term happiness from mood swings. Because users' Likes in Facebook accrue over a longer period, they may be suitable only for predicting long-term happiness. **Do you agree with that? Can Facebook Like reflect a person's true state of mind? For sometimes people may create an illusion on social media that is totally different from their real life (to attract followers or satisfy fantasies, etc.)**



# FOR THE RESEARCH

- 2. As the research is mainly based on American society, do you think that the results may vary from different culture? (Habits and ways of using social media, etc.)



# FOR THE APPLICATION

- 3. Is it really necessary to predict users' personality traits? Like the openness, agreeableness and so on. Can it bring any benefits to our society?



# FOR THE APPLICATION

- 4. In which field it is most reasonable to apply this kind of prediction? Personalized search engines? Recommender systems? Targeted online marketing? Human psychology? ...



# FOR THE PERSONAL PRIVACY

- 5. How should the boundaries of user social data privacy be defined? For example, does the part of the data that the user sets to be publicly visible still belong to personal privacy?



# FOR THE PERSONAL PRIVACY

- 6. In this increasingly transparent information era, how should we protect our information security and personal privacy? Do we have any choice?

