

Smartphone privacy

Our website: <https://portfolio.cr.utwente.nl/student/jsiderius/dataviz3/>
(if unavailable, all files are in the “dataviz_2021_code_smartphonePrivacy.zip” file)

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Priya Naguine - s2315653
Huub Rijnders - s2178249
Jannick Siderius - s2100282

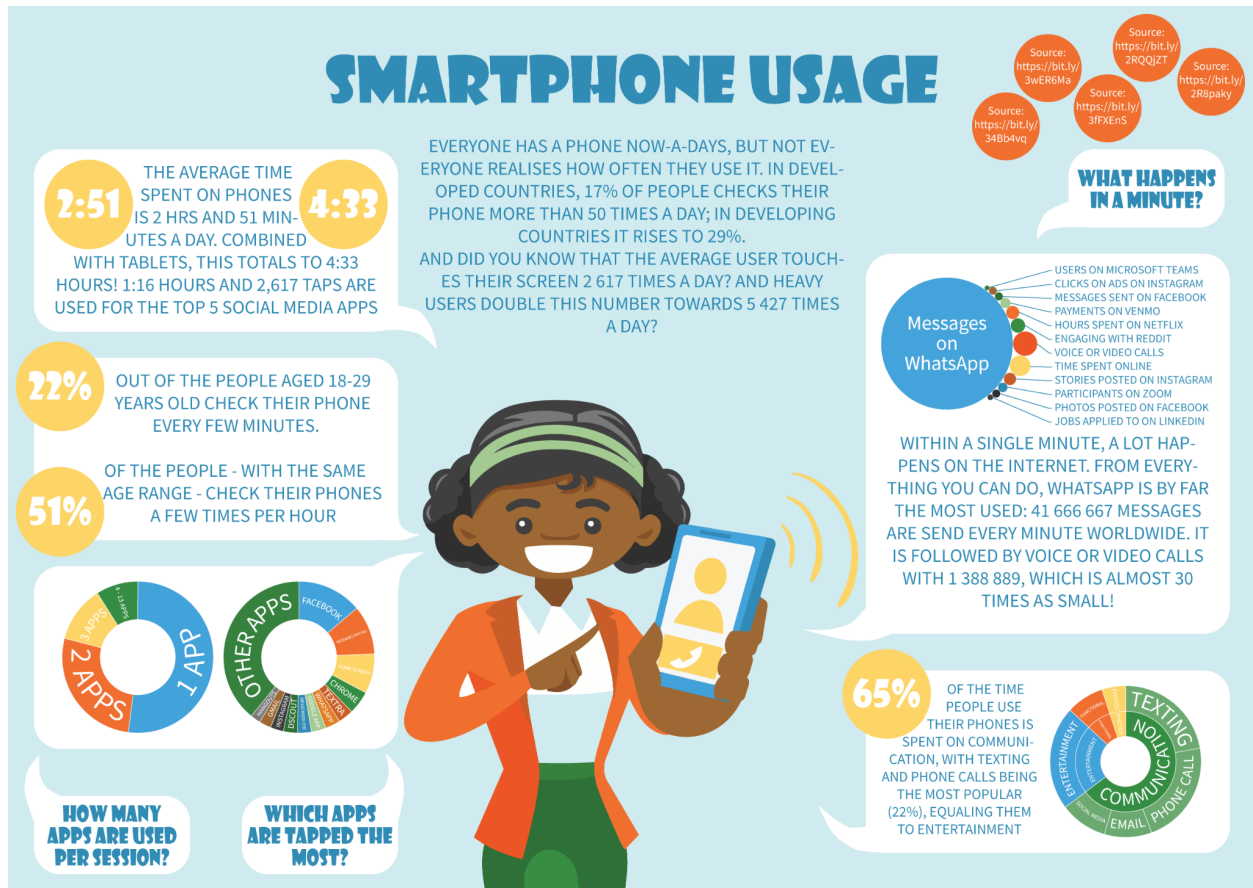
Smartphone usage (Ellis)

Visualization 1



Pew Research. (2021, April 7). Mobile Fact Sheet. Pew Research Center: Internet, Science & Tech. <https://www.pewresearch.org/internet/fact-sheet/mobile/>

