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Article Review for User Data Privacy

I choose this article because I am planning on either focusing on software development or data science. This article starts talking about Facebook as a whole and what the issue is.

The article starts of with the unauthorized access of PII of Facebook user by the Cambridge Analytica, a data firm. This problem starts in 2013 and when this was brought forth to the government it showed the drastic lack of experience or preparation to help, reduce or solve the problem of user data with big tech companies like Facebook. This became a bigger problem when IOTs came along, and the problem became worse. The article then focuses more on the investigation led by the FTC on Facebook regarding the 2011 consent decree violation. The data that Cambridge had access to from Facebook started with the project name “OCEAN” which is a personality test. But there was no consent from the users who participated in this test for any abuse. This was further expanded with GSR partnered with Cambridge Analytica to develop the OCEAN profiles. This required a access to the participant’s and their friends’ Facebook profile. Cambridge further took data from all ranges of medium, and by using OCEAN they developed “micro-targets”, consumer or voters. They used this data to send messages that could sway their behaviors.

One example the author presented was the Trump v Clinton presidential election. The Trump campaign took advantage of this to send these users messages that put Trump in the spotlight leading to sway votes. This didn’t just involve Facebook user, but all ranges of medium that is connected to Facebook. The article further discusses the principles based on “Personal Privacy, Awareness and Control” from the IEEE, which covers public transparency, Disclosure for users, Control, Notification. These principles were the base in the hearing in the House and the Senate. Especially the bill introduced by Amy Klobuchar. According to the article, California is the most advanced in privacy laws. Which includes limits in selling data on users younger than 16 years of age and much more.