



# Let's Get Personal

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# Our Focus

The focus of our project is to spread awareness and get a general consensus of how the public feels about **Data Mining**.

# What is Data Mining?

1. Data Mining is defined as “the practice of examining large databases in order to generate new information.”

# How is that relevant?

1. Large Companies use data mining as a marketing device to gauge their buyers interests
2. Companies do this by analyzing your internet searches to find out what you are most interested in.

# Execution

We attempted to get a feel for how people felt about Data Mining by taking interviews of student's around campus.

These interviews ask questions that are focused on people's privacy.

# Our Video

We recorded these interviews to show you guys today...



# Overall

From the interviews we discovered that some college students are not comfortable with strangers knowing personal information about them.

Most college students would not like to know personal information about others unless they knew the person of interest.



# What Can We Do?

There are ways to avoid data mining

# Private browsers

Private browsers such as Tor allow for anonymous browsing, making Data Mining irrelevant.

There are also Dark Web social media alternatives such as S-MAP or Qwitter

# Know Your Rights

Be aware of you're agreeing to when you sign up for social medias like snapchat, twitter, instagram or other online websites.

# Most of all...

Take the time to understand the culture we are contributing to and the risk we take by digitally uploading our lives.

# The End

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