Visualization 2



Turner, A. (2021, February 20). 50+ Smartphone Addiction Statistics & Cell Phone Usage (2021). BankMyCell. <https://www.bankmycell.com/blog/smartphone-addiction/#chapter2>

DScout, Inc. (2016, June). Mobile Touches. DScout. https://blog.dscout.com/hubfs/downloads/dscout_mobile_touches_study_2016.pdf

Deloitte. (2017). Global mobile consumer trends. <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Technology-Media-Telecommunications/gx-tmt-global-mobile-consumer-trends-survey-2017.pdf>

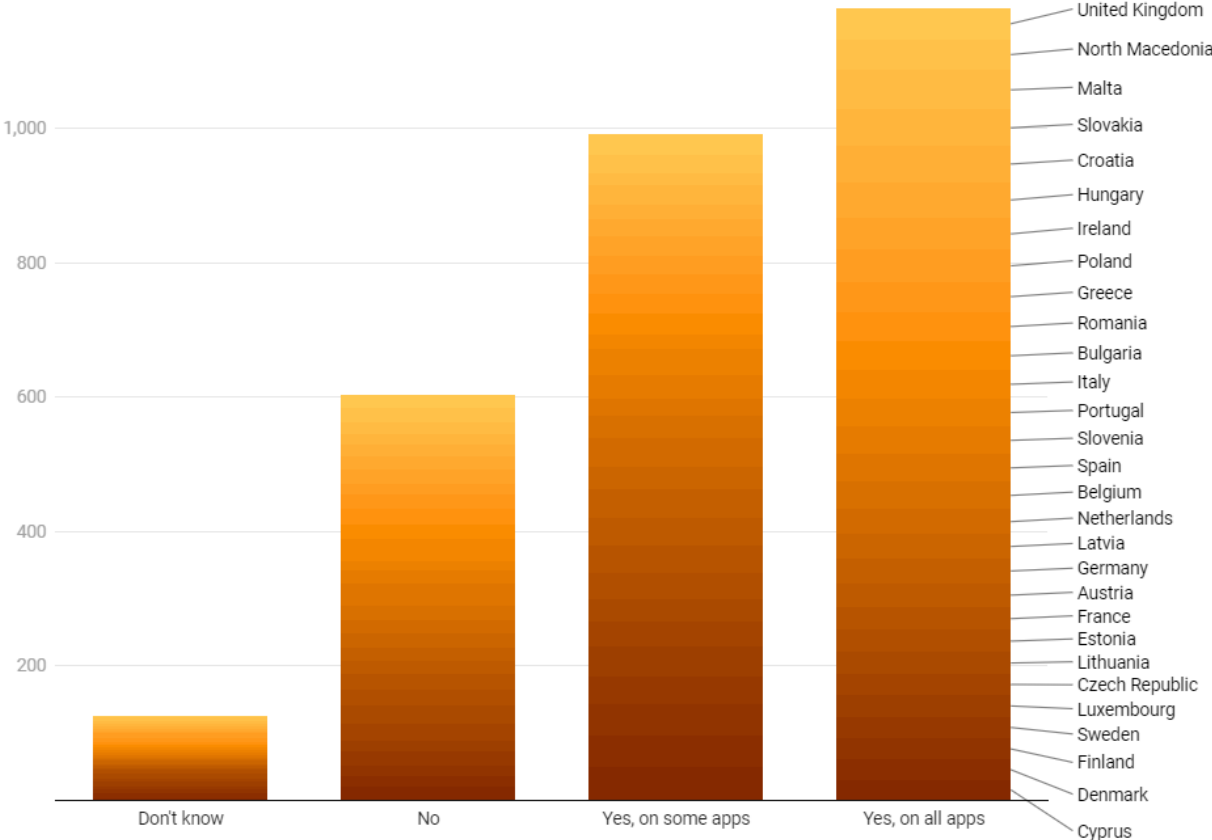
eMarketer. (2016). US Mobile Usage: Top 5 Stats to Know. <https://www.emarketer.com/corporate/coverage/be-prepared-mobile>

Domo. (2020). Domo Resource - Data Never Sleeps 8.0. <https://www.domo.com/learn/data-never-sleeps-8>

