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*“Facebook:
Through targeted advertising and Cambridge Analytica scandal”*

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*Alla mia meravigliosa e chiassosa famiglia,
siete il mio più grande orgoglio.*

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INTRODUCTION

Since the Facebook foundation, have passed almost 16 years. Starting as a university's student community it ended up as a powerful advertisement tool. As it has been founded, this was only directed to Harvard email addresses and within the first month 50% of the college's students had signed up. From that point, Facebook extended quickly, moving to other Boston-territory schools and the rest of the Ivy League that spring. Before the years over, the site had 1 million clients. Facebook spread across the world, becoming not only an incredibly valuable company but also one of the most important institutions of the early 21st Century. Its importance into world wild web has grown always more. Due to the increasing of users' connections, FB's remuneration arose with the establishment of Advertising tools on the platform. Three years after Facebook's initial launch, the organization presented an enormous scope based on various Ads programs. It gave businesses the space to create individual profiles. By the introduction of commercial actors on the site, also companies became an integrated part of the social media. This change of Facebook's core business bringing the social network to another level. As Zuckerberg put it, "The core of every user's experience on Facebook is their page, and that's where businesses are going to start as well...The first thing businesses can do is design a page to craft the exact experience they want people to see." Facebook advertising contents follow a never-ending evolution path. From pure banners to 'Social Ads', there has been always an improvement for advertisers to deliver more specific, targeted ads. Over its history, Facebook has reliably extended its accessible promoting designs, aiming to effectively monetize the platform without compromising user experience at all. Referring in particular on Targeted advertising, this kind of tools, in past years had been subject of scandal and criticism in according to data collection and behavioral ads campaigns made on users' information. Due to the US presidential campaigns in 2016, Cambridge Analytica acquired data from millions of Facebook users, making in troubles FB targeted advertisement system and its privacy policy. Facebook applied many of the changes also responding to an incoming update to the European Union's data protection framework, the GDPR. With the substitution of the previous privacy laws, the privacy regulation across Europe became more functional in relation di individual's data protection and managing of them. Promoting on Facebook will proceed to advance and adapt as new Adds formats emerge, privacy and data regulations loosen or constrict, its user base changes, and social media trends come and go.

CHAPTER 1

1.1. Facebook background insights

Facebook needs no presentations; it is representative of modern age and has also had an important role in the lives of more and more individuals. With almost over 2 billion members, it is the world's largest human network of its kind. It has built connections and bridges that were never possible before, it has also helped the growth of a world population constantly more similar to a grasp community.

Founded in 2004, it draws its origins from a “non-social” Harvard student named Mark Zuckerberg. He coded his fellow students’ social behavior into algorithms and interfaces—these technologies ended up at the heart of people’s everyday routines. He was always working on projects during his academic career and they were all projects that could have an impact on the world. His final project was, in fact, a sum of all his previous ones, this project was Facebook.

He learned from each of his projects, from Course Match: able to find the course in which each students’ friend was enrolled; Facemash: able to get information about their friends; and Rome of Augustus: where people would gladly provide content for free. Throughout these projects the core objective was always represented by his intention to connect and to make people feel closer, at first in the university context then in the global one.

The name comes from the face book directories often given to American university students. Facebook membership was initially limited to Harvard students, then it was extended to Heavy League Universities and higher education institutions across the ocean as well.

Since 2006, anyone who claims to be at least 13 years old has been allowed to become a registered user of Facebook. From simply learning the class where students’ friends had been inserted in the academic context to the evolution of an entire network of connections, it’s all about connectivity.

As Facebook evolved from a small, interactive college directory to a global social network, it has claimed three discernible phases in Zuckerberg’s language: a useful directory for quickly finding information about people, a social network connecting and enabling the sharing of information between people, and a critical social infrastructure for the Web and, increasingly, for the world.

1.2. People connection and interaction: online identities

“Facebook helps you to connect with the people of your life”, this is what you read when you log on to the Facebook platform. Before assuming different connotations in relation to diverse backgrounds, everything concentrates on connectivity; Facebook can be considered as a tool that produces sociality and communication. What really matters is only connection and interaction between people. From Facemash to Facebook: in every single project undertaken by Zuckerberg, in his career, he never left behind the idea and intention of “making the world more open and connected”; it is Facebook, however, that changed the way people interact and share their thoughts. It offers a number of ways to connect with others and share information while keeping total control over who they’re sharing their information with and how. This way, the notion of a “social” network is related to the concepts of openness and sharing.

Facebook helps to put users in contact with the communities around them, both physically and online: to celebrate and support all of these voices and their potential to better the world by creating a space where people can share their stories, in particular on a News Feed.

The highest priority for Facebook is not only represented by the user’s stories but also stories involving people they care about – those part of their social circles. It can be defined as a tool used to build a real community. Every single aspect of real life is projected on this platform, creating a parallel with the physical world and spreading the voice and thoughts of every single user.

Zuckerberg’s idea was to place online communities at the same level as other communities, he wanted to make it easier for people to see what was important in their friends’ world.

Users feel attracted to social network sites because they satisfy their need for direct and indirect contact with friends and other users combined with sharing information as well as entertainment. Furthermore, social network sites create a feeling of a common meeting place and a sense of belonging based on shared behavioral rules and norms. Online social networks provide a platform for communication and members join to maintain, build and anticipate relationships according to shared interests.

Social media is also rapidly changing the panorama of how people approach life, introducing new complications in the balance between public and private selves. Information which may previously have been shared with only a few close network members is now easily communicated to the farthest reaches of one’s Facebook network, which may be just as likely to include close friends as it is to include old classmates, casual acquaintances, and extended family members.

Social media could intentionally and unintentionally reveal different faces of a person’s identity to a single audience, which often includes diverse relational subgroups. People often play a variety of social roles (for example, a family member, a co-worker, a friend) and these relational subgroups may also have very different values and norms. Social media promotes interaction outside of the settings where these roles are typically played, and which can create a number of identity management and information access concerns for users. This is particularly true for “real name” social media like Facebook compared to more anonymous online contexts. Facebook can be considered an online identity expression, that can be coherent or not with the true

one and that asks individuals to think carefully about what they reveal and show online and to consider that it is permanent and widely diffused.

Most social network sites like 'FB' offer their clients three most significant services. They can make "a public or semi-public profile within a bounded system", list other users in the network with whom they are acquainted and can access their friends' information and their list of connections. In any case, the openness to access and the search ability of other private profiles varies significantly among networks.

1.3. User empowerment: from top-down to bottom up communication

In traditional communication, expressing an opinion means sharing it in a limited circle of people with low possibility of it spreading among others. This means that, in that particular context the ‘word of change’ is held by a restricted number of individuals that manage it and possess few instruments to spread it widely. Users’ voice have a different resonance, a single post can have great impact regarding every single topic and fact, it can be compared to a stage that everyone is looking at and listening to, it can influence or empower people’s opinion, giving them for the first time the final word. Facebook users are both passive and active audiences as for content but also collective agents capable of action.

For instance, Zuckerberg contends that Facebook assists legislators in engaging constituents and it also helps people to be connected with governments in some cases becoming politically dynamic. Zuckerberg recommends that Facebook is a sort of “honest-broker” among user and social organizations, it is a place where people and legislators can interact and improve the world a spot. All of this enforces the concept of a building tool used to create a more fair and straightforward discourse around government that could lead to more direct strengthening of individuals, greater responsibility for authorities and better answers for the absolute most concerning issues within recent memory. The empowered user (or community of users) is stressed while the part of top-down correspondence from government officials to residents is minimized. This recommends that while Facebook fills in as a facilitator of social and political activity, its genuine likely lies in enabling people.

Even in the commercial context the use of social networks seems to be vital in order to understand people’s needs and thoughts, powering up the phenomenon of customer-oriented supply.

Sharing has never been as important as nowadays. In narrating the relationship between Facebook and users, Zuckerberg makes a sort of universe that puts the clients and businessmen at a similar level, subsequently diminishing huge contrast in power between these players. This point of view shows how this powerful social network not only gives users the appearance of control by simplifying and diversifying tools for managing content, but also by rhetorically positioning users on the same level as would-be content exploiters. As far as business purposes web-based media have transformed the past aloof purchasers into dynamic decision maker, a new form of consumer: the supposed “prosumers”. This new form of buyer is an “empowered, impatient customer who has a short attention span, a lot of choices, and a low barrier to switching”. Also, Different analysis reveals how, in many ways, Zuckerberg’s discursive practices not only situates Facebook in society, but also situates society for Facebook.

1.4 Companies as users: the transformation of Facebook mission

Facebook is attentive to users' voices, positioning them within the context of an ever-changing platform. Social media has also affected the balance between private, commercial, and public spaces. As Facebook's News Feed created a personalized newspaper that contains a stream of information that could well be supplementary to traditional means of news and entertainment, so far, this has been only the beginning of a new era.

The creation of the Facebook platform and first implementation was intended to be the beginning of a new revolutionary era of communication and relationships, at first with individuals and consequently with companies. All this was modified by the introduction of commercial actors on the site. It was becoming not only a platform where people could be part of others' lives but also an instrument that allowed companies to be part of those lives. The Social Networking users' unique expectation was to interface individuals socially: sharing preferences, dislikes and photographs, notwithstanding, organizations began making "Fan Pages" and began adopting comparative strategies to associate with their audience. Late years have demonstrated how Social Networking has gotten one of the most well-known online services, with a colossal measure of the populace effectively associated with it. Social networking sites, specifically Facebook, represent a considerable part of the time Internet clients spend on the web. Between September 2008 and February 2009, the quantity of Facebook clients between the ages of 35 and 44 expanded by 51%; Facebook clients among the ages 45-54 developed by 47%; Facebook clients ages 26-34 expanded by 26%, and the greater part of the 140 million Facebook clients are out of the academic context. It has continued developing each year since its dispatch; it is as yet the most utilized social stage with almost 2.45 billion months to month dynamic clients. Also, most individuals go on Facebook at always a major rate once every week, along these lines making publicizing using Facebook an incredible open door for advertisers. Online media is an innovation that permits to distribute in a flash and economically on the web. It supports live conversation on a colossal scope of themes, with companions, yet besides organizations and purchasers (figure 1). It permits shoppers to publicize their buys or air their grumblings, and it likewise empowers entrepreneurs to get input about their items or services. It wouldn't have been long before organizations and publicists found informal community locales as the ideal advertising device to drive their organizations forward. With over 2 603 million users, Facebook guarantees more than friend requests and has become an excellent advertisement instrument. Due to this, the platform's change of mission was called for and shifted to one that seems to be more remunerative and ensures a strong life and visibility in the long run. Thus, laying the foundation for the phenomenon of online advertising within other powerful online companies.

