medien wissenschaft

UNIVERSITÄT BAYREUTH

Data Dealer

Privacy is dead. Get over it.

Prof. Dr. Jochen Koubek | Universität Bayreuth | Digitale Medien | jochen.koubek@uni-bayreuth.de

Data Dealer

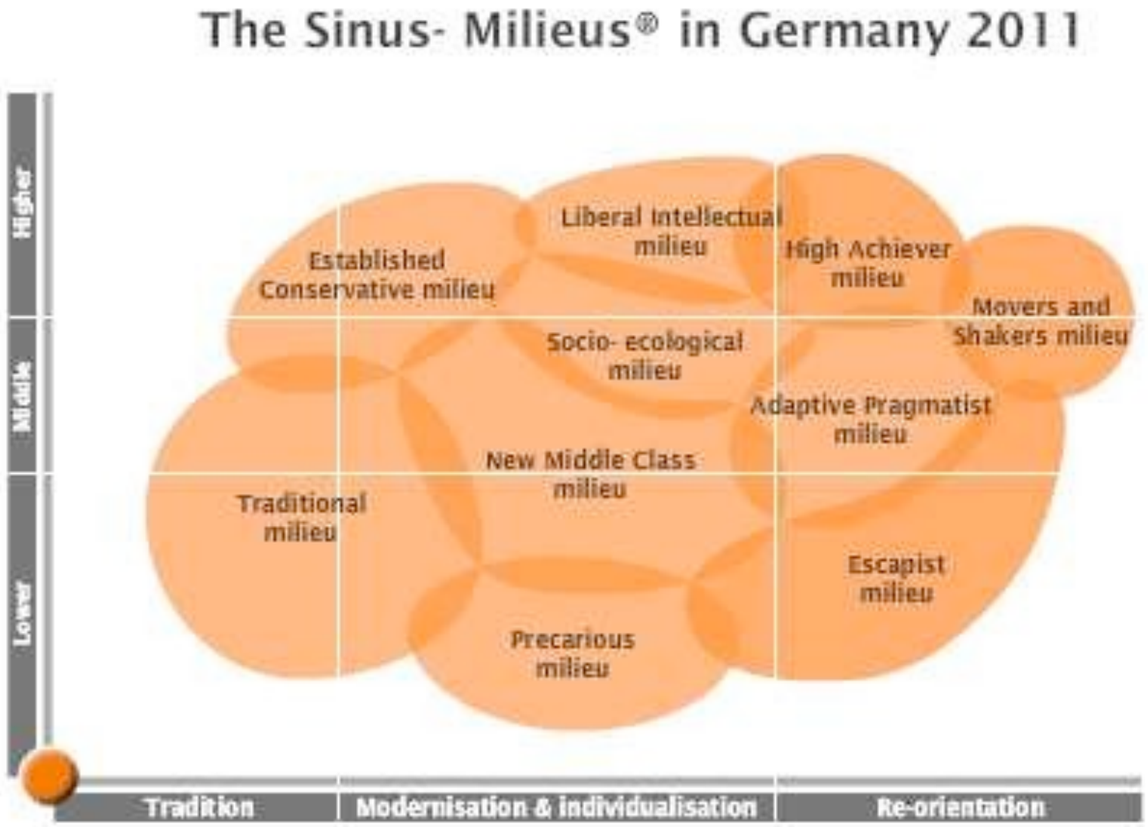
http://www.datadealer.net/

Computer Games —
A systemic medium

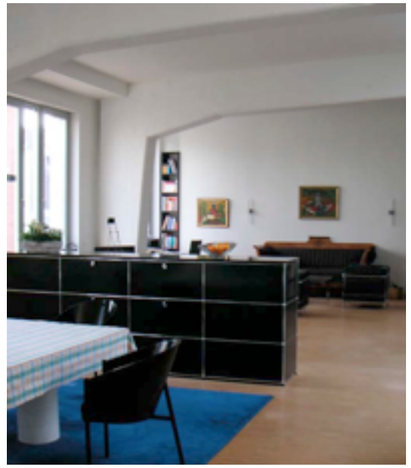
Business Models

Marketing

Milieus and direct marketing

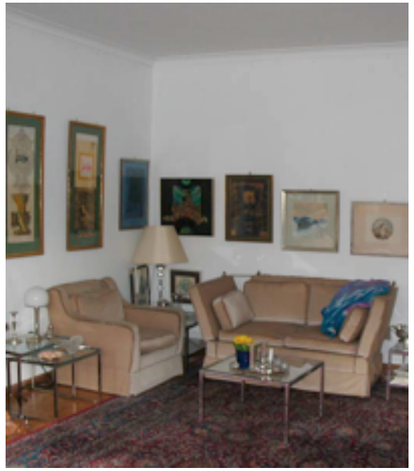


http://www.sinus-institut.de/en/



Etablierten

Modern Performer



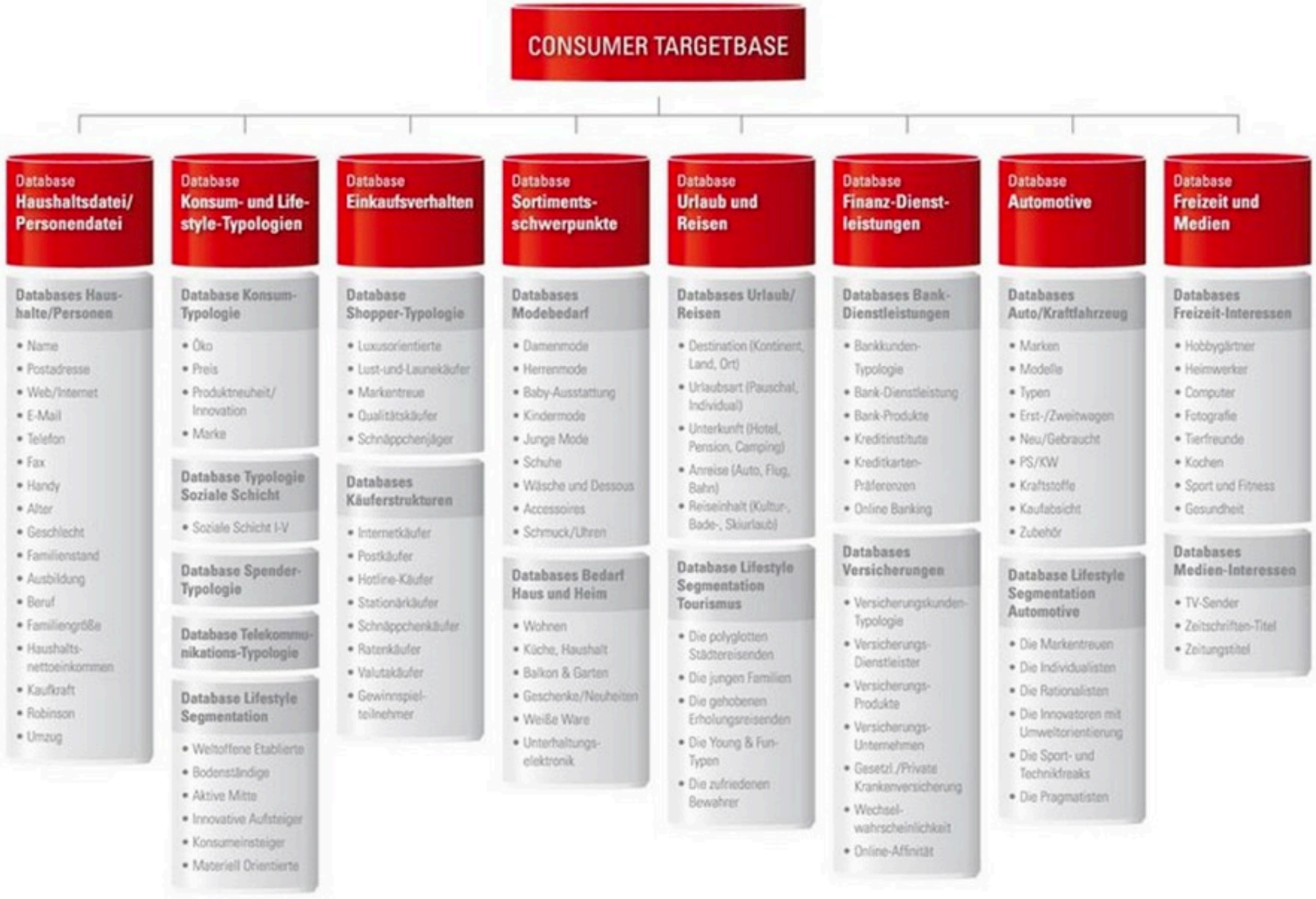
Konservativ

Hedonisten

Targeting

Business | Consumer | Lifestyle | Shop

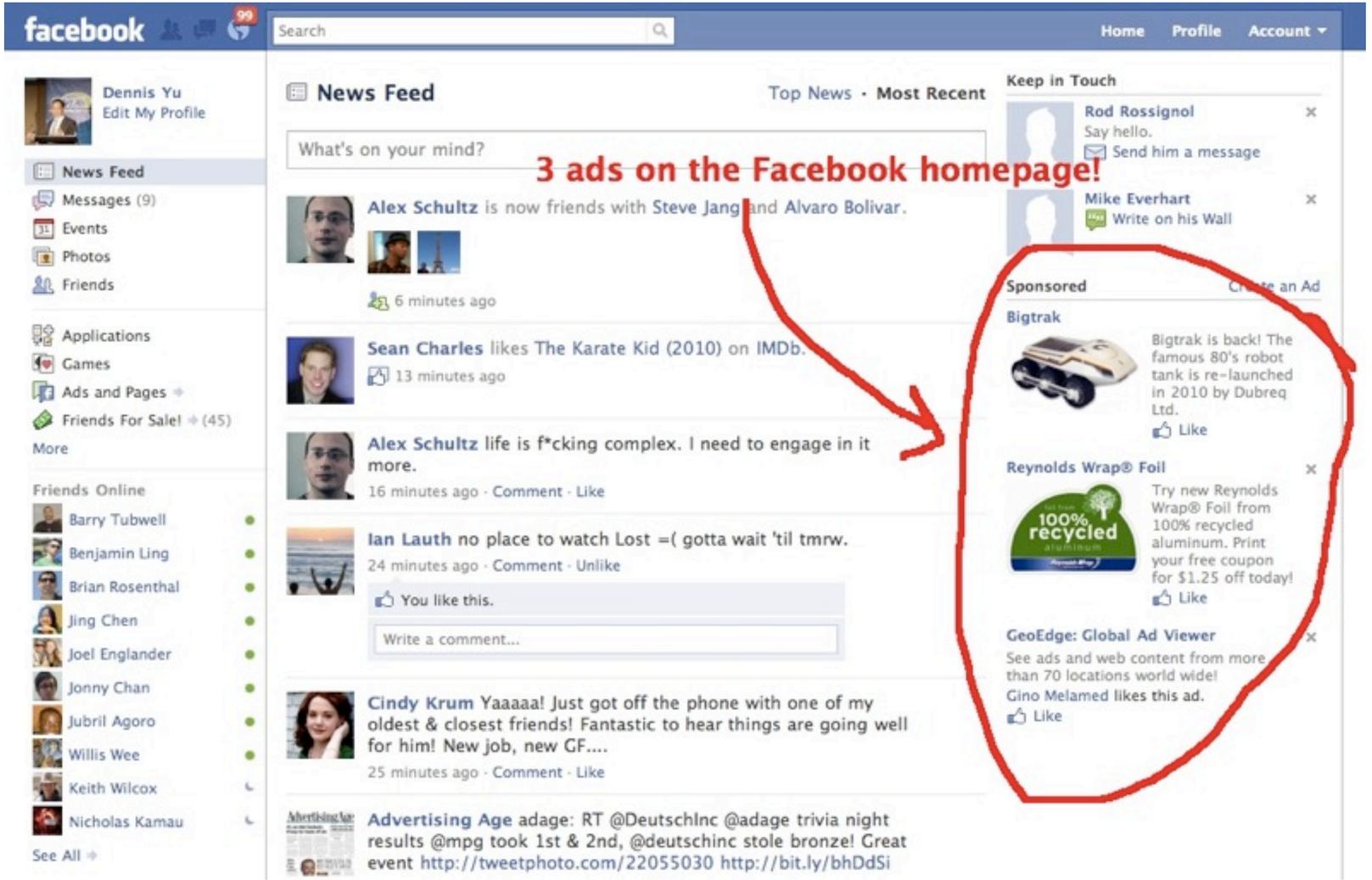
§§ 28, 28a BDSG



Consumer TargetBase

