

SOCI2534 Reading Assignment #3  
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**Eler, A. (2017) The Selfie Generation. "Privacy Settings.". 32-74.**

The author starts this chapter with a story about how her mom perceived her in high school, talking about how her mother barely knew her in high school, how she was in her own world. She makes a point of how she grew up in the 90s before social media had really taken off, when most of people's lives were offline. As well as the fact that her room was a safe place that offered a sense of privacy. The photos she took needed to be taken to the Walgreens down the street to be developed and were just for herself not shared all over the internet like how they're shared on Instagram, Snapchat and Facebook nowadays. She writes about how we give our right to privacy for convenience even when we know the price we're paying. In the next section of this chapter she talks about living through 9/11 and the decrease in privacy she noticed when the patriot act was passed. How the NSA moved from spying on communications abroad to spying domestically to counter terrorist activity. However, after Snowden's whistleblowing, the US passed the Freedom Act of 2015 to stop the NSA to stop collecting mass amounts of phone data from American citizens. Although with the rise of social media, data no longer needed to be taken from the public they were offering it up for free in the form of geotagged posts, selfies, browsing data, all the way to Social Security Numbers. People would give up any data you wanted just to get onto a Social Media platform and then without even asking them they would share their entire life on the platform for everyone to see. Following this the author brings up how Facebook deals with its privacy settings, how "Facebook defines privacy, not you". How they have a history of altering their privacy settings without notifying their users or asking them to agree to the new terms, mentioned that at one point in time they did this eight times in 2 years. The author talks about the levels of privacy on Facebook and how they range from anyone in the world being about to see your information to just your friends and how radically different this is from when she was growing up. One of the most important topics she covers is data brokerage, how all this data we share online such as selfies, rants, location services data, etc... isn't just stored on these platforms for free. When we share all this data it gets sold and used by to build profiles on us that are used for things such as marketing.

(P.S. I wrote too much... sorry.)

**Ng, Alfred. (2020). Teens have figured out how to mess with Instagram's tracking algorithm. Cnet**

This article is about teens using group accounts to trick the Instagram algorithm so it can't tie an account directly to one user. With this type of usage on an account a data profile can't really be built; therefore, Instagram can't track their movement or other personal data correctly giving the user a little more privacy on the app. The author also brings forward the fact that creating a fake Instagram account or "finsta" may protect your data partially from other users, however, not from Instagram itself. Creating a group account forms a melting pot of data that obscures your data to the point where it cannot be parsed to form a profile of just you.

**Reply All: #123 An Ad for the Worst Day of Your Life. (June 21, 2018)**

This article starts with a tragic story about a man losing his high school sweetheart a day after having their first child and how he started a blog to record his journey of raising his child and living with the loss of his wife. However, after stopping his blog he started seeing these ads created based loosely off his blog with titles like "After losing his wife, husband turns to pregnancy blog and it changes everything.", using his story for clickbait to reel people in. All the data he had put on to his blog over the 4 years he worked on it was being taken and "reshaped" to profit websites and companies.

Some things I took from these articles were:

1. Anything you put online is no longer just yours it's the world's data now and I wonder if there's some way that will change in the future?
2. Another thing I learned is that there are ways to use social media and still hold a level of privacy using tactics like sharing account among many people, essentially hiding your data by confusing a company's algorithm.