Big Data & Privacy

Name: _Solution_

Activity:

How Much Do You Know About Your Friend?

Check off the following if you know that piece of information about your friend.

How many of the questions can you answer? . . . . . .

1. What is their full name?
2. What is the full name of their parents?
3. What is the full name of their siblings?
4. What is their postal code?
5. What is their home phone number?
6. What is their cell phone number?
7. What forms of social media do they use?
8. For each form of social media, what is their id?
9. What was their last google search?
10. What kind of phone do they have?
11. What kind of car does their family have?
12. What technology do they have at home? (tablets, e-readers, computers, tvs...)
13. What was the last game/app they used on their computer?
14. How old are they?
15. What is the highest form of education they have received?
16. How much money do they make a year?
17. What are the names of all the educational institutions they have attended?
18. What kind of soap do they use?
19. What kind of shampoo do they use?
20. What bank do they use?
21. What is their bank balance?
22. What credit cards does their family have?
23. What is the last change on the credit card?
24. What was the last store they shopped at?
25. Which store do they spend the most in?
26. What hobbies do they have?
27. Where did they last go on vacation?
28. How much did they spend on their last vacation?
29. Do they have a pet?
30. What kind of food does their pet eat?
31. What is their favourite food?
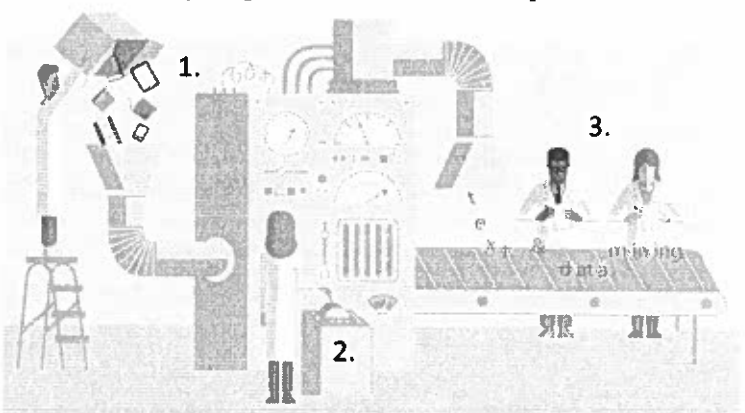32. What is the most common IP address they use?

1. Blue Kai is the world's largest dataminer. (Google, Facebook [Meta] and Apple don't classify themselves as data miners)

a)	How many people are in their database?	700 million
b)	How many pieces of information do they store about each person?	40,000 pieces
c)	About how much information is in the average dataminer's database?	Exabyte
d)	Who does Blue Kai buy information from?	websites + social media
e)	Who does Blue Kai sell information to?	Stores & Advertisers

2. What are 6 things that Blue Kai kows about you?

32 things are found		
on the left.		

3. Fill in the blank in the first column with the number from the datamining diagram that matches the picture.

	Trends that are identified are sold to retailers so that they can customize their marketing.
3	Trends that are identified are sold to retailers so that they can customize their marketing.
1	Cookies and browsing information, along with your device ID, is gathered as you browse websites and use social media.
2	Big Dataminers, like Blue Kai, run algorithms over their massive amouts of data to find out details about you.

4. Consider this database with might be compiled by a dataminer like Blue Kai.

Yahoo

Date	Month	SearchTerm	Device	IP
11/22/2010	Nov	Black Friday	23490	123.23.45.67
11/23/2010	Nov	Turkey	23490	123.23.45.67
11/22/2010	Nov	Black Friday	45395	234.32.154.32

Walmart Sales

Date	Month	Total	DeviceID	CreditCard
11/25/2010	Nov	345	23490	892134
11/25/2010	Nov	987	23490	892134
11/23/2010	Nov	231	45395	934721

Instagram

Email	First	Last	Username	Password	DevID	Gender	City
meg@gmail.com	Meg	Abux	mAbux	aEf3fe	23490	F	Brampton
polE@hotmail.com	Polly	Ester	pEster	873DFG	45395	F	Mississauga
mgraw@pdsb.com	Marty	Graw	mGraw	Kadfs#$	23934	N/A	Brampton

(a) Where did this dataminer buy their information ?

Yahoo	Walmart	Instagram

(b) What is the full name of the person with the email address mgraw@pdsb.com?

Marty Graw

(c) What two things did Meg Abux search for in 2010?

BlackFriday, Turkey

(d) What are the first names of the two customers who purchased something at Walmart?

Meg , Polly

(e) Who is Walmart's best customer?

Meg Abux

5. Match the following definition with the term provided.

b	Cookie	a)	Each packet that you send out on to the internet has a copy of this number that is unique to your phone, laptop or computer.
e	Database	b)	When you visit websites, some of them store a small file on your computer. This is useful to dataminers to track where you have gone.
a	Device ID	c)	Banners that appear at the top of your page when you are on the internet. They try to entice you to buy things.
C	Real time Advertisting	d)	News that appear in this location is also often generated by data mining. The social media companies want you to stay on their sites longer so they build this to try to be interesting to you.
f	Data miner	e)	A large collection of data stored in tables. Easy to search and analyse.
d	Social Media Feeds	f)	A company who gathers massive amounts of data about you and uses it to profile you. This can be used by advertisers and others.

6. The Peel District school board says that they remove all of the "personally identifying information" such as your name and address from your Google accounts to maintain your privacy. What very important piece of information have they forgotten?

........Device...ID.................

7. In Canada, who is legally restricted from selling information about you?

Government	School	Medical
passports		

8. What are two things that dataminers do that is useful for people? (circle the best two answers)
(a) They monitor your creadit card statements to find purchases that are out of character. They use this to find credit card or identity theives.
(b) They help governments build better roads.
(c) They help to find purchasing trends so that stores are stocked with things people actually want to buy.
(d) They help the NSA monitor people.