Leading Facebook usage reasons according to users in the United States as of 3rd quarter 2019

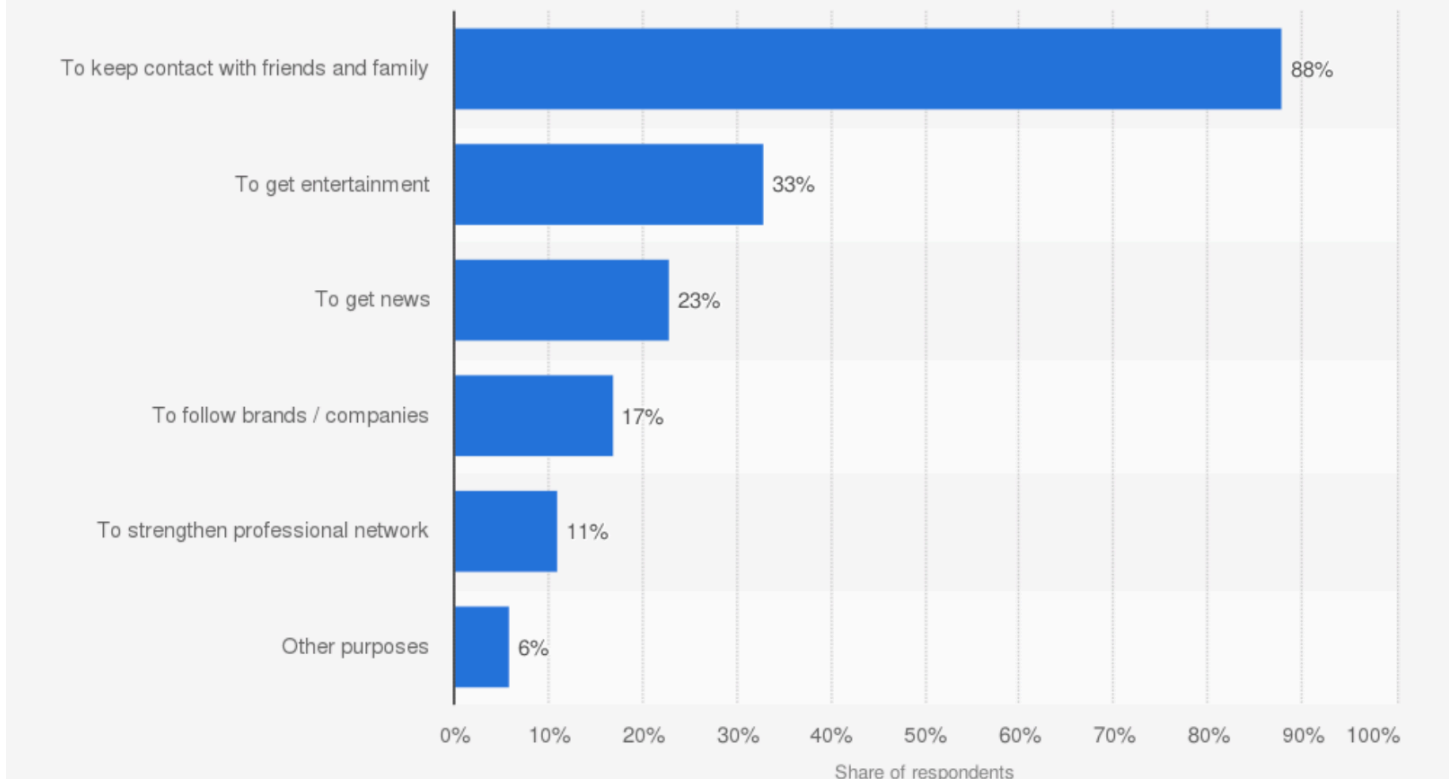


Figure 1

Source: <https://www.facebook.com/business/news/insights/generation-z>

1.5 Social media marketing

Going after social communication that represents a key idea for web-based media, Social organizations like Facebook, Instagram, or Myspace have, as of late, increased tremendous notoriety for marketing communication. Online media utilized as marketing tools give advertisers the novel bit of leeway of being available in a similar spot as their clients, subsequently, to have the option to interface with them and to access their propensities, needs, interests, inclination, and purchasing behaviors right away. Social networks community destinations are the quickest developing on the web segment. All things considered, they will be the most significant internet promoting apparatus and will outflank "customary" web-based advertising locales and entries very soon. Social media-based advertising can essentially be utilized for building brand awareness, recognizing assessment pioneers (referred to in web-based media as compelling), driving on the web traffic to mark Web sites, spreading explicit messages virally, creating clients databases, ingraining validity and trust in a brand, and improving a brand's image. Advertisers need to understand that marketing is changing and keeping new guidelines. Web-based media showcasing is these days "characterized by user control, freedom, and dialogues." These new attributes have changed the competitors' arena, which has gotten more users' attention, requiring so more transparency and constraining organizations to respond to these changes. Their distributed contents characterize associations, and clients need credible ones.

Social media have changed the brand-building measure. Already, advertisers decided the presence of a brand and afterward basically utilized the equivalent disconnected methodology online with no variation to the clients' needs and requests. Nonetheless, companies are not in charge any longer and need to think about customers' new intensity. Clients have the likelihood to interface both with brands just as with different clients and to partake in the marking of an item or administration. Likewise, it is significant to engage purchasers to energize communication and branding item improvement. Online media have made another type of discourse among organizations and customers. Conventional structures were business-to-business (B2B) and business -to- consumer (B2C), whereas now, new forms are consumer-to-business (C2B) and consumer-to-consumer (C2C).

Nowadays, customers can get informed each other about items and services through online social media and are not exclusively subject to the data given by companies. Buyers utilize web-based media as a significant source before purchasing something since they trust different individuals and their encounters. The encounters apparent by clients are shared and affect others, so the voice and assessments of clients are more grounded and more significant for organizations than at any time in recent memory.

Market rules are not made distinctly by the "biggest" any longer. Online media showcasing should be perceived as an immediate two-route correspondence among brands and clients rather than the uninvolved utilization of commercials. The objective of web-based media advertising isn't to make traffic or interfere with

the network; however, it can make brand esteem and a connection between the brand and the customer. In web-based media, it is critical to focus on the shopper and their conclusions. Organizations need to associate and speak with their clients, support investment, share stories, and become an aspect of the network dependent on trust and a common relationship. Trust is built up by giving fair data and quality substance; in any case, associations need to comprehend that social media marketing is a moderate exchange, as building trust requires some serious energy.

1.6 The effectiveness of social advertising on Facebook

The object is to deduce how compelling social network sites are as a marketing tool and to which degree clients' buy choices are affected by Facebook applications, pages and commercials. In this manner, the examination questions are:

Q1: Are Facebook users aware of the advertisements?

Q2: Are Facebook members using Facebook as an information source?

Q3: Who can be reached via advertising on Facebook?

Q4: Can demographic differences be observed according to characteristics like age, nationality, profession, education, income and marital status?

Raising questions about the awareness of advertisement on Facebook, the range achievable with a campaign and the information provided, underlines and analyzes the effectiveness of Facebook as a marketing tool useful to build brands and relationships with customers. Social network sites furnish an ideal stage to speak with clients and interface with them to acquire data about what they prefer or want, establishing also preferences. Looking more in deep, the user is in control and it is crucial for a company to become a member of the network with whom other users can interact and develop a relationship based on trust. Social network marketing is not about advertisements interrupting users nor hard selling techniques and it is crucial not to control the content provided by users.

Users use Facebook to stay in contact with friends and companies need to be careful of how much commercial content they provide. The most important element of social networks is the relationship with friends in an indirect or direct manner. In addition, friends have the most influence over each other because according to the findings of the survey the most important source of information is the profiles of friends and acquaintances and one important reason to become a fan of pages is friends' recommendations.

