WE DO NOT CONTROL OUR ONLINE EXPERIENCES. EVERY CLICK OR TAP OR SOUND WE MAKE, WORD WE TYPE, PHRASE WE HIGHLIGHT OR PAGE ON WHICH WE LINGER, STORY WE "LIKE", OR MOVEMENT WE MAKE WITH OUR MOUSE -- INDEED, MERELY BOOTING UP A COMPUTER WITHOUT EVEN LOGGING IN -- ARE MINED FOR DATA. THIS DATA IS HARVESTED, PACKAGED AND SOLD BY AND TO COMPANIES AND/OR AGENCIES WITH PURPOSES UNKNOWN TO US: MARKETING, INFORMATION DELIVERY, CONTENT PERSONALIZATION, AND SURVEILLANCE.

OUR UNIQUE ONLINE BEHAVIOR BUILDS AROUND US A PERSONALIZED SPACE -- A VIRTUAL DIGITAL BUBBLE -- IN WHICH WE ARE OFFERED MORE OF WHAT WE LIKE IN THE STYLE WE PREFER -- AND SPARED CONTENT WE HAVE NOT SOUGHT OR LIKED IN THE PAST. WE ARE TRAPPED BY OUR OWN PROFILES INSIDE THESE BUBBLES.

SOME PEOPLE LIKE THE CUSTOMIZATION OF ONLINE EXPERIENCE AND ARE WILLING TO PAY WITH THEIR PERSONAL DATA. OTHERS WANT PRIVACY AND CONTOL AND ARE WILLING TO DO EXTRA WORK TO PROTECT IT. WE CAN CHOOSE TO OPT OUT OF AT LEAST SOME OF THIS FILTERING; WE CAN NO LONGER OPT OUT OF IT ALL. WE MAY NOT BE ABLE TO AVOID SURVEILLANCE, ESPECIALLY WHEN WIRELESS/MOBILE DEVICES ARE USED. THIS MAP OFFERS BACKGROUND ARTICLES AND PRESENTATIONS AND ALSO OFFERS TOOLS TO HELP PREPARE US TO MAKE MORE INFORMED CHOICES.

"The cloud never forgets, and imperfect pictures of you composed from your data profile are carefully filled in over time... We're like bugs in amber, completely trapped in the web of our own data." Roger Kay, Endpoint



Data overload

The problem or is it PR?

Consumers give up data for convenience

Insidious

Psychology of customization

Google

What we

can do?

FBI's KeySweeper

Spying's New Frontier

Google is listening

Articles

Google Personalization

Company point-of-view Biometrics replace passwords?

Smart Meters, Internet of Things

**Big Data Analytics** 

8 trends in big data

Your Results May Vary

We daily face an information overload. We have to decide every moment what to notice and what to ignore. Do we want someone else to decide for us?



"... personalization is... a threat to democracy, such that we lose contact with news that indirectly affects all of us, but is outside of our personal interest... the data cookies that companies place on our computers... could limit the important worldwide issues we are exposed to ... " Eli Pariser

WHO OWNS THE DATA?

MAKES THE RULES

STATE OF SURVEILLANCE

**GLOBAL SURVEILLANCE INDUSTRY DATABASE** 

WHO OWNS THE DATA

**WORLD'S MOST VALUABLE RESOURCE IS NOW DATA** 

WE THINK INSIDE OUR OWN BOX

**BEHAVIOR CREATES DATAPOINTS** 

Recommender systems Privacy Dumpster Fire Data as the New Currency What have we turned into?

The House that Spied on Me

Ruining your online experience? Video surveillance feeds big data

Biometric Security poses privacy risks

What is Big Data and Who's Collecting It?

Facebook tracks you, even when not on it

DATA:

FREELY GIVEN, FREELY TAKEN BOUGHT, BUNDLED, STORED, SOLD



StartMai **TorProject** <u>Anonymizer</u>

Duckduckgo

ProtonMail

Protect your data

Safari's Do Not Track

How to pop your filter bubble

**Electronic Frontier Foundation** 

Stop Google's tracking of you

Police radar

Street lights

Utility meters

Smart Meters

City robot spies

Google Android Wi-Fi Holography

Phone is listening

Smartphone Apps

Tostitos Party Bag Kitchen Appliances

Shoe surveillance?

Office desk sensors

Workplace panopticon

Google's Nest Hub Max Your Smart TV may watch you

Facial recognition in the toilet

Spying Smart Parking Meters

New York public Wi-Fi stations MIMO radar sees through walls

Feds use connected cars to spy

<u>5G: You watch it, it watches you</u>

<u>
→ Wi-Fi, count people through walls</u> Most websites watch clicks, mouse

Facial recognition, smart streetlights

**GOOGLIZATION OF EVERYTHING** 



WHO ARE YOU?

You are (profiled by):

What you search What you click/tap/touch, highlight What you "like", who you "friend" What you share **Credit ratings of Facebook Friends** The ad style that makes you buy The stories you read first Where you live Your software and browser Your biometrics ...more...









**WHO'S WATCHING YOU?** 

POKEMAN GO, THE CIA, "TOTALITARIANISM" **AND THE FUTURE OF SURVEILLANCE** 

EMPTY CACHE **CLEAR HISTORY DELETE COOKIES OPT-OUT OF AD WARE OPT-OUT OF TRACKING CHOOSE ENCRYPTION** CHANGE ONLINE HABITS MAKE USE OF AIR GAPS MINIMIZE WIRELESS USE SHIELD WIRELESS DEVICES **OPT-OUT OF PERSONALIZATION** 



Age of Surveillance Capitalism The Filter Bubble **Data and Goliath** 

The Googlization of Everything Video Pariser

Shoshana Zoboff

Pop Tech: Eli Pariser, Filter Bubble Filter Bubble: Threat to Democracy

<u>Democracy Now: The Filter Bubble,</u> Democracy Now: The Filter Bubble, 2 New Economic Coordinates

Home: Oscillatorium Newest version this map Date of this update: 09-30-19

**Big Other** 

DATAPOINTS ARE HARVESTED AND SOLD INFORMATION POWER IS BEING REDISTRIBUTED

OUR PAST CLICKS/TOUCHSTREAM DETERMINES OUR FUTURE

WE ARE WHAT WE CLICK, WHAT WE SHARE, AND WHAT INVISIBLE PROFILERS DECIDE WE ARE

