WHO DOES THE INTERNET THINK YOU ARE?

Three tools that teach students how they are actively profiled online, all the time

Lloyd Sealy Library

Robin Camille Davis — @robincamille
Emerging Technologies & Distance Services Librarian
John Jay College of Criminal Justice
LACUNY Institute 2015

JOHN JAY COLLEGE OF CRIMINAL JUSTICE

Your internet experience is tuned to you—
but not by you.

Ads, search results, even product prices are tailored to you specifically, based on data gleaned by tracking your web browsing.

But how?

Three tools that demonstrate how you are tracked online

1. Google ad profile
2. Ghostery or Privacy Badger
3. Inspect Element

See how one major advertiser infers information about you

TOOL #1: YOUR GOOGLE AD PROFILE

Google +Robin

Ads Settings

Settings for Google ads

Ads enable free web services and content. These settings help control the types of Google ads you see.

	Ads on Google Search Gmail YouTube Maps	Google ads across the web Google ads across the web
Gender	Female Visit your Google Profile	Unknown Edit Based on the websites you've visited
Age	25-34 Visit your Google Profile	Unknown Edit Based on the websites you've visited
Languages	N/A	None Edit Based on the websites you've visited
Interests	Bicycles & Accessories, and 25 more Edit From your previous activity on Google	Unknown Edit Based on the websites you've visited

Interest

Bicycles & Accessories

Books & Literature

Celebrities & Entertainment News

Computer & Video Games

Cooking & Recipes

East Asian Music ✕

Face & Body Care

Fashion & Style

Finance

Fitness

Food & Drink

Hair Care

History

Home Improvement

Humor

Arts & Entertainment - Music & Audio - World Music - East Asian Music

google.com/settings/ads

Ghostery + Privacy Badger

TOOL #2: TRACKER PLUGINS

GHOSTERY®

www.nytimes.com

SECTIONS SEARCH robdavis

U.S. INTERNATIONAL 中文

The New York Times

Thursday, May 7, 2015 | Today's Paper | Video | 64°F | Nikkei +0.31% ↑

World U.S. Politics New York Business Opinion Technology Science Health Sports Arts Style Food Travel Magazine Real Estate ALL

Banks Agree to Take Canceled Debts Off Credit Reports

By JESSICA SILVER-GREENBERG
8:28 PM ET

Bank of America and JPMorgan Chase have agreed to update borrowers' reports within the next three months to reflect the cancellation of debts after bankruptcy.

5 Comments

· **Fair Game: Bank of America's Relief Is Questioned** 8:31 PM ET

Conservative Gains Seen in Britain

By STEVEN ERLANGER and STEPHEN CASTLE 5:35 PM ET

An exit poll projected gains for

Eve Arnold/Magnum Photos

Guy Carawan Dies at 87; Taught a Generation to Overcome, in Song

With his performance of "We Shall Overcome" at the first meeting of the Student Nonviolent Coordinating Committee in 1960, Mr. Carawan turned the song into an anthem.

By MARGALIT FOX

The Opinion Pages

The Illegal Phone-Data Sweeps

By THE EDITORIAL BOARD

A federal court ruling is an important step in curbing widespread spying on Americans' phone records in the name of fighting terrorism.

· **Room for Debate: Forgiving Loans for Shady Colleges**

· **Private Lives: The Cost of Getting Kicked in the Face**

TAKING NOTE

The Fate of the Iran Deal in Congress

By CAROL GIACOMO

A letter from House Democrats may offer good news.

