

SMA Written Assignment - 1

Grp - 14

Q1.

Go to one of your social media pages Facebook, Twitter, etc. a. View all the posts from the last day, and rate them for importance on a 5 scale where 1 is unimportant and 5 is very important. b. For each person who has posted something, list all the ratings you gave to their posts. c. Do some people stand out as posting more important information than others? d. If some people stand out as sharing more important information, are there any attributes (personal attributes or attributes of your relationship) of the people who appear more important that stand out? Are there attributes of people who post less important information? Is there a reason you follow people with less important content? Explain the pattern using social features. e. If there is no pattern showing who shares the most interesting information, why do you think that is? Do all your social contacts have equivalent relationships? Have you already applied filters? Do they each contribute important things in different contexts? Using social features, explain why you think there is no pattern.

ANS:

1. **Aamir Khan** made a video **across @Wangchuk66's life** and its was a success making millions for him and was a great piece of content for Bollywood. But when he and Ladakh needs them the most , there is no voice. By **Arsh Goyal - 3**
2. **7 Netflix documentaries** you need to watch to be in the top 2%: By **Hassan Toor - 4**
3. You can make **\$10,000 a month**. If you have: 1. Microsoft Excel Skills 2. A laptop 3. Wifi Here's how to start a side hustle that will make you money: by **Jafar Najafov - 5**
4. A pattern I have noticed: As soon as I start doing something with even the minutest increase in logical thinking or brain processing, my mind starts panicking, an huge wave of anxiety just passes through me. I am scared, folks. I am unable to fix this. By **Dheeraj Lalwani - 2**
5. In Bengaluru, a **verbal argument** between a female passenger and BMTC bus conductor over issuing ticket goes out of control..takes a **violent turn**. The woman slaps him for raising his hand and he beats her badly. The bus conductor has been suspended - 2

b. Posts by Individual:

- Arsh Goyal:
 - Aamir Khan's video success: 3
- Hassan Toor:
 - Netflix documentaries recommendation: 4
- Jafar Najafov:
 - Side hustle guide: 5
- Dheeraj Lalwani:
 - Personal struggle with anxiety: 2
- TOI Bangaore:
 - Verbal argument on BMTC bus: 2

c. Standout Contributors:

Yes, I think Jafar Najafov stands out as a contributor of highly important information with his guide on starting a side hustle, offering practical advice that can potentially improve financial situations.

D.

Attributes of Standout Contributors:

Jafar Najafov's standout post about starting a side hustle reflects a deep understanding of entrepreneurship and financial empowerment. He has a background in business or has personal experience with successful side ventures, making his advice credible and valuable. Moreover, Jafar's post demonstrates his willingness to share knowledge and help others improve their financial situations, which could indicate a generous and supportive personality.

Arsh Goyal's post addressing Aamir Khan's influence and social responsibility highlights his awareness of societal issues and his willingness to hold influential figures accountable. Arsh is an education and information content creator and is someone who values social justice and also posts important information for college students and grads.

Attributes of Less Important Contributors:

On the other hand, the TOI Bangalore's post about the verbal argument on a BMTC bus lacks depth and context compared to other posts. The post may not have firsthand knowledge of the incident or may lack the ability to provide insightful analysis. It's just a video recorded from someone's phone and is from the middle of a fight and hence conclusions cannot be drawn without the proper context.

Reasons for Following People with Less Important Content:

While the TOI Bangalore's post may not be as impactful, there could still be reasons for following them. For me, they provide a mix of content, including updates on local news or events, which could be relevant to followers interested in current affairs.

Explaining the Pattern Using Social Features:

The sample of a few people sharing extra essential information than others is motivated by various social capabilities and private attributes. Factors inclusive of know-how, passion for unique topics, and a preference to make contributions positively to discussions play a role in determining the importance of content material shared. Additionally, the dynamics of social relationships, including shared pursuits, private connections, and social obligation, form who we pick to follow and engage with on systems like Twitter. Overall, it's the aggregate of those factors that creates a numerous and dynamic on-line network wherein specific voices make a contribution to the collective communication.