1.7 Facebook as a marketing tool

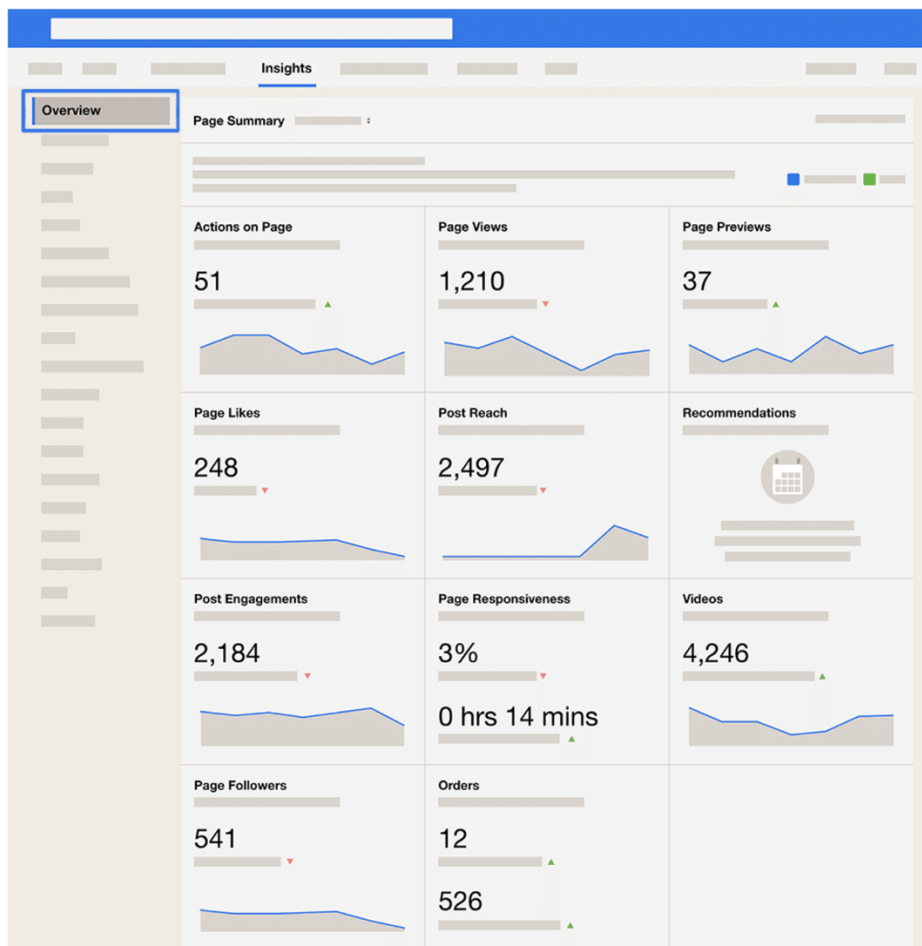
The use of Facebook seems to be vital in understanding people's thoughts and needs, because of this conclusion FB is a pure marketing tool. Not only because it highlights the users' preferences but also because it highlights the users' characteristics that come out through research undertaken on site.

Facebook's promoting techniques are driven by three components. Starting from pure advertisement contents, each one includes a text line, a title and a picture, limited in both length and size. Contingent upon the set of a budget, promotions are either shown in the news feed in order to ensure their effectiveness, or in planned space for ads in every website. At the point when an individual snaps on an Ad, it is legitimately sent to a site or to a site inside Facebook. Facebook's Ad strategies are primarily centered around the likelihood to target exactly the right audience marketers want to reach. The subsequent component is "pages", which are free organizations' profiles. "Pages" offers features organization a step above regular profiles. Users can interact with a company's page and can become fans of a page instead of becoming friends with other users. Users interact with brands through pages because they want incentives in order to build a relationship with a company. The last component of Facebook's marketing scheme is the social graph system. The social graph is a free word-of-mouth framework, which permits consumers to tell others about their preferred items and services. This purported 'friendvertising' is the most functional part of FB adv, companies can utilize this arrangement of connections through the social chart to reach whatever number of clients as could reasonably be expected. Friendvertising is productive on the grounds that customer behavior is constantly revealed on social networks and users are well on the way to duplicate this kind of behavior captured by their companions because there is trust between them. By the way, opinion leaders are very useful for companies in this context, in order to capture and influence people's behavior.

The overall goal is that users include a brand message in their conversations with their friends. The news feed is the most important feature for viral marketing. An example is Facebook connect which allows users to share content from other sites with their friends and to inform them about their activities outside of Facebook. By connecting to it, businesses can access the millions of viewers, their wants, their needs and their wallets by logging on to the Social Network on a daily basis. Facebook is of course active in promoting their ad service on the site. Advertising within Facebook can be achieved through an application on the site, which lets users create their own advertisements to be posted on the site.

1.8 Pages insights and Targeted Audience

Facebook has come up with a new approach that may make a big difference to banner advertisement and Click Through Rates. Facebook describes itself as the perfect marketing tool because its developers have created an advertising system which allows businesses to use the information of each Facebook user for targeted advertising and much more. Its advertisements reach a brand's target market quickly and allow bidirectional communication where consumers can detail their needs and provide real-time feedback information and allow identification of trends. All of that is almost related to Facebook Pages. Page administrators are able to use "Insights" tool. Facebook insights can track likes, pages views and more. Analytics give tons of valuable information that can help companies to track and measure results in order to refine strategies and measure the return on investment. We can divide this tool in, Facebook Page Insights and Facebook Audience Insights. Page tools gives detailed analytics to track what works, learn how people interact with contents published in order to improve results over time. The Overview is broken down into three sections: Page summary (a resume of all the most important tools), 5 Most Recent Posts (an overview about the engagement rate of the latest posts) and Pages to Watch (An instrument built on the personalization of the page).

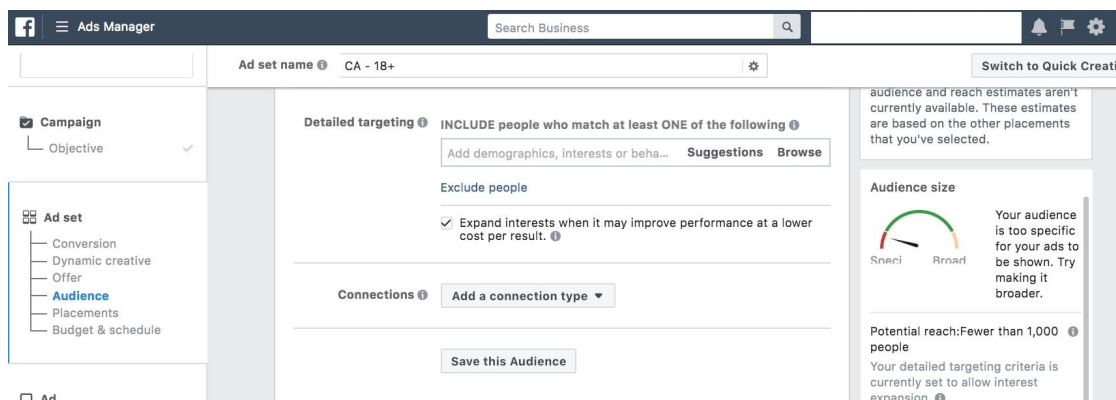


(Figure 2, via Facebook)

The summary (Figure 2) is represented by a set of graphs with top-level metrics as:

- Actions on Page: The combined total clicks for your contact information and call-to-action button
- Page views: Total views of your Facebook Page, including by people not logged into Facebook.
- Page Previews: The number of times people hovered their mouse over your Page information to see a preview of your Page.
- Page Likes: The number of new likes.
- Post reach: The number of people who saw your posts in their timeline.
- Story reach: The number of people who saw your Stories.
- Recommendations: The number of people who recommended your Page.
- Post engagement: A combined total of post likes, comments, shares, and other engagements.
- Responsiveness: An evaluation of how often and how fast you respond to messages.
- Videos: The number of video views of three seconds of more.
- Page followers: The number of new followers
- Orders: Your orders and earnings.

The published posts have a range of details uniformed. Type, targeting, reach and engagement are available for each one. It is important to track performance about everything is posted, in order to improve results in the future. Coming to Facebook Audience insights, those analytics tells who the page audience is and how it is interact with what published. Considering all these insights, organizations have the unique possibility to target precisely the right audience and to create content tailored to each customer's need that allows them to build a loyal and reliable relationship with their audience. Facebook will allow targeting based on demographic profiles and interests that users reveal about themselves on their pages. (Figure 3).



(Figure 3) via Facebook

The more tailored choices on a social network are present, the greater the likelihood of improving quality of pricing. Targeting can make a huge variation in the amount of traffic that a company can carry to its website. Marketers see substantial rise in click rates when advertisement is personalized on different criteria such as location, content of visited web pages, or search engine information. Targeting is seen by others as the rescue of all types of digital advertisement. For instance, a person who said on his page that he like a particular company's product at this point that organization might insert a banner ad on the side of his page that advertised that item. Individuals would prefer not to be upset and hindered while they are socializing in any case, in the event that they are customized to their particular interests, it can be different, as people like relevance. In any case, the effective impact relies on which bits of profile data are really being utilized. Demographics, location and interests are immensely significant parts of focused promoting through Facebook. Facebook has attempted to make it very easy to focus on an ideal audience. Truth be told, choosing an intended interest group is integral to the Facebook self-serve stage. Audiences can be focused by area, age, relationship status, and interests. People can likewise be targeted by language, as Facebook is accessible in 40 idioms with a lot more being developed. Facebook has centered its publicizing procedure around its vast members' data, permitting sponsors to focus on a group of people specifically selected. Facebook offers promoters the capacity to contact their precise audience from a wide segment one, to a geographic inclination, and to a more granular interest development. There are different ways in which is possible to filter a targeted section as "country, state, city, gender, age, any interest keywords, educational status, workplace, relationship status and interested in". It categorizes interests and preferences on the profile as keywords, which are utilized to match social 'adv' with the social people's activities. Interestingly, an advertiser can't determine a singular keyword, yet they need to pick out of the alternatives gave by Facebook. In addition, the vast majority of the offered keywords focus on a smaller subjective group. This implies Facebook's advertisement features can be helpful for both little and huge organizations, in comparison to contextual and search advertising, with the advanced targeting capabilities allowing them to zone in on their specific target audience, companies can utilize their publicizing spending plans by abstaining from paying for advertisements that are conveying to an inappropriate people group. Moreover, a publicist that has its own Facebook page or Facebook application, there are a lot of targeting options for them, such as targeting fans of the page or application, friends of the fans of the Page or application or people who are not a fan of the page or application. With Facebook including these extra focused options, they likewise guarantee that the business/publicist isn't paying for promotions to be shown to unimportant clients. The advancement of Facebook's targeted adverts carried its advertising on a new dimension and has changed user's perception of banner ads, from annoying, irrelevant adverts with low click through rates, to more appreciated ones, personalized to each individuals' desires.

