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"We are in the process of conducting a comprehensive internal and external review as we work to determine the accuracy of the claims that the Facebook data in question still exists."

-Paul Grewal, VP and Deputy General Counsel



FACEBOOK USERS EXPOSED

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What's changed in a decade



CBS This Morning
Michael Cohen
sentenced to 3 years
in prison

By AIMEE PICCHI / MONEYWATCH / March 21, 2018, 12:04 PM

Facebook: Your personal info for sale

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The misuse of personal information from as many as 50 million Facebook user accounts is setting off alarm bells with lawmakers and privacy advocates.

What does Facebook know about you, and who has access to that data?

The short answer: Facebook likely knows far more about you than you may suspect, and the data may be in the hands of more advertisers and app developers than you realize.

Breaking up with Facebook may be harder than it looks
Facebook will research you at the request of marketers

Facebook says on its ad-targeting site that it sells ads based on the information consumers share with it, as well as which ads they click on, which apps and websites they use, and information from outside data providers and advertisers.

Consumers can find out some of what they've shared with Facebook by downloading their data files.

The process, which takes a few minutes, will compile a list of which ads you've clicked on and which advertisers have your contact information. It's unclear what type of contact information those advertisers are holding. (Some of the advertisers with this reporter's contact information were businesses where, to her knowledge, she hasn't shopped at or clicked on their ads.)

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firm's access to the Facebook data, indicated that private n
but did not confirm that Cambridge Analytica accessed it.

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Cambridge Analytica whistleblower

Symbol	Last	Change	% Change
DOW	24,522.39	-4.88	-0.02%
NASDAQ	7,049.81	-48.51	-0.68%
S&P 500	2,642.93	-8.14	-0.31%

How Cambridge Analytica "weaponized" Facebook user data

"It was almost everything that would be on a Facebook profile, so that was things like status updates, likes, and in some cases private messages," Wylie told The Guardian. Asked if Cambridge Analytica had the private messages of Facebook users, Wylie replied, "I can't say whether they did or not."

Facebook changed its policy on allowing developers to access messages in 2015, according to a spokeswoman.

"Four years ago, our platform policy permitted people to share their own message inbox with developers," the spokeswoman said. "Developer access to messages was enabled only if the person downloaded the app and explicitly approved the permission."

The data files will also tell you what type of peer group Facebook considers you to be in, such as "established adult life." This appears to be a life-status designation based on your friend network.

The data file doesn't include everything Facebook has. For instance, Facebook says on its site for advertisers that it includes "purchase behaviors." This can include purchases outside of Facebook, as the company has partnerships with point-of-sale companies like Square.

Facebook can also track your location via your smartphone, unless you've switched off location tracking.

"It's a little old fashioned to think about, 'Do they have my name?' because they are still delivering information that's influential to you," said Kent Grayson, associate professor of marketing at Northwestern, who studies issues related to trust in business. "They can deliver personalized information to you based on your behaviors."

Facebook isn't alone in tracking consumer activity and selling that data to advertisers. Google, for instance, tracks consumers across its brands. The search giant says that includes everything from search activity to emails its users send

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Facebook has become an advertising behemoth because it turns users into targeted groups that companies want to reach. Its targeting provides advertisers with four types of information: demographics, location, interests and behaviors, according to Facebook.

"Behaviors" are what Cambridge Analytica was searching for to create "personality profiles" of voters before the 2016 presidential election. The goal, Wylie said, was to influence U.S. voters to "think differently."

Cambridge Analytica was backed by Robert Mercer, a billionaire, President Donald Trump, and worked with Steve Bannon, Trump's chief strategist. But it's unclear how much the profiles were used by the Trump campaign. The Trump campaign phased out its use of Cambridge Analytica before the election.

What third-party apps get access to

Researcher Aleksandr Kogan, a psychology professor at the University of Cambridge, is at the center of the most recent incident.

Kogan created an app called "thisisyourdigitallife," which offered a personality test to Facebook users.

