How Reliable Is Smartphone-Based Electronic Contact Tracing for Covid-19:

Smartphone based contact tracing can help control the spread of infectious diseases but it cannot help control all contacts.Multiple factors can influence how reliable it is, some examples are the duration of how close two phones are, or if the app was downloaded. Some other influences are if signals are crossed and how the service is. There are also smartphone limitations like bluetooth low energy. There has also been a discussion of contact tracing using wearable devices, such as an apple watch. These devices are better than smartphones because they improve contact tracing frequencies and consume less power. Overall, there is technical feasibility for smartphone contact tracing.

@misc{philipp h kindt_2022, title={How reliable is smartphone-based electronic contact tracing for covid-19?}, url={https://cacm.acm.org/magazines/2022/1/257446-how-reliable-is-smartphone-based-electronic-contact-tracing-for-covid-19/fulltext}, journal={ACM}, publisher={Association for Computing Machinery}, author={Philipp H Kindt, Trinad Chakraborty}, year={2022}, month={Jan}}

Monetizing Your Personal Data

Data is money, which in terms creates more opportunities for profit. Allowing companies to track and store personal data from websites visitors visit allows them to personalize the ads for specific people and is a money making tactic. Advertisers also buy data from big companies such as Facebook, Google, Amazon, etc. People are unaware in how many ways their data is being used. There is a security concern as people's private searches are being monetized off of. Data in bulk is expensive but your individual data is not expensive.This can also cause predatorial schemes and can breach a person's privacy.

@misc{kirkpatrick_2022, title={Monetizing your personal data}, url={https://cacm.acm.org/magazines/2022/1/257435-monetizing-your-personal-data/fulltext}, journal={ACM}, publisher={ Association for Computing Machinery}, author={Kirkpatrick, Keith}, year={2022}, month={Jan}}