

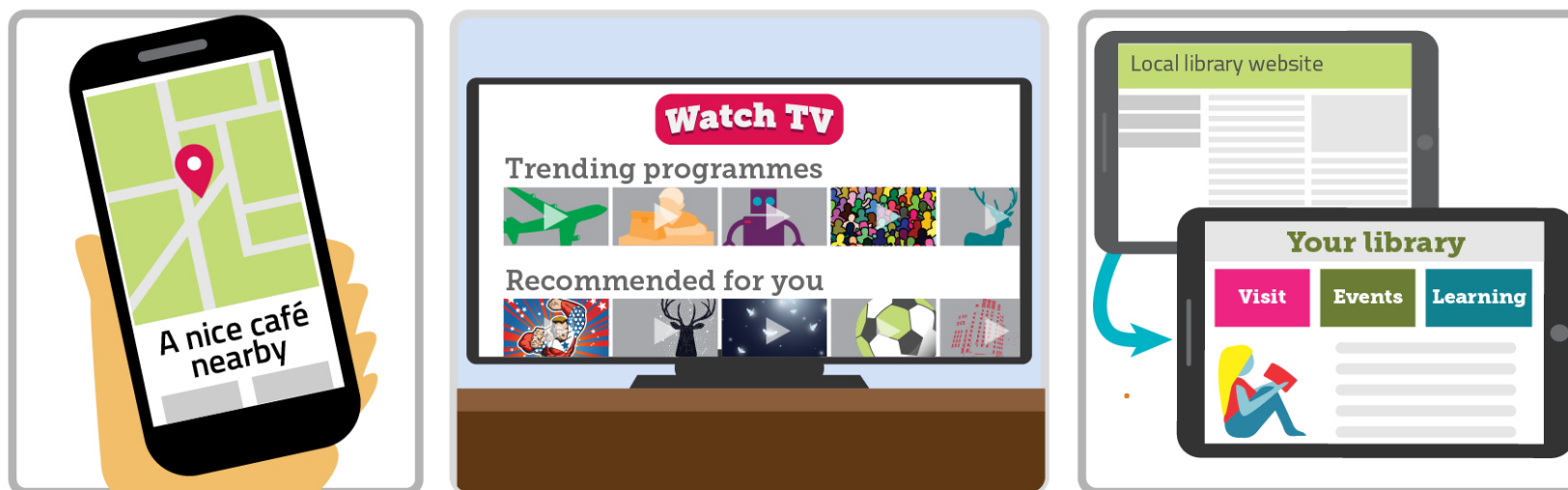
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There are many different 'data collection and use stories'...

