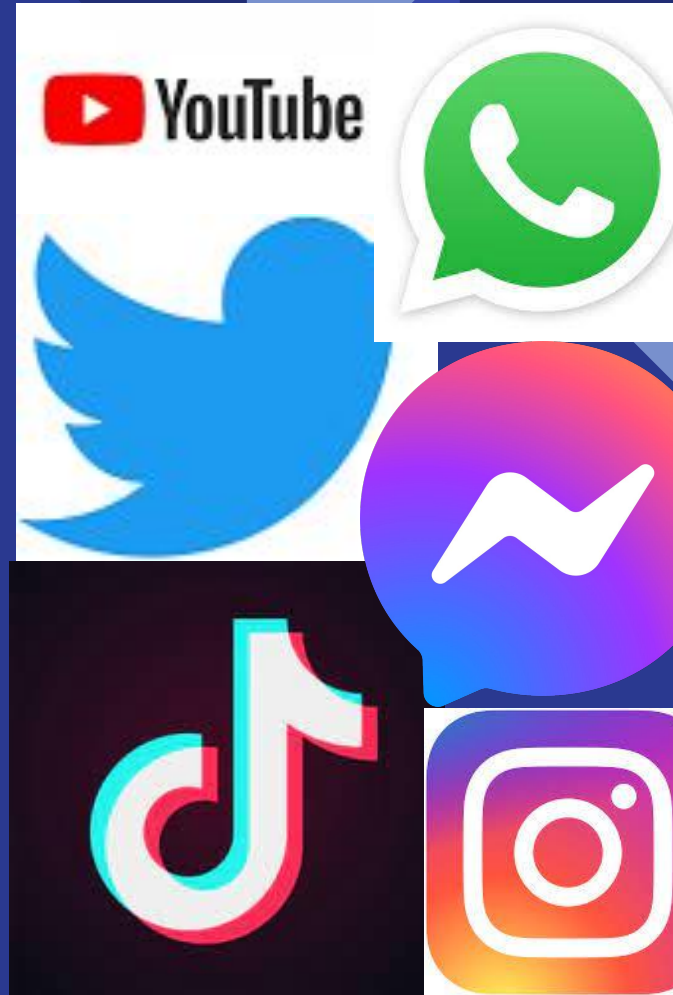


Social Media and Data Privacy Concerns

Kahlen Cheung | CodeClan DE13
25/03/2022



Take a guess!

