PSOSM - Assignment 1

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Snowden

This story is inspired from real story based in USA, where, Snowden (main character) proves that NSA (National Security Agency) was collecting data of billions of Americans which NSA denies from their side.

"He" in the following statements refer to Snowden.

Technologies used :

- **Camera** used for videography (dslr) when interviewing Snowden.
- **Xray machine** used to get information about the broken leg of Snowden when in army.
- Snowden goes through a lie detecter test : **Lie detecting machine** was used on him when he wanted to join CIA. So, this machine was gather information about credibility of Snowden answers.
- An **encryption machine** follow up of Enigma machine.
- **Cray one** (or 1) : the first supercomputer, which can be used to gather information.
- Builds network security connection to the home city.
- **Online dating computer application** (kind of) : used to gather information about partner through online chats.
- He gives a **memory card** filled with encrypted data of British Intelligence agencies and GCHQ to the interviewer to publish the data.
- NSA (National Security Agency) data base and system was used to gather information about a Pakistani (also about his family) resident/person named Marwan Al-Kirmani.
- Wife of above mentioned Pakistani guy forgets to turn down laptop's flap, so Snowden's friend at NSA hacks her laptop and turn on her webcam and streams the real time video of that women who is unaware.
- Facebook profile was used to get information about the Pakistani guy's daughter : her Facebook friends information was collected.
- Live video was captured using drones while following the bad guys with bombs.
- They could light out the whole country using programs.
- NSA database stores and tracks everyones's phone.
- Snowden body was full scanned at Hawaii at his new job : it is also a kind of person information.
- At Hawaii they track bad guys cell phones using Epic Shelter program, which was built by Snowden itself.

Information about the individual (Snowden) :

- Snowden is 29 years old (in the movie when giving out interview).
- Snowden worked for agencies such as NSA, CIA (product contractor) and has worked for various intelligence industries for last 9 years .
- Snowden was in US army.
- He stopped attending high school because of money issues.
- He meets a girls through an online dating application.
- Competes his test at CIA training in 38 minutes.
- His girls keeps on taking Snowden multiple pictures.
- He hacked the human resource site to show that it has security flaws and can be hacked.

- Snowden goes to a strip club with Marwan (Pakistani).
- He resigns from CIA due to personal differences (which he tells to his girlfriend).
- He bashes out at his girlfriend for having her nude picture saved at her laptop and refers it to as national security issue and says that Russian hackers can hack her laptop and retrieve her laptop data.
- He is good at shooting (he shoots down a bird).
- He built an software called Epic Shelter.
- He gets a new job at Hawaii and he was required to counter spy the Chinese at regional crypto centrical region.
- He had a responsible job where a lot of people were dependent on him and his task was to shut down Chinese hackers.
- He used to get repetitive stoke attack where he would just freeze and just lay down on the ground.
- His girlfriend (Lacie) laptop gets hacked (e-mail, social media etc.) by a senior executive at CIA.
- He transfers the data from PC to the SD-card, which he later give to the journalist to publish.
- At the end they (Snowden + journalist) were able to prove to people that NSA was collection people mobile phone numbers and he was charged with certain sections.

The Great Hack

It is a documentary based on the scam that happened in US elections in 2016, where a company called Cambridge Analytica (CA) used people personal data to attack end users by showing them relevant adds on social media (Facebook) to vote for Trump as the president. In the documentary a person named David is fighting against CA to give his data back.

Technologies used to gather information :

- Electronic payment machine (at the coffee shop) : which scans the information of persons debit/ credit card.
- Social media is used to gather/watch information about people and are used for customised adds (which gives rise to trillion dollar industry).
- Location, which is a part of social media, gives sufficient information about the individuals to sellers.
- Cambridge Analytica had 5000 data points for each American.
- When Trump campaign was at peak, $1M/day was being spent on Facebook adds.
- In Obama election also, in 2008, public data was used for digital advertisements.
- CA made a personalised survey for Cambridge University professors to gain information about them.
- Data was harvested from Facebook profile such as friends, relationship status etc. and pull out the data of their friends too.
- Hard drives have the sketchy information.
- Facebook quizzes/survey questions were used as data to find/guess personality of a person.
- Emails played a major role in the whole campaign as a mode of conversation with Trumps people and CA.
- After saying that data is deleted at CA, Facebook Lite data was being used in place (March 2016).
- Television was also used to target the audience.
- Twitter is seen being repeatedly used throughout the documentary to get information of bigger personalities.

Information about the individual :
- David was teaching digital media and developing apps.
- David is worried how misuse of information could affect his children's future.
- Cambridge Analytical (a company) was working on Project Almo.
- David fights with CA to gives his personal data back to him.
- The CEO of the company (Alexander Nix) openly accepts that he used data to influence Americans vote for Trump by showing them multi-media adds.
- An employee from Cambridge Analytica .targeted all almost everyone not as voter but as a personality.
- Data was being collected without people knowing that their data was being used.
- The employee of Cambridge Analytical held Brittany Kaiser responsible for the case.
- Brittany Kaiser calls herself as whistleblower and says that data is the most valuable asset on Earth.

