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AI Problem 4

Using your Ad-Engine, decide and explain your answer to the following:

1) If Facebook charges you $2 per-person to learn their stance on Gun control, if available, is the juice worth the squeeze?

Running our engine found that the value of knowing a person's stance on gun control (without knowing any prior evidence) returns a vpi that is greater than $2.00 (around 20). Therefore, the juice is worth the squeeze.

2) If you *knew* someone to be in support of Gun Control (G=1), and Google is offering $0.25 per person to tell you their political affiliation, is the juice worth the squeeze?

Running our engine found that when you know someone's stance on Gun Control, the value of knowing political information is less than the $.25 that facebook is charging ($0). Therefore, the juice is not worth the squeeze in this case (likely due to the fact that knowing someone's stance on gun control makes the political leaning information useless.

Finally (scratching some flag requirement for this course, probably): In a small paragraph, argue for whether or not you believe this practice should be considered ethical, especially if each individual's characteristics were collected via social media. Compare this practice to targeted political advertising wherein ads are curated based on perceived in-group. If your group does not have a consensus on this question, log your discussion for this problem instead.

Our group thinks that companies knowing all of this information is an ethical practice, especially if it is included in the user agreement. As long as companies make it known that they are collecting this data in advance, then you are agreeing to have them know all of that in order to use their product. The same thing goes on in terms of social media, because user agreements mention that information will be collected based on your activity before you use a company's services. Targeted political ads simply use information that users choose to make available of themselves, and although it can definitely be annoying, it has its benefits as well.