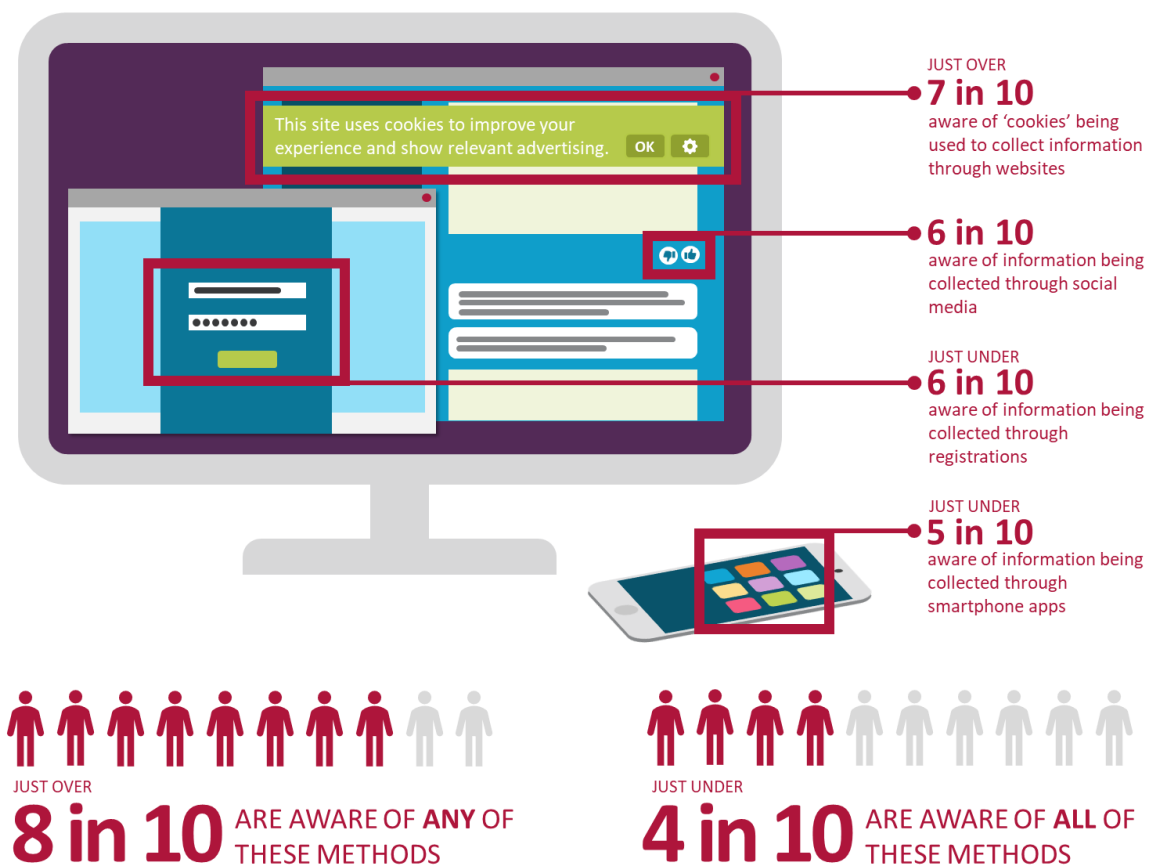
Online services use data in lots of different ways, for example to:

- support service functionality
- serve targeting advertising
- make recommendations; and to
- improve and develop services.



...and many different data collection approaches - most people aren't aware of all of them

Awareness of ways in which companies can collect internet users' personal information



Source: Ofcom Adults' Media Literacy Tracker 2018

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? (prompted responses, multi-coded)

Base: All adults aged 16+ who go online (1570 in 2017, 1602 in 2018)

The collection of user data powers the internet...

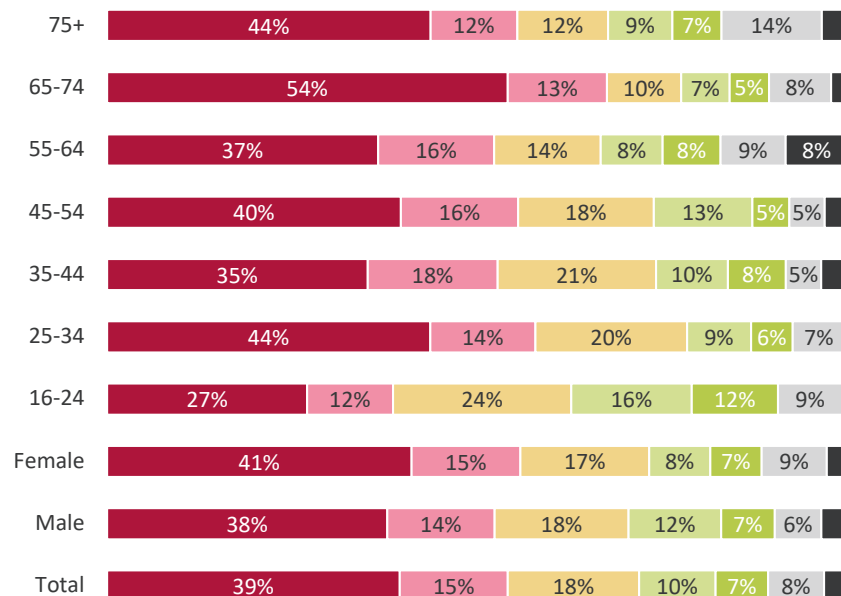
Selected permissions asked on Android by top ten apps in the UK, 2018

