

Problem 4

Andrew Rossell, Damián Browne, Nico Raymundo

4.1

- a. If $v_{pi} = \$20.78$ and it costs $\$2.00$ to get the information, then it is worth the squeeze.
- b. If $v_{pi} = \$0.00$ and it costs $\$0.25$ to get the information, then it is not worth the squeeze.

4.2

We believe that gathering data on people is necessary because these companies need to make money some way while offering these free products. However, we feel there should be more forward with what information they collect and how they use it. The reason is that they could be doing unethical things with our information, for example, selling our personal information to other third party companies. For targeted political ads, we feel that it is unethical, because we feel that they are a lot more harmful to society than targeted ads for different consumer products or services. The targeted political ads could introduce a bias that wouldn't allow for a fair and bipartisan election.