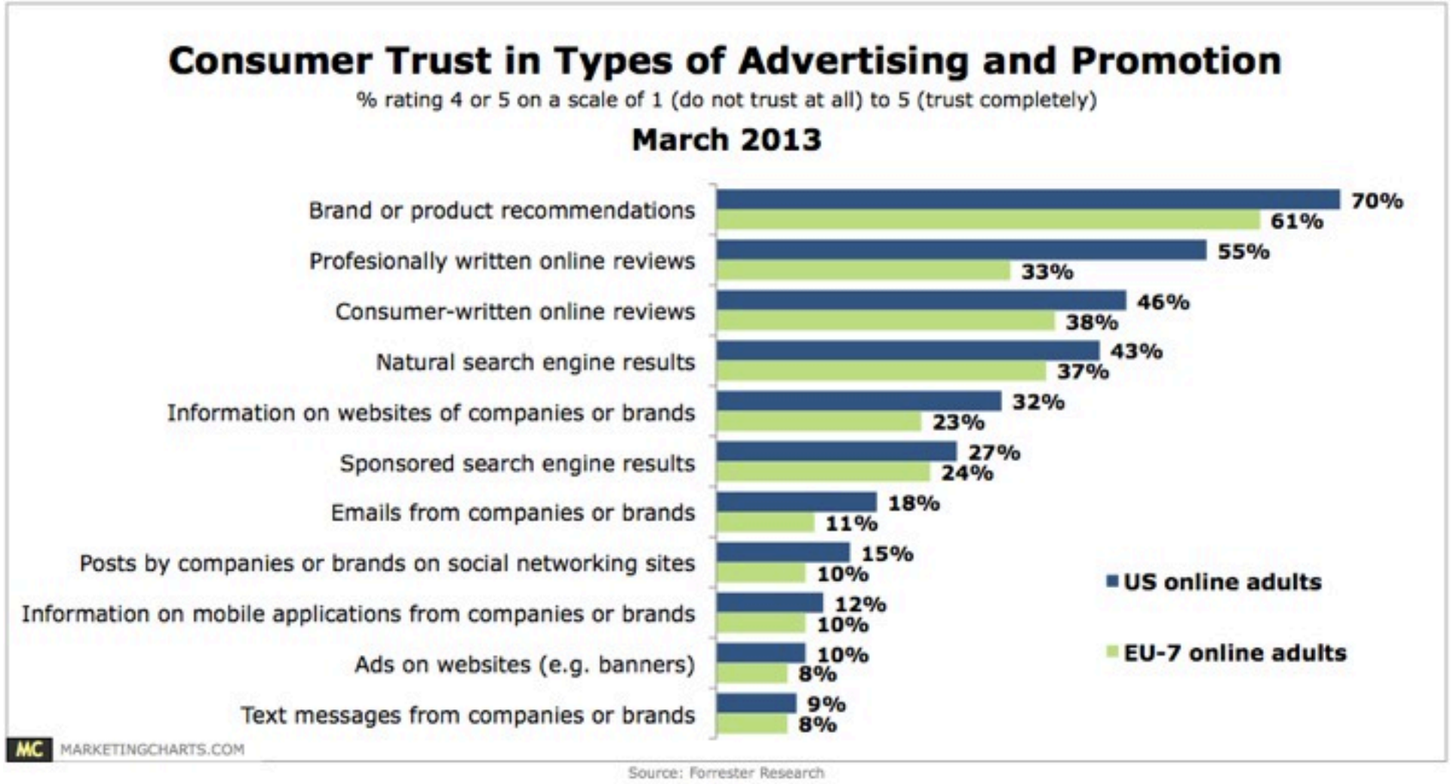
Vielfältige Konsumenten-Zielgruppenpotenziale für effizientes Targeting im Multi-Channel-Marketing

Advertisement



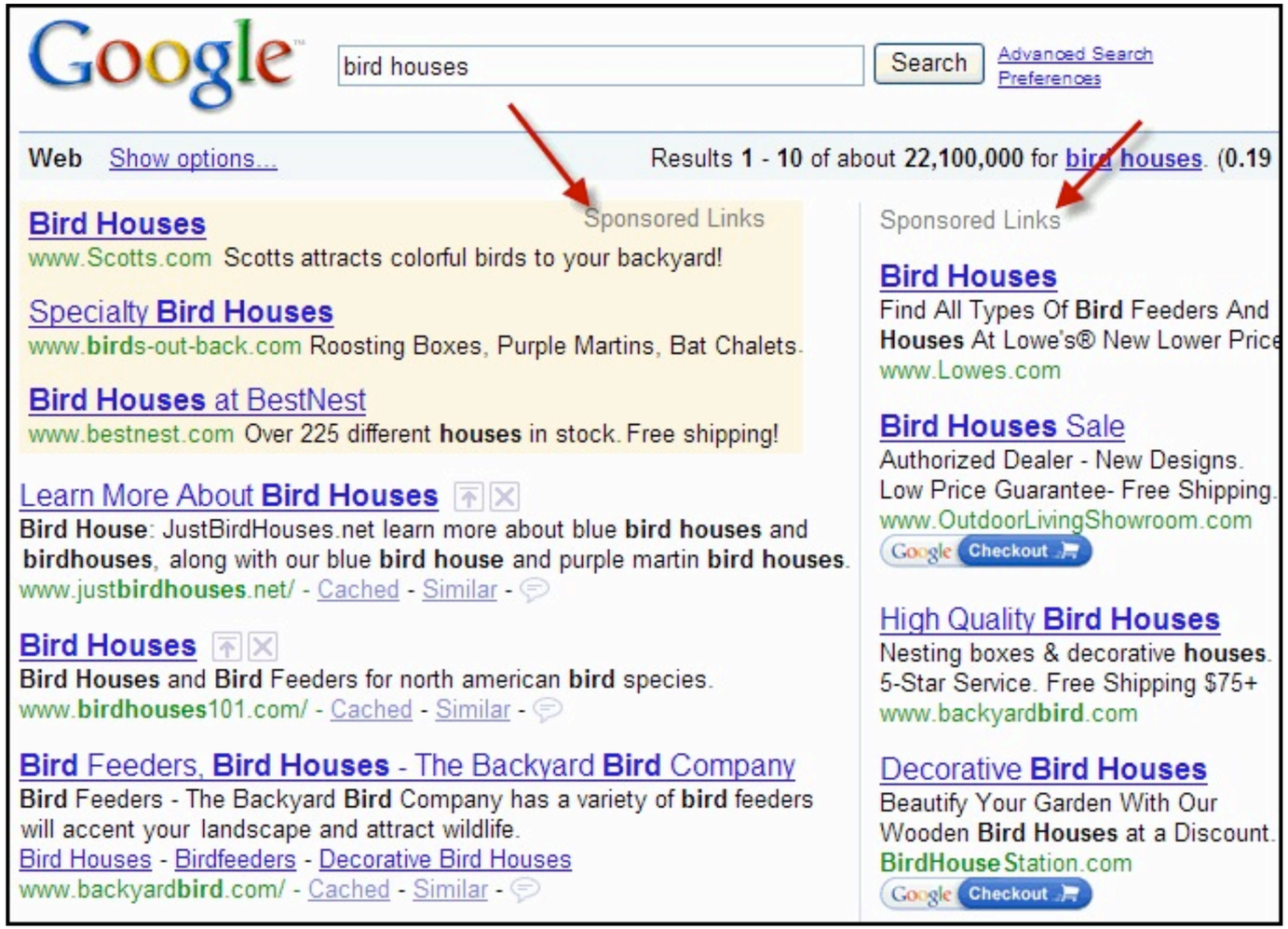
Social Advertising

Reach the right people.
Instead of creating an advertisement and hoping that it reaches the right customers, you can create a Facebook Social Ad and target it precisely to the audience you choose. The ads can also be shown to users whose friends have recently engaged with your Facebook Page or engaged with your website through Facebook Beacon. Social Ads are more likely to influence users when they appear next to a story about a friend's interaction with your business.



