Read the following resources before answering the questions below

* <https://www.facebook.com/policies?ref=pf>
* <http://www.cbc.ca/news/technology/ramona-pringle-facebook-big-tobacco-reckoning-1.4597201>
* <http://www.cbc.ca/news/business/facebook-mark-zuckerberg-cambridge-analytica-1.4586659>
* <http://www.cbc.ca/news/technology/facebook-data-privacy-settings-cambridge-analytica-1.4586185>

Questions

1. Read Facebook’s “Privacy Policy”  and “Terms and Conditions” and summarize what they say about using personal data. Copy and Quote two statements from their policies to support your summary.

Facebook believes that your privacy is top priority. They log data and cookie data, as well as a multitude of other information.

“We automatically collect certain information on your Organization’s behalf through the Services, such as your Internet protocol (IP) address and other browser or device identifiers, browser type, operating system, crash data, Internet service provider, pages that you visit before and after using the Services, the date and time of your visit, information about your activities.”

“We use the information we have to help verify accounts and activity, and to promote safety and security on and off of our Services on your Organization’s behalf, such as by investigating suspicious activity or violations of our terms or policies.”

1. Who is “Cambridge Analytica”? What did they do and why are they in the news?

Cambridge Analytica is a British firm which combines data mining, data brokerage, and data analysis. They are in the news because they are believed to have influenced elections, such as Brexit and the U.S. election.

1. Explain how Facebook is enabling the spread of misinformation related to world politics. ((e.g. Brexit and the American Election).

Facebook may have impacted the U.S. election by showing and spreading misinformation about opposing candidates.

1. Explain why it is impossible to protect your personal information from applications like Facebook. Provide at least three examples.

Facebook has a monopoly over most phone applications. Therefore, if you quit Facebook you also quit a majority of other social media applications, such as Instagram. When you use Safari/Chrome, your information is also tracked and sold. When you browse Twitter/Snapchat, you may get political ads based on your searches. These are the three examples of why it is impossible to protect yourself.

1. Write a supported opinion paragraph (SOP) that addresses the comment "when an online service is free, you're not the customer. You're the product". (for or against)

I believe that you are the product when you use a social media product. Your information is tracked by social media applications, then sold to advertisers, so that they can use targeted advertisements. The online service is not the product, you are. Your information is the product, and the consumer are the targeted advertisement creators.

Presentation:

With your partners, create a 5 to 10 minute presentation on the following topic assigned by your teacher. Think about all social media applications, not Just Facebook.

1. What private personal information gets used and shared from within the application itself. (e.g. profile info, likes, friends, etc.) How is this information collected and processed and used?
2. What private personal information gets used and shared from outside the application. (e.g. allowing camera and microphone permissions on your phone.) How is this information collected and processed and used?
3. What is the business model of social media applications like Facebook. How do they make money from your personal data? How do they make money sharing information about you?
4. How do social network applications like Facebook help to enable the spread of misinformation? Misinformation about individuals (e.g. bullying, etc.), Misinformation about popular issues e.g. (celebrities, vaccines, health items, etc.) Misinformation about politics and important global issues (e.g. elections, global warming, etc.)
5. How can you protect your private personal information? What application settings are available and should be used. What other best practices should you follow?