Name: Date of data diary collection:

Data Diary Project
STAT 113: Statistics and Society
25 points total

Big data is a hot topic in society today. It is neither good nor bad, ethical nor unethical, but it is important. You are providing it, benefiting from it, and potentially being harmed by its misuse. You need to be aware of the data you provide and learn more about what is done with your data.

Instructions:

1. **(5 points)** You will keep a data diary for 24 hours. You will write down everything you do that could potentially provide somebody with electronic personal data about you without you necessarily choosing to give them your information. We are not interested in how long you brush your teeth, for example, unless you are transmitting this data to an outside source. Some good examples include using Google to do a search online, using Blackboard, shopping with a credit card or your student ID, using a GPS, using an app on your phone, watching a movie on Netflix, texting, etc. An example is given to you in the first line.

Time	Activity	Type of data collected from you
4-4:45	*Watched "Mad Men" on Netflix.*	*Viewing interests, time watched, possibly geographical location watched, connected to my account information like name and e-mail address and credit card number*

2. **(4 points)** What is the most concerning data that is being collected from you? Why does it concern you?

3. **(4 points)** Go to the website of one of the companies that collects data from you. State which company you chose. Find the privacy policy. (If you can't find it, then find contact information to e-mail to ask for the privacy policy. This should be readily available.) Read the whole privacy policy. Does it specifically list which pieces of information the company collects from you? If so, what are they? If not, what wording does it use to describe the collection of your data? Cite the website you used to get this information, too.

4. **(4 points)** Do a little searching online to find out how big data is improving something that interests you. Examples include sports, farming, shopping, movies, health, etc. Explain how big data is improving this activity. (Don't use any examples from the lecture.) Cite the website you used to get this information, too.

5. Write a big data privacy "bill of rights."
   a. **(2 points)** What is ok for these companies to know about you?

   b. **(2 points)** How should they be able to ask about this information?

   c. **(2 points)** What should they be allowed to do with your data?

   d. **(2 points)** How should they have to protect your data?