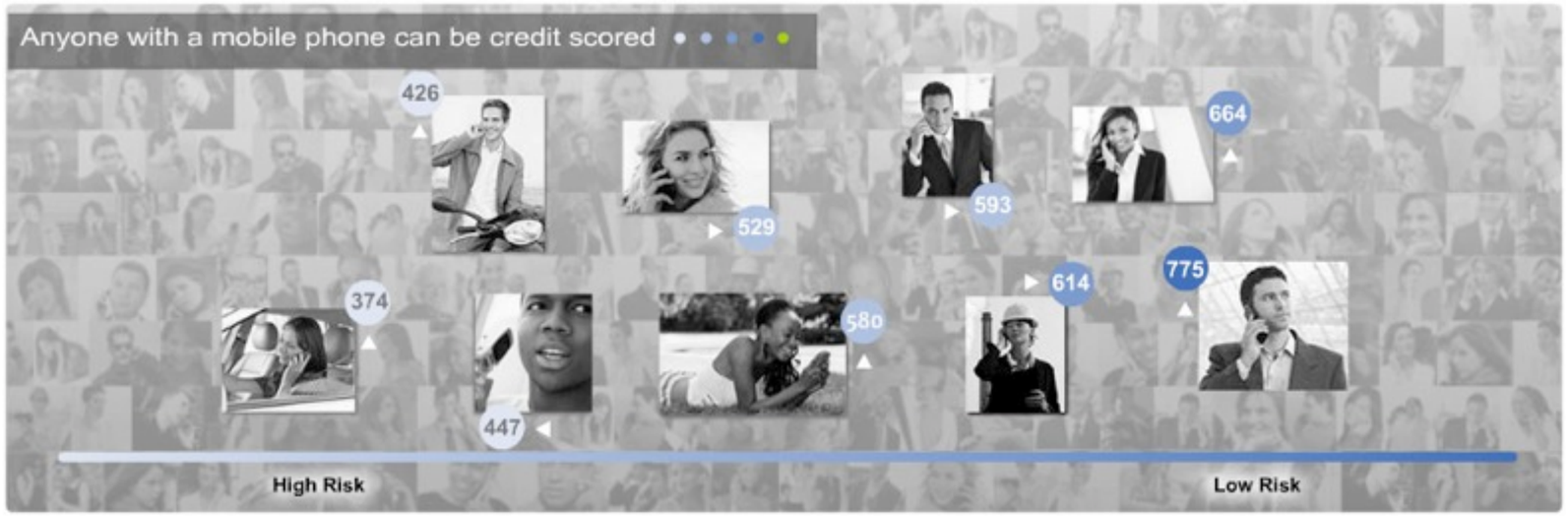
http://internetmedialabs.com/wp-content/uploads/2013/03/Forrester-Consumer-Trust-Advertising-Promotion-Types-Mar2013.png

Google AdWords



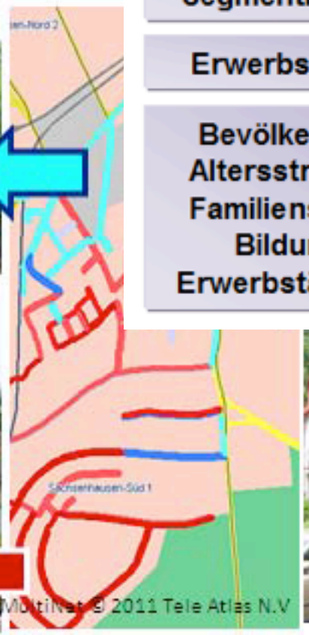
Credit Scoring

http://www.cignifi.com/en-us



§ 28b BDSG

Geoscoring



Privathaushalte und Haushaltsstruktur

Private Kaufkraft

Einzelhandelsrelevante Kaufkraft

Arbeitslose und Arbeitslosenquote

Straßen-/ Hausstrukturen

Raum-Segmentierungen

Erwerbstätige

Bevölkerung, Altersstruktur, Familienstand, Bildung, Erwerbstätigkeit

KBA-Daten

Lohn- und Einkommen-steuerpflichtige

Gebäude und Wohnungen

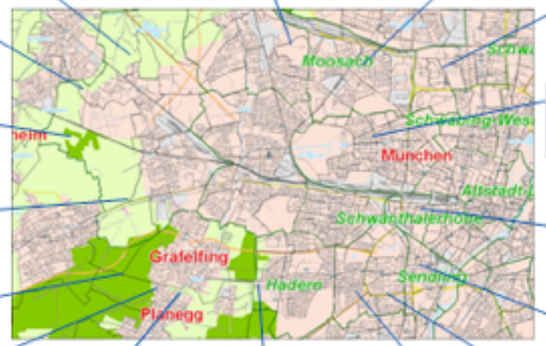
Point of Sales, Point of Interests

Business-to-Business -Potenziale

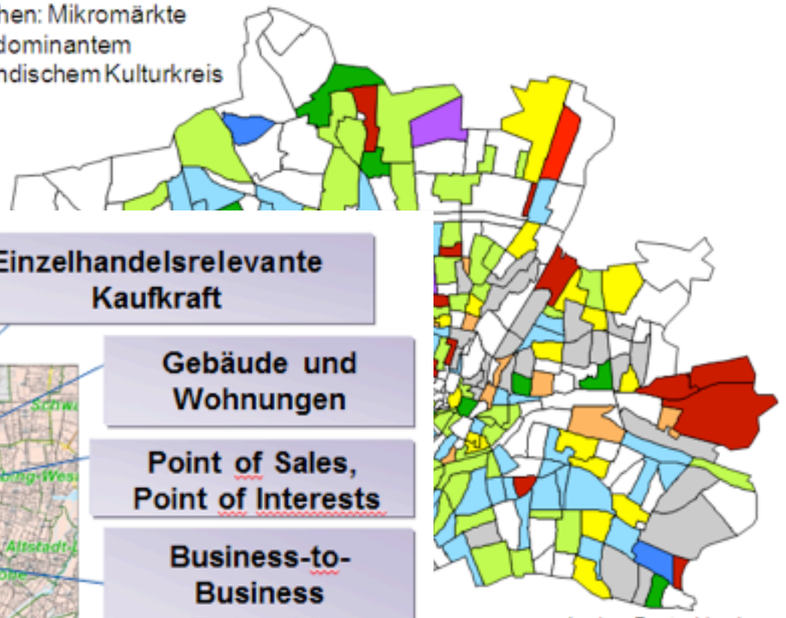
Gewerbe- und Umsatzsteuer

Fläche und Flächennutzung

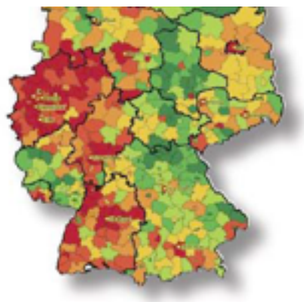
...und vieles mehr



München: Mikromärkte nach dominantem ausländischem Kulturkreis



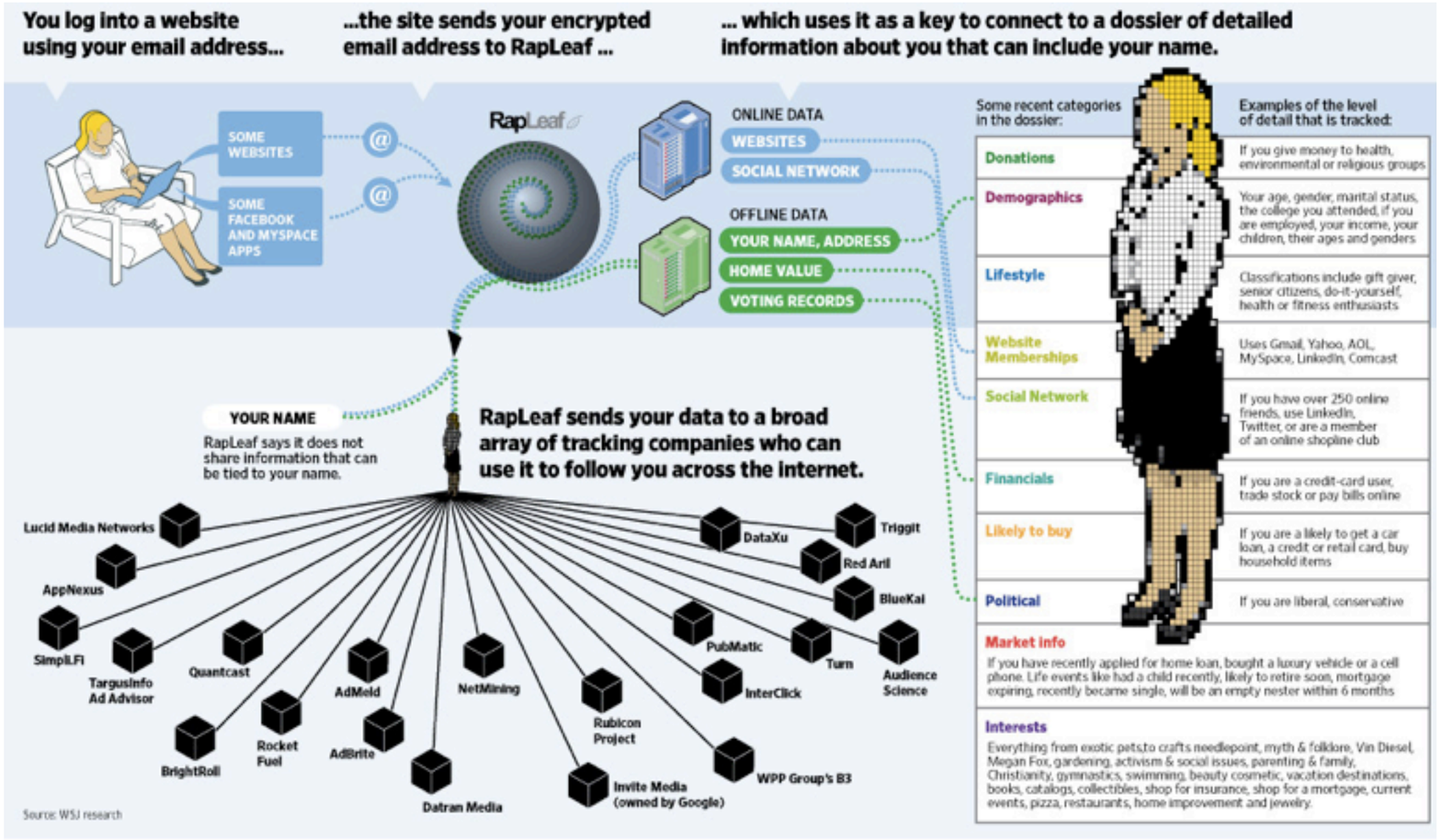
Acxiom Deutschland, © GeoBasis-DE / BKG 2010