Second type of targeted "adv" is known as "inferential Targeting". Innovation permits sponsors to choose how profoundly they need inferential focusing to be thought of. What Facebook has to bring to the table a business is something that each organization searches for when publicizing their items, customized advertising. The

idea of customized marketing is the point at which a business targets an item to an individual client. Direct advertising generally works extremely well in reaching customers and people with certain features. Related to this, the concept of a viral campaigning can be defined as a marketing technique which creates brand awareness of a company and in general to help spread a particular concept or a message to a clustered range of people. A viral campaign is created specifically to be spread through social media, in the form of postings or messages. Even if different social media submit ads and advertising, in terms of ad targeting, Facebook stands above other advertising platforms because of the information they have stored on all of their users, no search or contextual advertising platform can offer the same type of precise targeting.

1.9 Data collection

Talking about targeted marketing on Facebook, it is natural to ask and to think about the huge quantity of information it stores on all of its users and how it uses it. Facebook has no paid membership service, it permits people to be freely registered, provided that the individual is voluntary to give various distinctive insights regarding themselves such as written in FB's registration page: "their first name, last name, email address, gender, date of birth (D.O.B), location, hobbies & interests, education level, school they are attending, workplace and relationship status". For companies, in order to create targeted advertising, it is vital to store this kind of data, but at the same time it is not so simple to do it on their own, it would be costly but most of all a huge waste of time. By simply asking people to fill out a form before being registered, Facebook is able to handle a huge quantity of information researched by everyone that wants to do a business or just wants to know or maybe influence people's opinions and attractions.

Individual information has become another stream of monetary worth. Once handled and ordered it gives significant info to organizations about users' inclinations and interests, which are amazingly helpful to increase the consumers' acceptance of a brand. Facebook and other large Internet companies are growing on the economics of personal data, characterized by the activity of collecting, aggregating, analyzing, and monetizing personal data. Although making a profit from personal data may be seen as an intrusion in individuals' privacy, above all it represents a very remunerative activity for them. If one considers the amount of personal information gathered by Facebook and the way it organizes all their data, the result is that it has the largest databases of personal information in the world, that is shared with others for marketing purposes. Facebook processes and combines all the personal data they collect from users in such a way that they offer companies the most efficient tools for advertising, that is, contextual and remarketing advertising.

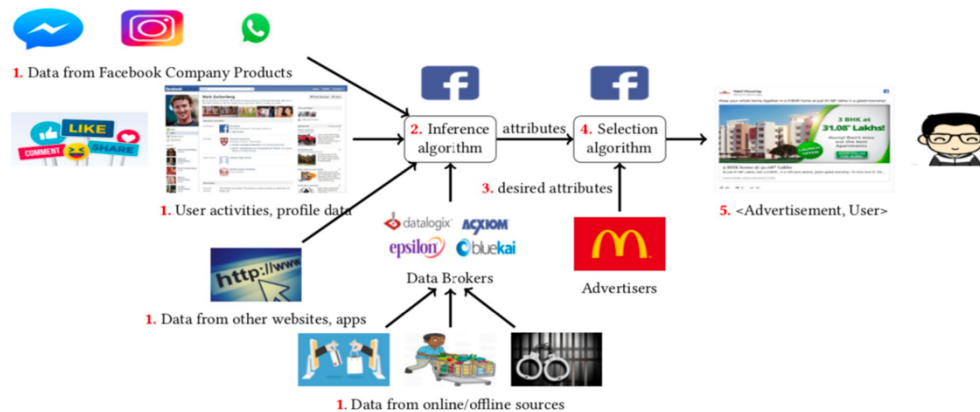


Fig. 1 Advertising on Facebook

1.10 Facebook's adaptability: From small business to Governments

The utilization of micro-targeted advertisement is misused to give tailored messages to various gatherings of users on the web. Targeted promoting can have a link, not exclusively to specific business purposes, yet in addition for different issues, for example, political or institutional ones. Generally unmistakable in the US, yet in addition apparent in nations extending from the UK to Ukraine, Brazil and Australia, Facebook has started to be utilized in a scope of various ways. It has quickly developed a huge job additionally openly and institutional purposes like political elections.

Only a couple of years back, students were just beginning to take note of the Facebook foundation by shaping themselves into pages and profiles, presently Facebook is engaged with something greater. In particular, as of late, a ton of consideration has been paid to the utilization of Facebook for political publicizing. While targeted messages and customized political correspondence isn't new, these new types of information and the speed at which adverts can be put online show a significant improvement in political election agreements from voters. Facebook has become the fundamental component for nearly all that manages connectivity, publicizing, targeting and data collecting starting from little independent companies to government institutions and foundations carrying with it all the case implications from a positive and negative point of view. Paying for advertising campaigning on Facebook is, therefore, not the same as doing so on TV; there are important details that need to be acknowledged if campaign spending is to be effectively interpreted and understood.

CHAPTER 2

2.1 Behavioral Data and Digital Prints

Always more people today affirm that sometimes when seeing an online advertisement, they feel as if their microphones were listening to their conversations. By tracking user's online actions and collecting information on them, people's behavior can be predicted accurately. "Big Data" is a developing term that portrays an enormous volume of organized, semi-organized and unstructured information that can possibly be dug for data and utilized in AI ventures and other progressed explanatory applications.

The most recent mechanical patterns, for example, associated gadgets and machines, wearables, and the widespread use of sensors, just as (client produced) online substance are drivers of a huge and continually expanding measure of information. Regarding the enormous volumes of assorted data and related new information practices that have opened up to firms, huge information investigation has become a significant subject among experts, strategy producers and researchers. Insights obtained from big data are applied to many fields, they aim to learn people's preferences and behavior in order to use them for business or even for political purposes. Data and Analytics are the principal weapon used in a new digital revolution, but the real force stands in their combination.

Scientific precise technologies help organize information, by creating an intelligent fusion of the two and by separating people into different clusters and categories in order to implement targeted tools. Targeting advertising is able to send the right message and is able to predicts people's behavior. This is possible by identifying people through the use of the most sophisticated methods, which are not only in the technological field but also in the behavioral psychology field. This enables a mountain of information about people to become a gold mine.

Everything started with the dream of a connected world ending up into a new reality, a new trillion-dollar-a-year industry made of people digital traces. To ensure all that, it is not only up to computers and data base, the focus is also on data scientists and psychologists who have learned precisely how to reach the people they want to message, what message to send and exactly where to reach them.

Traditional communication and advertising, in general, is able to build loyalty but is not deeply rooted in people's minds, it is efficient but doesn't change people's behavior. The Holy Grail of communication is when people's behavior starts to change after seeing something that is closely related to them. Through the knowledge and the will to influence people in depth, a new king of communication, one that is more behavioral, takes origin. With all the advantages in data science and predictive analytics it is possible to know so much more about people than ever imagined, the key stands in looking at users to determine what they need to hear in order to be influenced in direction that others want them to go.

Big data can create value at different levels. Among them is the possibility for sophisticated analytics to substantially improve decision-making. The gift of free connectivity given to people laid the foundation for something bigger. All people's interactions such as credit card swipes, web searches, locations, likes or even

voice-activated “assistants” , or home smart things able to record people’s voices and reactions, are all collected in real time and attached to people’s identity, giving any buyer direct access to users’ “emotional pulse”. Therefore, it is no longer about data but in particular about ‘Behavioral Data’ which through aggregators, is able to build a picture of everyone in a very precise and endlessly useful way. So, not only commercial personalities but even political ones, armed with this knowledge, compete for people’s attention, giving birth to the steady stream of contents created and seen only by a particular, targeted person. People’s likes, fears and boundaries are stored and even used against themselves.

2.2 Digital campaigns: turning point in politics through social media

Every single form of advertisement, not only in the business arena, is now becoming more and more digital. Nowadays politicians like businessmen, want to achieve their consent online and it can be easily reached through the combination of data and social media. Political web-based publicizing has become a huge business, particularly during presidential political election cycles, and is giving to the promoting business a truly necessary lift. In analyzing how political parties spend money, what stands out in advertising is the following; online market researches (data collection), digital marketing and social media marketing investments tend to dominate spending activities. Talking in particular about the UK, over £3.16 million was spent on Facebook advertising by all UK parties in 2017. On the basis of this data, it appears that Facebook advertising is indeed becoming a feature of election campaigns and not only in the UK, this is just one of a huge quantity of examples. Focusing on the USA, political advertisement is changing constantly. Starting from the 2004 re-election of George W. Bush that was the first campaign to strategically combine voter file information with CRM systems (customer relationship management) arriving to using micro-targeting and advanced audience segmentation specially on Facebook to reach target audiences that helped 'Barack Obama' win his second run for the White House. Barak Obama's second campaign was one of the primary examples of political advertising placed entirely on social media in order to develop a "trusted" voice of authenticity and the rapid sharing of content between fans who trust one another as credible voices of support. Thus, securing social networks an "earned media" position over the ever-powerful television. The developing significance of promoting on online media suggests a central change in conventional public communication, which has normally been only started and overseen by explicit entertainers, e.g., legislators, organizations just as columnists. It laid down a sort of revolution in terms of political propaganda for the years to come. In recent years, these kind of political advertising methods have taken a step forward and have refined their targeting technique, thus guaranteeing a persuasive model based on the combination of extensive polling of voters, to whom access allows into a series of specific categories such as a perdurability score, or turnout score. (figure 1).