The role of Kogan's third-party app was essential to Cambridge Analytica's ability to reap data on tens of millions of consumers. Only 270,000 Facebook users downloaded Kogan's app, but because they agreed to share their friends' data, that exploded to more than 50 million users.

About 11 percent of apps request friends' data in a 2011 study, said Professor Jens Grossklags of the Technical University of Munich. Because each Facebook user typically has about 250 to 300 friends, the "multiplier effect" is huge, he noted.

"I would ask [Facebook CEO Mark Zuckerberg], 'Can you explain to me the reasoning why such broad access to user data is granted, especially friends' data?'" he said. Consumers don't often understand what they are sharing and what controls they are giving up, he said.

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Russian trolls' standout Facebook ads

Stock Watchlist

Facebook faces federal investigation over Cambridge Analytica scandal

Facebook says it has changed its app development process and now requires developers to "justify the data they're looking to collect and how they're going to use it."

"We actually reject a significant number of apps through this process," said Justin Osofsky, vice president of Global Operations. "Three years ago - after Kogan first

CBS News On Samsung TV

created his app – we changed the product so that developers can share your data with apps. To make sure your friends and family are safe with third-party apps, go "App Settings" and click on the button "Others Use." Make sure the boxes for your information categories "things I like" and "if I'm online -- are unchecked. Other privacy settings can be checked here.

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OUTCOME 2 WRITTEN COMMUNICATIONS
OUTCOME 3 – ETHICS AND DECISION SUPPORT

Assessment Class:
MGMT 4020

Assessment Task: Article: "Facebook: Your Personal info for Sale"
MGMT 4020 Strategic Management is a Senior-Level class which hosts a variety of Business Program students in the final terms of their Bachelor studies. This assessment will measure two (2) outcomes for those students: Outcome 2 (written) communication skills and Outcome 3 analyzing ethical situations using business support tools. Students will complete a written assignment using a predetermined case study or article discussing a business ethics scenario and answer an array of questions designed to highlight the importance of the issue and provide a decisive analysis. → Next page

Assessment Conditions:

~~Individual written assignment, preferably submitted via Turn-It-In.~~ This will be a graded assignment affecting the student's overall course grade. Print + Bring to 4/9/19 Class

Where completed? In class or outside of class
Outside of class

How long do students have to complete this assignment task?
Students should be given approximately one week to research, analyze and to complete the task.

What is the estimated (expected) length of the finished product?

* A maximum of three (3) pages. Faculty member has discretion whether a slightly longer (1/2 page or so) assessment is acceptable.

References/Resources (What references and resources may be used by students)?

Assigned article or case. Course textbook. Online research to probe ethics scenario and develop use of business support tools.

Timing of Assessment: When in term?

Within the first three (3) weeks of the term.

Reminder: Midterm – 4/16/19

OUTCOME 2 WRITTEN COMMUNICATIONS

OUTCOME 3 – ETHICS AND DECISION SUPPORT

MGMT4020 Ethics and Analysis Written Assignment

Read assigned article. Answer the following questions. Maximum 3 pages.

1. Identify the major issue in the article. What is the primary ethical issue and why did you select it? (1-2 paragraphs)
2. Analyze the social and business implications of the ethical issue and their impact on society. (1 page)
3. Choose the appropriate business support tools and use them to support your argument. See list of tools below. (1-2 paragraphs)
4. Conclude and defend your decision. Given the analysis you have done; how would you approach this problem as a corporate citizen or professional? (1 page)

Sample Business Support Tools. Choose from below or use other business analysis tools from your studies.

