

Facebook's new friends: Researchers studying you

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USA TODAY:

Whether or not Big Brother is watching your every move, data scientists certainly are.

The lure of billions of individuals of all ages on social media means the eyes of research are more focused on you than ever. Those numbers will only continue to grow as researchers take note of your innermost thoughts, last night's dinner or the good news you've just shared with your besties. Where but on social media are billions of people in effect living their lives for all to see.

Read the whole story: [USA TODAY](#)