

“Keep your money, give us your data!”



Talk Talk Talk

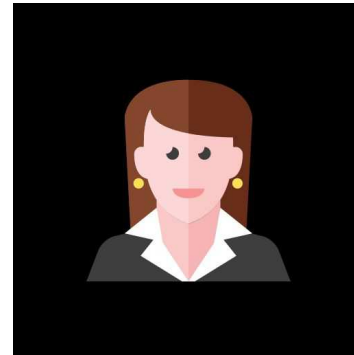
Moderator: Monica Moderato

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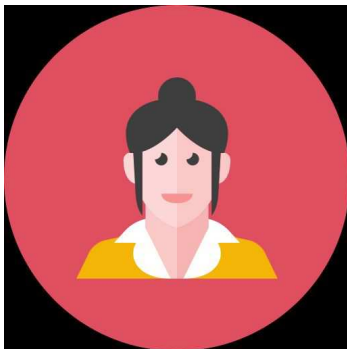
**Social Networking Services
and Messengers**



Maria Mobila



Monica Moderato



Carla Commercial

"Are social networks and messengers like Facebook, YouTube, WhatsApp and Skype still relevant offers for users or have those turned into services for companies?"



Walter Webber

Talk Talk Talk

Monica Moderato: Welcome ladies and gentlemen to our talk show. Welcome the expert on social web: Walter Webber. To my right: the 15-year-old Maria Mobila who is constantly on the social web. A big applause also for Carla Commercial, leader of a big supermarket chain.

Our topic: Are social networks and messengers like Facebook, YouTube, WhatsApp and Skype still relevant offers for users or have those turned into services for companies?

Walter Webber: If I may interrupt right away. I think it is simply wrong to talk of users! That sounds as if Facebook is a platform where you can interact with friends for free.

That is not true. As soon as you register, you have to accept the terms of conditions. You turn automatically into a consumer. That means you make important consumer decisions.

For example, agreeing with the terms of conditions. In the best case this should proceed to a reflected and self-determined way. But mostly it does not.

Monica Moderato: I would like to forward your definition of the term to Maria.

Maria, when you are using WhatsApp, Facebook and Co., are you a user or a consumer?

Maria Mobila: As we don't pay any money when we register, the money must come from somewhere else. From companies for instance so that they can advertise on YouTube.

Carla Commercial: Yes, I can agree with that. Advertisement is different today. We don't display ads as annoying and blinking advertising banners anymore. No, we put it before a YouTube clip for example or very conveniently on your start page on Facebook.

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Maria Mobila: Oh yes, that is right! On my start page was recently a notification that a friend of mine likes a certain designer company. I then clicked on it because my friend Anna also thinks it is cool. However, I also realised that I had been buttered up.

Walter Webber: Exactly! Advertisement often is not recognizable as such. Social Advertisement works with information from your friends. As you said, it often looks like we got a recommendation from a friend.

Maria Mobila: Well, on the other hand, I find it useful that my data is analysed to show personalised ads. In the end there was an ad about food supplement or similar popping up - none of us would benefit from that.

Carla Commercial: Behind personalised advertisement there is even a whole advertisement strategy. We analyse your online activities. For example your interests, from where you log in with which device. So called cookies tell us what your surfing behaviour looks like in general. And all of that is collected by social web providers and more and more companies are paying money for that. That is why we do not bug you with ads about food supplements in which you are not interested anyway. With all your data we can predict what you will buy for instance and that even before you know it yourself. Fantastic! Imagine...

Walter Webber: Fantastic? A nightmare, I would call it. Just because providers like Facebook and YouTube are for free, it does not mean that they are! We are simply paying with a different currency, which is our data, with a huge amount of data. It is also called big data. Thereby you should not forget that we leave tracks while surfing online. And tracks can be traced back, sometimes easier, sometimes not so easy. It is also called „tracking“. I find it an impudence, that...

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Carla Commercial: I think it is genius! That way we can connect the purchases from our customers with other data and derive a lot from it. The American supermarket chain Target for example derived from the purchasing behaviour of a 16-year old girl that she must be pregnant and sent her ads for babies. The girl's dad complained about all the baby advertisement. However, he had to find out that the supermarket had already known about his daughter's pregnancy. Incredible, isn't it?

Maria Mobila: Is it correct to say, Miss Carla Commercial, that companies profit significantly from storing data that are consciously typed in by the consumers like gender, travel destinations or place of residence? Additionally, data is analysed that is entered unconsciously if for example a travel app had been used during the last month.

That is exactly what you are criticizing, Mr. Walter Webber.

Even though everyone is using social networks, you should inform yourselves nevertheless and form your own opinion. The huge collected and analysed amount of data, we talked about big data, makes it possible to create a comprehensive analysis of everyone which can be used for different purposes.

Walter Webber: You are saying that in such a neutral way. You have to think the whole thing further, who else is interested in our data? The health insurances for example could predict exactly, how fit someone is and with which probability an expensive illness is forthcoming. When I show exemplary behaviour I might be favoured by the health insurance but when I frequently post party pictures with alcohol, do not use a sports app and only order fast food to my home – what then?

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Maria Mobila: Oh wow, those persons never would find a health insurance then and be only hopeless...

Carla Commercial: Well, we do not want to meet the trouble halfway! It is that..

Walter Webber: Meet the trouble halfway! Give me a break!

Monica Moderato: We'll interrupt the talk show shortly at this point and listen to the audience: What do you think about commercial structuring of online providers? What is your suggestion for a reflected behaviour on the social web? Discuss with us!