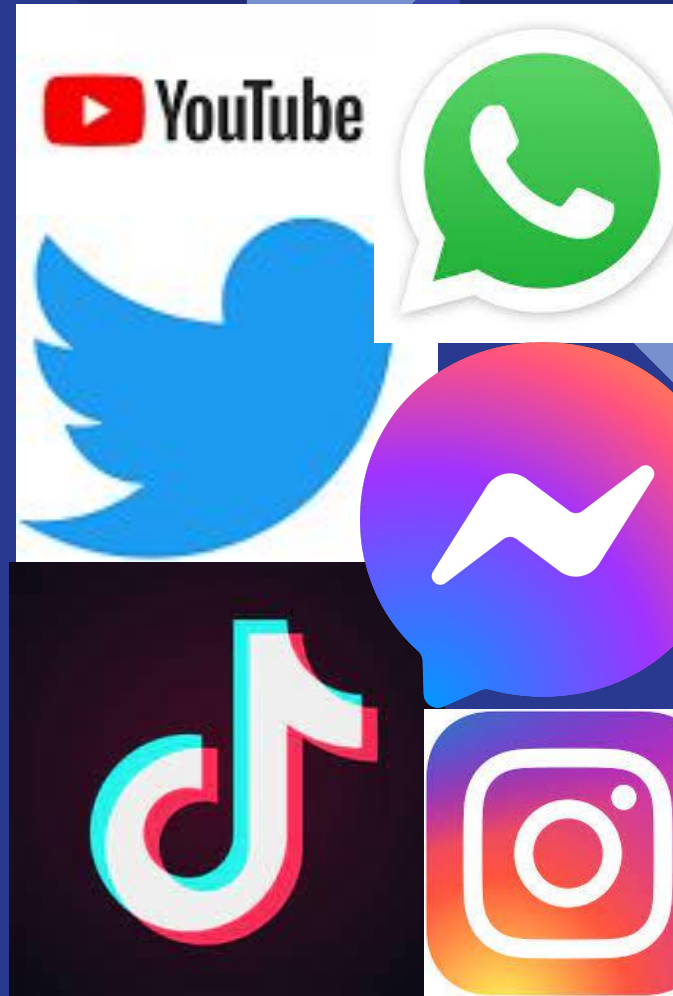


Social Media and Data Privacy Concerns

Kahlen Cheung | CodeClan DE13
25/03/2022



Take a guess!