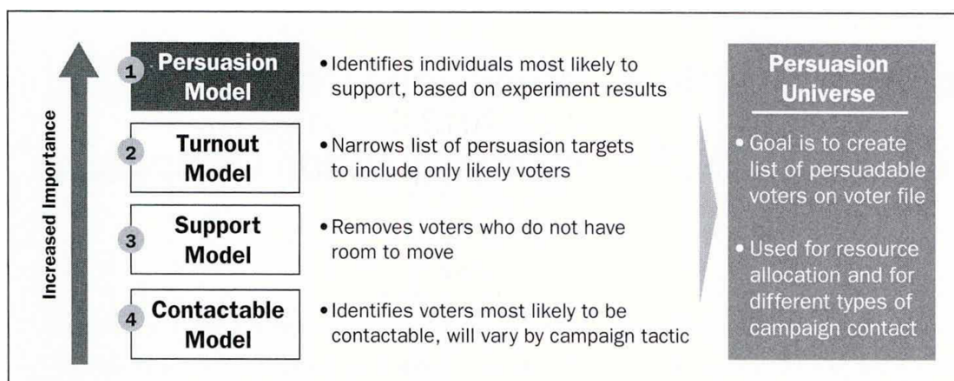


Figure 1

As for the political sector, another lesson that has to be learned is in the importance of what is so-called “trusted persuasion”. It is a concept which refers to the impact of sharing contents across social networks that is able to persuade and build awareness concerning a specific topic especially because those themes could be supported by users’ friends.

Social media is increasingly used in political context. Social network sites like Facebook are believed to have the potential to increase political participation. This way, candidates that were considered marginal, like Donald Trump, gained consent and built supporters through other people’s friends on social networks, considering that communication between friends is far more persuasive than direct advertisement and this is all because voters come in close contact with candidates like never before in the network world.

This connection has the power to form an audience made up only of the specific candidate’s supporters, people that can identify themselves with those who run for the government and it is known that if a candidate has similar characteristics to his own he is more likely to be appreciated and favored than others. This connection enforces great opportunities of building strong relationships between the voters and the candidate overtime and this is very important because people don’t just vote on Election Day, through social network they are able to express their opinion everyday with their clicks, posts and tweets.

By collecting information from these users, through a social media like Facebook, political campaigns are built on what voters like and prefer, it is not only about reaching new people who agree with the candidate’s thoughts but it is also possible to ‘convert’ those people whose ideas differ.

Online media isn’t as firmly monitored by agents just like case constrained, along these lines, citizens are getting a more valid perspective on the competitors themselves. It has been seen that in a short space of time, government officials in current majority rules systems over the world have excitedly received online media to draw in their constituents, go into direct exchanges with residents and empower striking political conversations. Obama and afterward Trump are the best instances of this wonder. The optimization of frequency through platforms and the ability to reach target segments by using the most appropriate media platform is completely transforming the way in which advertisers act and as a consequence how users respond to them. The bet is on the fact that the network is able to look at the person and thus determine what it is that they need to hear so influence the direction in which to take them. The potential of social media appears to be most promising in political context as it can encourage more participation and democracy.

2.3 political behavioral campaigns: Cambridge Analytica

Data selling and analytics is not just part of the commercial world, this activity is extremely involved in political campaigns as well. To support the phenomenon of online political campaigns, different kinds of political communication firms have been founded.

In the wake of the 2008 and 2012 Obama campaigns, plenty of companies provided the data needed by US candidates for presidential elections. Companies like Blu State Digital, Blue Labs, NGP VAN, Civis Analytics and so on. Political consultancies firms grant through a license data and by matching this data they find a lot of useful information about voters. Those who collaborate with social media like Facebook provide the best successful service wanted by politicians when competing and who need to pass on their message.

Taking all this into consideration it seemed vital to direct special attention to a specific company which focused on political communication during campaigns and unique in its genre: its name was Cambridge Analytica. Through combining data and the use of different digital marketing tools, this English firm, attracted a lot of interest because of its intention to understand the way in which people think in order to tell their clients far more about audiences than anyone else had ever done before and thus be able to reach them easily. When Political communication firms use data, they want to be able to figure out who the individuals that could be easily persuaded are and find out how to do so, and this company was the best in doing it.

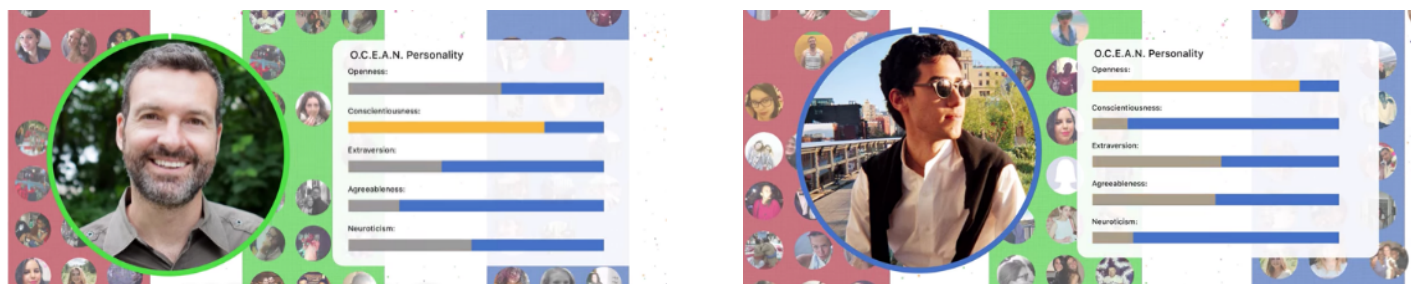
Cambridge Analytica was a spin-off of the SCL group, a firm evolved from the Behavioral Dynamics institute (BDI), a consortium of sixty academic institutions and hundreds of psychologists. With less power and visibility than any other giant firm of the sector, the most interesting point that has to be analyzed is represented by how such a tiny company could be so bold and have such a notable impact on political systems, cultures and economies, and there are some crucial points that are able to explain it. The company gained attention by employing and bringing in-house psychologists which had a role that went beyond the simple pollsters, designing instead political surveys and using them to segment people. Through ‘‘data modeling’’ the team’s data gurus created algorithms that could accurately predict people’s behavior when they received certain messages that had been carefully tailor made for them.

This was a company that did not limit itself to the collection of demographic data, what made the difference were the ‘‘psychographics’’ gathered to understand people’s complex personalities and devise ways to trigger their behavior; their use made Cambridge’s work precise and effective.

Taking a closer look, the term ‘‘psychographics’’ was created to describe the process by which personality scoring was examined and then applied to their massive database. By using analytic tools to understand individuals’ complex personalities, the psychologists determined what motivated individuals to act. Then the creative team tailored specific messages to those personality types in a process called ‘‘behavioral micro-targeting’’, specially through Facebook ads. With this particular method of targeting, the scientists could zoom in on individuals who shared personality traits, addressing and messaging them again and again until the achievement of the result prefixed was not gained.

At that point the data “harvesting” was finished, Cambridge Analytica’s Approach to data analysis and targeting was characterized by five steps, possible by the use of a particular scoring method. After the data collection, they gave to million individuals OCEAN scores, determined from the thousands of data points regarding them. OCEAN scoring was the result of studies on academic behavioral and social psychology; all of that predicted to score every single person in order to determine the person’s personality construction. By testing personalities and matching data points, CA found the possibility of determining the degree to which an individual was ‘open’ (O), ‘conscientious’ (C), ‘extroverted’ (E), ‘agreeable’ (A) or ‘neurotic’ (N), this particular analysis allowed the firm to segment people more accurately, thus, understand people continuously in each category considered.

OCEAN scores (Figure 2) were a new approach to target and influencing, obviously it attracted attention and has been used in different political campaigns all around the world since, running into positive but mostly negative issues. Above all, it was a new way of combining and looking at data. The information concerning people was not collected so as to know their secrets or their birthday, but the main point was to learn how a person was and how he or she reacted in front of a particular situation. All of that allowed to divide people into clusters based on different aspects of personalities, creating segmentation that had never been possible before; it represented a revolution for the years to come.



(Figure 2)

In Reference to an application using the Cambridge Analytica, method of analyzation, there is a particular event that intimidated its notoriety and reputation. The CA’s CEO, Alexander Nix was totally focused on building a strong business set on elections and at the time his goal was to bring the power of behavior predictability to the political campaigns. functions What he needed most of all was a place to test and bring to the light all that had been realized. The new media success that tracked a new scenario and the successful Obama online campaign created a market opportunity to place such a business in the United states. By having hundreds and hundreds of thousands of Americans to undertake a survey, they were able to form a model with somewhere close to four or five thousand data points that could predict the personality of every adult in the United States, because it is personality that drives behavior, and behavior influences how people vote.

2.4 US elections, tacking data and Getting the message out: Facebook Role in Cambridge Analytica's campaigns

Cambridge Analytica started from its 'behavior changing instrument' but it had to use a social media to get their message out, as said, increasingly used in political context. If Facebook seemed to be the best platform to use to get the message out, for personalized campaigning, to communicate a personal image as a politician and to post personalized messages online, it also had a role in data collection.

At that time, Cambridge Analytica claimed to have 5,000 data points on every American voter, this fact, especially, attracted the attention of US candidates, and the interest in knowing the main sources was vast.

At the peak of Cambridge Analytica's success, on Facebook there were apps that gave information about users' data and when using these applications their friends on the network had data pulled out as well. So, information like status updates, likes and even private messages in some cases, were stored. All this could help target voters not as people but as a specific kind of personality, because, they only needed to touch a couple hundred thousand people to build a psychological profile of each voter in all of the United States.

With such an amount of user's data stored on social media, it was possible to predict user's opinion, interest, and future behavior based on the trace they left behind.

In 2007, FB introduced the Facebook Platform, a third-party set of applications (Facebook applications) with the inspired thought that more applications ought to be social. People's timetables ought to have the option to show their companions' birthday celebrations, maps should show where they live, and individuals' address book should show their photos. To do this, they empowered individuals to sign into applications and offer who their companions were and some data about them. In 2013, Aleksandr Kogan (CA's researcher) created a personality quiz app named "This Is Your Digital Life, a 120-question personality quiz, that asked about personality traits but also questioning political orientation". (figure 3) People were encouraged to take that survey because each one was expected to earn from 2 to 5 dollars. Given the way the platform worked at the time, this meant Kogan was able to access tens of millions of their friends' data and preferences. To a survey user, the process was quick: "You click the app, you go on, and then it gives you the payment code." But two very important things happened in those few seconds. First, the app harvested as much data as it could about the user who just logged on and secondly, the app did the same thing for all the friends of the user who installed it. It was installed by around 300,000 people who shared their data as well as some of their friends' data, so data sharing involved almost 50 million users. It provided personal identifiable information such as real name, location and contact details – something that wasn't discoverable through the survey sites themselves. "That meant you could take the inventory and relate it to a natural person that can be matched to the electoral register."