User awareness (Cato)

Visualization 1

Share of user awareness of privacy settings in some countries of Europe, 2019

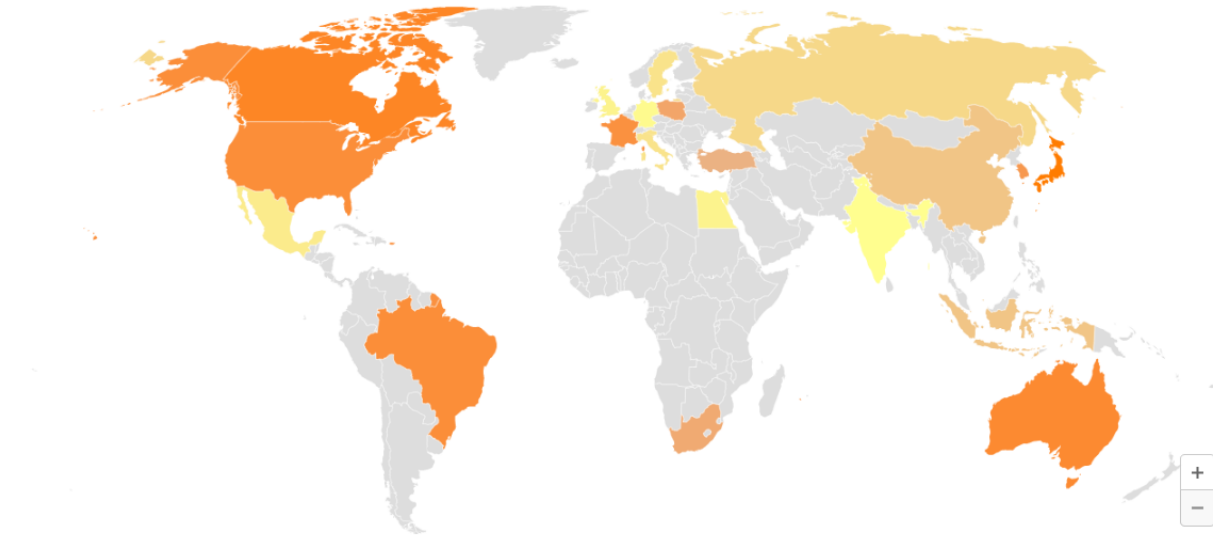


Source: Joseph Johnson • Get the data • Created with Datawrapper

Joseph Johnson. (2020). EU smartphone users awareness of privacy settings 2019, by country. <https://www.statista.com/statistics/1186040/smartphone-user-eu-awareness-privacy/>

Visualization 2

User awareness of their country's data protection and privacy rules, 2019



Source: Joseph Johnson · Get the data · Created with Datawrapper

FRA. (2020). Your rights matter: Data protection and privacy.

https://fra.europa.eu/sites/default/files/fra_uploads/fra-2020-fundamental-rights-survey-data-protection-privacy_en.pdf