2. Choose two social media websites. Pull up their privacy policies and answer the

following questions for each.

- a. What information will be collected about you?
- b. How much of that information is really necessary for you to use the site?

Are they asking for more than they need?

- c. Do you have access to all the information stored about you?
- d. How will your information be shared with third parties?
- e. Can your data be sold?
- f. Are you allowed to permanently delete your data from the system?

Facebook:

- a. Facebook's privacy policy outlines that they collect various types of information about users, including personal information like name, email address, and phone number, as well as data related to user activity such as posts, likes, comments, and messages. They also collect device information, location data, and information from third-party websites and apps that use their services.
- b. While some of the information collected by Facebook is necessary for users to effectively use the site, such as account registration details and basic user activity data, they do ask for a significant amount of additional information that may not be strictly necessary for site usage. For example, the extensive tracking of user activity across the internet and the collection of location data may not be essential for core Facebook functionality.
- c. Facebook provides users with access to most of the information stored about them through their account settings and activity logs. However, users may not have access to certain proprietary algorithms or data processing methods used by Facebook to analyze user behavior.
- d. Facebook shares user information with third parties for various purposes, including advertising, analytics, and service improvement. This includes sharing data with advertisers and partners for targeted advertising purposes, as well as sharing aggregated or anonymized data for research and analysis.
- e. While Facebook does not directly sell user data to third parties, they do allow advertisers to target users based on their data, effectively monetizing user information indirectly through targeted advertising.

f. Users can delete their Facebook account, which will permanently remove most of their data from the system. However, it's important to note that some data may still be retained by Facebook for legal or operational purposes, and certain data shared with third parties may not be fully controllable by the user.

Twitter:

- a. Twitter's privacy policy states that they collect various types of information about users, including account registration details, user activity data such as tweets, likes, and follows, device information, and location data. They also collect information from third-party websites and apps that use Twitter's services, as well as data obtained through cookies and similar tracking technologies.
- b. Similar to Facebook, while some of the information collected by Twitter is necessary for basic site functionality, such as account registration details and user activity data, they do collect additional information that may not be strictly necessary for site usage, such as extensive tracking of user activity across the internet.
- c. Twitter provides users with access to most of the information stored about them through their account settings and activity logs. However, similar to Facebook, users may not have access to certain proprietary algorithms or data processing methods used by Twitter for analysis.
- d. Twitter shares user information with third parties for various purposes, including advertising, analytics, and service improvement. This includes sharing data with advertisers and partners for targeted advertising purposes, as well as sharing aggregated or anonymized data for research and analysis.
- e. Similar to Facebook, Twitter does not directly sell user data to third parties, but they do allow advertisers to target users based on their data, effectively monetizing user information indirectly through targeted advertising.
- f. Users can deactivate their Twitter account, which will remove their profile and most of their data from the system. However, similar to Facebook, some data may still be retained by Twitter for legal or operational purposes, and certain data shared with third parties may not be fully controllable by the user.

3. Look up your favorite movie on Amazon.com (find the DVD or Blu Ray version), Facebook, the Internet Movie Database, and Rotten Tomatoes.

- a. What information does each site provide in terms of reviews and ratings?
- b. What information does each site provide in terms of recommendations for other movies?
- c. Which sites, if any, use your social network to provide information? What information do they use?
- d. What information is most useful to you from everything available from all the sites? Why?

ANS:

Amazon.com:

- a. Amazon provides user reviews and ratings for the DVD or Blu-ray version of the movie. Reviews typically include text feedback along with a star rating system.
- b. Amazon offers recommendations for other movies based on your browsing and purchase history, as well as the movies you've reviewed or rated.
- c. Amazon may use your social network connections if you've linked your Amazon account to social media platforms. They may access information such as your friends' reviews or ratings on movies.
- d. The user reviews and ratings on Amazon are most useful to me because they offer insights from fellow viewers and help me gauge whether a movie is worth watching. Additionally, the recommendations based on my viewing history are helpful in discovering similar movies that I might enjoy.

