

Muggle Magic

What the Mirror of Erised and the Two-Way Mirror Teach Us about Social Media

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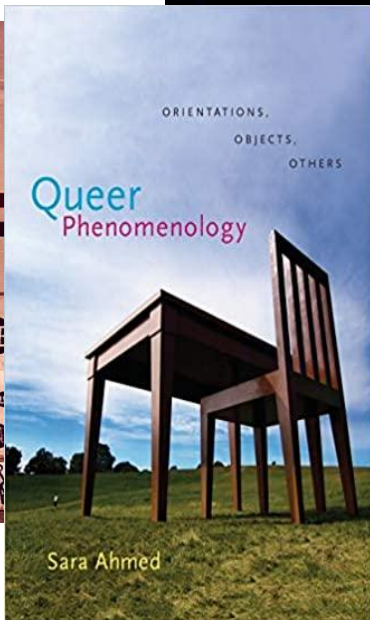
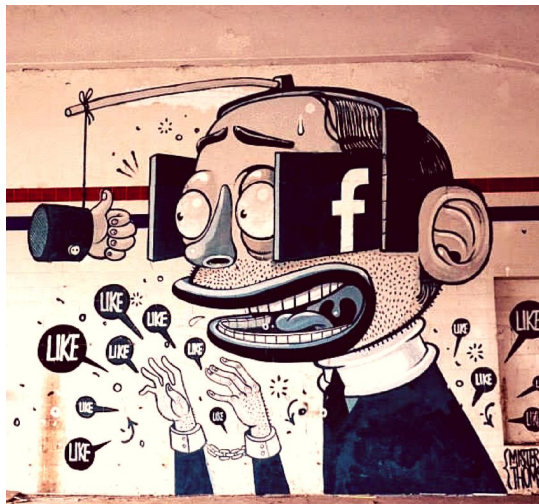
Muggle Magic

- What platforms do you frequent?
- When was the last time you checked them?
- What was the last post you read?
- Who was the last person you friended?
Followed? Subscribed to?
- How much do you have in common with
that person?
- Did you friend them because you care about
them? Or because it would benefit you?