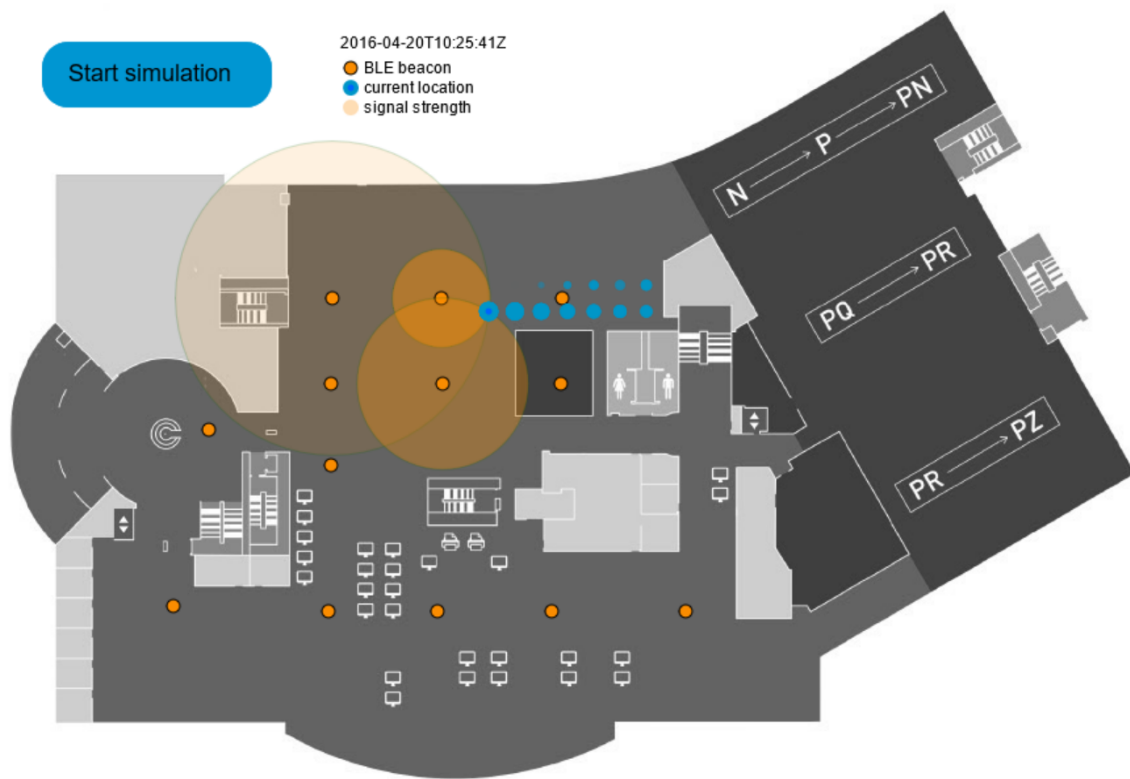
Location tracking (Jannick)



Visualization 1

Huub Rijnders. (2021) Data from Google Location History
<https://www.linkedin.com/in/huub-rijnders-757a02175/>

Visualization 2



Mohammadi, M., & Al-Fuqaha, A. (2016). UCI Machine Learning Repository: BLE RSSI Dataset for Indoor localization and Navigation Data Set. UCI Machine Learning Repository.

<https://archive.ics.uci.edu/ml/datasets/BLE+RSSI+Dataset+for+Indoor+localization+and+Navigation>

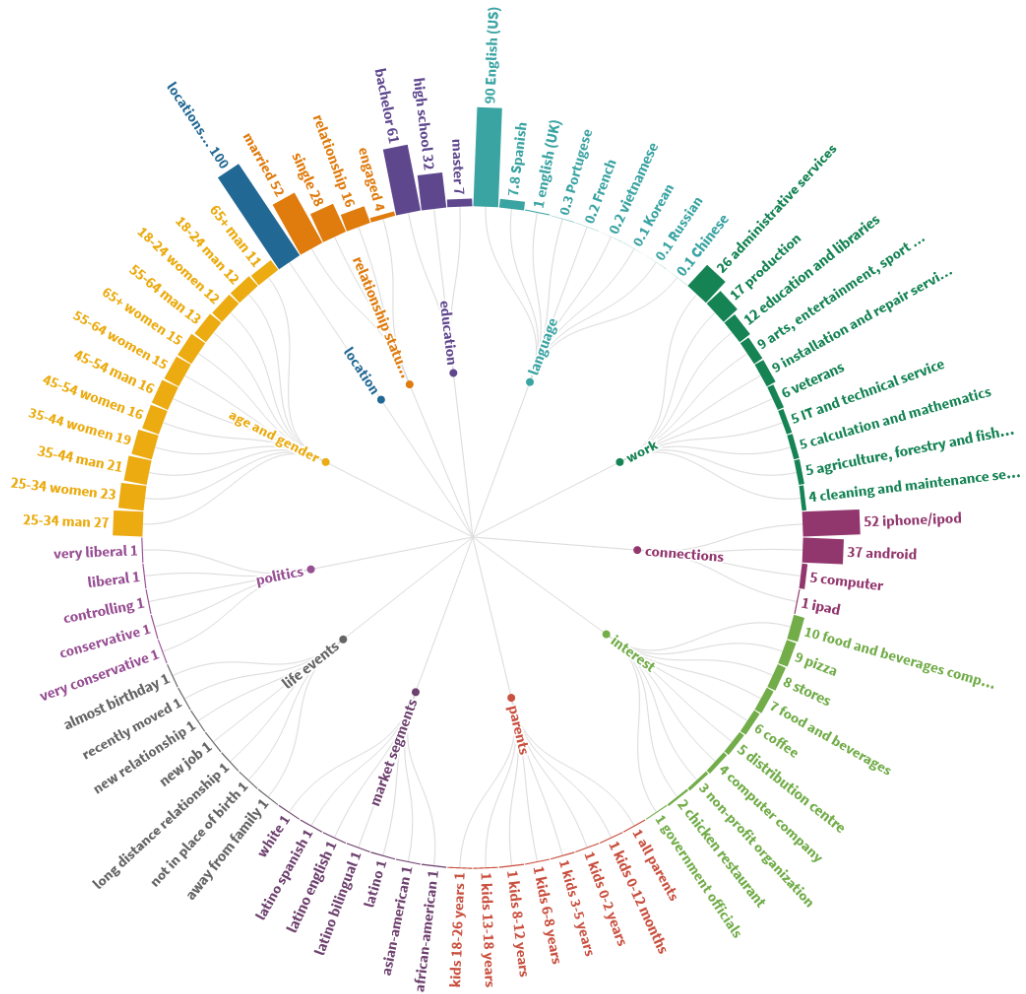
User tagging (Froukje)