Straße

Mikroebene Haus

Beispiel: Diabetes Potenzial



RapLeaf's Information

RapLeaf organizes its data into broad categories and then further slices each of those into segments. Some categories, such as "interests," have more segments than others.

PERSONAL				FINANCIAL		COMPUTER		PURCHASES	
Demographics	Interests	Politics	Lifestyle	Finances	Donations	Social networks	Site membership	Likely to buy	Shopping for

http://s.wsj.net/public/resources/documents/st_RAPLEAF_20101018.html

Datalogix

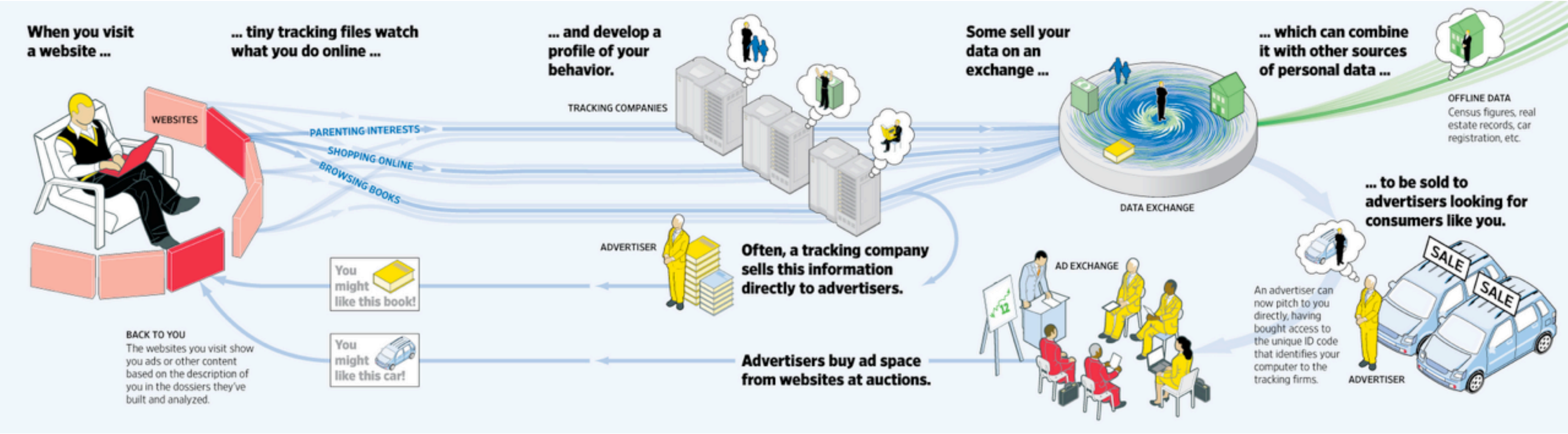
Data from loyalty programs

In order to assess the impact of Facebook advertisements on shopping in the physical world, Datalogix begins by providing Facebook with a (presumably enormous) dataset that includes hashed email addresses, hashed phone numbers, and Datalogix ID numbers for everyone they're tracking. Using the information Facebook already has about its own users, Facebook then tests various email addresses and phone numbers against this dataset until it has a long list of the Datalogix ID numbers associated with different Facebook users.

Facebook then creates groups of users based on their online activity. For example, all users who saw a particular advertisement might be Group A, and all users who didn't see that ad might be Group B. Then Facebook will give Datalogix a list of the Datalogix ID numbers associated with everyone in Groups A and B and ask Datalogix specific questions – for example, how many people in each group bought Ocean Spray cranberry juice? Datalogix then generates a report about how many people in Group A bought cranberry juice and how many people in Group B bought cranberry juice. This will provide Facebook with data about how well an ad is performing, but because the results are aggregated by groups, Facebook shouldn't have details on whether a specific user bought a specific product. And Datalogix won't know anything new about the users other than the fact that Facebook was interested in knowing whether they bought cranberry juice.

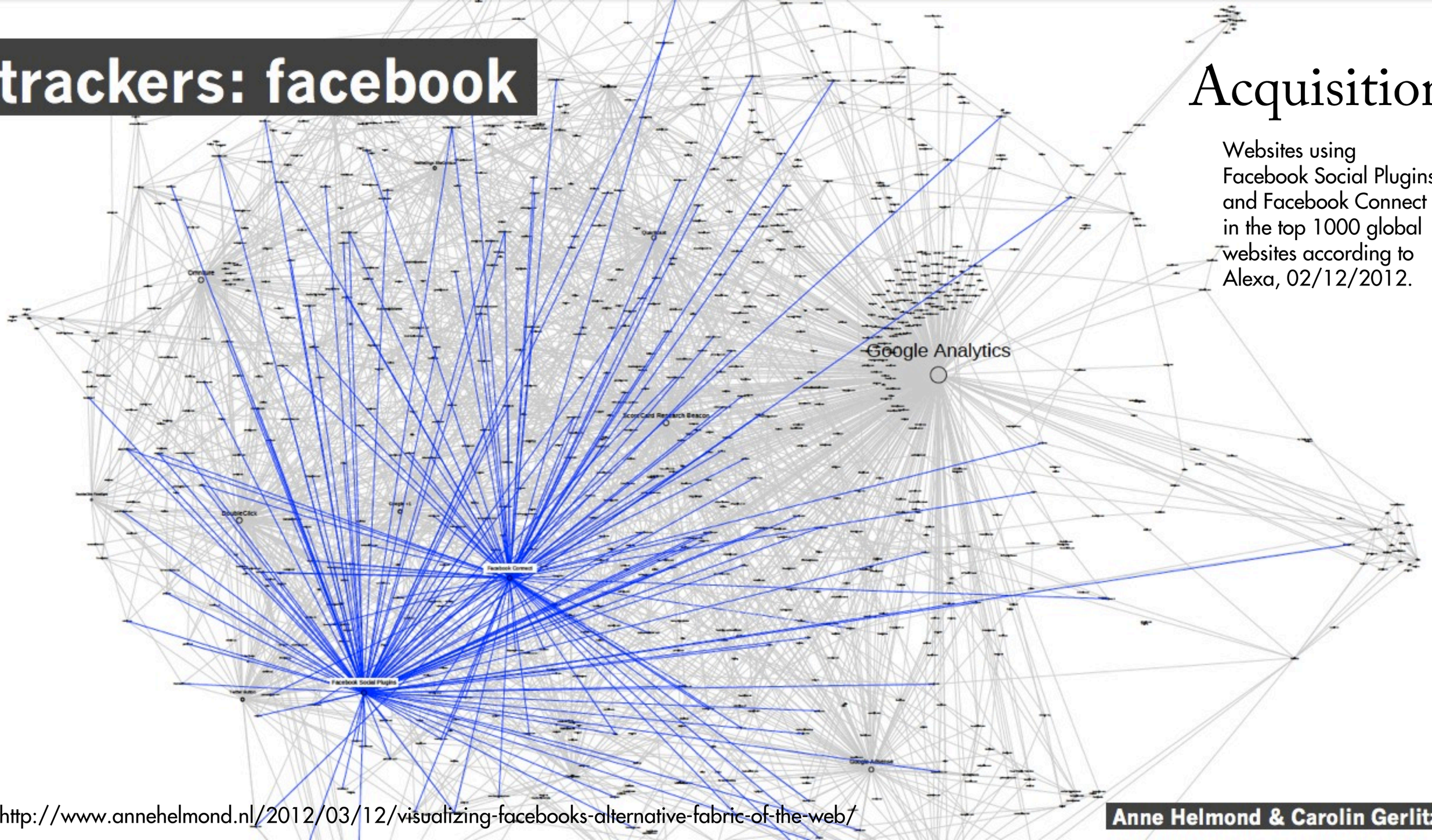
Technics

Tracking



http://graphicsweb.wsj.com/documents/divSlider/ecosystems100730.html

trackers: facebook



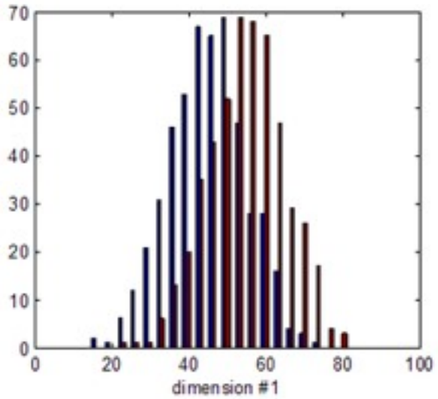
Acquisition

Websites using Facebook Social Plugins and Facebook Connect in the top 1000 global websites according to Alexa, 02/12/2012.