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



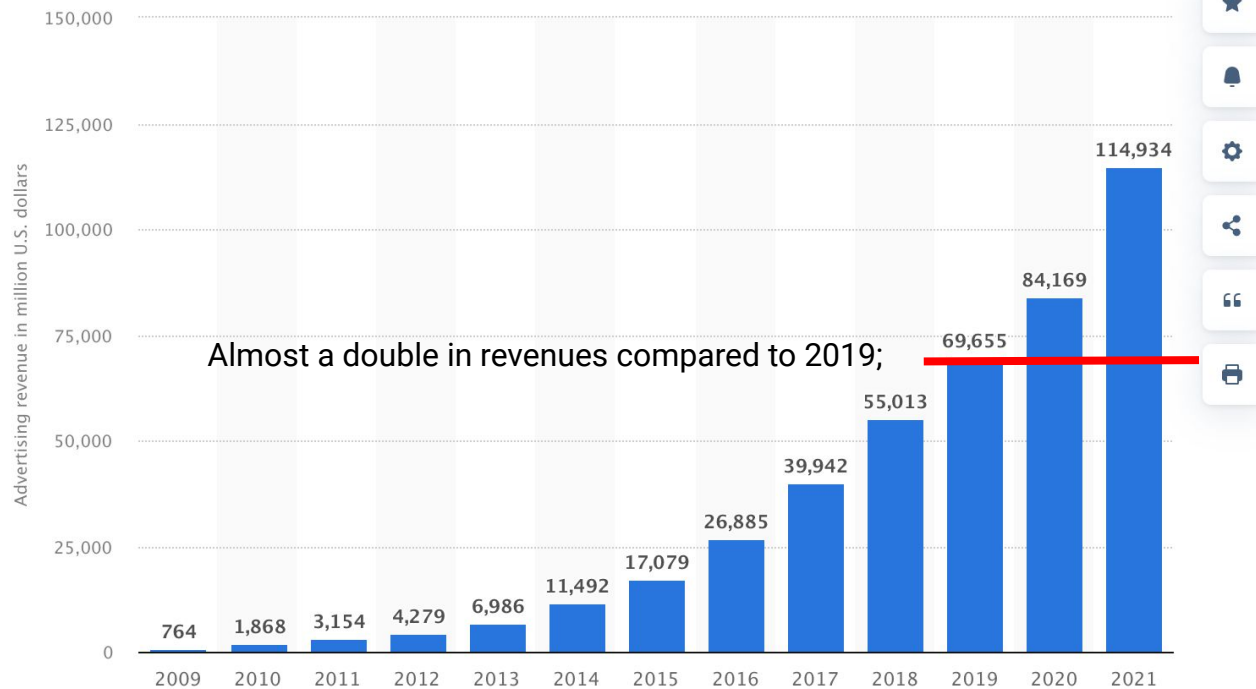
114.93 billion U.S. dollars

(114,930,000,000)