Facebook:

- a. Facebook may provide user-generated reviews and ratings through posts, comments, or dedicated review sections for the movie. Users can share their opinions and experiences with the film.

- b. Facebook may suggest other movies based on your activity, such as movies your friends have liked or events related to similar films.
- c. Facebook utilizes your social network to provide information such as movie reviews and ratings from friends, as well as events or groups related to the movie.
- d. The most useful information from Facebook would be the reviews and ratings shared by friends or groups I trust. It's valuable to see opinions from people I know and whose tastes align with mine.

Internet Movie Database (IMDb):

- a. IMDb aggregates user ratings and reviews for movies, along with critic reviews. Users can also contribute their own reviews and ratings.
- b. IMDb offers recommendations for other movies based on your browsing history and the movies you've rated or reviewed.
- c. IMDb may use your social network connections if you've linked your IMDb account to social media platforms. They may access information such as your friends' ratings or reviews on movies.
- d. The comprehensive collection of user and critic reviews, along with personalized recommendations, makes IMDb's information the most useful to me. It provides a well-rounded perspective on a movie's quality and helps me discover similar films I might enjoy.

Rotten Tomatoes:

- a. Rotten Tomatoes aggregates critic reviews and user ratings for movies, providing a Tomatometer score based on critical consensus and an Audience Score based on user ratings.
- b. Rotten Tomatoes suggests other movies based on your viewing history and the movies you've rated or reviewed.
- c. Rotten Tomatoes may use your social network connections to provide information such as friends' ratings or reviews on movies.
- d. The combination of critic reviews and user ratings on Rotten Tomatoes is most useful to me. It offers a balanced view of a movie's reception from both

professional critics and general audiences, helping me make informed decisions about what to watch.

4) Think about all the social media websites you belong to.

- a. If a company came along and bought your data from all of those companies and put it all together, what would your reaction be?
- b. What if that company decided to sell your aggregated data to marketers?
- c. What if they decided to sell it to the government?
- d. What if they decided to publish it freely online so that anyone could access it?
- e. Describe three threats you think people could face if their information were shared publicly?

a. If a company swooped in and bought up all my data from various social media platforms, I'd feel a bit uneasy. First and foremost I do not post very private information on social media so it doesn't bother me , but yes at the same time my data being sold to some other company in return for money is something I would not want after the promises and terms agreed upon by these companies during the account creation.

B. Now, if that company decided to turn around and sell my aggregated data to marketers, I'd feel even more unsettled. Suddenly, my habits, preferences, and even vulnerabilities could be used to target me with ads or manipulate my decisions. It's like having someone constantly peeking over my shoulder, trying to sell me stuff I may not even need or want.

c. If the company took it a step further and sold my data to the government sounds scary. It's not just about targeted ads anymore; it's about potential surveillance and intrusion into my personal life. The idea of my every move online being scrutinised by authorities without my consent is not at all something I want.

d. It's like having one's entire digital footprint laid out in front of everyone. From embarrassing posts to private messages, everything could be seen and reacted to. The loss of control over one's own information is a serious concern, not to mention the potential for identity theft or cyberbullying.

e. If the information were shared publicly, following could be the potential threats:

1. Identity Theft: With access to one's personal details, hackers could easily impersonate someone or access sensitive accounts, leading to financial loss or reputation damage.
2. Stalking or Harassment: Publicly available information could be exploited by malicious individuals to track one's whereabouts or target someone with harassment, posing a threat to his/her safety and well-being.
3. Discrimination: Employers, landlords, or even acquaintances could use one's data to discriminate against him/her based on factors like race, gender, or political beliefs, leading to unfair treatment or exclusion.