· **Collins: Beyond the Demon Sheep**

· **Kristof: Our Biased Brains**

· **Transgender Today: New**

A Reporter's Conscience: Troub
Plight

Something Rotten in New York

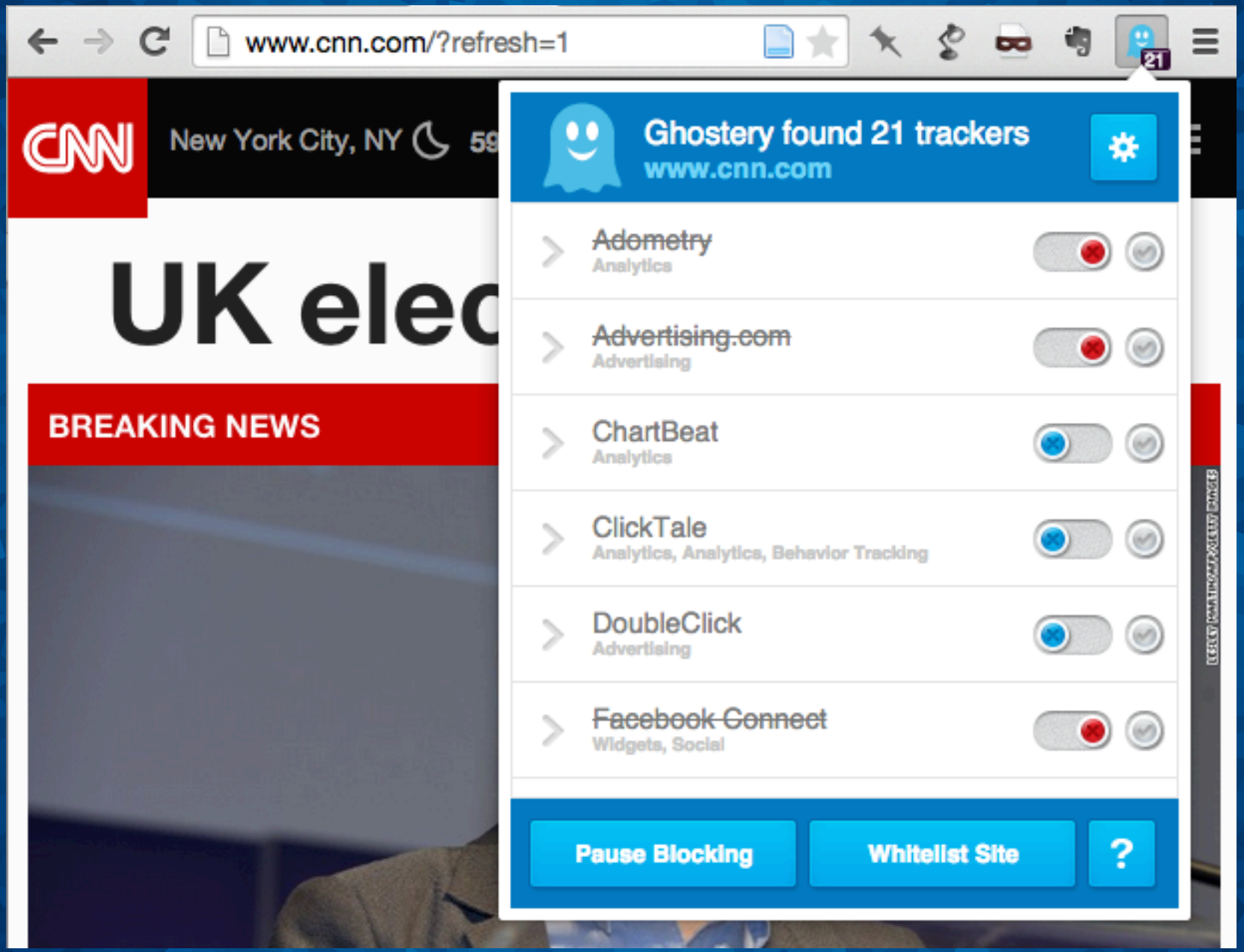
TimesTalks | Malala Yousafz

Watching

1m

Audience Science
ChartBeat
DoubleClick
Dynamic Yield
Google Analytics
NetRatings SiteCensus
New Relic
New York Times
ScoreCard Research Beacon
WebTrends

www.nytimes.com/2015/05/08/us/guy-carawan-dies-at-87-taught-a-generation-to-overcome-in-song.


www.cnn.com/?refresh=1
21
CNN
New York City, NY
UK elec
BREAKING NEWS
Ghostery found 21 trackers
www.cnn.com
Adometry
Analytics
Advertising.com
Advertising
ChartBeat
Analytics
ClickTale
Analytics, Analytics, Behavior Tracking
DoubleClick
Advertising
Facebook Connect
Widgets, Social
Pause Blocking
Whitelist Site
?

Opt-in data "donation"

GHOSTERY

How We Make Money

How much is Ghostery?

Downloading and using Ghostery is totally free. No, really. It is. There's no premium version, no payment section, and we won't even bug you to donate money to the cause.

