Read the following resources before answering the questions below

* <https://www.facebook.com/policies?ref=pf>
* <http://www.cbc.ca/news/technology/ramona-pringle-facebook-big-tobacco-reckoning-1.4597201>
* <http://www.cbc.ca/news/business/facebook-mark-zuckerberg-cambridge-analytica-1.4586659>
* <http://www.cbc.ca/news/technology/facebook-data-privacy-settings-cambridge-analytica-1.4586185>

Questions

1. Read Facebook’s “Privacy Policy”  and “Terms and Conditions” and summarize what they say about using personal data. Copy and Quote two statements from their policies to support your summary.

They say that they collect information when you use their service, they also take information such as location, the content you provide and they collect information about what you view/watch. When other people share contact information Facebook collects it as well. Some quotes that show that Facebook collect this information are “This can include information in or about the content you provide, such as the location of a photo or the date a file was created” and “We also collect information about how you use our Services, such as the types of content you view or engage with or the frequency and duration of your activities.” This shows that Facebook collects unneeded information about you without people knowing. Facebook collects this information about people to use it for their own reasons. Facebook doesn’t need to know personal information about their users but still collect the information to use to manipulate their users. They see what their users like and don’t like and try to change their opinions on things or get them to buy things using information they have collected on them. The quotes show that they collect unneeded information.

1. Who is “Cambridge Analytica”? What did they do and why are they in the news?

Cambridge Analytica, a U.K.-based political data firm, harvested the private information of more than 50 million Facebook users. They used this information to manipulate the Facebook users into voting for Donald Trump in the 2016 US election. This allowed Donald Trump to win the election and maybe if Cambridge Analytica didn’t do this Donald Trump would have lost the election. People believe that if they weren’t involved in this scandal then maybe Donald Trump wouldn’t be the president of the USA.

1. Explain how Facebook is enabling the spread of misinformation related to world politics. ((e.g. Brexit and the American Election).

They are spreading misinformation by partnering up with Cambridge Analytica because Cambridge Analytica spreads misinformation about Donald Trump’s competition to make him look better. Since Facebook teamed up with them it is showing the Facebook supports these messages. Cambridge Anaytica is using Facebook to spread misinformation and Facebook isn’t stopping them. If Facebook wasn’t partnered with them then Cambridge Analytica wouldn’t have access to a wide audience to spread their misinformation.

1. Explain why it is impossible to protect your personal information from applications like Facebook. Provide at least three examples.

It is impossible to protect yourself from your personal information being taken without your consent because these companies have highly advanced programs to find information about you by only using your full name. These programs will do as much research as they can about you to find out information for themselves. When other people post information about you the social media apps collect that information about you to. You can never by completely safe because even when your friends post information about you it will be collected and you cannot control what your friends post on their social media accounts. The third reason why it is impossible to protect your personal information is because the data that is already on your Facebook account might not be deleted when your account is deleted. This means that Facebook will store the information about you even after your account id deleted which means that your personal information will not be safe.

1. Write a supported opinion paragraph (SOP) that addresses the comment "when an online service is free, you're not the customer. You're the product". (for or against)

I believe that this quote, "when an online service is free, you're not the customer. You're the product", is true when it comes to free application because the inventors of the are always trying to make money from the app. When the developers make an app they always find a way to make money from it for some “free” games you have the option to pay money to earn more loot, resources, etc. and the developers use you as the product to make money for them by buying virtual items. Also in Facebooks case the users are the product because when they sign up for the “free” account and allow Facebook to use their personal information, Facebook partners up with companies such as Cambridge Anayltica and gives away personal information in return for money. This is another case where the users/people are the product. To end off I believe that in “free” apps the real product is the users/people because the company intends to make money off them.

Presentation:

With your partners, create a 5 to 10 minute presentation on the following topic assigned by your teacher. Think about all social media applications, not Just Facebook.

1. What private personal information gets used and shared from within the application itself. (e.g. profile info, likes, friends, etc.) How is this information collected and processed and used?
2. What private personal information gets used and shared from outside the application. (e.g. allowing camera and microphone permissions on your phone.) How is this information collected and processed and used?
3. What is the business model of social media applications like Facebook. How do they make money from your personal data? How do they make money sharing information about you?
4. How do social network applications like Facebook help to enable the spread of misinformation? Misinformation about individuals (e.g. bullying, etc.), Misinformation about popular issues e.g. (celebrities, vaccines, health items, etc.) Misinformation about politics and important global issues (e.g. elections, global warming, etc.)
5. How can you protect your private personal information? What application settings are available and should be used. What other best practices should you follow?