How Free Are We?

In 2016 Donald Trump elected as 45th president of USA. After a while some accusatoins came to Trump and his campaign workers. They was accused by cheating on elections. The truth is he not cheated, just got some help.

Investigations uncovered Trump and his team got user’s data from Facebook trough Cambridge Analytica and use this data to change voter’s mind. Personalised ads and news appears by user’s cultural and social idenity. In reality, used data not contains names, addresses or social security number. Data contains your habbits, habbits of people around you. Habbits like what posts you like, which news you watch or how often you visit the curch.

Users usually don’t mind share their data with Facebook, Google or Amazon and companies but eventually this data use for effect us. All this possible with data science. Data science can be use for moral things like slow down the global warming or increase efficiency of crops etc. Data science certainly will be the one of most important science diciplines of 21th century. It can be set us free or building walls around our ways to go on desired way.

Hasan Furkan Çolak