http://www.annehelmond.nl/2012/03/12/visualizing-facebooks-alternative-fabric-of-the-web/

Anne Helmond & Carolin Gerlitz

Data Fusion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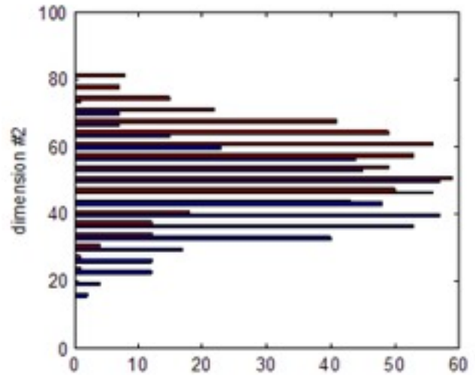
60
50
40
30
20
10
0
0
20
40
60
80
100
dimension #1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dimension #2
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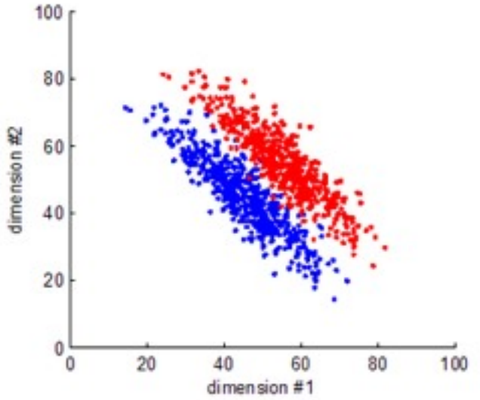
50
60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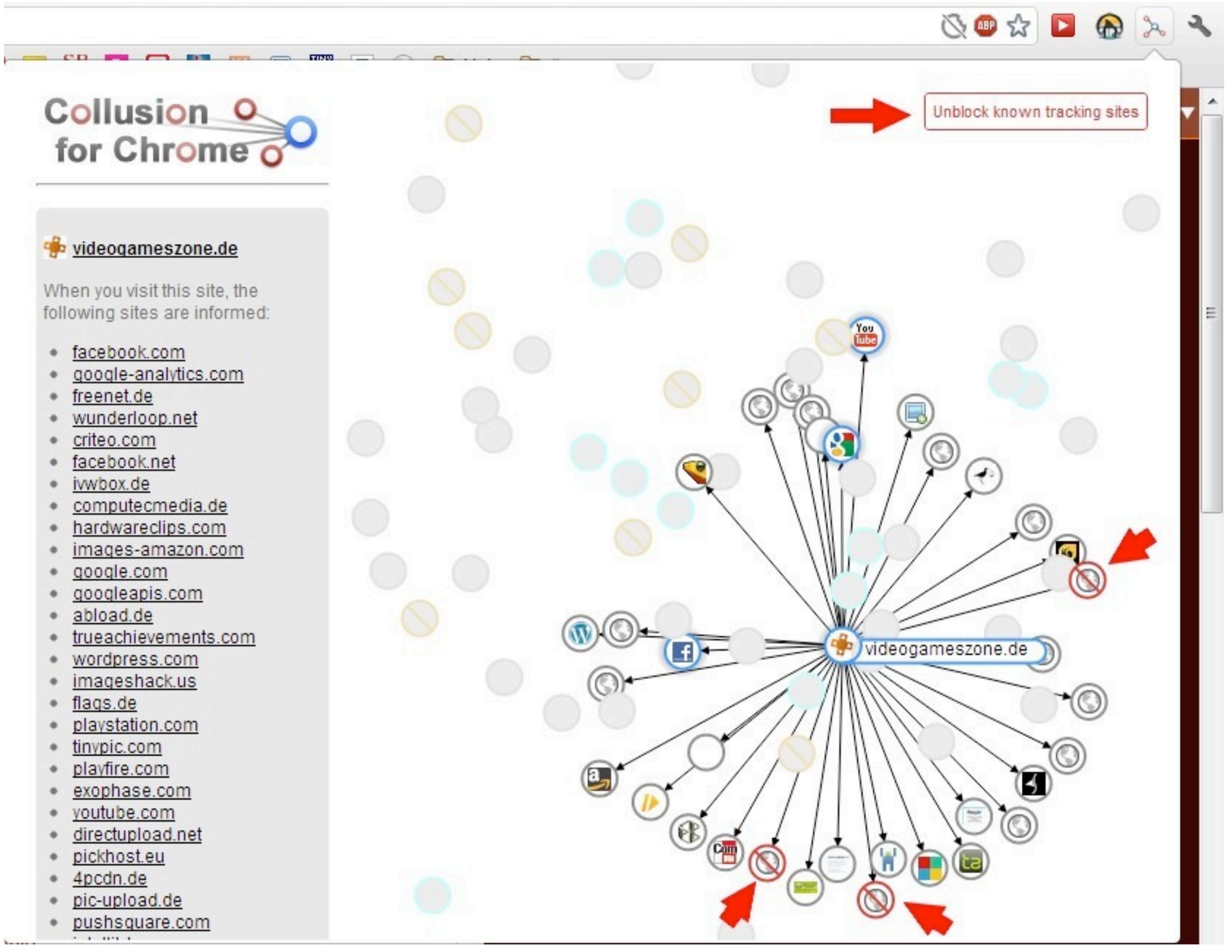
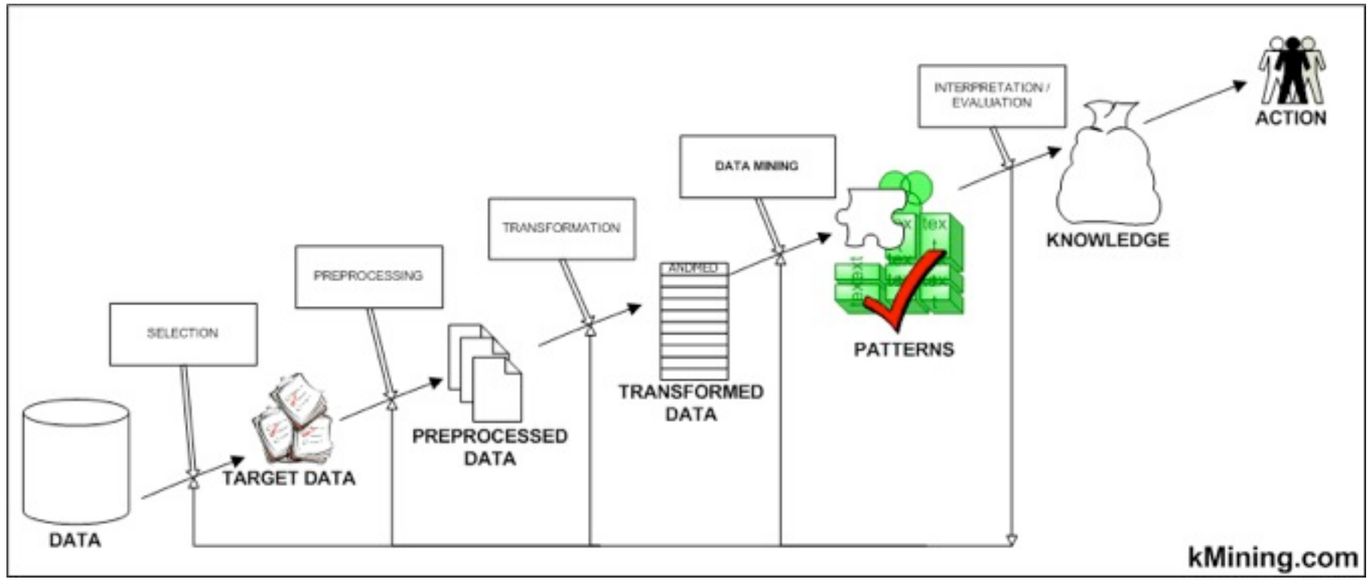
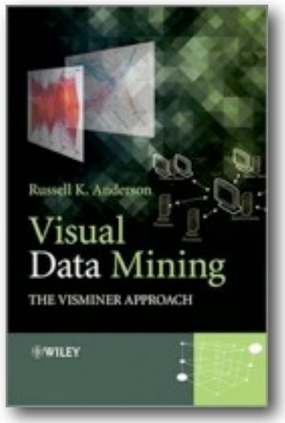
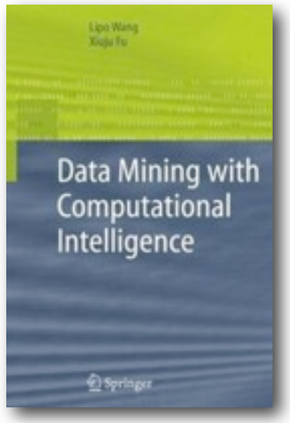
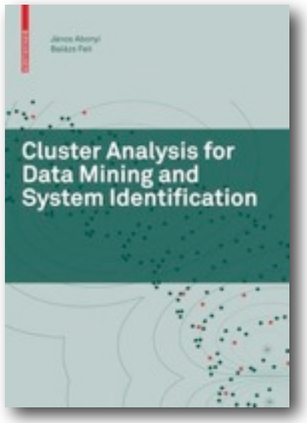