In 2015 Facebook saw that Kogan had shared users' information from his application with Cambridge Analytica. It was against Facebook's approaches for engineers to share information without individuals' agreement, so the social network promptly banned Kogan's application from the stage and requested that Kogan and Cambridge Analytica officially ensure that they had erased all inappropriately procured information. They gave these accreditations. Be that as it may, Cambridge Analytica might not have erased the information as they had confirmed. It gave CA the power to carry out the "behavioral micro-targeting" based on the "five factors OCEAN" model. The consequences of what they were going to do would have an echo all around the world. Considering that this fact alone is grave enough, another important point is the use undertaken with the data harvested and the Cambridge Analytica personality modeling analysis derived from it. The London-based data-mining company used Facebook users' information to create targeted ads in support of its political campaign in the US. The phenomenon of targeted adds on Facebook is something widely discussed, so personalization is not a product of politicians' social media presence, the platform was into long-term ongoing processes when political communication became increasingly focused on personalities and personal traits of politicians. By the way, personalized campaigning on Facebook is available for everyone who wants to do targeted advertisement for any specific purpose; by segmenting a specific geographic area and matching it with a particular topic it is not so difficult to reach a segmented audience. But what Cambridge Analytica did, was something that went beyond the simple division of the online population into specific interest clusters. With its intention to use the data to build profiles of voters to target political ads more precisely, it created psychographic tailored advertisements that allegedly aimed to influence people's voting preferences. The key aspect in Cambridge Analytica's mission was to transform personality models and Facebook data into a political messaging weapon and with all the instrument and data in their hands, they were able to do so.

The 2.1 billion profiles recorded linked with personality profiles created by the firm, gave a spectrum of information vaster than what Facebook provided by, in particular, additional 253 predictions or scores that were then linked to their profile. Predictions on behavior allowed targeted advertisement in a way that ensured a positive response from users. From within the OCEAN model, a neurotic, extroverted and agreeable Democrat could be targeted with a radically different message than an emotionally stable, introverted, intellectual one, each designed to suppress their voting intention – even if the same messages, swapped around, would have the opposite effect. Different messages can be delivered simultaneously to different groups. The perfect combination of words to win over different subgroups can be found. What this strategy is mostly meant to do is to identify people who are still considering many different options and educate them on some of the options that are out there. They can be persuaded to go one way or the other.

By determining user personality characteristics from social networking system communication, and storing personality profiles, targeting criteria for advertisers to increase the likelihood of choice may be used; thus, a selected advertisement that the user positively interacts with is created. Even if the main author of this big user

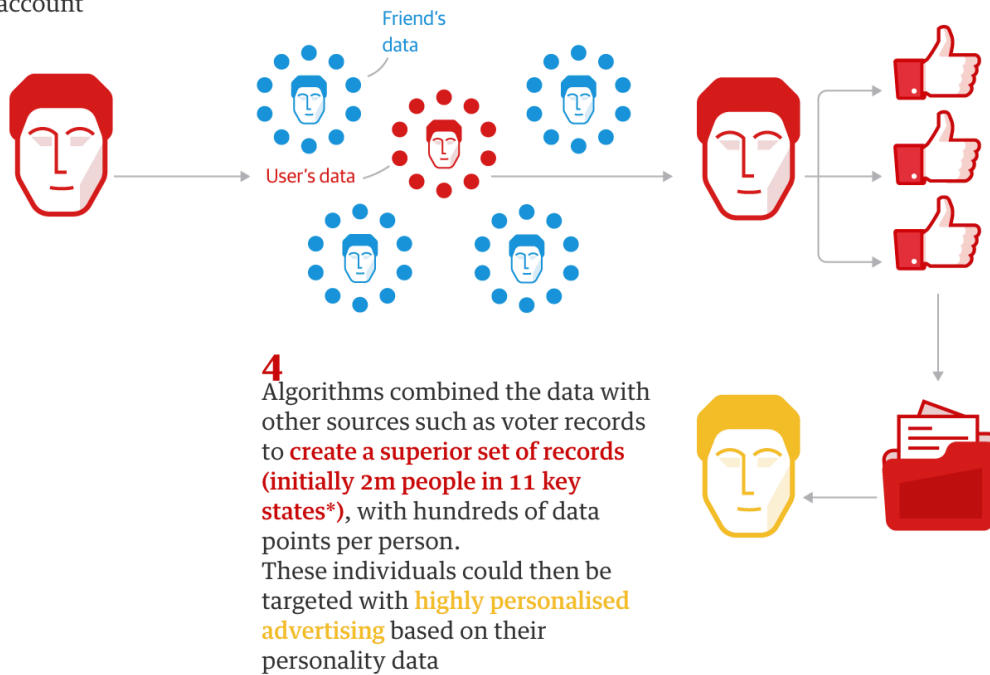
manipulation and data harvest originates in CA, everything started on the Facebook platform, therefore, the ethical dilemma should involve both of them.

Cambridge Analytica: how 50m Facebook records were hijacked

1 Approx. 32,000 US voters ('seeders') were **paid \$2-5 to take a detailed personality/ political test** that required them to log in with their Facebook account

2 The app also **collected data such as likes and personal information** from the test-taker's Facebook account, as well their **friends'** data, amounting to over 50m people's raw Facebook data

3 The **personality quiz results** were paired with their Facebook data - such as **likes** - to seek out psychological patterns



Guardian graphic. *Arkansas, Colorado, Florida, Iowa, Louisiana, Nevada, New Hampshire, North Carolina, Oregon, South Carolina, West Virginia

(figure 3)

2.5 Facebook's power and responsibilities

Facebook has come a long way in years. What started as a social network exclusively for Harvard students has quickly evolved into a global phenomenon rapidly approaching one billion active users. The ability to connect people to others, communicating through text and multimedia content has become a necessity in modern lifestyle. Zuckerberg presented Facebook as a platform that enables people to share their opinion "A lot more people now have a voice – almost half the world".

Starting from the creation of the platform itself, it really made the world more open and connected, but in the past years, this connectivity seemed to stress positive but also negative points. The power of technology, data and connection is a two-faced medal, on the one hand people feel they are more connected and closer to one another, but on the other hand, social media activity could give a competitive edge to giant firms that care their interest before the users' protection. With the help of social media industry with the "targeted audience" feature may have more efficient and effective marketing by targeting their ads to relevant prospective customers. This trend however does not necessarily end with positive vibes and the risk of it being misused becomes more tangible.

Through learning people's assessments, one can undoubtedly utilize or control that subject's supposition by giving explicit substance. The utilization of damaging posts and fake news (ordinarily called hoax) is regular in online media surfing. In addition, the absence of control from regulators, authorities and web-based media industry joined with the capacity to turn out to be completely unknown makes this issue confounded to explain. Sometimes by handling something as big as a huge platform populated by most of the world population it is common to lose sight of the track and head towards something more dangerous than expected. The same fire that can heat a home could just as well start one of the biggest fires ever. The right key is in the perfect combination of those important new features given by the internet progress.

CHAPTER 3

3.1 The Scenario before the implementation of the Privacy policy

As already said, an online advertising campaign can use users' data in order to analyze consumer behaviors which imply characteristics likely to have him respond to a specific ad rather than another.

Online firms, in particular social media and search engine increasingly collect more and more data. Concerns about privacy referring to data sharing are growing without end. Controversies around practices perceived as unexpected or even unethical often highlight patterns of privacy attitudes when they spark conversation in the media.

People are stressed over their data use in relation to monetization or sharing with third parties. Be that as it may, the worry of the amount of individuals' lives is really shared on the web, from trading to socializing, has made another view of dangers for users' protection. This new scenario of advanced protection additionally makes complex collaboration plan issues, as individuals frequently express perspectives towards security that are not reflected in their conduct. Information gathered through social media, messages, email, and other online actions can be shared or sold outside of those original contexts. This phenomenon represents a great issue with a potential and danger for users' privacy. In last years the number of privacy-related issues mostly related to major tech companies such as Facebook and Google have increased exponentially. These controversies have shown us how problematic the violations of what users expect and their feelings of losing control can be when it comes to how online platforms use users' data. All controversy was over-ridden by the WhatsApp privacy policy changes that enabled data sharing from Facebook users to another that involved "unroll.me", this service enables users to see a list of their email subscriptions and unsubscribe them in an easy way. Online firms that started up in the virtual and online context in the last 15 years, have become multinational companies that detain a quantity of information on their users like no other company before. Their advantage is that their costs are minimal because after all that data comes directly from users, they spontaneously or involuntary give information when talking and interacting live leaving data traces.

This gold mine of data generated can create a loss of control. Even if nowadays data is a business like all other businesses, like every other business it has to be done in respect of consumers and overall of people.

The first question that has to be addressed in relation to this massive amount of data collecting regards how to protect it and how to make sure it is not sold so as to not make it remunerative when possible.

It has never been more imperative than now to have an open discussion about the proliferation of technology in people's lives and how it will affect their privacy rights and security.

3.2 What Facebook and the scandal of Cambridge Analytica brought to the privacy policy

Referring to the gathering of personal data done by Cambridge Analytica, the scandal was crucial to the online privacy debate and helped to enforce the online data protection and regulation laws. Facebook's data breach serves as lesson to users in terms of awareness regarding the use of their data online.

