

Assignment-7

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Part 1: The Circle (Movie)

Do people behave better when they're being watched?

That's one of the many questions that is asked in this film, which is a dark parody of everything that is going on in today's world running on technology and analytics. There is a massive company called The Circle in this movie just like Facebook and Google, where anyone with an idea can be a Steve Jobs, everybody is respected and also "connected" to everyone. With innovation and new technology growing rapidly, there are more and more things developed every single day at the cost of privacy. The Circle mimics the infrastructure of Apple, analytics of Google, the data collection of Facebook and the employees of Silicon Valley but mostly Facebook. [\[1\]](#)

One of the events in the movie, where Mae Holland, who is one of the newbies to the Circle enters an elevator after scanning her ID then suddenly, the screen on the walls of the elevator starts showing her images with her friend which she posted on the social network. My immediate thought after watching that scene is, how well the company has regulated the slideshow images of just the two people inside the elevator. On second thought what if the screen starts showing images of Mae when she's with some random stranger on the same elevator, who's not on one of her "connections". That is a huge privacy issue for a social network accessing and using the data to attract the new guests. That is one of the things Facebook has been blamed for in the past, for using the images of the users who have shared images only with certain friends on their profile for the apps inside Facebook. Users don't know what they are getting into just by using an app, because Facebook's privacy policies are unclear.

Some of the major features of the Circle include accessing personal health data of the family members, planting tiny cameras everywhere to every single person's movements and their location, and registering everyone in the network for voting as well as using the Circle to vote from anywhere. Every feature mentioned or showcased in the movie as a part of advanced analytics and using everyone's private data that is made public, has their own benefits as well as some bizarre consequences. Using tiny little cameras and mass producing them to have all around the world and thus be able to see everything will help activism, having a recorded proof of everything that is right or wrong going on around us. As creepy as these cameras are they did help Mae when she got drowned under the water in the middle of the night. That said the data, when used and collected for anything, should be regulated. Using the data too much to find everything can lead to many consequences which makes our common lives hard because "Sharing Everything is Not Caring".

Part 2: Facebook

Facebook gets most of their data from social plugins, login activity, analytics, ads, and browsing activity. The privacy policy of Facebook used to be very complicated for a normal person to understand. But after numerous backlashes at Facebook and how they're monetizing user data, they update their privacy policies simpler. Facebook is collecting user data even if the person doesn't have a Facebook account to improve ads and safety on the network. [2]

When you visit a website or an online shopping app, the website receives information about the network, IP address, and the browser data. So even the user is not logged into Facebook, the website sends ads about the product the user previously viewed based on the history and the cookie data. Facebook allows those websites to post ads on the user's timeline. Facebook analytics help the websites to deliver information to each user by their IP address. Cookies and other plugins also help the websites to find the number of visitors and their activity on the product pages. Admeasurement allows advertisers to view stats about the users activity, response and like activity without sharing all the personal information. [3]

Mark Zuckerberg talked about the privacy controls, and how everyone deserves good control over what they're sharing and viewing. Facebook users have control over the News Feed preferences, Ad preferences, and other privacy controls. They have already announced plans to Clear History which lets users a way to control their data how Facebook uses the activity feed. [3] Most of the young demographic stopped using Facebook to share information, some use it just for news. More than 44 percent of Facebook's users get their news from the site and half of the Americans rely on Facebook as a news source.[4] Facebook has been blamed for providing inaccurate news about politics and world trends in the past and trying to fix the Fake News issue ever since. After all these changes Facebook has made to its platform, it's hard to trust them with sharing personal information or for getting News.

References

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