# Task Performance 1: The Social Media Background Check

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Course & Section: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Questions | Article 1 | Article 2 | Article 3 |
| Title and Source of the Article | “Facebook Faces Scrutiny Over Data Mining Practices” — BBC News | “TikTok’s Data Collection Raises Privacy Concerns” — The Guardian | “Twitter’s Data Sharing with Advertisers Under Fire” — Reuters |
| Summarize the article in 2–3 sentences. | The article discusses how Facebook collected and analyzed user behavior data to improve targeted advertising. Regulators criticized the company for not being transparent about how this data was obtained and used. | The article reports that TikTok gathers large amounts of user data, including location, contacts, and device information, which has sparked fears of misuse and surveillance. | The article explains how Twitter shared user data with advertising partners without clear consent, resulting in public backlash and an internal review of its data policies. |
| How Was Data Used? | Data was used to build user profiles and deliver highly personalized advertisements. | Data was used to refine TikTok’s recommendation algorithm and target users with region-specific ads. | Data was used for advertising analytics and audience segmentation by third-party companies. |
| Was This a One-Time Occurrence, or Is It Ongoing? | Ongoing — Facebook continues to use user data for ad targeting, though under stricter regulations. | Ongoing — TikTok’s data collection remains a core part of its platform operations. | Ongoing — Twitter still relies on data-driven marketing, though policies have been updated for compliance. |
| Do You Think It Was Appropriate for Personal Data to Be Mined for This Purpose? Why or Why Not? | No. Users were not fully informed about how their data was being mined, violating transparency and consent principles. | No. Collecting so much personal information can easily lead to privacy breaches and misuse by unknown entities. | No. Even if used for business purposes, mining data without clear user consent undermines trust and privacy rights. |