



"Big Data" is watching you

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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_

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