**Discussion 1:**

**Question: How is the Church using Big Data to help build the kingdom and gather Israel?**

**My Thoughts:**

FamilySearch uses massive databases to store genealogical records.

Indexing efforts allow members to contribute data that helps others find ancestors.

The Church uses data to determine where missionaries should be sent based on regional needs.

Analytical tools help leaders understand member activity and needs, making ministering more effective.

Data from the Gospel Library app and websites help Church departments improve content delivery.

**Discussion 2:**

**Question i: What types of data about you is stored in databases?**

Name, birthdate, address, phone number

Education records, work history, and certifications

Internet browsing habits, search history

Social media activity and preferences

Purchases, subscriptions, and payment history

Location data from phones or GPS

**Question ii:**

**What data do companies like Amazon, Instagram, and Google store about you?**

**Amazon:** purchase history, wish lists, reviews, search terms, addresses, payment methods

**Instagram:** photos liked/shared, accounts followed, location tags, interactions, time spent on posts

**Google:** search queries, YouTube watch history, email content (Gmail), maps/location history, ad preferences

**Discussion 3:**

**Question: What are some of the impacts of companies sharing data?**

**Positive Impacts:**

More personalized ads and content

Convenience in shopping and browsing

Improved product recommendations

Negative Impacts:

**Loss of privacy**

Manipulation through targeted ads

Higher risk if data is breached

People feel watched or surveilled

**Discussion 4:**

**Misuse of Big Data**

**Potential negative consequences of misusing data:**

Identity theft and fraud

Social profiling or discrimination (e.g., in hiring or insurance)

Spread of misinformation and political manipulation

Loss of autonomy through algorithmic control

Data used for unethical experiments or surveillance

**Discussion 5:**

**Ethical vs. Unethical Uses:**

**Ethical:**

Using data to improve user experience

Helping people connect (e.g., family history, support groups)

Improving healthcare outcomes through data analysis

**Unethical:**

Selling personal data without consent

Using data to exploit or manipulate users

Collecting data secretly or deceptively

**How will you respond if asked to do something unethical with data?**

1. Stand firm in values and integrity.
2. Refer to company policies and professional ethical guidelines.
3. Refuse to engage in actions that violate privacy or harm others.
4. Speak to a supervisor or report unethical behavior.
5. Remember that honesty and accountability are more valuable than short-term success.