Lecture 20, Nov 18, 2022

Targeted Advertising

1. Tracking on-site activity, e.g. likes, ads, device and location, internet connection type
2. Activity on other websites, e.g. "your off-Facebook activity"
3. Works with publishers to cross-share visitors
4. Data from marketing agencies that have built profiles

- This results in better consumer experience, but is often problematic depending on the type of the product
  - e.g. Precious metal scheme targeting retired Republicans that fuel conspiracy theories and distrust, and caused people to lose money
- Even when policies are brought into place it can still be very difficult to make sure ads aren't getting through holes

Predatory Micro-Targeting

- "Epistemic fragmentation": unlike big billboard ads that target lots of people at a time, which tend to be more moderate, targeted ads are an isolated experience
  - No opportunity to compare with others in a shared space
    * We can't look out for others since we don't know what ads they're getting
  - Targeted to the most receptive subset of people, so there are less complaints
- Programmatic advertising: automated buying and selling of ad space
  - If this is used for services such as gambling, it could be problematic
  - Vulnerable populations can be more easily exploited
- note: Third party cookies are no longer being supported
  - Google gets even more of an advertising share with Chrome tracking
- Trust with internal company controls – examples of overreach and breach

Smart Cities

- Data collected from various methods used to manage assets, resources and services, and improve operations across the city
- In the past we had sampled, occasional data (e.g. surveys), but big data is generated and processed in real time and is extensive
- City systems are more tightly interlinked and integrated, which makes them more vulnerable
- Promotes a "computational" understanding of city systems
- Privacy: to selectively reveal oneself to the world
  - Considered a basic human right in many jurisdictions, including a part of the UN UDHR
  - Types:
    * Identity privacy (personal data)
    * Bodily privacy (integrity of the physical person)
    * Territorial privacy (personal space and property)
    * Locational and movement
    * Communications
    * Transactions