The main reason why CA decided to test the electoral methods developed was due to the fact that in the US there was a lack of national regulation about data protection that enabled the collection of a huge quantity of information about American voters with no particular difficulties. Individuals automatically agreed that their data could be collected without additional consent required besides just being in the country. Therefore, data was to be found everywhere in the US.

Considering Facebook's previous privacy policy, whose terms and privacy conditions "people didn't even read or understand", there has been more than a simple misunderstanding. Going forward the simple comprehension of privacy policies from users, there have been concerns also about Facebook's enforcement mechanisms; the company did not use external developers or other experts in order to forbid data misuse. After that data were leaving Facebook servers there was zero authority and no insight into what was happening. Facebook's previous policy permitted the access from developers to personal data of friends of people who used apps on the platform, without the knowledge or express consent of those friends. The lack of regulation from national governments linked to their inability to anticipate technology's future had an impact on citizens' rights and duties. This impact is referred to the structure of society, ideological differences, and political divisions among its citizens and the expansion of politics of identification promoted by isolated social networks and news media. The scandals, that took place overtime, were characterized by a shortage of regulation in term of online privacy and user protection.

Another aspect that has to be stated is that: if a user does not have a Facebook account, this fact does not ensure its privacy protection. Each website with on the logo of Facebook, was linked to it. Even if some people have not opted for the social media service, the interconnection among FB and third-party sites allows the track of non-members as well as members. By the way, the social network giant informed every user about the data breach with an announcement at the top of their Facebook news feed. Around 300,000 people received a message informing them that they installed an app that abled third parties to laterally take their data out. This means that psychometric profiling done by CA related to US election campaign have been possible through the harvest of users' personal information and their friends' ones. Facebook guaranteed profound changes to its platform in order to impede other "abuse" as what befallen with Cambridge Analytica.

In addition to privacy and user protection, there's also another issue referring to misleading information and Facebook adds contents related to political issues. By combining real news with misleading information and not restricted contents over internet, users targeted could consider extremely reliability content that may

include fake information. People sometimes don't realize that campaign ads just want to maximize their hit and find out users' trends that cannot be capturable on a macro scale. There were not warnings about campaign messages provided by political entities, but these messages even if subconsciously could have an impact on those people reading them.

Taking all of the above into consideration, data protection and legislation should contemplate full transparency when people navigate online. Users must be able to know how their data are divulged in order to have a complete report of what is retained on every single website that they visited. Public transparency should be enforced, people in general have to be able to learn and comprehend all technological practices involved in the collection of data and how they work. Especially what concerned about the sharing with third parties in a directly or indirectly way. The same information have to be visible also to those third parties in order to avoid negative incidents for all parties involved in data collection process.

Web mechanisms involved in the user data track processes and all the techniques involved in the data collection more in general, must be disclosed also to users. Everyone that is surfing the internet has to be able to identify and pursue disclosure and controls related to these data collectors. What was seen in the past years in term of data breach (' security incident in which sensitive, protected or confidential data was copied, transmitted, viewed, stolen or used by an individual unauthorized to do so') has to set the ground for a better future in terms of a more private and safe online interaction. People have to trust the world in which they live, not seeing it as a remake of the 'Truman Show'.

3.3 A new EU regulation: GDPR

Innovative complexities and multiple data-exploiting business practices are an unremitting risking patch. For people, it makes hard to deal with their very own reserved information. In 2016 European privacy law stepped forward a stricter regulation in terms of individual control over personal data, with the announcement of the 'General Data Protection Regulation' (GDPR). Contrasted with its ancestor, GDPR addresses the requirement for more individual command over personal data all the more expressly. By adding several new principles, individuals were given more power in the online context, these principles were based on human decision-making processes.

The General Data Protection Regulation proposed to replace the existing 1995 privacy regulations. With the substitution of the previous privacy laws, the privacy regulation across Europe became more functional in terms of harmonization and individual's protection. By imposing a uniform data security law to every single Europe nation, the unique European corpus legis also simplified national regulation systems. The UE members had only to accept GDPR and let it flow into national's law systems. Furthermore, considering companies that are out of the European legislation, their actions in terms of data collection and analysis, are either subordinate to GDPR regulation and impositions. As a result, these requirements will have an impact globally. Every single company interested in managing UE citizen data, may it be European or not, have to respect the new regulation and thus consent in using that data is available only for foreign nations that already has an exhaustive privacy law and policy.

For this new regulation, is essential to give people the ability to exert control over their personal data.

Interested subjects' data control has become an issue given serious attention. GDPR enables users with rights and instruments that permit control over every single action done to their data. The first step of this empowerment law is the right of explanation. Before any process in which personal data is involved, as Article 13 and 14 recite: 'the subject has to be informed on the purposes for which his data will be processed, on the data controller's identity, on who the recipients of his personal data will be and the period of data storage'. This more transparent communication is also able to increase people's awareness of how data functions. By understanding personal data processing consequences, users will be able to control every single action related to it more closely.

Looking more deeply into individual control issues, there are also two other rights in which processing and re-sharing are extremely central. Control rights that particularly aim at this concept are the 'right to data portability' and the 'right to erasure'. Starting from data portability, it is new to the personal data protection industry but at the same time it has special relevance in terms of data access and third parties use. It allows individuals to check whether the processing of their data is lawful and also gives them the possibility to transfer it, an action that was once reserved only to companies. Data portability enables individuals to gain advantages

of big data managing and so therefore use them at all. It also gives them the chance to share data with third parties on their own. As stated in citation 68: “the right to stability’s main goal is to strengthen control over people’s data”. The problem of invisibility and clarification on data is downplayed.

Another important issue is represented by data use and sharing between companies and third parties. The portability right application enables individuals to influence how data are used and also reused. This important feature is parallel to ‘the right of erasure’. As article 17 recites: ‘in situations wherein data processing does not satisfy the requirements of the GDPR, processing may be considered as unlawful and data subjects have the right to have their data erased’.

The negative consequences of data intangibility are diminished by the possibility to cancel their traces. This way, the data controller has the obligation to notify to other parties the responsibility to erase and check data flow. In past years, users hadn’t any substantial control over their data collection and flowing. Once information had been spread across the digital environment, there was not any control over the third stage of data processing. With the introduction of a new privacy regulation, users’ control over the main scopes for which their data are flowing permit the stop and the application of the right to erasure when these processes seem to be unlawful. GDPR is effective in empowering individual control. The new data protection standards applied and the expanded prerequisites concerning about consent, have been as an increment of singular control. Ensuring governmental policy regarding minorities in society before data are gathered.

3.4 Facebook through a new privacy policy

The Cambridge Analytica scandal was a breach in the trust Facebook users had in this important social media. Taking note of the severity of the Cambridge Analytica data leak, Facebook has since made it more stringent for third-party apps to access user profile information. Facebook has been under fire over its flawed user privacy guidelines. Due to the CA's scandal and Facebook negligence, a huge user percentage of data has been compromised. "This Is Your Digital Life" accumulated more than 70.6 million (81.6 percent of the total) people's personal information in the US alone, followed by the Philippines (1.76 million), Indonesia (1.096 million), the UK (1.08 million), Mexico (789,880) and Canada (622,121) and so on. (figure 1).



(figure 1)

After the banning of *This is your digital life*, learning from its errors, Facebook security Policy has been increased through different guidelines:

Events API: The FB's antecedent policy, by giving approval to an app, users shared information about their events (hosted or attended) including private ones. Those personal communications were visible to users even out of their friends' circle, that maybe wanted to attend the same event. With the introduction of API apps, they won't give the access to the guest list or posts on the event wall. Future Facebook-approved apps will be able to use Events API only if they accommodate strict requirements.

Groups API: API is also provided for groups. The member list of a group, by API groups, won't be able to apps anymore. All third-party apps using the Groups API will need approval from Facebook and a group

administrator to ensure they benefit the group. Referring to what posted and shared on these groups, Facebook is also removing users' private information on them, in order to forbid access through third parties apps.

Pages API: In past years, the possibility to read comments and post on any page was granted to anyone, by Pages API. This freedom of access and also the creation of tools that help to schedule posts and reply comments seemed to give more access to data than necessary. Facebook announced a stringent control over these instruments: every future access to API Pages will have to be approved by it.

Facebook login: in order to provide access to people, in past years apps use to set a huge number of questions whose answer gave the possibility to people to be enrolled. By a review process Facebook won't allow the presence of apps that in order to be used, required a huge quantity personal **information** as religious or political views, relationship status and so on. The developers' ability to request people data will be cut off by Facebook when people won't use an app for the last three months.

Instagram Platform API: The company is closing down the Instagram API from Facebook to block third-party apps from reading public media on a user's behalf.

Search and Account Recovery: Users were earlier allowed to enter the phone number or email ID in Facebook search to track a particular person, but some people have misused this feature to access personal information of individuals without consent. By the way, Facebook has hampered this search feature and is likewise making changes to the account recovery cycle to decrease the danger of data 'scratching' of obscure individuals.

Call and Text History: This has long been an opt-in feature in Facebook app for Android. To make it crystal clear, the company has said it doesn't collect any text messages, but logs calls and frequency of texts between users, so that Facebook can put those people on top of the contact list. Also, Facebook has promised to erase all logs that took place more than one year ago. In future, the customers will just transfer to Facebook workers the data expected to offer this element — not more extensive information, for example, the hour of calls.

App controls: relating to information shared by people through apps, Facebook will give a link at the top of News Feed that will help user to see what apps they are using, and which data have been shared with them. FB will also give the chance of erasing apps that people do not want anymore. As part of this process, it will possible for people knowing if their information may have been improperly shared with Cambridge Analytica, at the time of the data beach scandal.

