CPSC 430
Computers & Society

Class 4B: Privacy and the Government (Chapter 6)

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Slides courtesy of Dr. Kevin Leyton-Brown

Class Outline

1. Announcements (5 mins)

2. Case Study 1: (50 mins)

3. Break (10 mins)

4. Mid-course Feedback (10 mins)

5. Case Study 2: (50 mins)

6. Reminders before next class (5 mins)

# Announcements

Case Study 1: Snowden continued...

Snowden and the NSA Scandal

- In Fall 2013, it emerged that the NSA was engaged in a very wide range of wiretapping

  https://en.wikipedia.org/wiki/Global_surveillance_disclosures_(2013%E2%80%93present)

- Washington Post summary of the leaks:
  - Taken together, the revelations have brought to light a global surveillance system that cast off many of its historical restraints after the attacks of Sept. 11, 2001. Secret legal authorities empowered the NSA to sweep in the telephone, Internet and location records of whole populations.
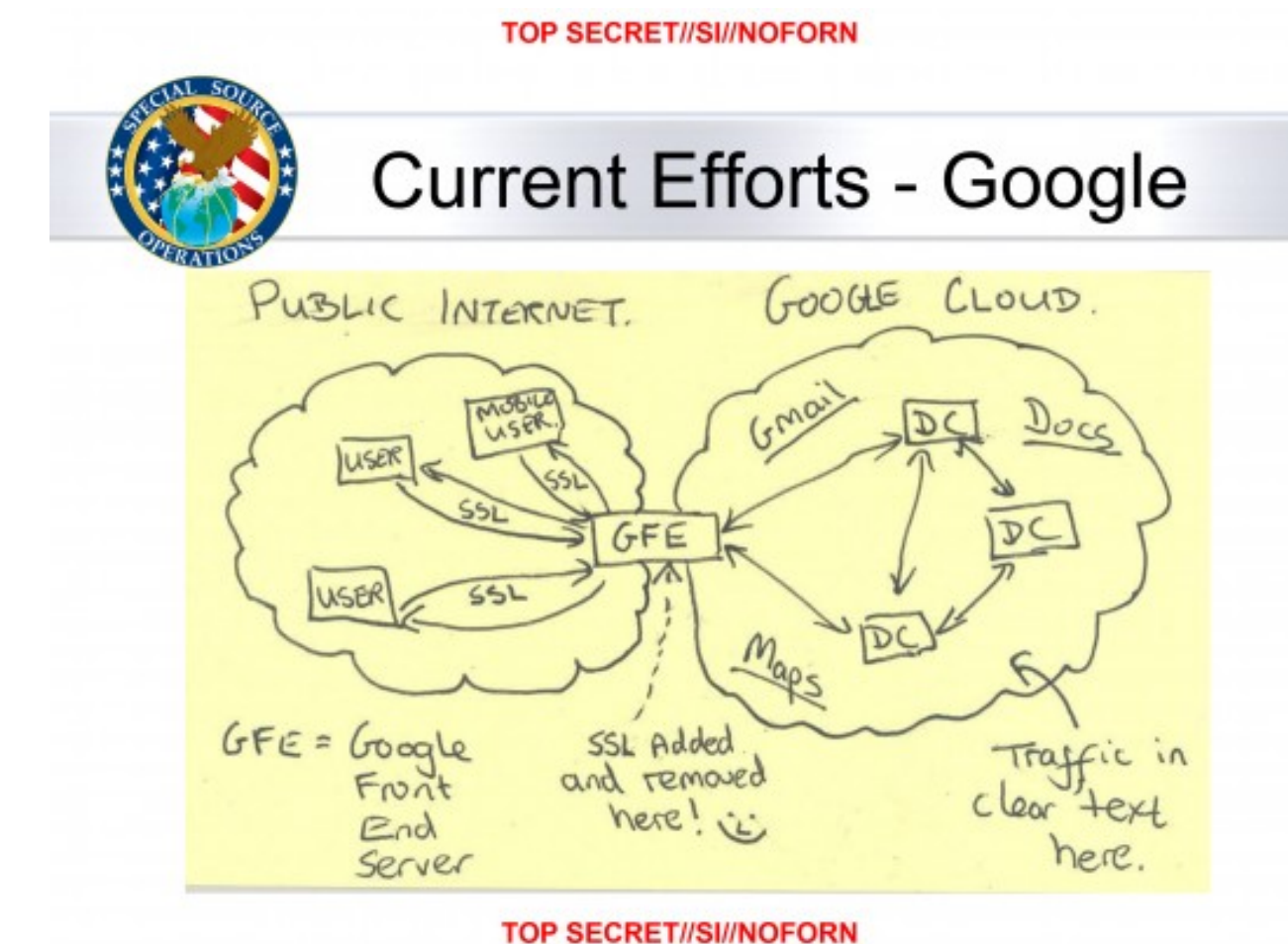
Discussion

Do you think Snowden behaved unethically?

What do you think about wiretapping more broadly?

10 years later… what's changed?

Mid-Course feedback

https://bit.ly/cpsc430_2024S2

Break

Case Study 2: Psychographic Marketing

Psychographic Segmentation

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🌐   LOGIN   SUPPORT

EXPERIENCE MANAGEMENT   Customer Experience   Employee Experience   Product Experience   Brand Experience   Market Research   AI

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What is psychographic segmentation? A beginner's guide

11 min read

Marketers use psychographic segmentation to determine their target personas and understand what makes them tick. With a step-by-step guide and the help of some examples, here's how it can help your brand better resonate with the right people.

FRONTLINE

DISCOVERING
CAMBRIDGE ANALYTICA

Psychographic Segmentation

What is psychographic segmentation?

Psychographic segmentation is a market research method used to divide a market or customer group into segments based on their beliefs, values, lifestyle, social status, activities, interests and opinions and other psychological criteria.

By drawing out the motivations behind behaviors, psychographic segmentation is a brilliant tool for determining branding and marketing strategy because it enables businesses to build a better overall understanding of their target audience(s). Businesses even use psychographic data to develop products and services that resonate more deeply with specific segments of their market.

Because the attitudes, values and needs that are central to psychographic segmentation are deep rooted and take longer to evolve, psychographic segmentations tend to have a longer shelf life than behavioral and demographic segmentations. Collecting reliable psychographic data, however, can be challenging.

qualtrics.XM

Psychographic Segmentation

- Psychographic Segmentation

    – Brittany Kaiser and Christopher Wylie: Whistleblowers that worked for Cambridge Analytica

    – Thanks to BK and CW, Cambridge Analytica has shut down, but with a proven business model, there are now dozens of similar firms with far less oversight doing the same things!

…should we be worried about the existence of these data mining firms with the ability to sway elections?

Reminders before next class