Collusion for Chrome
Unblock known tracking sites
videogameszone.de
When you visit this site, the following sites are informed:
facebook.com
google-analytics.com
freenet.de
wunderloop.net
criteo.com
facebook.net
ivwbox.de
computecmedia.de
hardwareclips.com
images-amazon.com
google.com
googleapis.com
abload.de
trueachievements.com
wordpress.com
imageshack.us
flags.de
playstation.com
tinypic.com
playfire.com
exophase.com
youtube.com
directupload.net
pickhost.eu
4pcdn.de
pic-upload.de
pushsquare.com
videogameszone.de

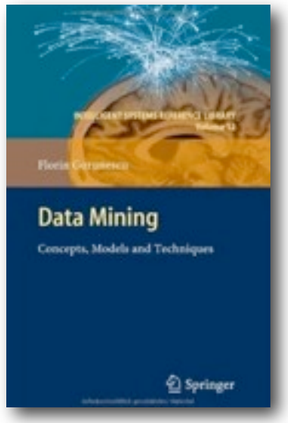

SELECTION
PREPROCESSING
TRANSFORMATION
DATA MINING
INTERPRETATION / EVALUATION
ACTION
KNOWLEDGE
PATTERNS
TRANSFORMED DATA
PREPROCESSED DATA
TARGET DATA
DATA
kMining.com

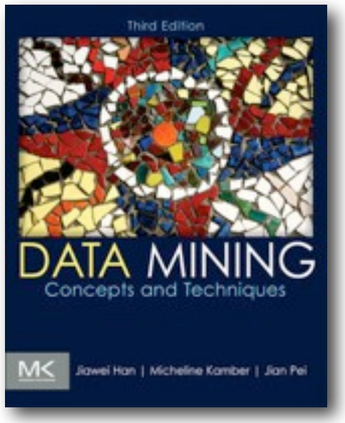
Data Mining

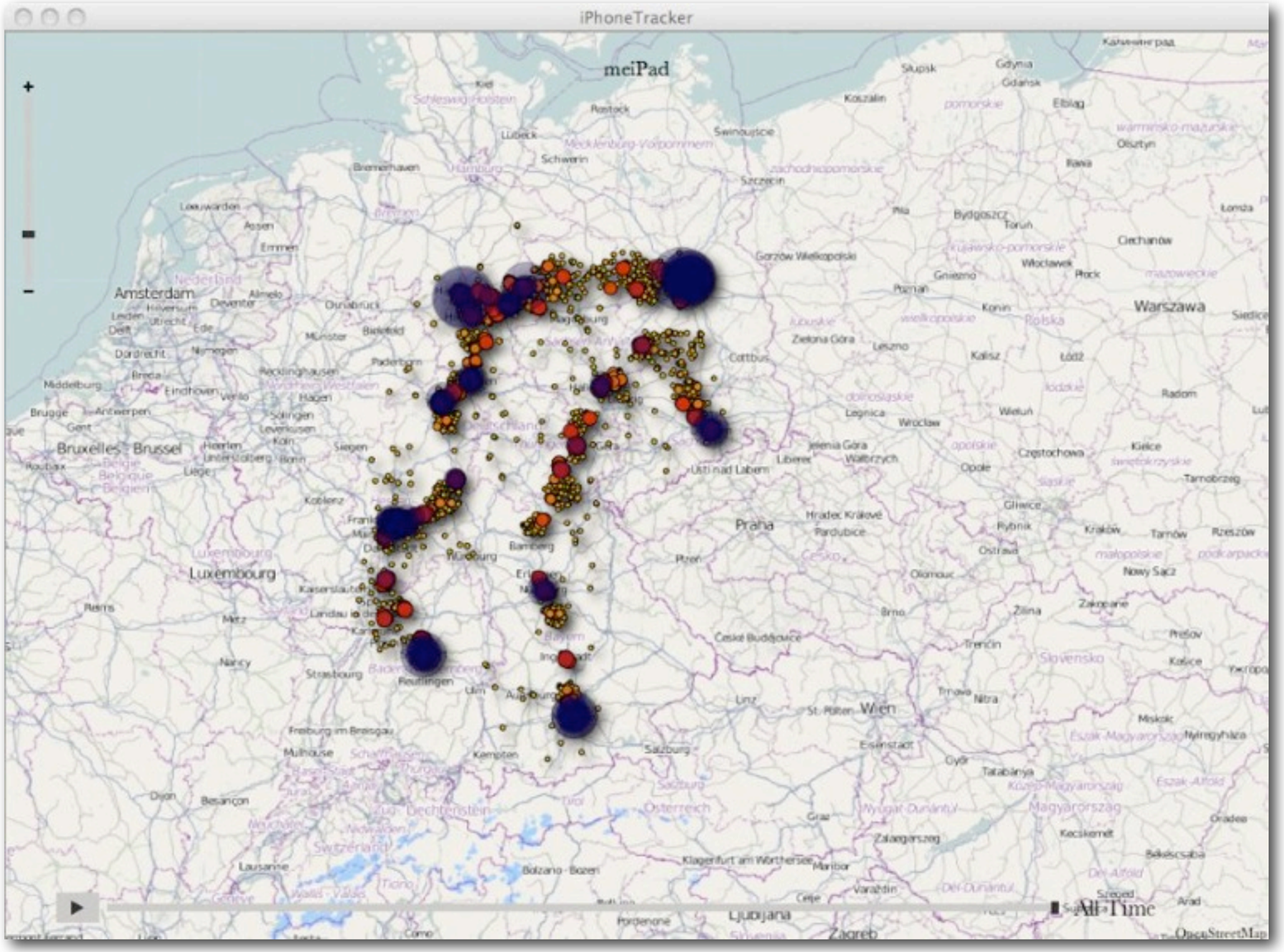

Russell K. Anderson
Visual Data Mining
THE VISMINER APPROACH
WILEY


Lipo Wang
Xiuju Fu
Data Mining with Computational Intelligence
Springer


Cluster Analysis for Data Mining and System Identification


Data Mining
Concepts, Models and Techniques
Springer


Third Edition
DATA MINING
Concepts and Techniques
Jiawei Han | Micheline Kamber | Jian Pei



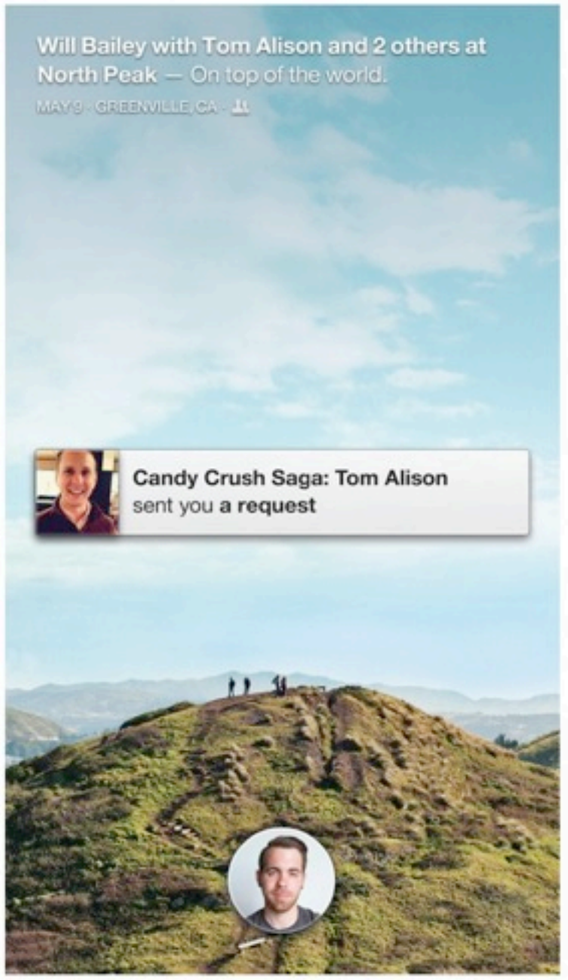
Location Tracking

De-Anonymization

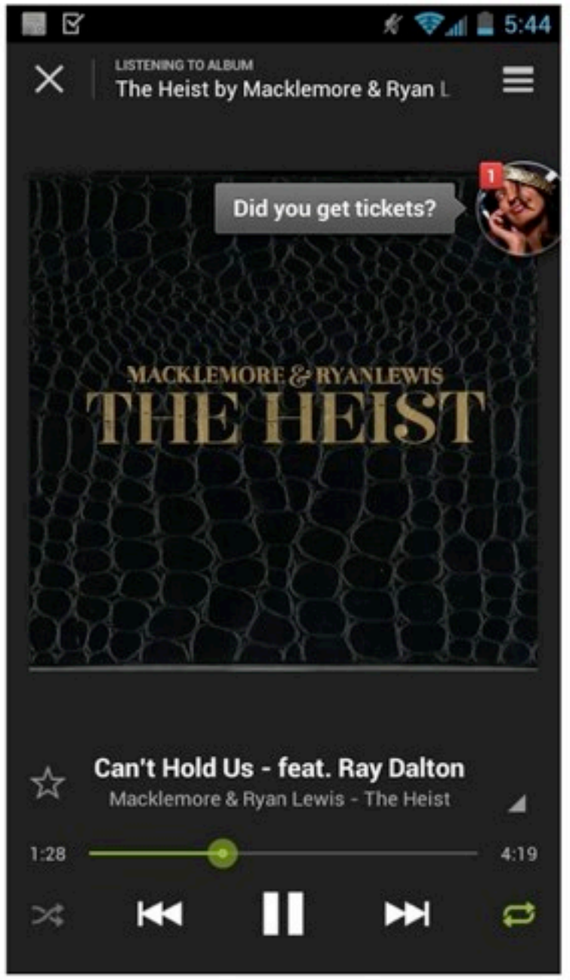
Private traits and attributes are predictable from digital records of human behavior
http://www.pnas.org/content/early/2013/03/06/1218772110