	Read calendar events (incl. confidential info)	Add / modify calendar events & email guests (w/o user's knowledge)	Read phone status and identity	Find accounts on device	Read contacts	Approximate location	Precise location	Read text messages (SMS or MMS)	Read call log
WhatsApp			•	•	•	•	•		
Facebook	•	•	•	•	•	•	•	•	•
Facebook Messenger	•		•	•	•	•	•	•	•
Instagram			•	•	•		•		
Amazon Shopping			•	•	•	•	•		
eBay							•		
Snapchat			•	•	•		•		
Twitter			•	•	•	•	•		
Spotify			•	•					
BBC News				•		•			

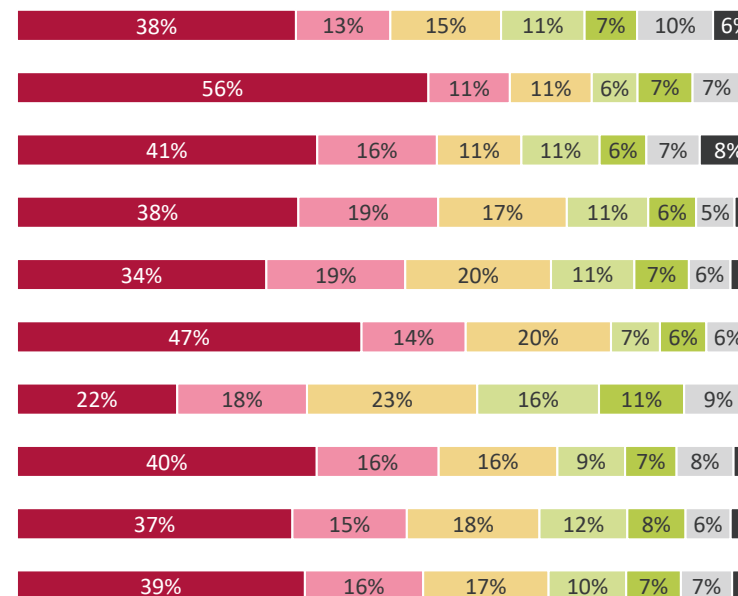
...but consumers are concerned about how their data is used

“I don’t mind if organisations use information about me to decide...

...what content they show me”



