

Week 5

This week's readings made me reflect on why I think privacy concerns might be an uphill battle not worth fighting for, or at least to recognize the benefits that come from data collection. What caught my attention initially was when the author stated "However, the same survey found that nearly two thirds of people were not confident that their online activities would be kept secure by online advertisers, social media sites, search engine providers, or online video sites" (Zerelli pg.104-105). The author was referencing a Pew research study that found most Americans believed it is important to be able to maintain their privacy in everyday life. As you can tell though, this desire barely followed through but people still interact with the technologies in which they are not confident in. I want to propose an idea as to why this is and a different perspective on the entire topic which relates to my first statement.

One ideology that relates to privacy which I read about was "This has created a paradoxical situation in which, to access the internet and enjoy their human rights online, people are forced to submit to a system predicated on interference with the right to privacy on an unprecedented scale, with corresponding impacts on a range of other human rights, including the right to freedom of expression and non-discrimination" (Amnesty 2019 - Surveillance Giants pg.40). While I agree with this, we have also seen over the years, privacy being taken more seriously and actions to mitigate these concerns. One such example is Apple's new privacy feature on apps downloaded from the App Store. "Prompts by ATT ask users if they would like to be tracked while opening an app. If the permission is denied, the app developer can no longer access Apple's Identifier For Advertisers (IDFA), a device ID that is used to target and measure the effectiveness of online ads" (<https://www.outlookindia.com/business/apple-vs-facebook-how-a-small-change-in-apple-iphone-s-privacy-feature-is-threatening-business-model-of-social-media-companies-news-236802>). This is great for demanding privacy rights as iPhone's are the primary device that interacts with such data trackers. This proves that necessary steps are being taken to address concerns but this is only half of my proposition.

To visit my statement where I said that privacy concerns might be an uphill battle not worth fighting for or at least recognize the benefits that come from data collection. I want to talk about how it would be unreasonable to say that the data collected on you with or without consent have truly imposed a negative outcome in your life as implicitly stated from the evidence above. A personal example that comes to mind is [Github Copilot](#). As a programmer, it is hard to undermine the benefit of this tool when writing software applications and seeing that it was trained on code written by the users of the platform can leave a bad taste in people's mouths but again, without this data collection, this tool would not be possible to make. This same sentiment can be used for things like customer satisfaction for businesses that use AI technologies where targeted products, and helpful chatbots, all keep businesses thriving and customers happy. In the end, while I do believe privacy concerns are valid and appreciate the actions taken for them, I also think it is valid to be satisfied with the benefits that come from data collection for our society.