ROI
SWOT
TOWS
PEST
PESTEL
Journal articles
T-chart
Decision Tree
Cost-Benefit
Pareto Analysis

Flow Charts
Histograms
Check Sheets
Cause/Effect Diagrams
Scatter Diagrams
Control Charts
Root Cause Analysis
Environmental Assessment
Feasibility Study

S.B.A. (all) / Bus Studies/ Mgmt -- PO #2

OUTCOME 2 WRITTEN COMMUNICATION

	Exceeds Criteria: 3	Meets Criteria 2	Approaching Criteria 1	Does Not Meet Minimum Criteria 0	Score/Level
Professional Presentation	Student expertly relays information in a clear and persuasive manner through skillful use of language, charts, and visual tools appropriate for the intended audience.	Student effectively relays information in a clear and persuasive manner through use of language, charts, and visual tools appropriate for the intended audience.	Student generally relays information in a meaningful manner, but with inconsistent use of language, charts, and visual tools appropriate for the intended audience.	Student fails to relay information in a meaningful manner and/or consistently fails to use language, charts, and visual tools appropriate for the intended audience.	
Organization	The organization of presented materials is excellent. All required components of assignment are addressed.	The organization of presented materials is sufficient, but significant improvement can be made. All required components of assignment are addressed.	The organization of presented materials is insufficient, but can become sufficient by making minor changes. Almost all required components of assignment are addressed.	The organization of presented materials is insufficient and cannot become sufficient by making minor changes. Missing required components of assignment.	
Spelling and Grammar	Student makes essentially no errors in punctuation, grammar and/or spelling.	Student makes occasional insignificant errors in punctuation, grammar and/or spelling.	Student makes several insignificant errors in punctuation, grammar and/or spelling.	Student's makes several significant errors in punctuation, grammar and/or spelling.	
Citations and Use of Source Materials	Citations are used correctly. Source material is effectively integrated into the student's own work.	Citations are used correctly, although occasional errors may occur. Source material appropriately supports the student's claims or ideas.	Citations are not used correctly, or they contain frequent or serious errors. Source material either frequently substitutes for, or does not appropriately support, the student's claims or ideas.	Citations are not used. Source material is missing, misrepresented and/or unacknowledged.	

Outcome 3 Assessment

MGMT4020 Rubric

	Exceeds Criteria 3	Meets Criteria 2	Approaching Criteria 1	Does Not Meet Minimum Criteria 0
Identification of Issue	Presents accurate and detailed descriptions of the problems and issues central to the case; provides a thorough outline of the ethical problem.	With a few exceptions, identifies and outlines the principal problems and issues in the case or article; summary is missing a few minor points, but meets expectations.	With a few exceptions, identifies and outlines a problem and/or issue in the case or article; summary is missing some minor points, but approaches expectations.	Does not recognize the problem or issue of the article or case, or identifies problems and issues that are not based on facts of the case; main points are not outlined.
Analysis of Issue	Presents a balanced, in-depth, and critical assessment of the facts of the case; develops insightful and well-supported conclusions.	Provides an acceptable analysis of most of the issues and problems in the case; in most instances appropriate conclusions are outlined and summarized.	Provides an acceptable analysis of an issue and or problem in the case; an appropriate conclusion is outlined and summarized.	Simply repeats facts identified in the article or case and does not discuss the relevance of these facts; fails to draw conclusions, shows no critical examination of issue.
Use of Business Support Tools	More than three (>3) support tools named; use of support tools is accurate and appropriate to the problem. Support tools are applied correctly and used for analysis.	Two or three (2-3) support tools named; use of support tools is accurate and appropriate to the problem. Support tools are applied correctly and used for analysis.	One (1) support tool is chosen and used appropriately, or more than one is used, but doesn't reasonably support the problem or resolution.	No support tools named; support tools chosen are inappropriate for solving problem.
Conclusion	Evidences a well-developed ability to recognize, elucidate, and comprehensively analyze the connections between business and its social and natural environments.	Identifies linkages between business and its social and natural environments with a few minor omissions; presents appropriate analyses of these linkages in the context of the article or case.	Identifies linkages between business and its social and natural environments with some minor or one major omissions; presents sparse analysis of linkages in the context of the article or case.	Displays only a limited ability to recognize and elucidate the connections between business and its social and natural environments.

Adapted from IACBE Case-Study Grading Rubric. <http://iacbe.org/pdf/case-study-rubric.pdf>