Tutorial 1: Understanding Internet Tracking[1]

Tech companies (including but not limited to social media companies) collect, analyze and act on the data they collect about their users. Whenever you accept terms of agreement, you 'give permission' for this data to be collected and used. In today's tutorial, we're going to examine this phenomenon by choosing one of the following platforms (below) and explore the data they collect:

Part 1: [On Your Own] Explore the Links Provided

Spend about 15 minutes looking at the following links:

	Link	Notes
Google	6 links that will show you what Google knows about you	● Analyze both your school and personal Google accounts ● Check out all 6 links and associated data (from the link). ● Consider how this data benefits Google. Consider whether and how it benefits you ● If you turned on any privacy settings in the past, when did you do it? Why did you do it?
Meta	Article: Facebook Showed Me My Data Is Everywhere And I Have Absolutely No Control Over It	The article discusses the settings for Facebook, but if you're more of an Instagram user, check out the Instagram privacy settings
Where are you logged in?	Your Social Media Fingerprint	Why is it a problem if any website can figure out if you're logged in to selected accounts (we'll discuss this more towards the end of the semester)?
EFF: Are you anonymous?	Panopticlick	Click the button to analyze your browser and wait a minute. Then analyze your results. Big idea: by combining a series of benign browser settings, your browser can uniquely identify you. Madness!
Psychometrics & Categorization	Apply Magic Sauce	This demo shows how your data can be fed into models in order to put you into various marketing categories. Remember "The Great Hack?"

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[1] Credit: These resources were curated by Peter Bui at the University of Notre Dame: https://www3.nd.edu/~pbui/teaching/cse.10001.sp20/lab09.html

Part 2: [In Groups] Discuss (15 Minutes)

	Category	Discussion Questions
1.	Google	1. Did anything surprise you about the scope / scale / type of data that Google collects? 2. How does Google benefit from the data collected about your behavior on their platform? See if you can come up with at least 3 **specific** ways that Google monetizes this information. 3. How does this collection of your behavioral data benefit you? 4. Note that you can turn off these settings. Would you want to do that? Why or why not? What are the consequences for you and for the platform? 5. Why should we care about this?
2.	Meta	1. Did anything surprise you about the scope / scale / type of data that Meta collects? 2. Were the advertising categories / companies listed relevant to your interests? Why or why not? How do you think those advertisers got there? 3. How does Meta benefit from the data collected about your behavior on their platform? See if you can come up with at least 3 **specific** ways that Meta monetizes this information. 4. How does this collection of your behavioral data benefit you? 5. Note that you can turn off these settings. Would you want to do that? Why or why not? What are the consequences for you and for the platform? 6. Why should we care about this?
3.	Your Social media Footprint & Panopticlick	1. Your Social media Footprint: As Lou Montulli noted in the Planet Money podcast you listened to, websites shouldn't be able to access other websites' info within your browser. Each website should be sandboxed. However, there are a number of ways that websites can "cross-talk" through the browser. Why might this be a problem? 2. Panopticlick: Why does it matter that you can be uniquely identified from benign metadata sent from your browser?

4.	Psychometrics & Categorization	As shown from the "Apply Magic Sauce Demo," the data you generate can be fed into a model in order to put you into various marketing categories. How might these categories… 1. Benefit you? 2. Be used to manipulate you? 3. Influence the news and information you access? 4. Shape your access to resources and opportunities?

Part 3: What to Turn In

1. Make a copy of this document
2. Pick one of the 4 categories above – (1) Google, (2) Meta, (3) Social Media Footprint + Panopticlick, and (4) Psychometrics & Categorization.
3. Answer all of the questions associated with that category from your own perspective.

Submit your answers to the Moodle by uploading this Google Doc as a PDF or Word Document.