Ghostrank and data donation

Since we don't ask for money, we'd love it if you'd donate some data. Not data about you —data about the tracking technology you see and where you see it. We call this data donation feature "Ghostrank".

What does Ghostrank collect?

- The tracker identified by Ghostery
- The page where the tracker was found
- The protocol of the page where the tracker was found
- Information showing if the tracker was blocked
- The URL of the tracker itself
- The time it takes for the page and tracker to load
- The tracker's position on the page
- The browser you're using
- The country you're in
- Ghostery version information
- Standard web server log information, such as the IP address and http headers. (Please note that we do not store IP addresses.)

ALPHA
Privacy Badger
Install EFF's New Tool to Block
Spying Ads & Invisible Trackers

chronicle.com/section/Home/5

THE CHRONICLE OF HIGHER E

May 7, 2015

Home | News | Global | Opinion & Ideas | Facts & Figures | Blogs | Advice

THE STATES

Why No Autonomy Means All Pain, No Gain for Wisconsin's University System

By Eric Kelderman

The failure to spin off the system is a setback for Gov. Scott Walker. It could be worse news for the system's presiden

Science Literacy

Teaching Science So It Sticks

By Dan Berrett

As the nation focuses on producing more scientists, new courses seek to make the disciplines more accessible and rigorous for everybody else.

Quiz: How Science-Literate Are You?

In the News

3 Key Findings About College Admissions

By Eric Hoover

As student applications climb and yield rates slide, a new report says, enrollment officials are experimenting with a mix of recruitment strategies.

Under Pressure, Universities Take a Renewed Shot at Improving Lab Safety

Privacy Badger

Privacy Badger is protecting you on this page. These sliders let you control how privacy badger handles each tracker.?

thechronicleofhighereducati...	
thechronicleofhighereducati...	
ad.doubleclick.net	
now.eloqua.com	
cdn.inspectlet.com	
hn.inspectlet.com	
www.inspectlet.com	

Disable Privacy Badger for This Site

Deactivate Privacy Badger

What is Privacy Badger?

