



But so what if Instagram knows where you live? Remember when we said that they don't just sell ads, they also sell your personal information? Once Instagram learns it, they tell other companies, who tell other companies, including the government. Governments have used data from social media to track protest movements and suppress dissent.

What the algorithm learns about you, and your behavior, is being used to sell ads. So what if your ads are more relevant?

The purpose of advertising is to influence you. It's propaganda for a brand. The better the algorithm understands you, the better it can manipulate you; and the rest of society.



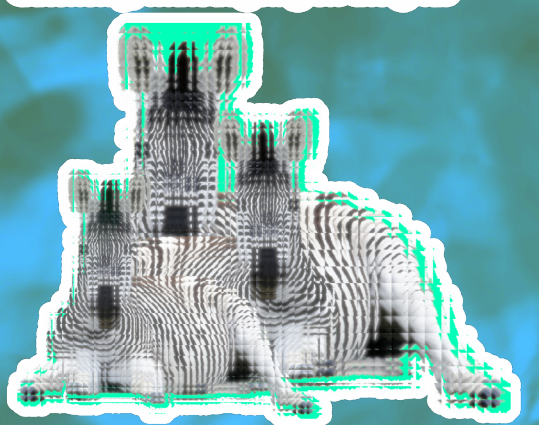
These algorithms have been used to influence politics around the world. Whether to sell products or political ideologies: their goal is to manipulate you and control who you are.

At a certain point, are they selling you the things you like? Or are your beliefs and interests entirely just shaped by whatever they sell you?

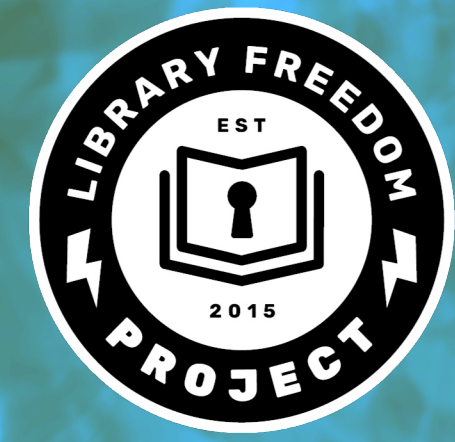


Meanwhile, an algorithm (a computer program) is looking at everything they know and trying to figure out what assumptions can be made about you. The algorithm is only guessing, but it's good at guessing. You'd be surprised how much about you can be learned from just a small amount of information.

So what can you do? Is your only option to have no friends and go live in a cave? Of course not. Issue #2 will show you how to take back your privacy and autonomy, without going off the grid.



In the meantime, check out datadetoxkit.org to get started on easy ways to protect your privacy. Share this with your friends and family to help create herd immunity against surveillance. We keep us safe.



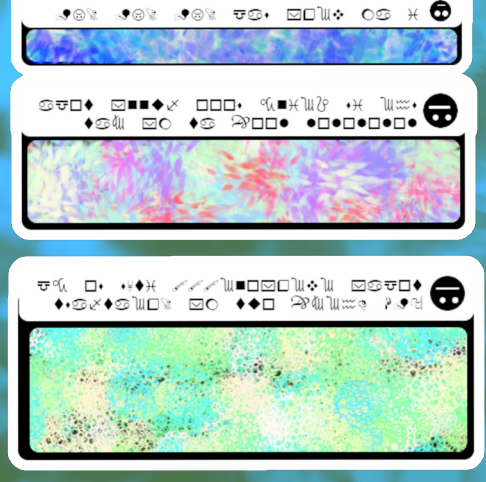
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What these companies really sell is YOU!

Your personal information. Whenever you are using these apps, or most parts of the internet, they are constantly gathering every bit of information they can about you, and selling it to the highest bidder.

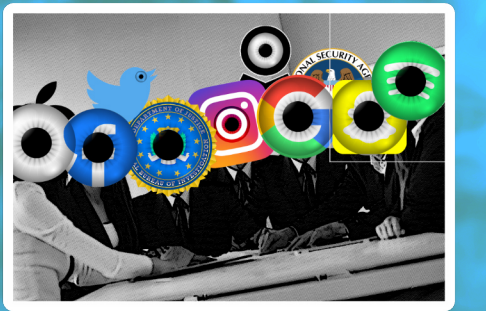
Even when you aren't using Instagram, every website with a "Post to Facebook!" button is sneaking a secret file onto your phone or computer, called a "cookie," which keeps track of every single thing you do.



Instagram, Snapchat, TikTok, Twitter, Google, Facebook, Tumblr, and all the other Apps are "free" right?

So how do they make money? We know they sell ads, but we never click them, so does that really cover their bills?

"Hey kid, tell us everything about yourself, where you live, who you know, what you love, how you feel, and everywhere you've been, you might as well, we'll know whether you like it or not."



THE FINSTA PROJECT #1:
BIG DATA IS WATCHING YOU
WHO THEY ARE AND WHY YOU SHOULD CARE