|  |
| --- |
| **Q1.** How many resources did your browser pull down from a server? >1,200   * If you have an ad blocker, turn it back on and then reload the page. What changes? The ad blocker blocks communication with the browser. |
| **Q2.** How many different servers (i.e. domains) did your browser communicate with (just estimate)? 1,000 |
| **Q3.** How many of those communications were “POST” requests (meaning that data is transmitted from the browser to the server)? >500 |
| **Q4.** If you were to take a guess, how many companies have some presence on this website (besides CNN)? 100 |
| **Q5.** Does any of this surprise you? Or did you already know all of this? Yes, it was very surprising. I had no idea how often other companies are able to view and take data from my web browsing. |
| **Q6.** What do you think would happen if you completely disabled your cookies? Why might you want / not want to do this? It may affect your experience with the website, less customization for things that would interest the user. |

**Part 2. How do platforms see you?**

Tech companies (including but not limited to social media companies) collect, analyze and act on the data they collect about their users. Whenever you accept terms of agreement, you ‘give permission’ for this data to be collected and used. For the second part of this tutorial, you are going to examine this phenomenon by choosing one of the following platforms (below) and explore the data they collect:

[Google](https://docs.google.com/document/d/1v2a9n52Mp4_xLErfbHPO5yXrGprEUXbj0awSSKO4eFk/edit#heading=h.5k46m1fg1o8w) | [Facebook](https://docs.google.com/document/d/1v2a9n52Mp4_xLErfbHPO5yXrGprEUXbj0awSSKO4eFk/edit#heading=h.dro63lq8vpgn) | [Instagram](https://docs.google.com/document/d/1v2a9n52Mp4_xLErfbHPO5yXrGprEUXbj0awSSKO4eFk/edit#heading=h.b3p42nxv6us5) | [Twitter](https://docs.google.com/document/d/1v2a9n52Mp4_xLErfbHPO5yXrGprEUXbj0awSSKO4eFk/edit#heading=h.etueee6sqs38) | [Snapchat](https://docs.google.com/document/d/1v2a9n52Mp4_xLErfbHPO5yXrGprEUXbj0awSSKO4eFk/edit#heading=h.o12i5t3rxf10) | [TikTok](https://docs.google.com/document/d/1v2a9n52Mp4_xLErfbHPO5yXrGprEUXbj0awSSKO4eFk/edit#heading=h.rw34j2xkrkcb)

If you don’t use any of these platforms, you can either:

* Investigate a different platform of your choice, or
* Skim the following article on various platforms’ data collection, and note your reactions: <https://www.security.org/resources/data-tech-companies-have/>

**A. [On Your Own] Explore the Links Provided**

Navigate to the platform of your choice (by clicking the name of the platform above) and examine the links provided. Then answer the following questions:

|  |
| --- |
| **Q7.** How does the platform you analyzed “see” you? In what ways does this represent you, and in what ways does it mis-represent you? I chose Facebook. Employer, Job title, Education, and Relationship Status. It doesn’t mis-represent me based on these labels that I share. |
| **Q8.** What’s a piece of data you would expect the platform to know? What’s a piece of data you’re surprised they know? Why? I would expect them to know about what I post voluntarily, but I would be surprised if they knew my location, home address, phone number and email. I feel like the demographic related to my location, phone number and email would be private or information I typically wouldn’t voluntarily give someone that I don’t know. |
| **Q9**. Why are these the things these platforms choose to know about you? What do they do with this information? These platforms choose to know this information to target or customize data that fit my demographic. They can get paid by companies to target advertisements to me. They can also collect information about me to share to different companies or organizations. |
| **Q10.** How much do you want these platforms to know? Are you comfortable with what’s being collected on you currently? I would like to limit how much information these platforms know. I am not comfortable with how much information was collected. It seems like a huge violation of privacy. |
| **Q11.** Note that you can turn off these settings. Would you want to do that? Why or why not? What are the consequences for you and for the platform? Yes. It would limit the tracking of my data that could be potentially shared with companies. I feel like this is an invasion of privacy that I did not request. The consequences would that I would have a less personalized or customized view from the platform. The company may lose money from not having my information/data to share for their profit. |
| **Q12.** Why should we care about this? Because my data could be used in a potentially harmful way that would expose my personal information. Companies could find my home address, information about my family, or personal ways to contact me (email, phone, etc.). This information could be hacked or leaked and get in the hands of other entities that could exploit my personal information. |