- Brittany Kaiser previously was a member of team running Obama's Facebook. She also says that Facebook is the best platform to put money on to show adds during a campaign.
- CA only targeted the Americans whose minds can be influenced and not all Americans.
- Facebook CEO (Mark Zuckerberg) says that CA told hi that they had deleted the data but he says, he don't think so.
- CA was responsible for everything that was going wrong.
- Brittany worked with Alexander for 3.5 yrs and after CA case, they were no more longer friends. And after that case happened they both disagreed with themselves at various legal hearings.

The Circle

The move is based on a company called : "The Circle", which you can compare it to todays Twitter. Main character of the movie is Mae which is played by Emma Watson.

Technologies Used :

- Calling : As at beginning, as Mae worked at a call centre, she was getting information about people through phone calls.
- At the circle, Mae was given a tablet, through which the inner circle could get access to Mae's information.
- At the Circle, Mae was chatting with people to know if they got any problem (or just a normal chat).
- SEE CHANGE : Small spherical cameras called "see change" was being used to get the video from all around the world. Those cameras was showcased by one of the head at the company and he placed the cameras at public places without a legal permit.
- "See change" could not only capture videos, but also can provide Air Quality, Temperature and various other climatic stuff.
- People when chatting with employees gives rating to the people.
- Sensor was injected (through drink) to Mae by Jessica, which would give various biological information about her.
- Mae was provided with a wrist band, which gave information such as : heart rate, blood pressure etc.
- Congress women installed the small camera, giving out the world access to her personal data : email, phone calls, messages.
- A technology was talked about in the movie was tracking children if they get lost or get kidnapped, and this was done by placing a chip in their bone.
- Everyone's personal data was being studied at the Circle.
- When Mae introduced the application, which could find out any person in the world within 20 minutes by help of people, people cameras/microphone was being used to gather the suspected person.

Information about the individual (Mae):

- Mae used to work at a call centre at the very starting of the movie.
- Her friend, Annie, worked at the Circle, which was considered as the the top most company in the movie. Annie get Mae's interview planed at the Circle.
- Mae was very excited to work at the Circle.
- Mae's father was paralysed, and her mother had to always help him eating the food.
- She liked her neighbourhood (Marson). They used to go trip previously.
- Her average rating at the end of first week at the Circle was 87%.
- Her friend Annie was in the gangs of 40 and was responsible for all the big decisions taken at the circle.
- She starts her social media profile (Circle) by uploading her mothers's picture with a Mercer.
- After a while, Mae decides to go fully social by attaching the small camera.
- Annie starts to avoid Mae.

- Mae gave the idea to make an application which would find up anyone in the world within 20 minutes.
- When she was presenting her application, she ends up killing her neighbour Marson, by intervening his personal life and his privacy.

Black Mirror

The entire movies is based on giving people ratings and also judging people based on their rating. Main character of the movie is named Lacie.

Technologies used :

- People had mobile phone looking devices (or maybe mobile phone itself), through which people can retrieve other person profile and can get information about that.
- Social Media played the most crucial role in the movies, where people can rate each other. If you are close to any person, their profile would pop up on the screen and you can actually rate their profile (out of 5).
- Virtual Reality (VR) was used by her brother Ryan, when he was playing games and he was communicating with his friends, so it a kind of information retrieval scenario.
- A virtual screen was developed in the air, when see goes (Lacie) to buy a house.
- Television screen was used for data streaming of Lacie's profile when she goes for the interview.
- Data mining technology is used throughout the movie.
- Information is displayed on a tablet placed in the taxi to show people profiles.
- Phone calls is one of the technology being used repetitively in the movies (source of gathering information about other person).
- Video calls is done between Lacie and her friend Naomi, which is again a source of getting information about other person.
- Camera was used at the end to capture her profiles when she goes to jail.

Information about the individual (Lacie) :

- Lacie lives with her brother Ryan.
- She works hard to keep her social media updated to get a good rating. Keeps uploading pictures.
- She gets rejected in an interview because her rating was less and the interviewer asks her to get good ratings from quality people.
- People in the movie are begging for good rating and are very fake for that. People in the movie are being judged on their rating.
- She is an aggressive person, but starts behaving good after the interview to get good rating.
- Naomi (her oldest friend) calls Lacie to attend her wedding with Paul.
- Lacie is always looking up for higher rating.
- Her brother also lowers her rating by giving her low rating.
- Her flight gets cancelled and she misbehaves with the lady at the airport and as a cause of what, she get penalised by lowering down her rating by 1 point (Double Damage).
- She takes hires a car to Naomi wedding.
- Because, Lacie gets late, Naomi calls Lacie and tells her to not to come at her wedding. Also, because her rating goes down.
- Lacie gets violent at Naomi's wedding.