Facebook Home

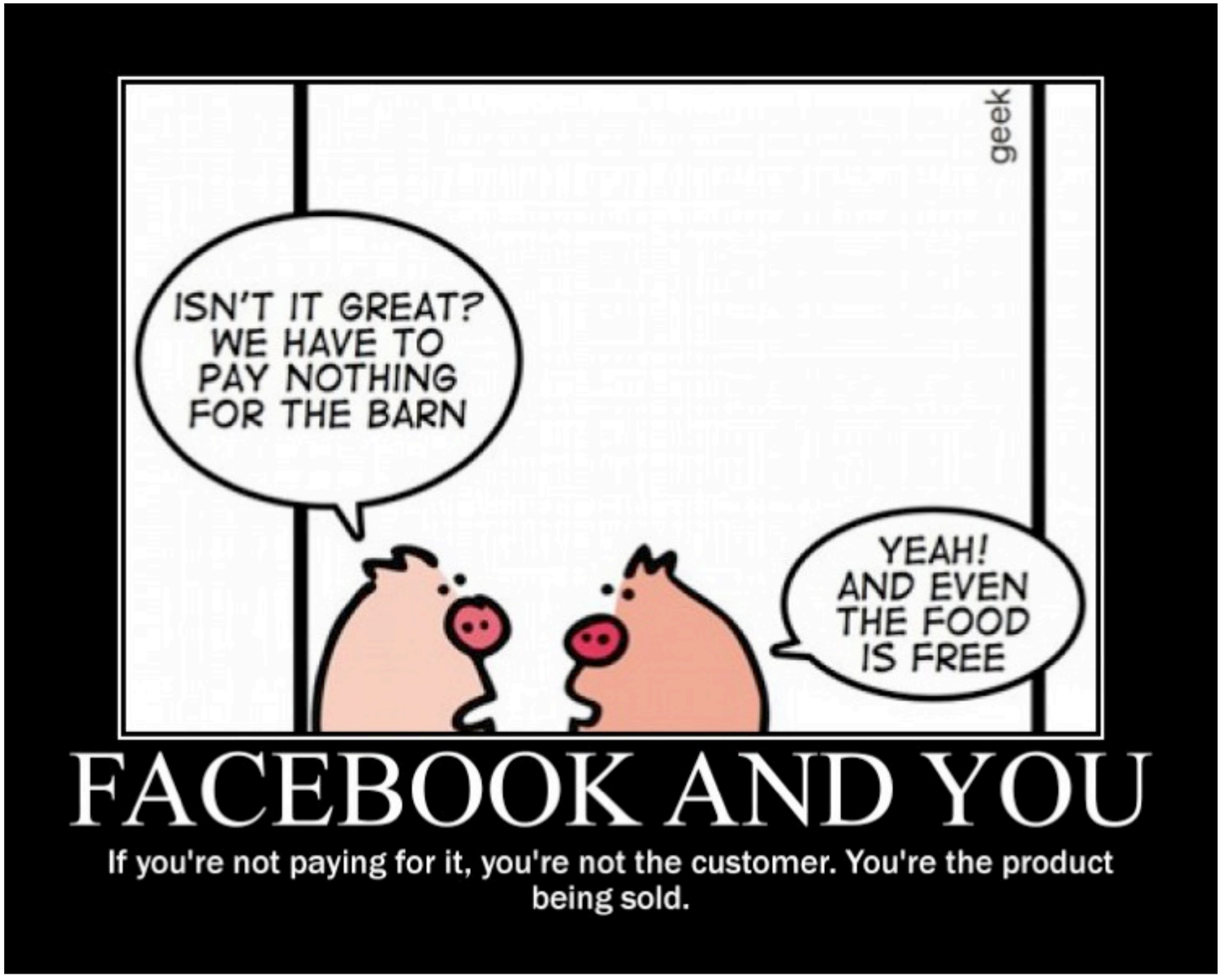
Cover feed



Notifications

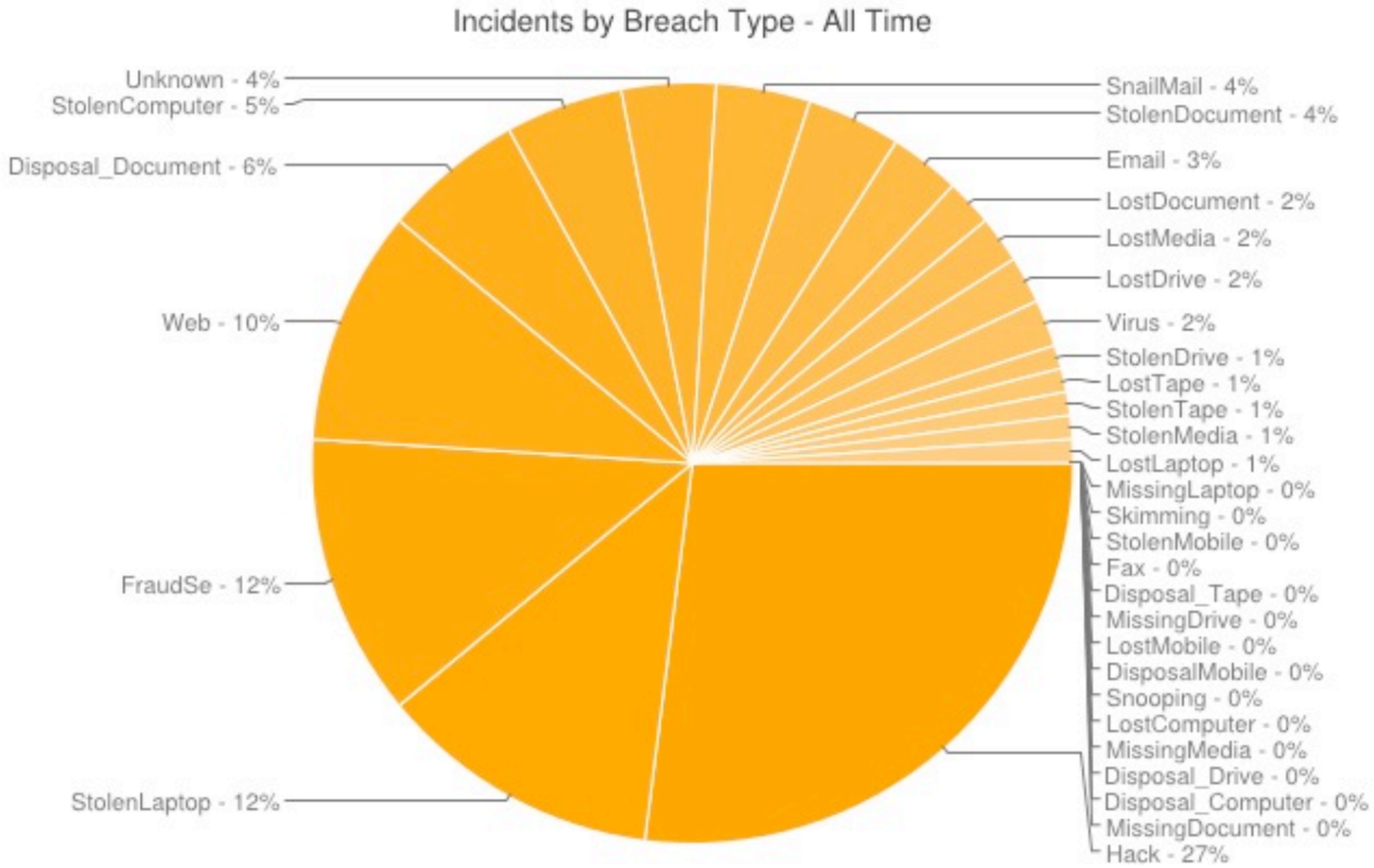


Chat heads


geek
ISN'T IT GREAT? WE HAVE TO PAY NOTHING FOR THE BARN
YEAH! AND EVEN THE FOOD IS FREE
FACEBOOK AND YOU
If you're not paying for it, you're not the customer. You're the product being sold.

Counter Measures

Risks



http://datalossdb.org/

Loose of control
Individual Risk
Commercial Interests
Profiling and Scoring
Leaking
Data Loss
False / old data
Misuse
Identity Theft

Adblocking

AdBlock. THE MOST POPULAR EXTENSION FOR CHROME.

