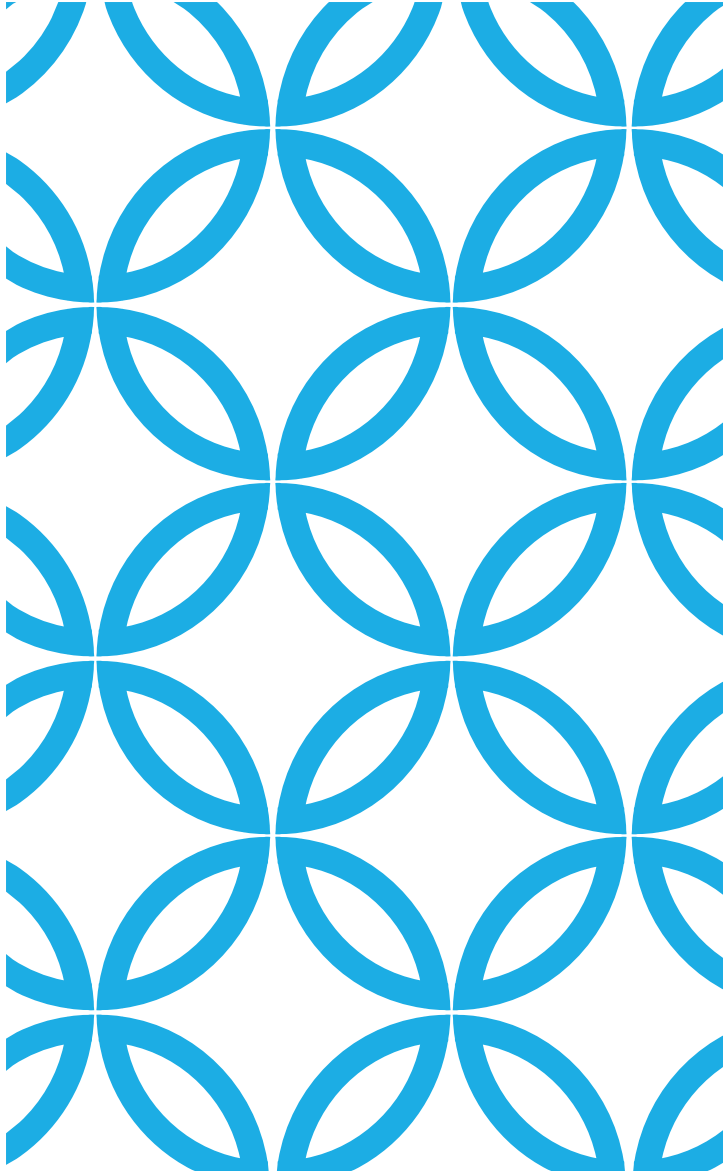




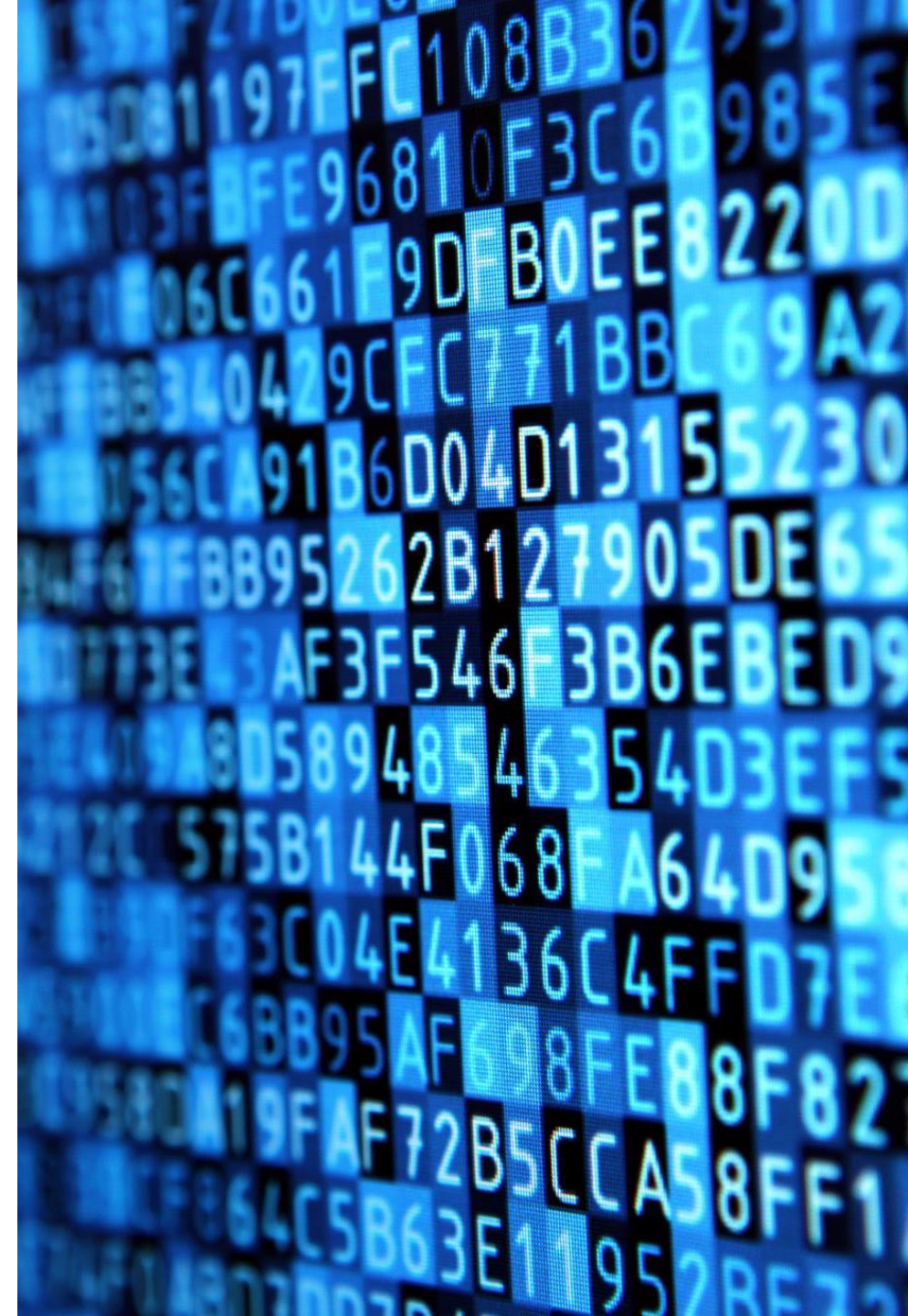
PERSONAL DATA

Data can be stored, used and shared by social media

WHAT IS DATA?

Computers process data and, when put together in a meaningful way, the data becomes information, and that information can then lead to knowledge.

Data is words, numbers, images, sounds, etc., all without context.



WHAT IS DATA?

This a list of data items:

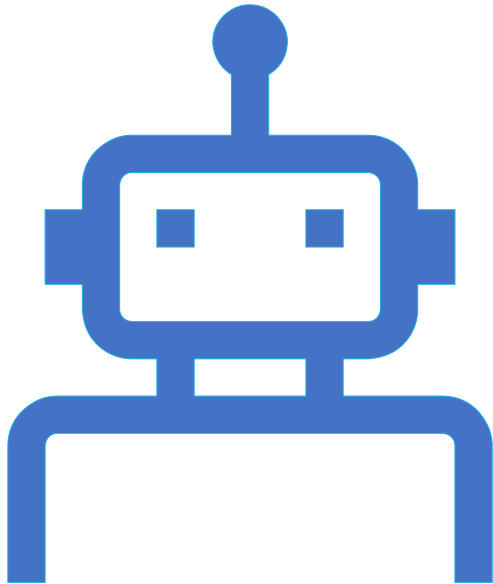
- ☐ Robbery
- ☐ Laptop
- ☐ 09964553425
- ☐ "Smith"
- ☐ 20:00
- ☐ £100
- ☐ two
- ☐ March 19

When they are used as part of a sentence, they gain meaning.

"There was a Robbery at 20:00 on March the 19th. Two Laptops were stolen, and a man with the surname Smith is selling them for £100 each. His contact number is 09964553425."

Some information can lead directly to an individual. In this case, Mr Smith's telephone number is the information that would be of interest to the Police.

WHAT IS DATA?



Our data is worth a lot of money to companies.

They want to know who we are, what we like, where we go, whom our friends are, how much we earn, amongst a whole host of other data about us they consider valuable.

This allows them to advertise to us. If a company knows that you earn a lot of money from your job, they can advertise expensive items to you.

WHAT IS DATA?

Think about when you signed up for social media platforms such as Facebook, Snapchat and Instagram.

The information you have to provide is as follows:

- Name
- E-mail Address
- Date of Birth
- Username
- Password
- Location

WHAT IS DATA?

Once you have signed up for these services, and start using them, you start to give away much more data, possibly without realising it:

- Personal location (through location tagging on pictures)
- A list of your friends (through friend requests, and friends in common)
- A list of products and services you like (through likes, and following other accounts)
- A daily pattern of travel (through locations, content of posts, etc.)
- Opinions of sports, restaurants, TV shows... (through comments and posts)
- Sleep patterns (through usage statistics)
- Political identity (through comments and posts)

WHAT IS DATA?

All the information that companies have collected about you build up a profile on the type of person you are, and the kinds of things you like and/or dislike.

Then, it is shared with third parties, and the advertisements begin!



WATCH THE VIDEO ...

Watch this video on Socialomics –

<https://www.youtube.com/watch?v=PWα8-43kE-Q>

Then ... do Task 1