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The Monopoly on Internet Privacy

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Abstract

As time has evolved, the evasion of the issue surrounding internet privacy has become condoning. It can be prominently seen that peoples' online information can be sold, distributed, and abused by big corporations. Therefore, big media corporations can sell or use this information to profit. In George Orwell's book 1984, private citizens live lives that are controlled by the government, their largest corporation, through the use of knowledge gained by technology. In the novel 1984, most people besides the main character Winston are clueless and do not have any knowledge of what the government is doing. As these corporations continue to take advantage of what people put on social media, they can learn everything they need to, to control the economy, with every search. Privacy issues are at risk in current times, hence why people are more knowledgeable nowadays.

Key Points

Privacy Concerns

- People are more aware about privacy concerns and know to be weary while on the internet.

Corporation Motives

- Companies are gaining information from internet platforms and can gain knowledge on what people are interested in by tracking personal information.

Advertisements

- By Placing multiple ads online, with information gained by tracking personal information companies can benefit from them.

Conclusion

In conclusion, corporations are in control of what is bought by consumers. They can use different information collected by social media, from an individuals "likes" or the searches that they do on the Internet (Eastin). In doing so, these corporations can alter what people view, like advertisements (Fuchs). They even track people through "cookies" (West) and determine certain sites visited and for what amount of time. People must be aware of what is happening. They can begin to read and learn how to use privacy settings, to stop a world like 1984.

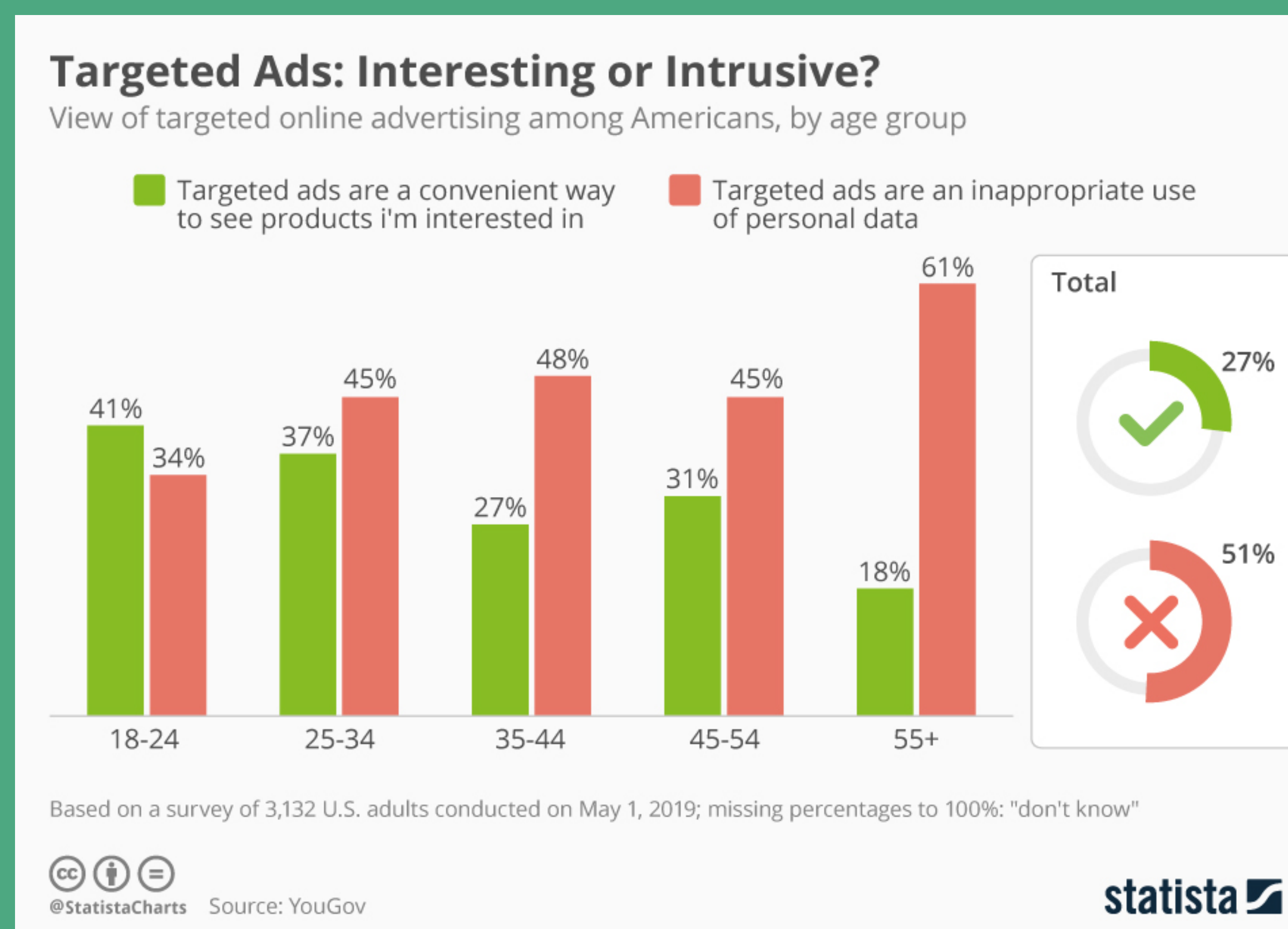


Chart showing how companies can target multiple people though what they like and place ads in certain places. This can leave many people to view them as intrusive to a person's personal life.

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