Introduction

- Psychology
- Social Interactions



Mirrors and Echoes



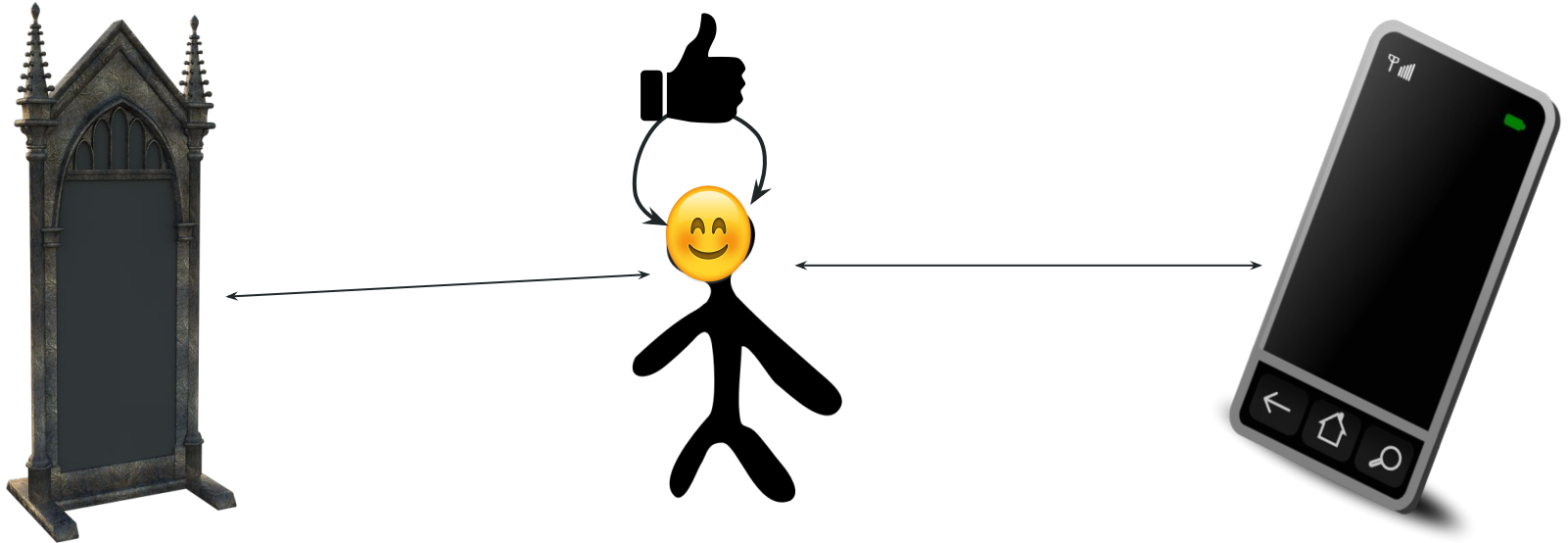
Orientation

Mirrors

- Facing a mirror
- Mirror reflects what it faces

Social Media

- Facing a screen
- Screen emits light in one direction



The Mirror of Erised

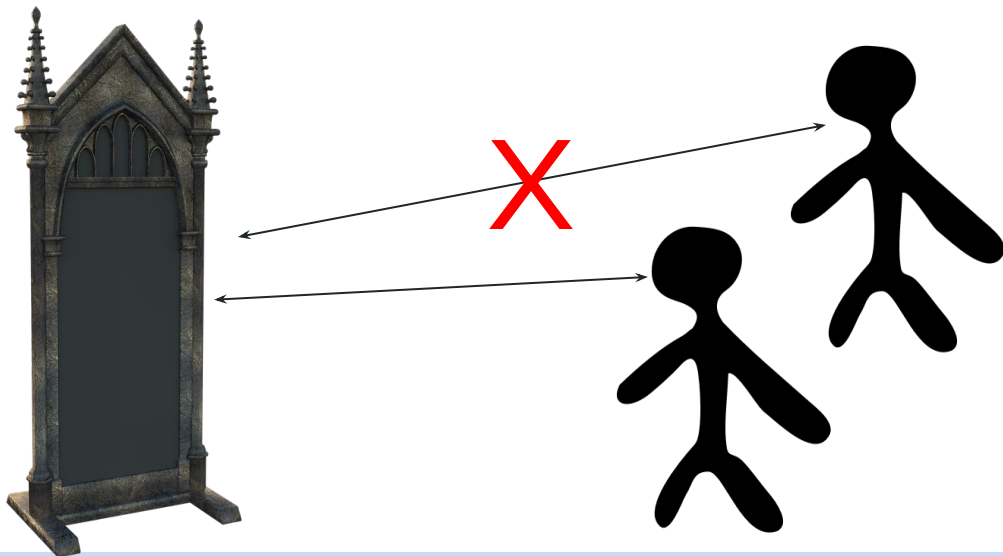
Context

- Harry is hiding and sneaking
- Unused (but not empty) classroom
- Able to see the mirror clearly



