

We mainly discussed Facebook and had a few observations:

- How should firms learn about users' expectations? Should they take an empirical approach via surveys? Is this a potential research area?
 - And is it interesting to know how much user's value their privacy (i.e., way would they pay to ensure that their expectations are met)? We talked about this more in the license plate reader setting: how big a fine would you be willing to pay to cover plate?
- Algorithmic transparency:
 - Facebook should've been more transparent about using an algorithm to curate Newsfeeds
 - How transparent? Disclose algorithm? (IP and biz issues). Disclose factors they rely on? At what level of detail? Does this suffice to a) engender user trust? b) permit external audits? Or do meaningful audits require access to the algorithms?
 - Transparency valuable because it forces firm to put its own house in order and establish internal policy rather than rely on intuition about what's OK or just proceed by the seat of their pants.
- User controls: In addition to transparency, should Fbook allow users to adjust the relevant factors that affect their Newsfeed?