

### Reflective Activity2 – Case Study: Inappropriate Use of Surveys

Facebook is one of the world's most valuable social networks with many very high-quality features. However, despite its rapid growth and excellent performance, Facebook faced a huge hurdle after their data breach scandal in 2018. It had to face everybody affected by the leak and indirectly affected. As soon as they realized that there was an issue, Facebook took some steps to prevent this from happening again - but their main challenge became making sure stakeholders' trust was regained and restoring its reputation.

Cubeyou collected all the interactions between people and brands, products and services (shares, likes, tweets, pins, posts) on several social media platforms and classified them according to 1,500 categories. They developed a classification algorithm in collaboration with Cambridge University that created the 19 psychographic profiles.(Arrigo et al., 2021)

The CubeYou discovery suggests that collecting data from quizzes and using it for marketing purposes was far from an isolated incident. Moreover, the fact Facebook had not discovered the apparent mislabeling of its quiz for academic use until CNBC pointed out the problem suggests the platform has little insight into or control over this activity. (CNBC, 2018)

Another example is TVSmiles, a Berlin-based mobile native advertising app whose users earn digital currency in exchange for engaging with branded content such as quizzes, apps and videos, has suffered a data breach. The storage bucket UpGuard found exposed to the Internet contained a 306 GB PostgreSQL database backup with "unencrypted personally identifiable information matched to individual users, profiling insights about users' interests based on quiz responses, associations to smart devices, and accounts and login details for TVSmiles' business relationships", according to its report. (TechCrunch, 2020)

### References:

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- TechCrunch (2020) researchers find exposed data on millions of users of quiz app, TVSmiles. Available from: <https://techcrunch.com/2020/06/02/researchers-find-exposed-data-on-millions-of-users-of-quiz-app-tvsmiles/> [Accessed 16 March 2022].