Mechanics

- Inherent Monogamy
- User faces the Erised
- Erised faces user

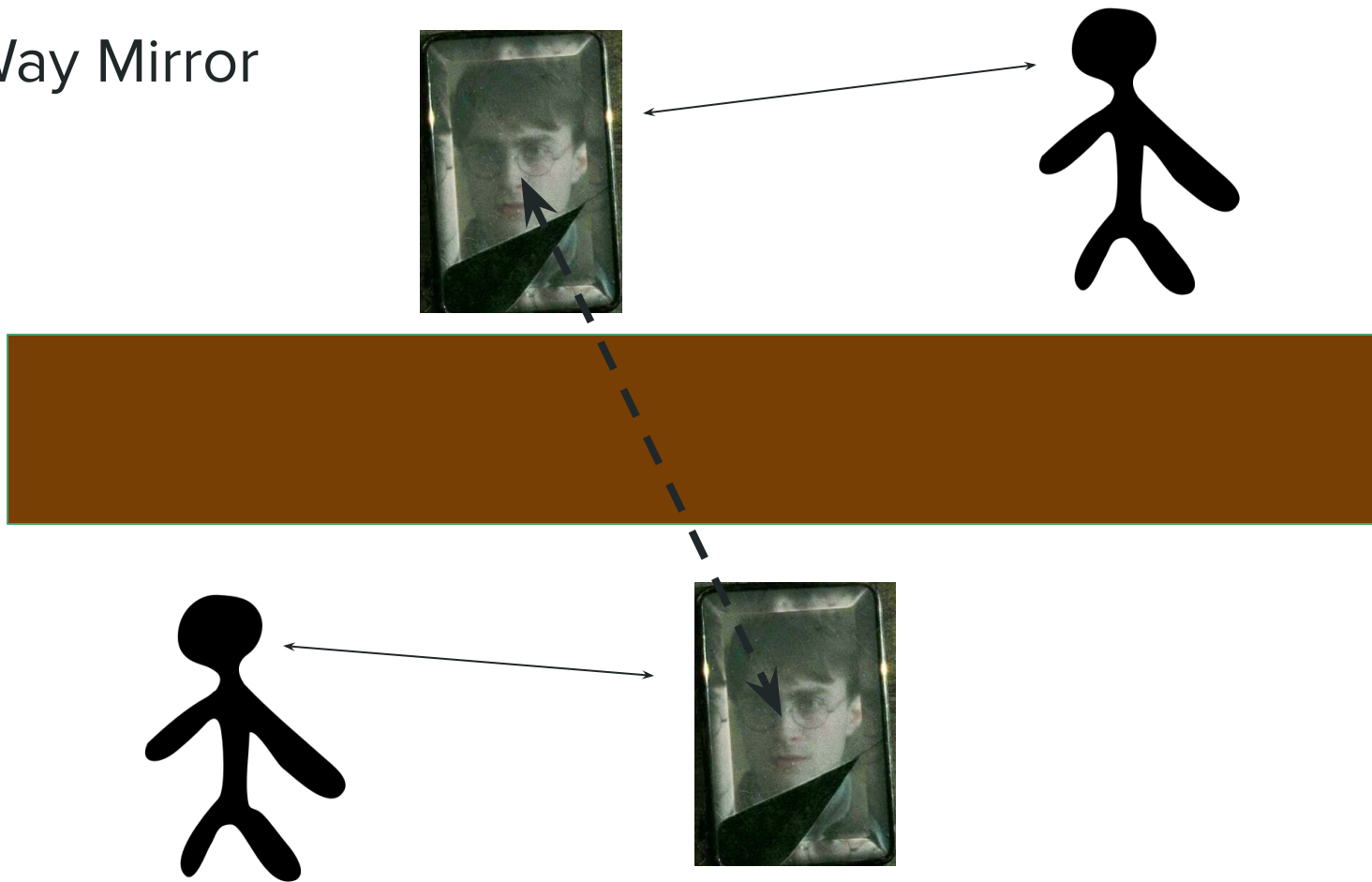


Recommended Content Algorithms (RCAs)

- Good business
 - Take advantage of homophily to boost viewing time
- Creates potential for echo chambers



Two-Way Mirror



Computer Mediated Communication (CMC)

Affiliation Cues

- Blocked by physical frame
- Hampers building of relationships



Homophily and Frames of Reference

- Homophily = tendency toward information that is in agreement with their frame of reference.
- Ron and Hermione shaped Harry's frame of reference
- Harry first internalizes this, then, after Sirius' death, reframes his thoughts.



WHAT YOU DID WAS MAGICAL



THANK YOU