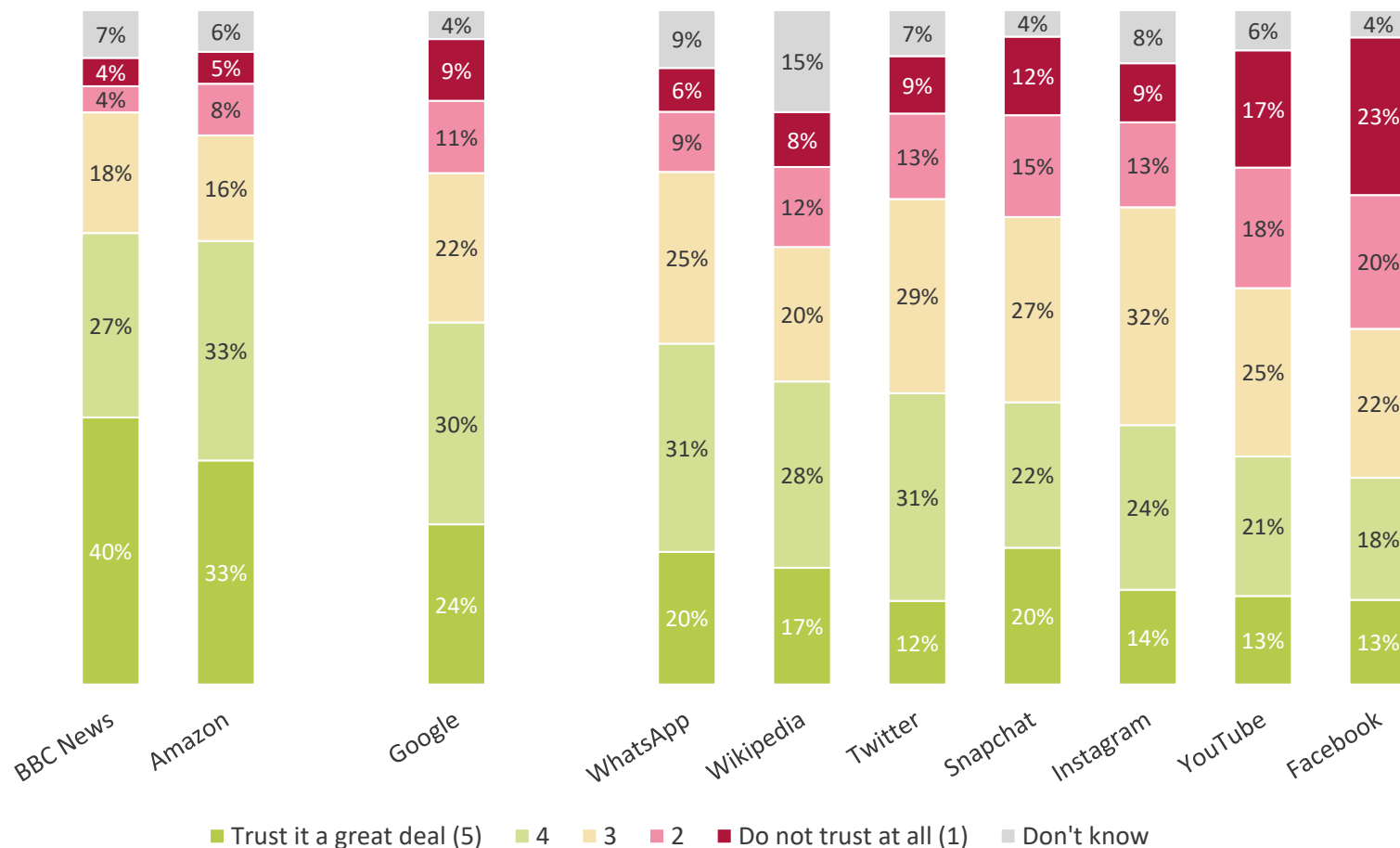
...which adverts they show me”



■ Strongly disagree (1)
 ■ 2
 ■ 3
 ■ 4
 ■ Strongly agree (5)
 ■ Don't know
 ■ Refused

Many do not trust the largest internet sites to use their data responsibly

Level of trust in selected companies to protect users' data/use their data responsibly

