The Hidden Life of an Amazon User by Joana Moll: Through this project Joana Moll exposes the extent to which Amazon collects and uses personal data about its users. After reading this project, it resonated with me. I had some knowledge of this before and it's not just Amazon that collects user data, Twitter does too. This makes our internet lives less secret, so I was concerned about this practice.

The interesting thing about this project is that it presents a visual representation of the vast amount of data that Amazon collects, including user history, search queries, time spent on each page, and even mouse movements. He uses this collection of large amounts of user data to recommend and customise the pages, products and advertisements that each user will receive. In this way, he promotes the users' consumption and in this way expands Amazon's revenue. I think there are advantages and disadvantages to this approach. The advantage is that it makes it easier for users to get the products that match their identity and make it easier for them to pick and choose. But the downside is that it is an incentive to spend, where users are unknowingly lured into spending more by the page, and it reinforces user bias. It is like enclosing a fixed group of people in an area where it is difficult for them to see what is outside the area, which limits their perception.

Furthermore, this project also reminds me of the application Twitter, which is similar to Amazon in that they are both free to try, because the product is the user, whose data and attention is sold to advertisers and increasingly to other data brokers, and they are designed to maximise the extraction of data and attention from the user in order to maximise profits. In addition to Twitter, many apps share the same characteristics, some of which can even steal the voice of the outside world to collect data from users, such as conversations between users that involve certain keywords, which are then recorded by the app and pushed to the relevant product. Although this is covered in the privacy policy, privacy is legal jargon that is hard to read and most people don't read it, which leaves a lot of users unaware.

Overall, I think this project has prompted me to think a lot about the internet and apps, which I believe provide convenience to users by collecting data, but without the user's knowledge of the implications for their privacy. However, this is difficult to change and seems to be a pattern in the commercial, with too many apps using it to expand their user base. So I think we need to be vigilant in the use of apps in the future.