Visualization 1



Facebook. (2021). Facebook Audience Insights.
<https://www.facebook.com/business/insights/tools/audience-insights>

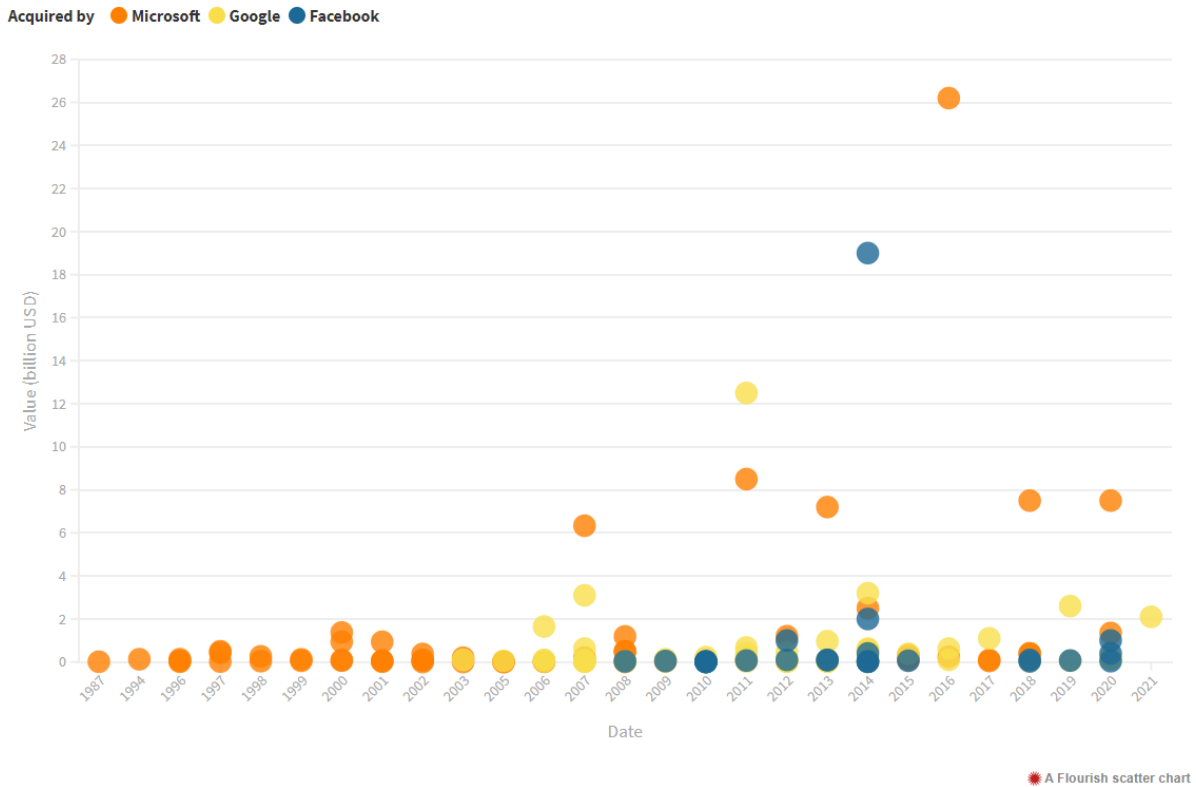
Visualization 2



Google & Alphabet Group. (2021). Google Ads Settings. Google.
<https://www.google.com/ads/preferences/html/blocked-cookies.html>

Data selling and targeted advertising (Huub)

Visualization 1



Wauters, R. (2013, January 8). Waze ended 2012 with 34 million users and expects to double that by the end of this year. TNW | Insider.