Post a Job | In print and online today

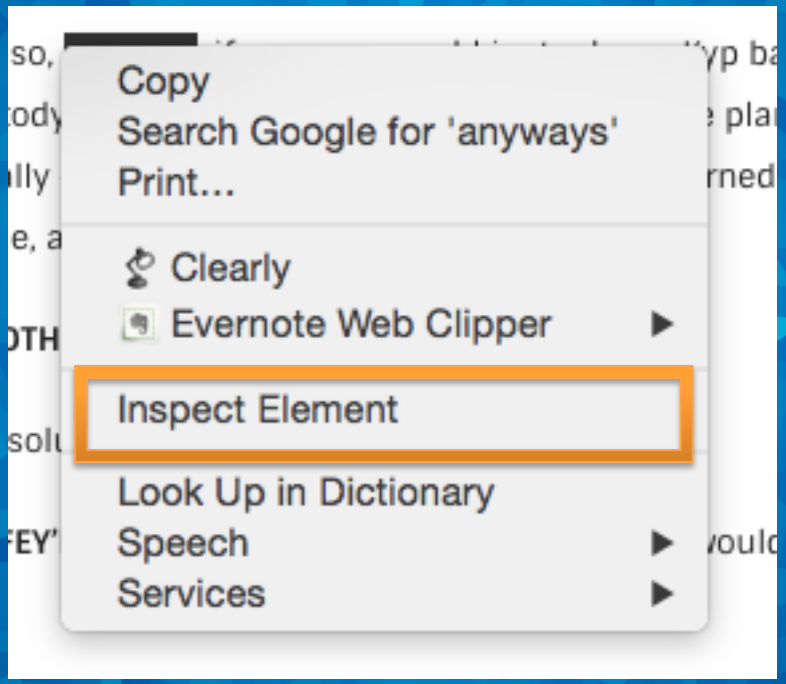
Most Popular

Most Viewed | Most Commented

1. Survival of the Fittest in the English Department

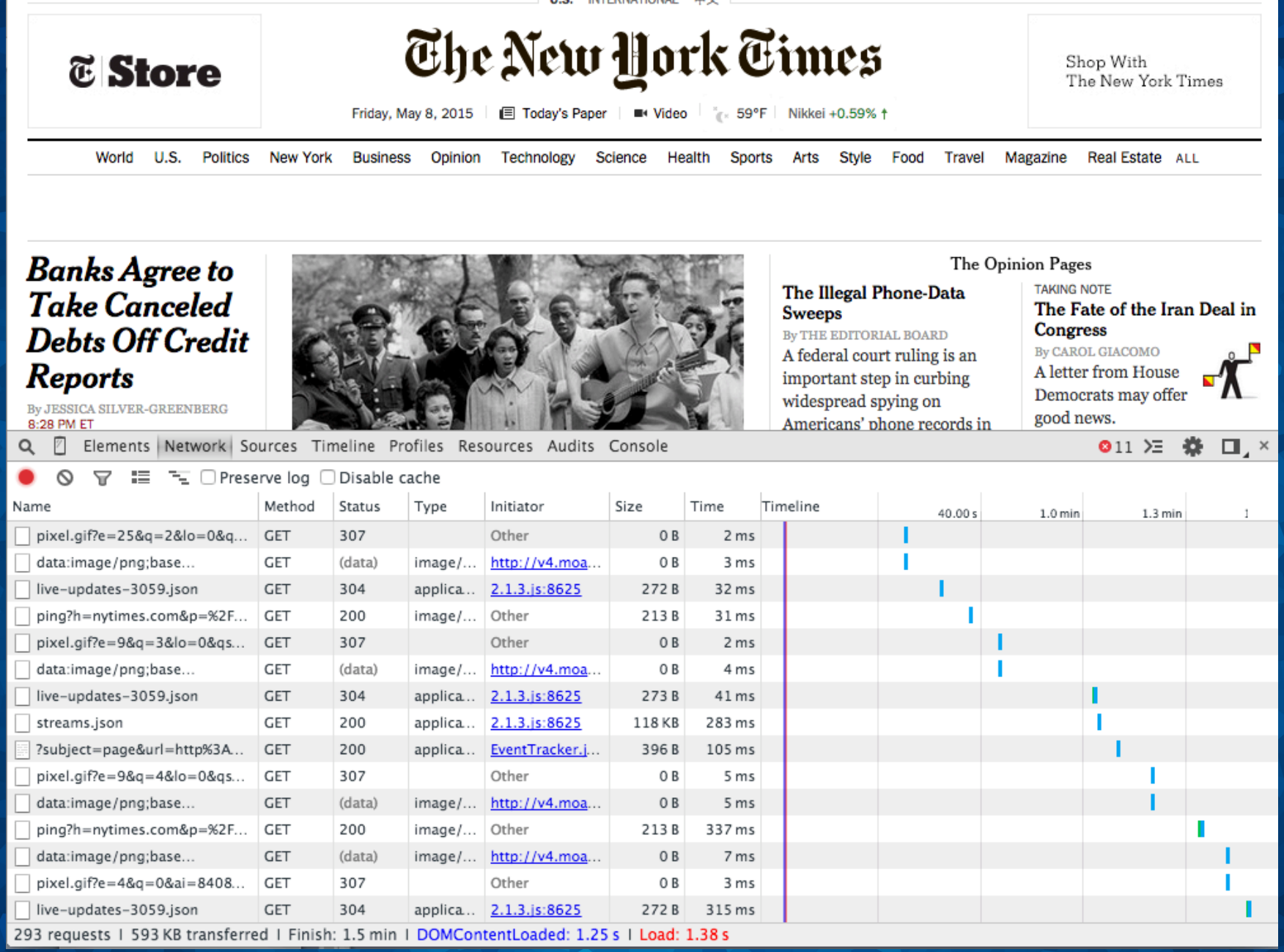
Use your browser to see through the internet

