



Republic of the Philippines
CAMARINES SUR POLYTECHNIC COLLEGES
Nabua, Camarines Sur
COLLEGE of COMPUTER STUDIES



NAME : JUDAH PAULO LL. VIÑAS

COURSE : SCIENCE, TECHNOLOGY AND SOCIETY

PROGRAM & SECTION : BSIT-2F

INSTRUCTOR : MRS. MA. LUDILYN BERANGO-AGAPITO, MAED

Activity 5

TECHNOLOGY

Instructions :

Read the article written by Agence France-Press entitled "Facebook says 87 million may be affected by data privacy scandal", then answer the questions below.

1. What is this data privacy scandal all about?

- Data privacy scandals concerning Facebook have happened in the past. One such example is the 2018 Cambridge Analytica scandal. In this instance, it was discovered that the political consulting firm Cambridge Analytica inappropriately got the personal information of millions of Facebook users. This data was reportedly used to influence political campaigns and target individuals with personalised adverts without their agreement, creating worries about user privacy and data security on the site.

2. How does this Facebook privacy scandal relate to Heidegger's notion of revealing of modern technology as challenging forth?

- In modern technology, Martin Heidegger's idea of "revealing" refers to how technology frequently discloses things in a certain way, stressing efficiency and instrumental utility. In the context of Facebook's data privacy scandal, one could argue that Facebook's technology, as a social media platform, reveals user data and information in a way that serves its business model (e.g., targeted advertising), which could call into question Heidegger's notion of technology as something that should enable a more authentic, reflective relationship with the world.

3. How are Facebook users enframed in this particular data privacy scandal?

- In the data privacy issue, Facebook users' personal data and online behaviors are defined and commodified inside Facebook's technical infrastructure. Users' activities and behaviour are recorded and analyzed for targeted advertising and other corporate purposes. This enframing has the potential to reduce users' agency and control over their own data and online identities.



Republic of the Philippines
CAMARINES SUR POLYTECHNIC COLLEGES
Nabua, Camarines Sur

COLLEGE *of* COMPUTER STUDIES



NAME : JUDAH PAULO LL. VIÑAS

COURSE : SCIENCE, TECHNOLOGY AND SOCIETY

PROGRAM & SECTION : BSIT-2F

INSTRUCTOR : MRS. MA. LUDILYN BERANGO-AGAPITO, MAED

4. How do you think Facebook can be used in a way that is more consistent with Heidegger's idea of poiesis or a bringing forth of technology?

- Facebook may promote user agency, transparency, and ethical data handling to correspond with Heidegger's concept of poiesis, or the coming out of technology. Giving users more control over their data, offering clear information about how data is used, and encouraging features that foster meaningful, reflective online interactions, rather than merely optimizing user engagement and ad income, might all contribute to this.

5. How can the Heideggerian notion of questioning guide Facebook users toward a beneficial use of social media?

- Heidegger's notion of inquiry invites people to think critically about their connection with technology and how it affects their lives. Users of Facebook can benefit from this concept by asking themselves questions such as, "How does my use of Facebook affect my sense of self?" What principles and interests does the platform promote? Am I ok with how my data is being used? Such introspection may lead to a more intentional and constructive usage of social media, one that corresponds with their own ideals and objectives rather than passively complying to the platform's design and aims.