<https://thenextweb.com/news/waze-ended-2012-with-34-million-users-and-expects-to-have-doubled-that-by-this-years-end>

Lunden, I. (2013, June 25). TechCrunch is now a part of Verizon Media. TechCrunch.

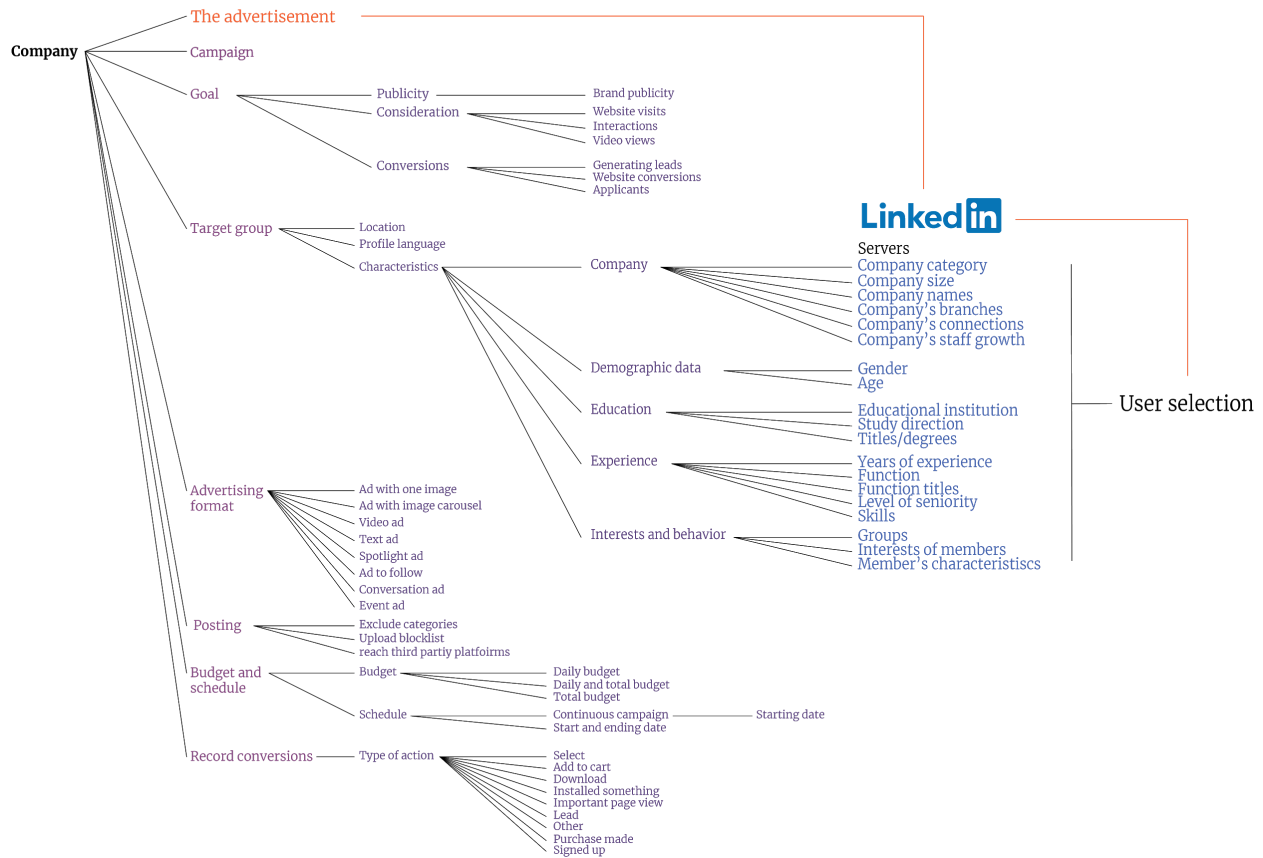
<https://techcrunch.com/2013/06/25/a-year-after-microsoft-bought-it-yammer-nears-8m-users-plans-for-deeper-integration-and-a-new-klout-partnership>

