

# Free Mobile Apps and Games Vs Personal Privacy

## ABSTRACT

A recent Pew Research study has shown that in 2019, 81% of the US population owns a smartphone. That means that 266.7 million people in the US own a smartphone of some kind. In 2019, we also saw a record number of apps on the app stores with Googles' Play Store having 2.1 Million apps and Apples' App Store following behind that with 1.8 Million.

With more and more people gaining access to smartphones, gaming on our smartphones has become a common past time, for some even their only means of gaming. Our Smartphones hold many of our personal data, what happens when free apps and games siphon that data without user knowledge? What happens to that data and how does that affect the user?

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## WHAT IS YOUR RESEARCH PROBLEM STATEMENT?

Does anyone ever read the Terms of Service pop up when installing a game on their phone? Do people know what access settings to look out for when games ask for access? Our research will look into why Users should value their personal data, what happens when free apps and games siphon that data, what happens to the data and how it might affect the user, how the user could watch out for suspicious behavior.

## WHY YOUR RESEARCH IS IMPORTANT?

It is important that users of free apps and games know how these apps access their personal data on their smartphones. Our research aims to educate readers to value their privacy and prove why the statement "I have nothing to hide" is a risky mentality to have.

## WHAT IS THE EXISTING RESEARCH LITERATURE IN THE AREA?

A paper called "The Price of Free: Privacy Leakage in Personalized Mobile In-App Ads" exists from the Georgia Institute of Technology.

#### WHAT IS YOUR PROPOSED RESEARCH METHODOLOGY?

We will be using qualitative research methods and possibly quantitative research methods to present our research and data I have gathered.

#### WHAT RESOURCES WILL YOU NEED TO CARRY OUT THE RESEARCH?

Resources that we require will include access to internet, and a computer.

#### WILL YOUR RESEARCH NEED APPROVAL FROM AN ETHICS COMMITTEE?

We may need approval from an ethics committee if we decide to survey people on if they care about their privacy on their smartphone.

#### REFERENCES

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