TOOL #3: INSPECT ELEMENT

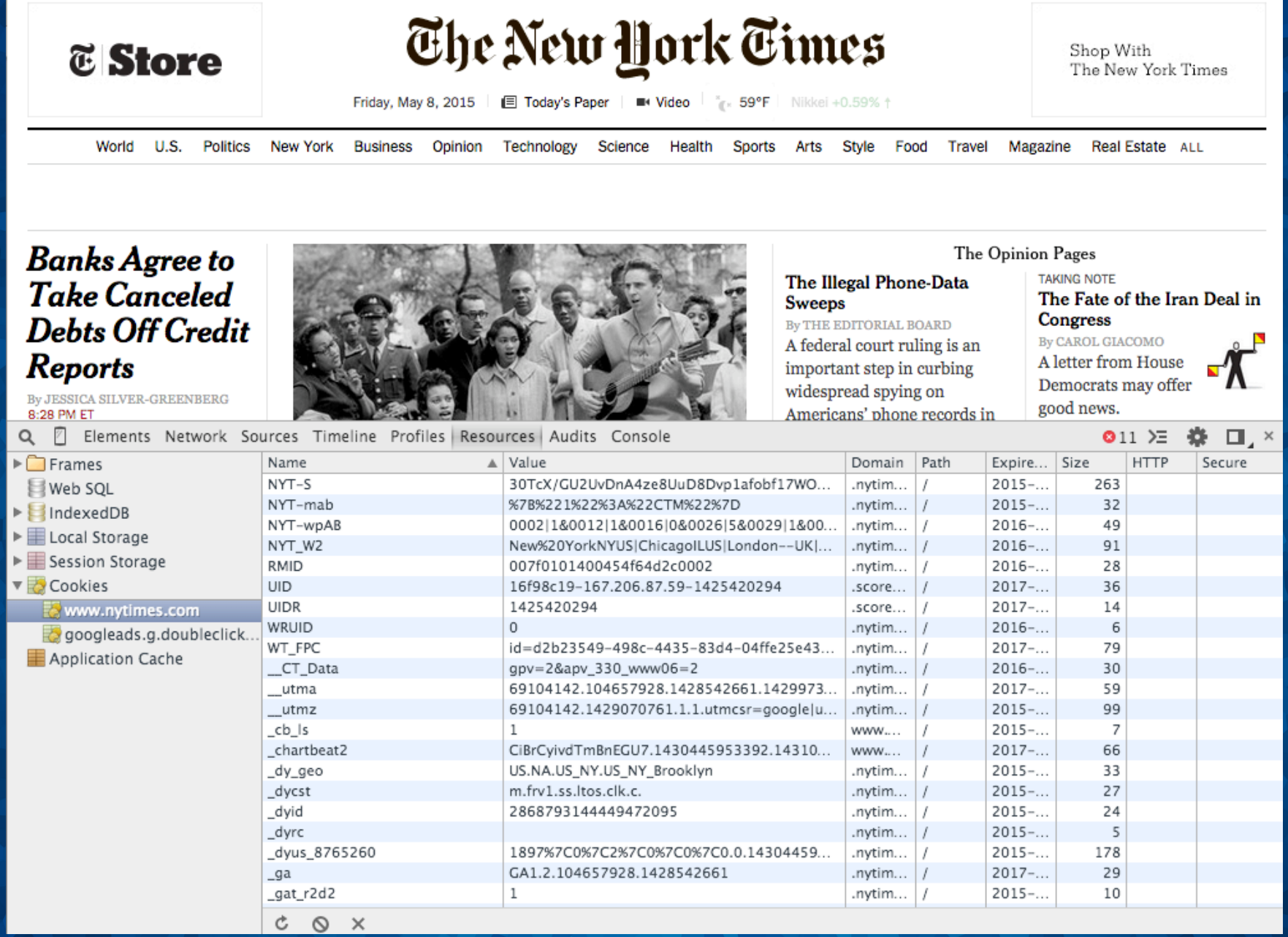


Enable Developer Tools in Chrome/Firefox/Safari.
Then right click on any webpage to Inspect Element.