Forrest, C. (2014, March 12). The top 7 acquisitions of all-time in social media, and why they matter. TechRepublic.

<https://www.techrepublic.com/article/the-top-7-acquisitions-of-all-time-in-social-media-and-why-they-matter/>

Visualization 2

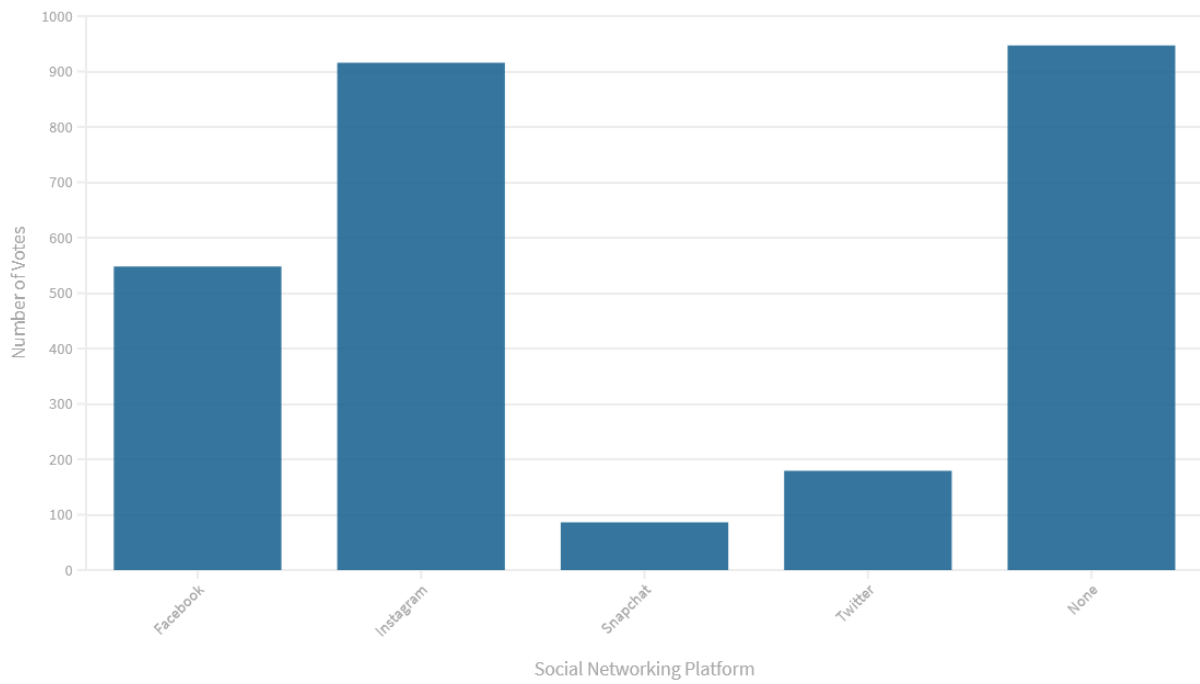
LinkedIn Targeted ads



LinkedIn. Advertisement campaign manager. <https://linkedin.com/campaignmanager>

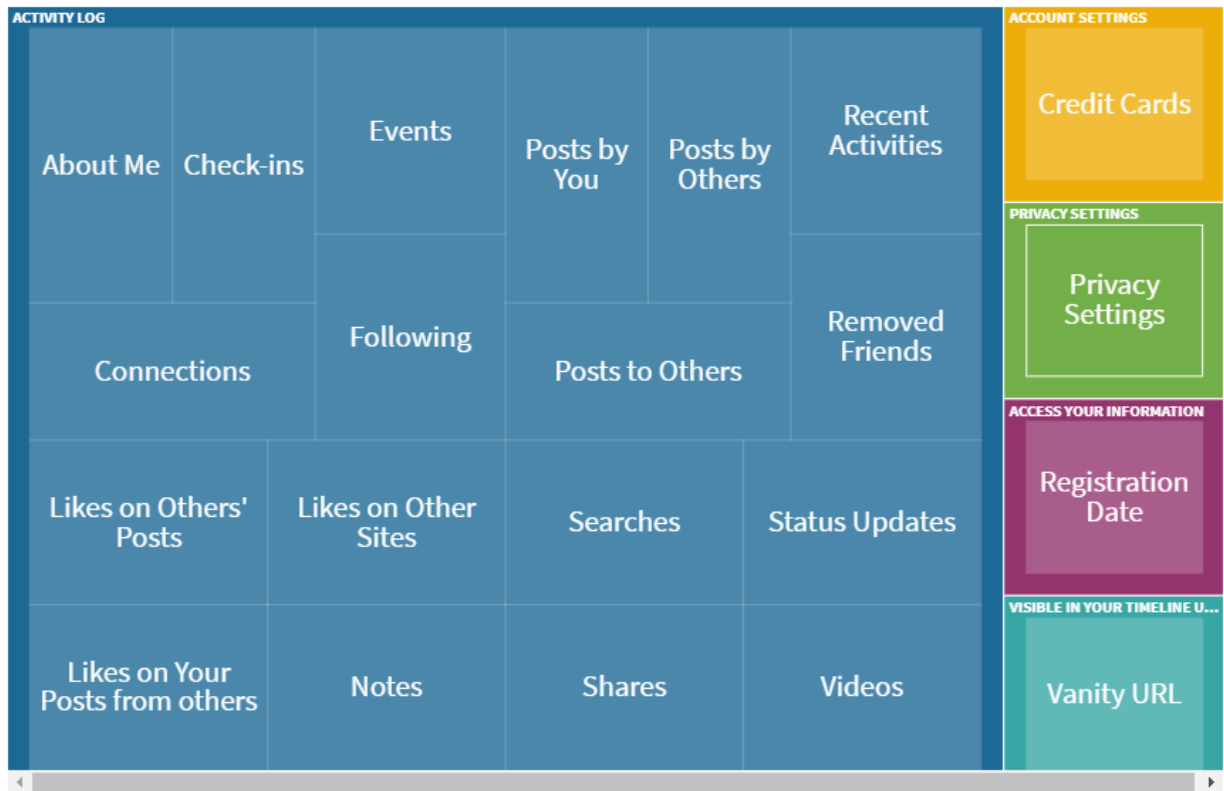
Case study: Facebook (Priya)

Visualization 1



Halper, A. (2021, June 1). Social Influence on Shopping - dataset by ahalps. Data.World.
<https://data.world/ahalps/social-influence-on-shopping>

Visualization 2



Facebook. (2020). Facebook - What categories of my Facebook data are available to me?
https://www.facebook.com/help/930396167085762?helpref=related&ref=related&source_cms_id=849835245164523

Tools

Excel
VSCode
OpenRefine
Google Docs

Flourish
Tableau
Word Art
Datawrapper
Kepler.GL
Carto
p5.js

Adobe Illustrator
Adobe Photoshop
Adobe After Effects

Dataset

All datasets are in the “dataviz_2021_code_smartphonePrivacy.zip” file, in the folder called “data”.

Smartphone usage

Smartphone data (Excel)

Privacy awareness

Awareness in EU (CSV)
Awareness in the World (CSV)

Location tracking

BLE beacon tracker data (CSV)
Kick-In location data (CSV)
BLE beacon simulation code (p5.js)

User tagging

Facebook user profile (Excel)
Facebook user tags (Excel)

Data selling

Tech company acquisitions (Excel)
Linkedin ad parameters (Excel)

Facebook

Facebook data stores (Excel)
Social media shopping (CSV)