

Chapter 2

Topic 9 Control, punishment and victims

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Activity: Media

Surveillance

Learning objectives

At the end of this activity you should be able to:

- Identify changes to the types of surveillance made possible using social media.
- Explain how social media change the way we surveil each other.
- Explain how surveillance of social media can be used for social sorting.

A. Working in groups, watch the following clip and then in pairs, answer the questions below.

<https://www.youtube.com/watch?v=hX1r2Tbv5g>

1. List the different kinds of personal data that the 'mind reader' was able to access from the internet.
2. What does the section about mind reading show about the amount of personal data that is accessible on the internet?
3. What personal data do social media contain?
4. What do social media do with your personal data?
5. Which groups or organisations might access your social media account?
6. How might those who access your social media account use the information they find?
7. What is the 'market logic' used by social media such as Facebook?
8. How do we help social media with this market logic?
9. In what way might our visibility to the world be different from how we might want to present ourselves?
10. In what ways are we doing the surveillance?
11. What is the likely impact of people being tracked and monitored by other social media users?
12. What does Lyon suggest about consumer culture and surveillance?
13. According to Lyon, what are the positives of social media?
14. What does Lyon mean by us having a 'digital dimension' to our lives?
15. Given the proliferation of social media, why do we need to ask some new questions about surveillance?
16. In what ways do social media normalise surveillance?
17. In what ways do we need to change information policies and accountability?
18. Explain what is meant by 'social sorting' and 'de-marketing'.
19. What do we risk if we don't make changes to how our data is used?
20. Give one example of the impact of fear of surveillance.

B. From your answers to the above, how would you explain how social media change the way we are surveilled?