before

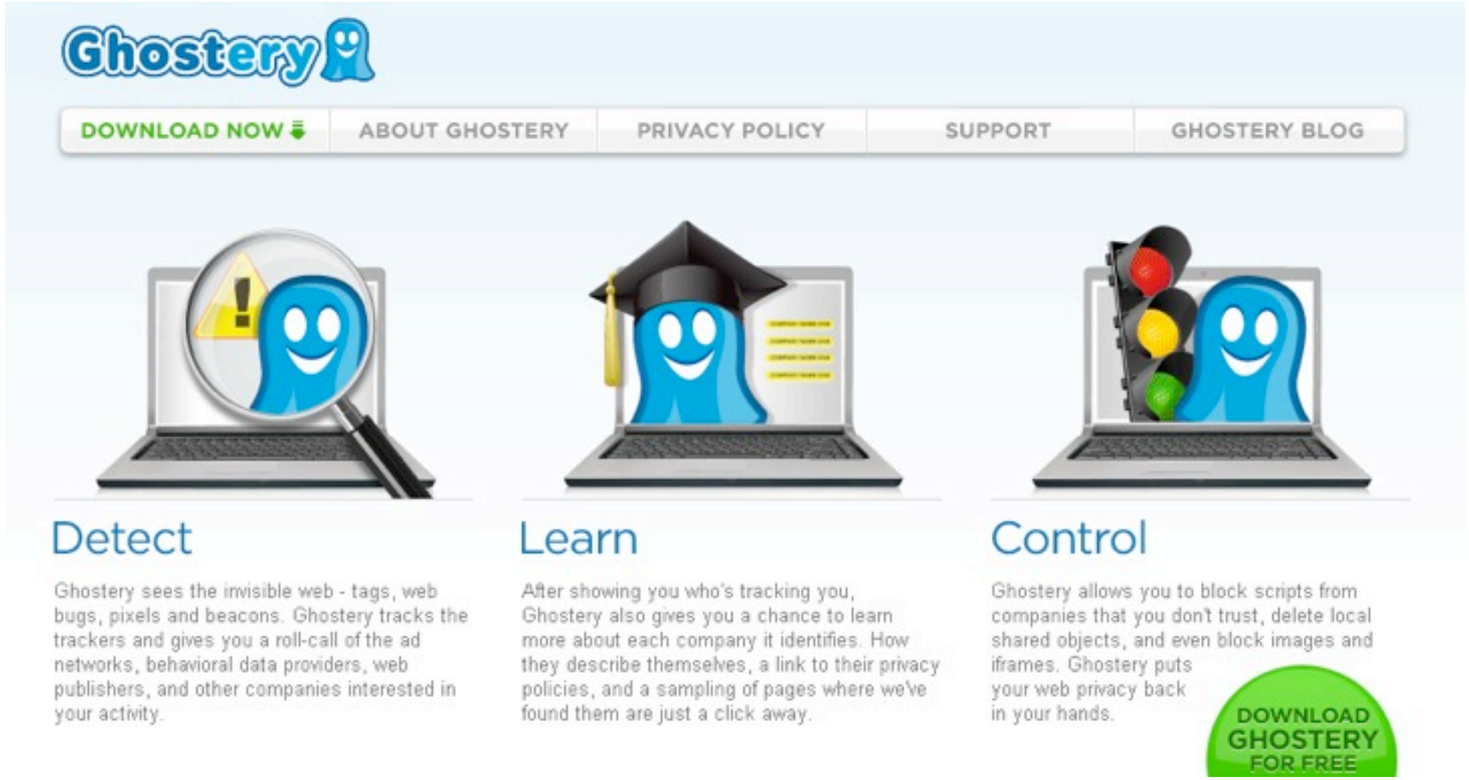
after

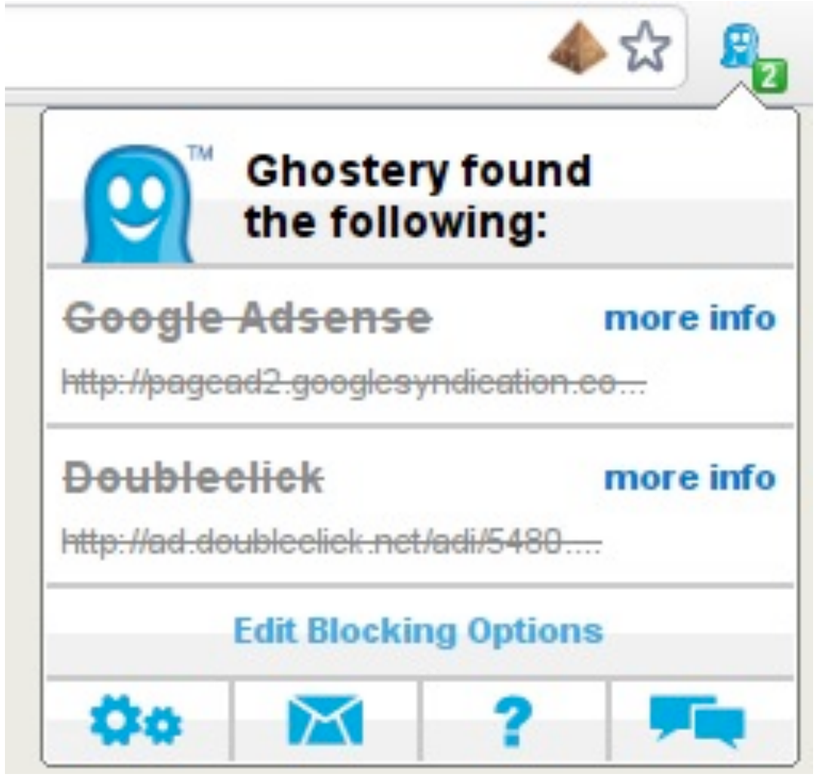
Automatically blocks video ads, banner ads, Flash ads, Facebook ads, text ads...

SO NORMALLY THERE WOULD BE AN AD IN THIS SPOT. BUT YOU'RE USING AN AD-BLOCKER LIKE A BOSS; LIKE A BOSS WHO HATES ADS. & THAT'S COOL, EXCEPT THAT OKCUPID IS AD-SUPPORTED, & WE NEED MONEY TO RUN THIS BEAST. HERE'S A SOLUTION: YOU DONATE $5 TO US ONCE, & WE REMOVE ALL ADS FROM THE SITE FOREVER. YOU DON'T HAVE TO SEE GARBAGE ADS; WE MAKE A LITTLE OF THE MONEY BACK THAT WE'RE LOSING FROM THE BLOCKER. EVERYONE WINS.

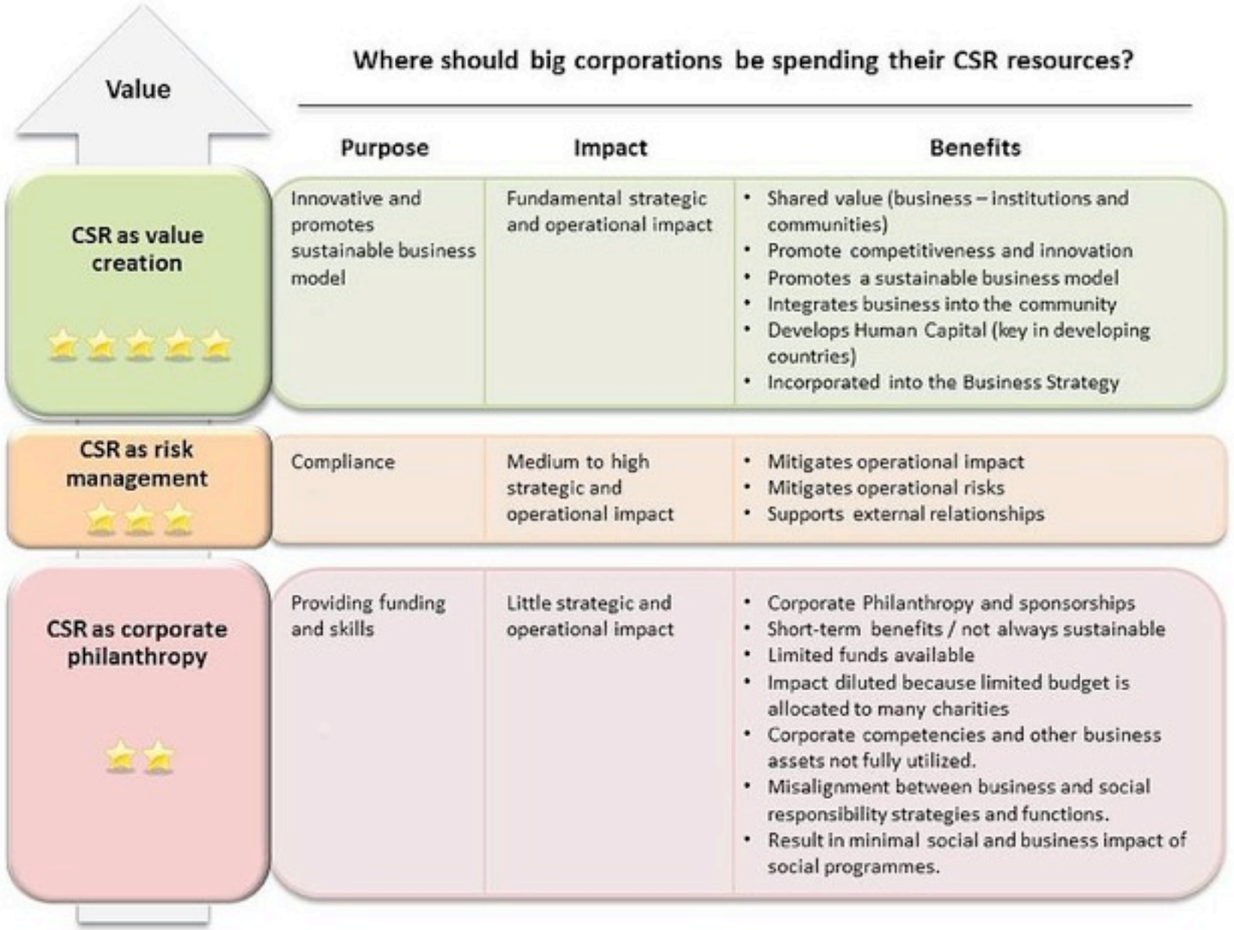
That Seems Fair

Ghostery


Ghostery
DOWNLOAD NOW
ABOUT GHOSTERY
PRIVACY POLICY
SUPPORT
GHOSTERY BLOG
Detect
Ghostery sees the invisible web - tags, web bugs, pixels and beacons. Ghostery tracks the trackers and gives you a roll-call of the ad networks, behavioral data providers, web publishers, and other companies interested in your activity.
Learn
After showing you who's tracking you, Ghostery also gives you a chance to learn more about each company it identifies. How they describe themselves, a link to their privacy policies, and a sampling of pages where we've found them are just a click away.
Control
Ghostery allows you to block scripts from companies that you don't trust, delete local shared objects, and even block images and iframes. Ghostery puts your web privacy back in your hands.
DOWNLOAD GHOSTERY FOR FREE


2
Ghostery found the following:
Google Adsense
more info
http://pagead2.googlesyndication.co...
Doubleclick
more info
http://ad.doubleclick.net/adi/5480....
Edit Blocking Options

Corporate Social Responsibility



http://en.wikipedia.org/wiki/Corporate_social_responsibility