View page source code



View timeline of all files loaded into the page



View cookies (trackers) the page uses

important step in curbing widespread spying on Americans' phone records in

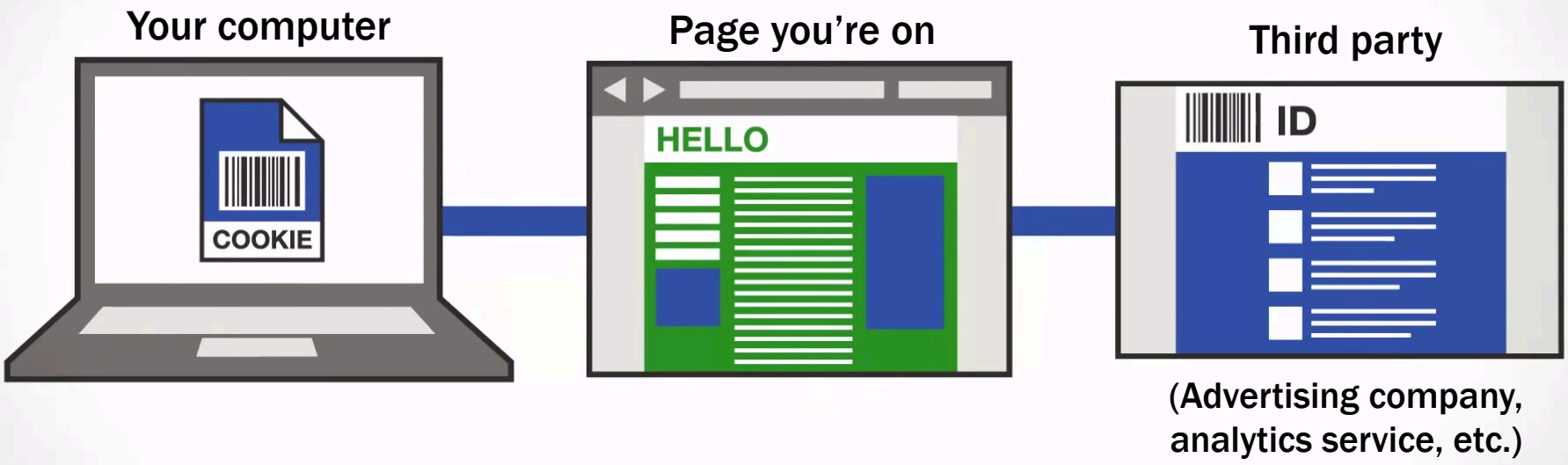
Network Sources Timeline Profiles Resources Audits Console

Name	Value	Domain	Path	Expire...
NYT-S	30TcX/GU2UvDnA4ze8UuD8Dvp1afobf17WO...	.nytim...	/	2015-...
NYT-mab	%7B%221%22%3A%22CTM%22%7D	.nytim...	/	2015-...
NYT-wpAB	0002|1&0012|1&0016|0&0026|5&0029|1&00...	.nytim...	/	2016-...
NYT_W2	New%20YorkNYUS|ChicagoILUS|London--UK|...	.nytim...	/	2016-...
RMID	007f0101400454f64d2c0002	.nytim...	/	2016-...
UID	16f98c19-167.206.87.59-1425420294	.score...	/	2017-...
UIDR	1425420294	.score...	/	2017-...
WRUID	0	.nytim...	/	2016-...
WT_FPC	id=d2b23549-498c-4435-83d4-04ffe25e43...	.nytim...	/	2017-...
__CT_Data	gpv=2&apv_330_www06=2	.nytim...	/	2016-...
__utma	69104142.104657928.1428542661.1429973...	.nytim...	/	2017-...
__utmz	69104142.1429070761.1.1.utmcsr=google|u...	.nytim...	/	2015-...
_cb_ls	1	www....	/	2015-...
_chartbeat2	CiBrCyivdTmBnEGU7.1430445953392.14310...	www....	/	2017-...
_dy_geo	US.NA.US_NY.US_NY_Brooklyn	.nytim...	/	2015-...
_dycst	m.frv1.ss.ltos.clk.c.	.nytim...	/	2015-...
_dyid	2868793144449472095	.nytim...	/	2015-...
_dyrc		.nytim...	/	2015-...
_dyus_8765260	1897%7C0%7C2%7C0%7C0%7C0.0.14304459...	.nytim...	/	2015-...
_ga	GA1.2.104657928.1428542661	.nytim...	/	2017-...
_gat_r2d2	1	.nytim...	/	2015-...

These are the names & contents of cookies this site uses

_dyid	28687931444494720 95

What's that gibberish inside of a cookie?
Probably a unique identifier that tags your computer and tracks your activities



Graphic from "What is a cookie?" by Adversitement
youtube.com/watch?v=I01XMRo2ESg

Review

1. Google ad settings
2. Ghostery or Privacy Badger
3. Browser: Inspect Element

THANK YOU!

Robin Camille Davis (John Jay)
@robincamille