

"Big Data" is watching you

**The term "Big Data" describes that everything we do in the "net" leaves digital traces – and is stored.**

The term "Big Data" describes that everything we do in the "net" leaves digital traces – and is stored. Every purchase with the credit card, every Google request, every touch print on the mobile phone, the whereabouts of each person with a mobile phone in the bag, each "Like" is saved. With a "Like" users of social online networks (like Twitter and Facebook) are expressing their support for something. A study with more than 86,000 Facebook users says: Already 70 "Likes" are enough to create a personal profile that tells more about a person than their circle of friends knows about them; 150 "Likes" give away more than their own family knows. The result: Those who hand over themselves to Facebook & Co., make themselves more calculable, easy to manipulate and moreover also vulnerable if he or she is classified as "non-system-conform"!

**from von mol.**

**Sources:**

<http://www.tagesanzeiger.ch/ausland/amerika/Diese-Firma-weiss-was-Sie-denken/story/25805157><https://de.wikipedia.org/wiki/Like_>

**This may interest you as well:**

---

**Kla.TV – The other news ... free – independent – uncensored ...**

* what the media should not keep silent about ...
* Little heard – by the people, for the people! ...
* regular News at [www.kla.tv/en](https://www.kla.tv/en)

Stay tuned – it’s worth it!

**Free subscription to our e-mail newsletter here:** [**www.kla.tv/abo-en**](https://www.kla.tv/abo-en)

**Security advice:**

Unfortunately countervoices are being censored and suppressed more and more. As long as we don't report according to the ideology and interests of the corporate media, we are constantly at risk, that pretexts will be found to shut down or harm Kla.TV.

**So join an internet-independent network today! Click here:** [**www.kla.tv/vernetzung&lang=en**](https://www.kla.tv/vernetzung%26lang%3Den)

*Licence:  Creative Commons License with Attribution*

Spreading and reproducing is endorsed if Kla.TV if reference is made to source. No content may be presented out of context.
The use by state-funded institutions is prohibited without written permission from Kla.TV. Infraction will be legally prosecuted.