PSOSM - Assignment 1

-Harkishan Singh(2017233)

Question 2 :

For companies to stop looting my data, I would try to make a more robust application to attacks by making is completely private and end-to-end encrypted such that I am able to show data, only to the people I want to give access. For example: take WhatsApp, messages sent over WhatsApp are end-to-end encrypted any no one can read messages sent. Also, after the Cambridge Analytica case, Facebook has restricted (or made difficult) giving access to developers the access to the data, by making graph API.

If I am developing an application or social media, the very first thing I would say is that, lets don't have any database rather using people devices as database and their data would be only retrieved when they log in to the application and the timeline would show data of the people who are themselves online on the platform.

Another way, I can think of is to stop giving data to third party applications by not constructing any API for the application, which would I think will stop at least the personalised adds which was the case with Cambridge Analytica. Although, this is a very impractical way when thought from a business mind because big company runs on the fact that they sell our data to the sellers and they gives us adds and if this happens their revenue would go down.