

# Power and Ethics of Facebook and Google

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# Overview

## ▶ Facebook

- ▶ Background
- ▶ What data does Facebook collect?
- ▶ How does Facebook collect this data?
- ▶ What does Facebook do with this data?

▶ Why is this important?

## ▶ Google

- ▶ Background
- ▶ What data does Google collect?
- ▶ How does Google collect this data?
- ▶ What does Google do with this data?

# Facebook

## Background

Connecting friends

Connecting the world

More than social media

# Information Collection

## What Information Is Collected?

- ▶ Information that the user provides
  - ▶ Location, political and religious views, race
- ▶ Network and connections
  - ▶ Contact information of people and groups
- ▶ Your usage
  - ▶ When, where, and how you use their products
- ▶ Transactions
  - ▶ Payment information
- ▶ Device information
  - ▶ Wi-fi, battery level, mouse movement

# Information Collection

## How Is Data Collected?

- ▶ Location services
- ▶ Microphones
- ▶ Cameras
- ▶ Posts
- ▶ Messages
- ▶ Device settings



# Information Usage

## How Is The Information Used?

- ▶ Creating relevant products
- ▶ Recommending contacts
- ▶ Personalizing advertisements
- ▶ Facial recognition
- ▶ Verify accounts
- ▶ Investigate suspicious activities
- ▶ Conduct research on “topics of general social welfare”

# Google

## Background

Started as a search engine

Expanding over time

Same goal of accessible information

# Information Collection

## What Information Is Collected?

- ▶ Language spoken
- ▶ Which ads are useful
- ▶ People that matter to you
- ▶ YouTube videos
- ▶ Personal information
- ▶ Created or downloaded content
- ▶ Searched terms
- ▶ Voice activity
- ▶ Location



# Information Collection

## How Is Information Collected?

- ▶ Through information provided by user
- ▶ Location services
- ▶ Microphone
- ▶ Camera
- ▶ Wi-fi/Bluetooth
- ▶ Cookies



# Information Usage

## How Is The Information Used?

- ▶ Suggesting contacts
- ▶ Improve services
- ▶ Personalized ads
- ▶ Understanding how the services are used
- ▶ Enhance security



# Importance

## Why Does This Matter?

- ▶ Information is power
- ▶ Your personal/important information is accessible
- ▶ Used for improvement of services
- ▶ Are the services worth your information?

Thank you!  
Questions?