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Sommario/riassunto	In 2014, the National Academy of Sciences published a study about an emotional contagion experiment that Facebook conducted on almost 700,000 of its members. Unbeknownst to test subjects, Facebook manipulated the newsfeeds certain members received and studied their reactions. This led to media coverage that called into question Facebook's ethics and corporate procedures. This case examines media and network user backlash to the experiment, and looks at Facebooks policy on behavioral studies.