

Big Data

- **What information do they want?**
- **How do they get it?**
- **What are they collecting? / What do they know about you?**

Big Data

- **What do they do with it?**
- **Can it make me do things, or change my behavior?**



Big Data

- **How could this be used beyond the ways in which it was marketed?**
- **How might this affect someone whose circumstances are different than mine?**

Why Do Libraries Care?

(Click the images)

Code of Ethics of the American Library Association

As members of the American Library Association, we recognize the importance of codifying and making known to the profession and to the general public the ethical principles that guide the work of librarians, other professionals providing information services, library trustees and library staffs.

Ethical dilemmas occur when values are in conflict. The American Library Association Code of Ethics states the values to which we are committed, and embodies the ethical responsibilities of the profession in this changing information environment.

We significantly influence or control the selection, organization, preservation, and dissemination of information. In a political system grounded in an informed citizenry, we are members of a profession explicitly committed to intellectual freedom and the freedom of access to information. We have a special obligation to ensure the free flow of information and ideas to present and future generations.

The principles of this Code are expressed in broad statements to guide ethical decision making. These statements provide a framework; they cannot and do not dictate conduct to cover particular situations.

- I. We provide the highest level of service to all library users through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests.
- II. We uphold the principles of intellectual freedom and resist all efforts to censor library resources.
- III. We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.
- IV. We respect intellectual property rights and advocate balance between the



Image CC-BY-2.0 from [Horia Varlan](#)



SURVEILLANCE SELF-DEFENSE

TIPS, TOOLS AND HOW-TOS FOR SAFER ONLINE
COMMUNICATIONS

A PROJECT OF THE [ELECTRONIC FRONTIER FOUNDATION](#)

We're the Electronic Frontier Foundation, an independent non-profit working to protect online privacy for nearly thirty years. This is Surveillance Self-Defense : our expert guide to protecting you and your friends from online spying.

Read the [BASICS](#) to find out how online surveillance works. Dive into our [TOOL GUIDES](#) for instructions to installing our pick of the best, most secure applications. We have more detailed information in our [FURTHER LEARNING](#) sections. If you'd like a guided tour, look for our list of common [SECURITY SCENARIOS](#).

**<- Learn how to make
your web browsing and
electronic
transmissions safer**
<https://ssd.eff.org>



Topics related to Big Data

- When you look up “Big Data,” how many results do you get?
- How can you focus your topic?



Sample topics related to Big Data

- “big data” and _____
 - advertising/marketing
 - children
 - “social media”
 - “surveillance capitalism”
 - psychographic profiles
 - privacy
 - Cambridge Analytica
 - government
 - algorithms
 - pokemon go
 - poverty
 - privilege
 - police
 - health(care/insurance)