**How much did Meta(Facebook)
earn on advertising service in
2021 ?**



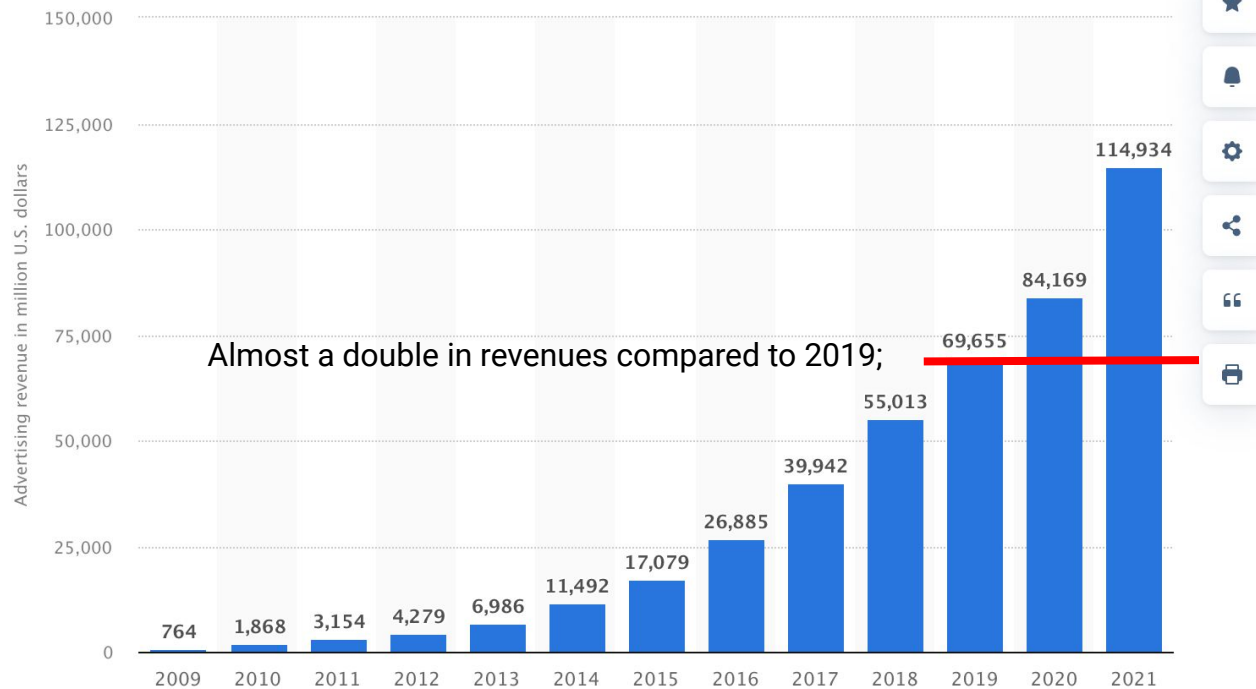
114.93 billion U.S. dollars

(114,930,000,000)

~90 billion GBP



Meta's (formerly Facebook Inc.) advertising revenue worldwide from 2009 to 2021

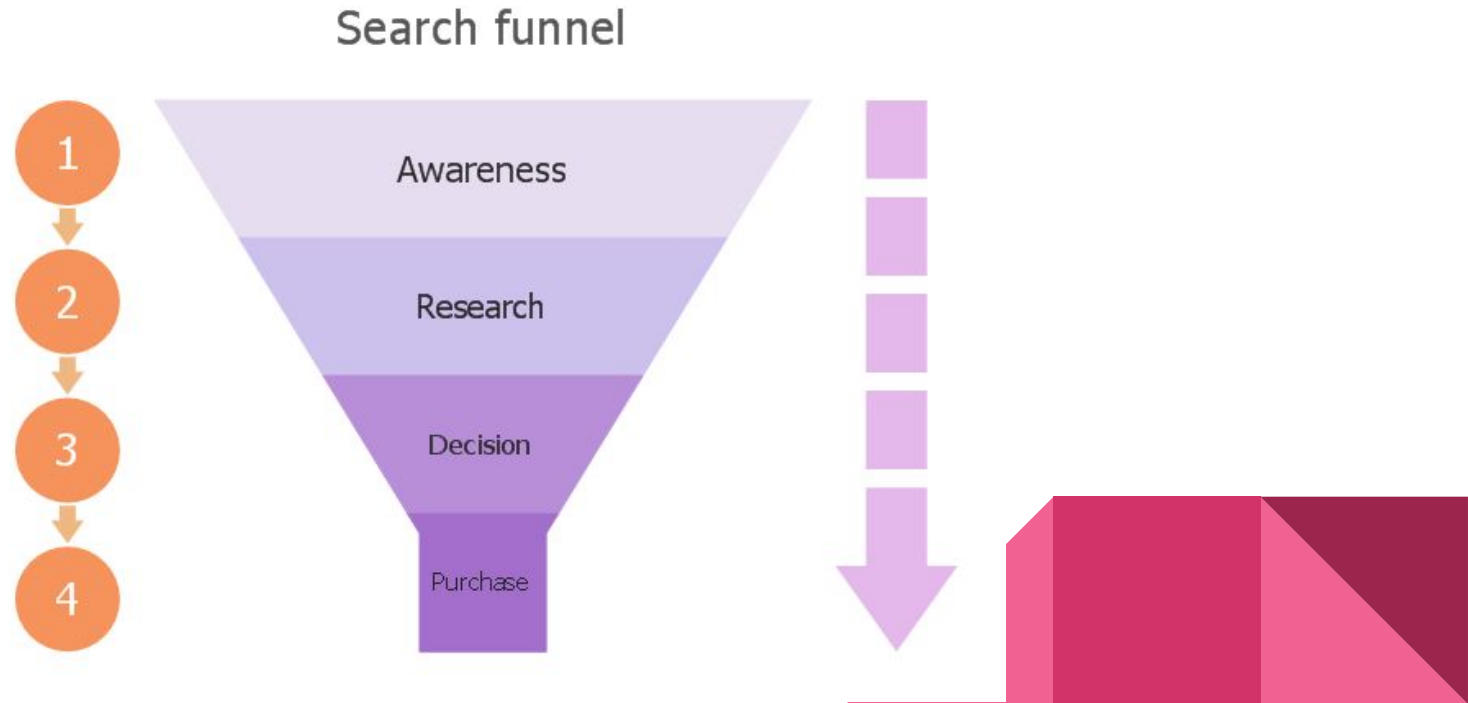


[Additional Information](#)

