# Data capture

Helena Smed – synopsis

## Entry

In this paper I will investigate the concept of online tracking. The paper's main focus will be a critical reflection on how data capture can be continued in a more connected and smart world. This will be conceptualized by an investigation on how data is treated and sold today.

Today, most people who use a computer or smartphone are familiar with the idea and system behind data capture. Several of these people has clicked 'accept' when a website uses cookies. The advantage of data capture is that through categorised analysable data a lot of services and websites are able to provide a more direct marketing and service. A classic example of this level of customisation is the advertisement business. Through the information collected about your browsing history and how you acted on the pages you visited, companies are able to analyse your interest and thereby direct their advertisement so it matches your needs. Even thought, few people care about the fact that somebody is tracking and selling their browser history, how will they feel when their tv, watch, security camera etc. becomes able to collect information about the user?

The internet of things is an emerging field and has not yet established a standard for how we collect and treat the information these devices makes available. Because these things can be much more mobile and integrated in our life, the data they can collect are also much more personal.

Hereby my overall problem is: "*how to we secure the users personal life in a world of increasing connectivity?"*

I chose this topic because online tracking and data capture is one of the most dominating condition of using the internet today. Even though this concept has been around since the beginning of the web 2.0 we still have cases where this data has been abused like the Facebook case this year. This fact is particularly scary considering more and more devices and things are

connected to the internet and therefore leaves a possibility of capturing information about peoples lives that is not only limited to a screen.

## Problems and questions

I want to address the problem that the world of data capture does not seem to have any standardized regulations or template. This is a problem that becomes more and more important to answer when our everyday belongings become more and more connected with the emerge of smart devices and the internet of things. It is important to address this problem because the information that this increased connectivity enable, is much more personal and uncontrolled for the user and therefore, rises a question about the user's rights of privacy.

The questions I want to address this problem with are:

1. Which data is being captured and sold today?
2. To who is the data being sold and what is it used for?
3. Are there any governmental regulations regarding data capture?
4. How do we make sure this data cannot be abused?
5. What are the users responsibilities?
6. How will the ethics of data capture used on an internet browser or mobile phone fit the e.g. a smart TV?

## Sources

David Berry, "Real-time Streams", in Berry, op. cit., pp. 142-171.

In my presentation of how data capture works I will use this text to explain how data flows. I find this text specially smart to use because it emphasizes the fact that dataflow is no a one-way stream, but something we both receive and provide.

Gerlitz, Carolin, and Helmond, Anne. "The like Economy: Social Buttons and the Data-Intensive Web." New Media & Society 15, no. 8 (December 1, 2013): 1348–65. (can access via e-library)

This article conceptualizes the 'like' button and explains the economy that a 'like' button, or data capture in general, generate. This will be something I can use in the

presentation, but also something I can use in the discussion on how the norms of data capture would apply on a smart device.

Roman, R., Najera, P. & Lopez, J. ”*Securing the Internet of Things*” in Computer 51-58, IEEE (2011).

This article provides a perspective on the difficulties on the emerging field of internet of things, I will use this as a point of view in my discussion.

Mai, Jens-Erik. “*Big data privacy: the datafication of personal information*” in The informational society: an international journal. (2016)

This article provides a good insight in how your data is being processed and what it might be used for. It will be used in the presentation as well as the discussion.

Pold, Søren. "Button." *Software Studies\ a lexicon*. Eds. Matthew Fuller. MIT Press, 2008. 31-36. (can access via e-library)

## Disposition

Intro – problem

Presentation of data capture

- Datafication
- Data as a commercial product

Analysis of Facebooks privacy policy

- What kind of information are they collecting?
- How are they collecting this information?
- How easy is it to find out what kind of information they are collecting?

Discussion about how these rules will work in a world of internet of things.

Conclusion