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Big Data vs. Big Brother: The fine line of personalization and privacy

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ABSTRACT

Purpose - To review privacy issues surrounding Big Data and creating recommendations to aid in resolving these issues.

Approach - Reviews current literature regarding Big Data and its implication on privacy.

Findings - Regulation changes/additions not as beneficial as some researchers believe. Creating & streamlining one universal regulation to better protect consumer privacy information may gain back consumer confidence.

INTRO/PURPOSE OF THIS STUDY

Consumer privacy issues to public due to negative publicity: (Cannon 2002, Kroft 2014)

- Corporation Big Data usage questionable
- Data broker methods; collect, house, distribute
- Emergence of Internet increased collection with issues resulting from:
 - Lack of secure data storage result = data breaches
 - Use/share of data for marketing purposes
 - 9/11 - USA PATRIOT ACT & FISA amendment
 - IRS tax profiling uproar
 - Expanded use and distribution of consumer data by database marketers

Examples: (Duhigg 2012, Reuters 2014)

- Target and Pregnant Teen
- Google Lawsuit - co-mingling of data

LITERATURE REVIEW

BIG DATA

Arthur (2013) - Collection of data retrieved from varied sources serving as basis for endless discovery and analysis with three Key characteristics - the "3 V's": Volume, Velocity, Variety (Podesta et. al. 2014)

- George et. al. (2014) - Five key sources of high volume data:
 1. Public Data
 2. Private Data
 3. Data Exhaust
 4. Community Data
 5. Self-Quantification Data

Promise of Big Data

- Wu (2014) - Potential to generate unmatched knowledge for society
- Hirsch (2014) - To be fundamental resource to power information economy.
- Buytendijk & Heiser (2013) - Encourage economy efficiency, personalize products & services, fuel new service and business models, ease business risks in real-time, or save taxpayer dollars.

Issue of Big Data - Balance of rewards and stakeholder risk protection is needed (Sloan & Warner 2014)

Richards and King (2014) suggest three paradoxes to realize true nature of Big Data issue:

- The Transparency Paradox: Collection efforts invisible
- Identity Paradox: Extreme difficulty creating, separating, keeping consumer identities private.
- Power Paradox: Privilege of power

PRIVACY

- Smith et. al. (2011) - Numerous unsuccessful attempts made to merge privacy perspectives; "fragmented concepts, definitions, and relationships" not empirically validated
- Charters (2002) - Privacy not clearly defined; "weaker right;" lacks good individual protection

Why is Information Privacy an Issue?

- Aaken (2014) - Consumers realize in order to gain access to services they must "voluntarily" provide information
- Lesk (2013) - Consumers lack understanding of collection and control over data usage; Huge amounts of consumer data sold
- Brookman & Hans (2014) - consumer/organization concerns center around five threat models: 1) data breach; 2) internal misuse; 3) unwanted secondary use; 4) government access; & 5) chilling effects



Past Recommendations: Big Data Privacy Issue

- Brookman & Hans (2014) - Consumers need privacy interest in commercial data collection
- Colonna (2014) - Theory shift from "data protection" to "data empowerment" revealing better link with "technological reality"
- "Hiding From Big Data," (2014) - Privacy products market focus
- Tene & Polonetsky (2012) - Model balancing organization data benefits & consumer privacy rights; data collection justification
- POTUS workgroup ("Fact Sheet," 2014): 1) Advance The Consumer Privacy Bill of Rights; 2) Pass National Data Breach Legislation; 3) Extend protection to non-U.S. persons; 4) Collect Student Data only for educational purposes; 5) Expand technical expertise; & 6) Amend Electronic Communications Privacy Act.
- Thierer (2014) - "Bottom up" approach to privacy

CONCLUSION

- Endless exponential Big Data growth with consumer privacy as shadow
- Significant potential in gaining stakeholder value
- Scholars and government entity regulations - numerous challenges or too broad, allow entities ways around them
- Several proposals and regulations have significant discrepancies or require further primary research to substantiate them
- Privacy not clearly defined, hard to see what is or is not a violation

RECOMMENDATION & FURTHER STUDY

- Businesses must streamline all privacy efforts
- Privacy must be better well-defined; should distinctly state any collected personal data having potential of causing harm to its owner be omitted from collection
 - To include financial, health, sexual orientation, race, etc. data.
 - No collection of data for those under 18 yrs of age
- Further study: Ways to handle personal data already in possession of government and other entities