Recommended Reading

Price of Free: Product is You

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This is the suggested reading list for teachers. If you feel unfamiliar with the context, get familiar by reading the following sources. The sources are ranked from most useful to least useful for the context.

If your students feel interested and ask for more, you can direct them to some of these sources as well.

Reading List:

Behind the One Way Mirror, Bennet Cyphers and Gennie Gebhart, EFF, 2019.: Everything you need to know about tracking and advertising in one great report by EFF. https://www.eff.org/wp/behind-the-one-way-mirror

Security and the Generation Gap, Bruce Schneider, RSA, 2010.: Great talk from security researcher Bruce Schneider, he coins the "Product is you" in this talk. https://www.youtube.com/watch?v=zADFelZYqzw

Googles Floc Is a Terrible Idea, Bennet Cyphers, EFF, 2021: Google promised to phase out third party cookies in 2022, yet it is already planning its replacement. Here is a look at the future. https://www.eff.org/deeplinks/2021/03/googles-floc-terrible-idea

Data Brokers are A Threat to Democracy, Justin Sherman, Wired, 2021: Data brokers and use of corporate surveillance is threatening democracy. https://www.wired.com/story/opinion-data-brokers-are-a-threat-to-democracy

The curious case of internet privacy, Cory Doctorow, MIT Technology Review, 2012.: https://www.technologyreview.com/2012/06/06/19572/the-curious-case-of-internet-privacy/

How Target Figured Out a Teen Girl Was Pregnant Before Her Father Did, Kashmir Hill, Forbes, 2012.: https://www.forbes.com/sites/kashmirhill/2012/02/16/how-target-figured-out-a-teen-girl-was-pregnant-before-her-father-did/