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| 1. How does the platform you analyzed “see” you? In what ways does this represent you, and in what ways does it mis-represent you?  The platform looks at my demographic category that I probably set when I created my account, or used my data to infer my demographic category to tell that I am a woman, single, and in the age range of 18-24. It represents me in some ways, because there are some things that are generally pertinent to people of my demographic such as period products and college scholarships. But, in some ways it misrepresents me because my demographic is not who I am as a whole person. |
| 2. What’s a piece of data you would expect the platform to know? What’s a piece of data you’re surprised they know? Why?  I would expect for them to know my gender and age, since that is information many websites request upon creating an account. I was somewhat surprised that CNN knows my location. |
| 3. Why are these the things these platforms choose to know about you? What do they do with this information?  These platforms want to know these things about me so that they can personalize my ads and sell my data to ad companies to enhance their marketing to me. |
| 4. How much do you want these platforms to know? Are you comfortable with what’s being collected on you currently?   I suppose there’s nothing super compromising about the information they are collecting on me. I don’t really mind, especially since it seems very surface-level the information they are collecting on me. They collect information about my location, what kinds of devices I use, what my basic interests are, but all of that doesn’t define me as a person. Also, I kind of like having personalized ads. It’s almost like a time saver since I would probably go out eventually on the web and research the exact thing the ad is selling to me. |
| 5. Note that you can turn off these settings. Would you want to do that? Why or why not? What are the consequences for you and for the platform?  I turned off some of the settings to streamline the types of ads I want. I don’t want ads that have nothing to do with me since it’s a waste of space. The consequences of refining my personalized ads means that Google will have a deeper understanding of who I am as a person rather than a nameless person who fits in a demographic. |
| 6. Why should we care about this?   We should care because our data is being collected in order to sell things to us. Companies are profiting on our data. |