The protection of people's privacy has always been a key objective in the Facebook team. The first step underlined in Facebook's renewal plan is represented by more transparency referring to their work. This clearer communication has been possible also by the creation of a page that will share privacy policy updates and by in-depth posts on some of the hard-technical questions it encounters to actions against those who try to undermine privacy on its platform. In these posts it will explain improvements related to people's online privacy. This FB's privacy policy page traces how privacy is integrated in their products, highlighting advances in technology that keep people's information safe.

Facebook's work on maintaining the privacy won't ever finish, every day presents new challenges in terms of assess risks, thus setting safeguards to address these risks is constant. This emphasis on the privacy policy was also ensured by the institution of a new Privacy Committee part of the Directors board. This new organ shares reviews on practices with a third-party assessor and with the FTC (Federal Trade Commission). All of the above events contributed to the formation of a new figure in Facebook's monitoring: a Chief Privacy Officer for Products, committed to help Facebook in making important changes in the privacy approach across the company. Because of this, these new agreements brought fundamental changes in the company and progress in people's privacy protection ahead of any other. Now privacy is mainly ensured by 3 key elements: building privacy into every product, stricter compliance measures and independent oversight.

There are clear references to GDPR in Facebook's privacy policy renewal, an example of these are represented by Facebook's app created so as to clear all history. It clearly reminds people that they have the right to erasure. The feature will tell users which apps and websites are tracking their information and send data back to Facebook for targeted advertising. Hitting the 'Clear History' button will wipe out all the information from a Facebook account. Honoring people's privacy and focusing on doing what's right for people is the most important feature (Figure 2). Billions of people that use products related to advertising or pure communication always look for and need the best possible service, in the most harmless possible way.



“
We have a responsibility to protect your data,
and if we can't then we don't deserve to serve you.
”

(Figure 2, Via Facebook)

3.5 Facebook political targeted advertising in GDPR context

The Facebook platform as far as of social media marketing is concerned, is the best in its genre, and this has already been vastly stated. Within excess of 7 million brands presently publicizing on the stage attempting to contact their audience among Facebook's 1.59 billion every day dynamic clients, it is continually improving its service as far as quality for organizations and security for users. Due to the misuse of Ads especially for political purposes, in terms of fake news and behavioral marketing, this social media is constantly improving the service provided for ads related to social or political themes. Those improvements want to increase authenticity and legitimacy of what is published.

Because of its constant upgrades, Facebook is updating a new important tool, The 'Ad Library'. Analysts, writers and single individuals in general can utilize the ad library to perceive how various campaigns and accounts are spending their cash on political campaigns. By the way, this new tool makes ads and advertising in general more transparent, giving also to people the possibility to have control over the advertisement that appears to them. The Ad Library is a unique tool that can shed light on political and social issue ads, it consists on an archive where people have free access and can have a clear vision about all the ads politicians and campaigns are running on Facebook in present and past periods. A tool of this kind made an important step forward to a more transparent advertisement in terms of political ads by the building of an easily searchable database where every ad is placed. The extended transparency highlights have been applied in all nations where "Paid for by" disclaimers on promotions is given. So as to make lucidity about the advertisement's strategy of Facebook, a colossal amount of political campaigns, activists, NGOs, charities and volunteers had been contacted. This cycle was driven by two principle aims. Above all else, individuals need more transparent activity over who is utilizing ads to impact electors and also, they need more power over the advertisements they see. Thus, countless updates have occurred to do precisely that. Beginning from the Potential Reach, or rather the assessed target crowd size for each political, discretionary or social issue, these devices have been made more secure by the presentation of "Ranges". Thusly, everybody can see the number of individuals a publicist wants to connect with each promotional content.

Another important step to a better social or political sponsorship has been possible through more control over Custom Audiences. This new tool give choice to people on advertising. By selecting an advertiser from a list, users will be able to stop or be available for each selected one that has a custom audience. A custom audience represents a list of users' data, as phone numbers or e-mails, that helps advertiser in targeted ads. This supervision will be able to all on Facebook. Every single advertiser will be subject of it, not just those that process political or social issues ads. Referring to Ad preferences, users, through it, have always been able to select which ads they wanted to see, and which not, also indicated a specific advertiser, but now this instrument did a step higher than the previous add policy. Individuals are presently ready to quit seeing promotions dependent on a publicist's Custom Audience from a list or make themselves qualified to see promotions if a sponsor utilized it to avoid them.

A further issue related to Add Preferences is linked to political contents. People usually go on social medias like Facebook to get in touch with friends and mostly to be entertained by various typology of contents. So, the interest in ‘lighter’ arguments are more than political topics. Seeing fewer political and social issue ads is a common request that Facebook hears from people. By adding the “Add preferences”, new control will allow people to be subjected of less ads on specific arguments or totally removing some of them. There has been a lot of debate in recent months about political advertising online and the different approaches that companies have chosen to take. While other online giant firms decided to block or limit political ads, FB has decided to expand transparency and give more controls to people when it comes to political ads. They didn’t choose to limit targeting of these ads. Facebook directory board thought about it underlining the importance of these tools to reach key audiences spanning from NGOs, non-profits, political groups and campaigns, including both Republican and Democratic committees in the US. Even if its tools are important not only for pure commercial purposes and advertising represents the main source of income for the platform, Facebook wants to protect people in any way possible. For this reason, it is continuously eliminating discriminatory advertising and that's why it removed 5,000 targeting functions, imposing limitation for any preferences based on race, color, national origin, religion, sex, familial status and disability, that could represent a sort of any possible discrimination. Ultimately, FB does not think that: ‘decisions about political ads should be taken by private companies, and this is the reason why they argued for regulation that would apply across the industry’. The Honest Ads Act is a good example. It also gave them the chance to engage with policy makers in the European Union and elsewhere to press the case for regulation. Frankly, the sooner Facebook and other companies are subject to democratically accountable rules on this matter, the better. In the absence of regulation, Facebook and other companies are left to design their own policies. In particular, FB have settled its own the principle that people freedom stands in their possibility to see and hear what they like and that what they say should be scrutinized and debated in public, especially what concerns about political ads. All users have to live with Community Standards, which apply to ads and include policies. Facebook regularly blocks advertisement from politicians that are not in step with their rules.

3.6 Changes in purchase intent in relation to Privacy Policy implementation

Data privacy rules are straightly connected with advertisement effectiveness. A study revealed that in Europe, after the privacy policy implementation, the banner ads effectiveness had a reduction in terms of purchase intention. There is an investigation that can follow how well online advertising acts in various security systems; by utilizing data from an enormous database of field considers that randomized promoting presentation. This information base stores more than a huge number of answers corresponded to surveys, led on the base of online notice gave by various destinations more than nine years. The studies were led by a showcasing research organization inside sponsors so as to break down mission's adequacy contrasted with past others. Costumers who were in the objective gathering and gotten the promotions were asked whether they were probably going to buy the item publicized. The relative increment in buy plan among the gathering that was presented to the promotion (the treatment gathering) contrasted with the individuals who didn't see the advertisement (the benchmark group) estimated the adequacy of the campaign. By the evidence of surveys, the study underlined how the European privacy directive have been able to affect ads campaigns performances in comparison to other countries where privacy regulation is less strong. These differences among them is explained by the limitation for advertisers in using and collecting consumers data for targeted advertisement. European restrictions are severer than United States and elsewhere online advertising regulations. In particular, by EU provisions targeting ads becoming difficult to be precisely realized. The customers who exhibited behavior relevant to the product advertised are not so recognizable in an easy way and a short process.

3.7 A more private world

Internet is a powerful stuff. It gave to each person the possibility to be connected with the whole world population at once. It enabled to cross geographic boundaries and to form new kinds of communities that couldn't even be imagined before. Allowing emerging companies to find global spectators and consents. The reduction of distances enabled also the faster spreading of innovations and new ideas in less time than ever. But as the world expanded, new challenges have had to be faced.

Users constantly make great effort to keep a balance between themselves' protection and how to connect with others. In order to establish strong relationships with others, users, and people more in general have to make public some personal data about them. In a world built on people that join other life's information, privacy gives a person the freedom to be himself. It's easier to be an active member when a person is part of a smaller community amongst the closest of friends.

So, it's no news that the most comfortable way to chat for all those that communicate online is acting through private messages. As the world gets bigger, and full of connections, the need to enforce the sense of private sphere is felt more than ever.

Considering the above, it is believed that the next step of virtual services is represented by those that could have a private predominance in providing contacts and information.

In addition to the digital "town square", the digital world has to be the same as one's living room built like a platform consisting in all the different ways needed so as to interact privately, through messaging and with small groups that share a content doesn't stay forever in the internet, with simple and secure payments and with private ways to share locations. Taking also into consideration that in time there will be many more different ways to interact privately. And in time a private social platform will be even more important in users' lives than digital" town squares". This need truly exists.

CONCLUSION

Facebook have drawn criticism both for users' information managing and for neglecting to sufficiently secure it. In spite of what occurred over the most recent 5 years, it keeps on overwhelming the Social Media market, creating by a wide margin the most focused on includes incomes and keeping up over portion of the all out piece of the pie in Social Networks promoting arena. There is in every case more to gain from Facebook advertisings' development, its cycles and practices will never stay stale. Over the long catch, the rundown of online promoters will be extended and the idea of mediums it covers shifted and reformist. New innovation and patterns will carry new configurations to investigate and natural cycles to refine. Online stages share key attributes, for example, the utilization of data and correspondence advancements to encourage connections between users, assortment and utilization of information about such collaborations and companies impacts. These social networks are hugely important for people, making them a fundamental aspect of individuals' life. This social implementation in individual's daily routine go hand in hand with the development of regulatory solutions for any online issue. By the way, it is necessary to construct a sector-specific regulator that has to be able to provide an adequate oversight on promoting processes in order to insure consumers and public safety. Digital platforms often challenge traditional metrics of market research and consumers treatments. The world population have to be always ready to new digital provocations, the key stands in absorbing new challenges from any point to view, this process should involve from the maximum regulation authority to the tiniest country inhabitants.

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