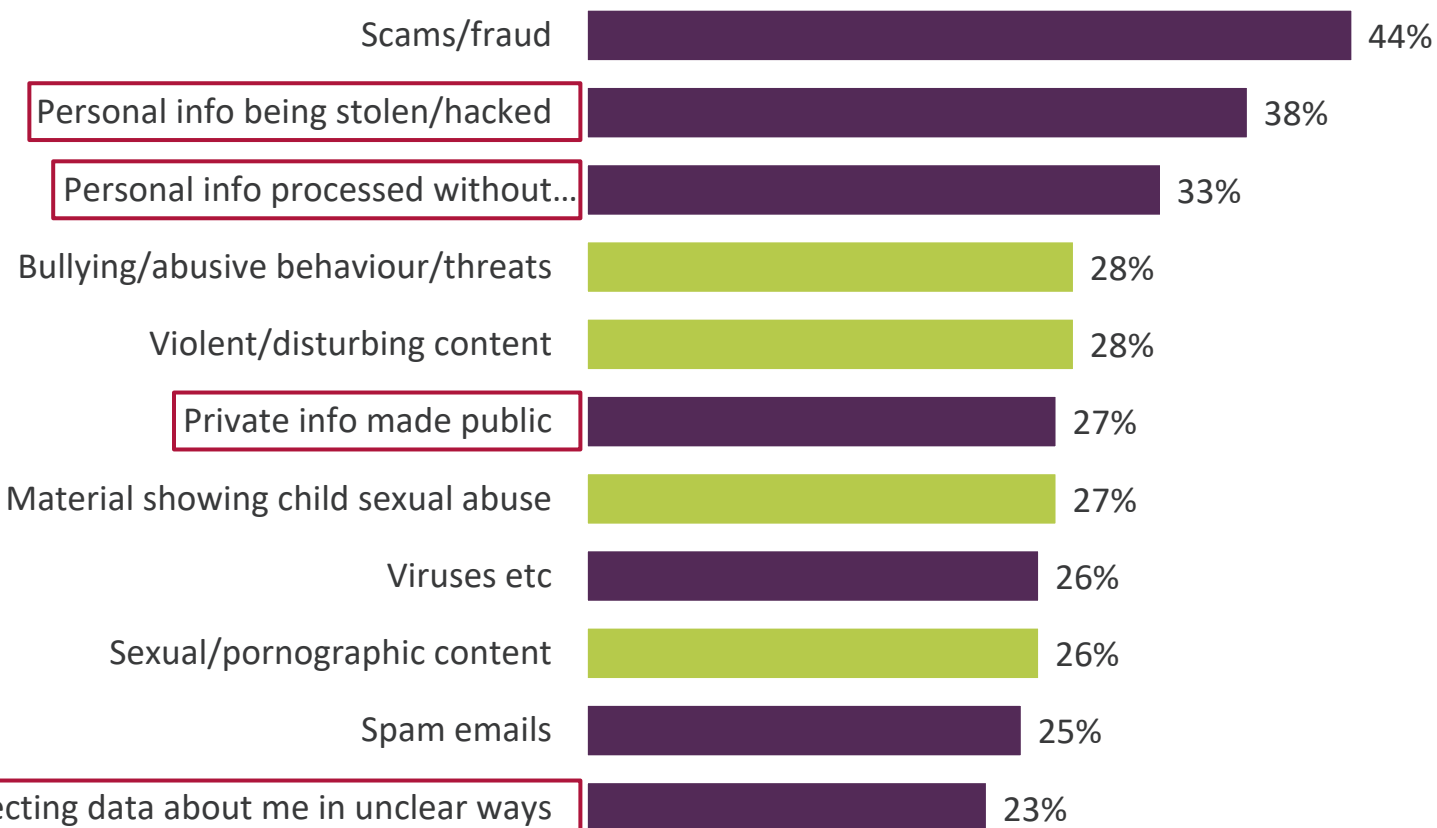


Source: Ofcom Online Harms Quantitative Research (Adults), 2019
 Base: all respondents who use the service (BBC News, 259; Amazon, 420; Google, 607; WhatsApp, 506; Wikipedia, 214; Twitter, 158; Snapchat, 198; Instagram, 234; YouTube, 433; Facebook, 557)

A privacy paradox?

People are concerned about data collection, but many don't take steps to protect themselves.

Q: Do you have any concerns about the internet?



Most adults across internet sites, apps and social media agree that:

“when I visit websites or apps I usually accept the terms and conditions without reading them”.

Different business models might drive different ‘data dynamics’

Key Sector	Primary business model	2018 Global revenue (£m)	% Global revenue change y-o-y	Example key companies
Search	Advertising	83,582	13%	Google search, Bing
Social media	Advertising	49,545	17%	Facebook, Twitter
(Free) video	Advertising	21,046	30%	YouTube
Shopping	Transaction	1,541,571	9%	Amazon, eBay
Gaming	Transaction	82,662	15%	Zynga
Entertainment	Subscription	61,698	15%	Netflix, Spotify, BBC

We will be exploring in the workshop whether there are important differences in the issues raised by each of these sectors and the relevance of media literacy.

Workshop

Workshop: Questions

Question 1: What are the 'data collection and use' issues of using this type of service?

Question 2: To what extent can media literacy address these issues and how might that be achieved?

Question 3: What are the gaps in our knowledge and research?