Muggle Magic

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