



# Benign Neglect and the Institutional Archiving of Personal Ephemera

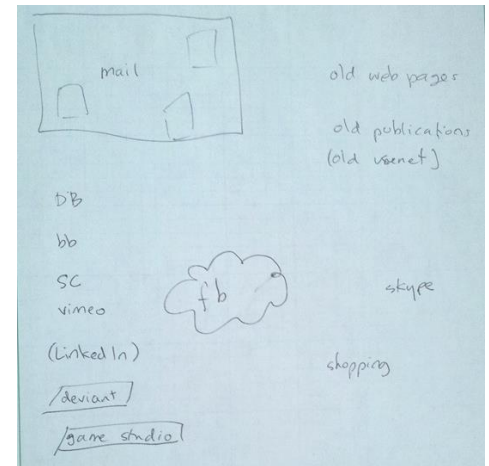
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Main Premise: *Certain Facebook data, collected at intervals, can form a collection that will be useful in the future on par with the census*

Benign neglect is a primary user curation strategy

People are averse to archiving Facebook

- Perceived right to identity control
- Potential for malicious use
- Expectation of veracity
- Low perceived societal benefit relative to costs



If important issues are addressed, Facebook data presents and unparalleled opportunity. I'll explain why.