TQ1a) There are many positives and negatives to data mining buying behaviors. On the positive side: companies can aid individuals in finding what they want, they can inform individuals about relevant info from the company, and they can recognize users needs more effectively. On the negative side: this somewhat destroys the free market (much like net neutrality). By using more advanced psychology and statistics, companies are getting better and better at controlling people. They may be convincing people to buy things they don’t need, or pushing them to get a name brand product when a new competitor would be more effective. This is also no guaranty that they wont use this information in more malicious ways in the future. Such as identifying people who use a certain product or incriminating individuals who probably use drugs.

TQ1b) No, I don’t believe it would be ethical for Target to sell customer-buying behavior. Even if they aren’t using their Big Data in unethical ways, the ownership of that data comes with responsibilities that aren’t currently legally protected. Unless Target can guaranty that this information wont be used irresponsibly by their buyers, I don’t believe it is ethical to sell it.

TQ2) As mentioned before, it would not be OK for Target to sell their customers buying behavior. Once this database is made public, people can be reidentified and their privacy is compromised.

TQ3a) This technology could be used to identify people who are depressed or suicidal by their online behavior. This info could then be used to provide them the help that they need.

TQ3b) I don’t believe this is being worked on online at the moment.

TQ4a) I do believe that predictive technology can increase quite a bit, especially as more of people’s info can be collected and found in data bases. However, this will only be as effective as our ability to predict human behavior. This is done much more accurately on the large scale. Individual predictions could be quite hard though.