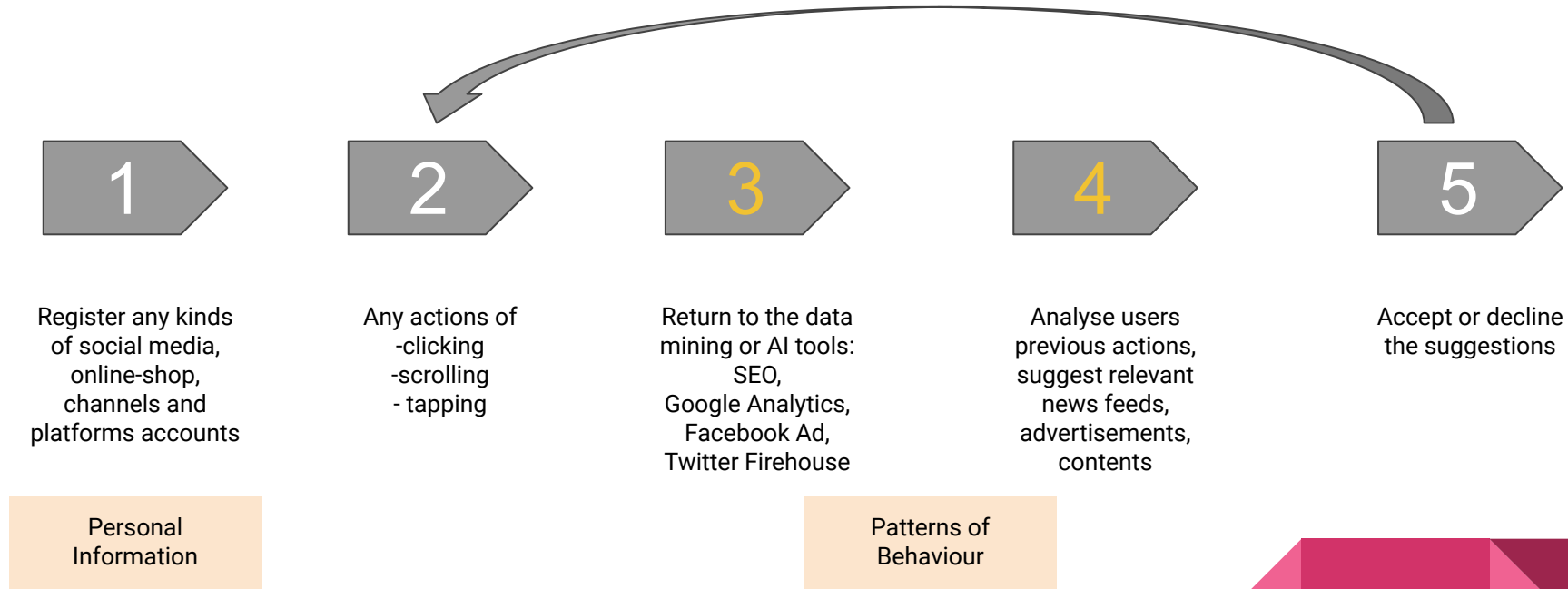
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[Show source](#)

Search funnel - A basic concept of how AI runs behind all social platforms (websites) applied to Digital Marketing



Who lead the actions ? Users? Social platforms?



Summary

Both users and companies should be responsible for the use of vulnerable private data

(eg. contents that may expose personal details; a new privacy update to Apple's iOS 14 operating system)

Unless it is for emergency purpose (Covid-19), the personal data should not be free to access and use by anyone.

Open data sourced from Social Media helps to study users' behaviours , in the meanwhile it can be an unethical money printer (Facebook Pixel for cross website tracking; Cambridge Analytics)

It is unavoidable that every service requires a charge, such as sharing daily moments on social networks , or looking for suggestions from search engines





Appendix

<https://www.talkwalker.com/blog/social-media-data-sources>

<https://www.statista.com/statistics/271258/facebooks-advertising-revenue-worldwide/>

<https://www.nbcnews.com/tech/social-media/timeline-facebook-s-privacy-issues-its-responses-n859651>