~90 billion GBP



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

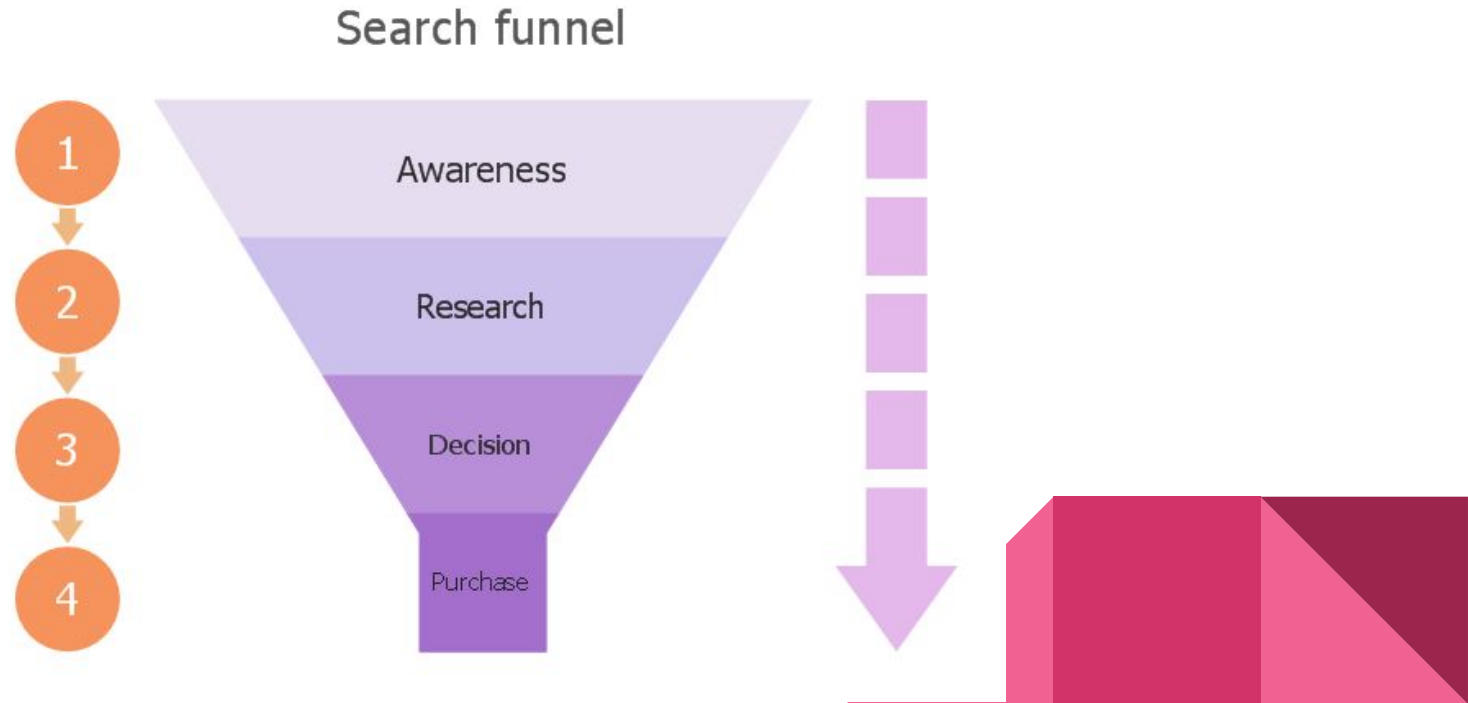


[Additional Information](#)

© Statista 2022

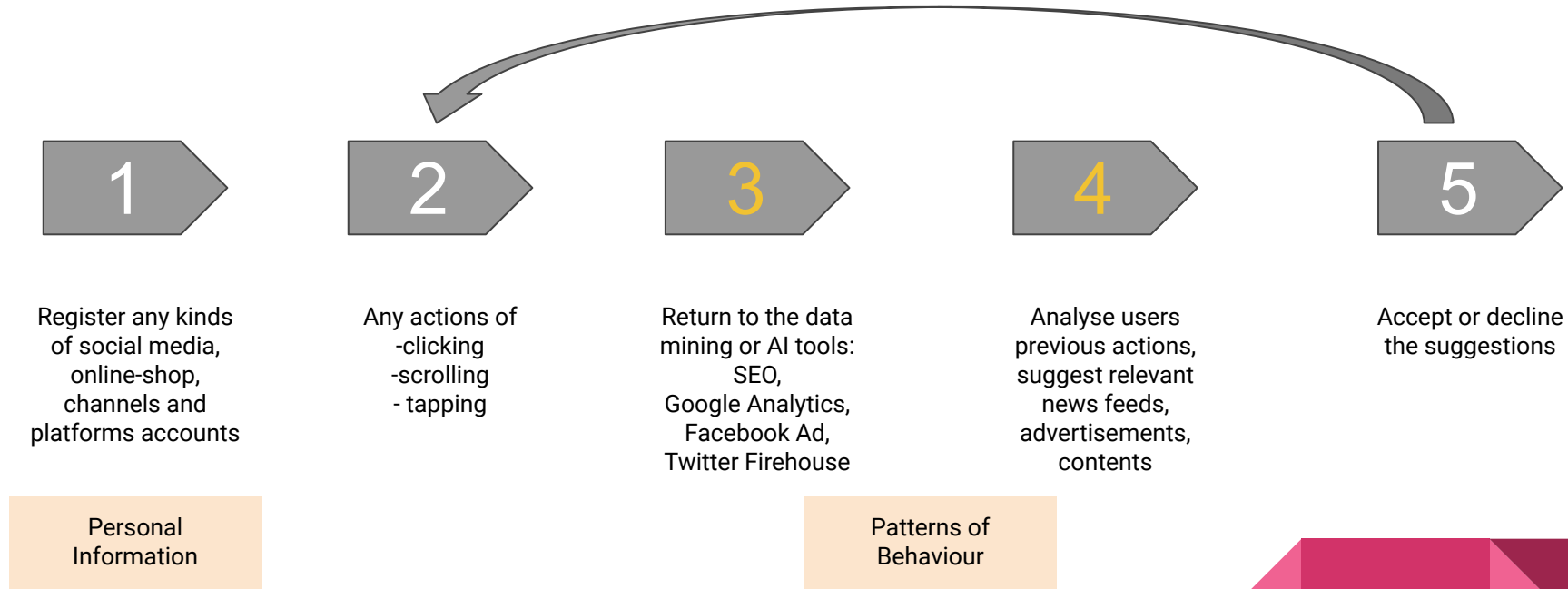
[Show source](#)

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?

Who owns the digital footprint?



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 enhance users' behavioral study,
in the meanwhile it can be an unethical money printer (Facebook Pixel for cross website tracking; Cambridge Analytics; voice tracking from smart gadgets)
- While taking the convenience from social media, 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>

