11/9 Essay: Read this November 2nd article on a change in use of facial recognition technology by Meta (formerly Facebook) (hat tip to Arthur). What are your general thoughts on government and private company utilization of technologies that are able to recognize a face and/or match a human face from a digital image or a video frame against a database of faces? What advantages or benefits could/do such technologies provide? What role (if any) should a government play in regulating their use by individuals or companies? You have until 10:05.

Overall, I found this article very interesting. Some advantages could be as follows: Face recognition can make it easier to track down burglars, thieves and trespassers. In addition, the technology is capable of analyzing the feed private and public CCTV camera networks, and not limited to tracking down criminals. For instance, it could also make it easier to find missing children and seniors. Lastly, face recognition could make security checkpoints at airports less intrusive to passengers.

Another of the benefits of face recognition technology is its fast processing nature and that it doesn't need any contact with users. With current identity verification methods, users must remember passwords, present I.D. cards, and other inconveniences. This would be really helpful and important in the world of, for example, banking. As such, I also view this type of technology as being really helpful in the world of retail. Some of these benefits of facial recognition in retail could be: Shorter lines, new "face pay" technologies can shorten them. Loss prevention: Shoplifting is a big problem for stores, and retailers could identify subjects of interest when they are coming into stores. The technology still has some way to go to prevent misidentifications and biases, but the potential is there. Lastly, an increase in customer loyalty: when you enter a store, a kiosk recognizes customers, points them in the right direction, or makes suggestions based on their history. More efficient and personalized experiences could foster comebacks and repeat purchases.

In terms of facial recognition relating to our government, I am able to see both sides of the issue. I really see this as an excellent opportunity to make our identification system more accurate and trustworthy. This could make it much easier for us to identify bad people within our society, instead of just having a fingerprint or identification of this person. Likewise, theft would decrease as well. But, as seen by this article, I could see where potential mistakes could occur that could impact the system. The technology would have to go through a variety of trials and tests as it is fairly new and can't just be thrown into place.

The government should not play a major role in regulating them, but a role to some extent. For example, if a certain company is abusing the system and potentially using that website that creates fake human people and putting them into the system for some reason, this could create problems. The government needs to make sure that the people are actually real people and that the company has a backup system if face identification starts to have issues. Likewise, the government should make sure that no "under the table" deals are going on between companies and criminals. For example, a company changes the face of someone which allows them to indirectly come through. This would be a corrupt problem.