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I'm Being Followed

Madrigal's article addresses how our free access to the internet comes at a cost. The internet being accessible to all for free is only a half truth at this point. According to Madrigal, companies are tracking our digital behaviour to send us targeted ads. At the surface level, it doesn't seem like such a big deal but it is "creepy" as the author mentions. This feeling of eeriness comes from the fact that this phenomenon is a little too similar to George Orwell's 1984. Our sense of privacy is all but gone in an era where big companies are watching our every move and catering to our "desires." Madrigal mentions the 105 companies that collected his data. This is a startling fact but not altogether surprising. Most websites nowadays acknowledge that they use cookies, which I guess is better than nothing. This article was written in 2012, I think data collection and digital advertising has evolved to be even more creepy. Big brother not only watches my online behaviour but can even occasionally pick up on the things I talk about out loud. I remember once talking to someone about some nike product, and surely not even a week later, nike started popping up in my instagram feed. I jokingly like to test just how effective they are at tracking my speech. Sometimes I'll pretend that I'm with child and talk about it out loud to see if maternity products will start appearing on my feed. What stood out most to me about this article was when Madrigal mentions that machines are currently incharge of sorting through the data collection because machines are currently too dumb and are unable to "know too much" but that machine intelligence is growing rapidly. Who knows

what the next step will be? The wall between my physical self and my digital self is too thin for my own peace of mind.