Does It Matter Who Has Your Data

Directions

Cole and Lola are both searching online for great deals on boots. They both type the word "boots" into the same search engine. The search results and ads that turn up are shown below. Work in small groups to review their results and answer the questions that follow. Circle or highlight any examples from the results that will help you answer the questions.

Cole's online search for "boots"

www.searchit.com   Google

SEARCH IT   boots

About 2,490,000, results (0.23 seconds)

Ads

▶ Places for Work Boots Supply near Burchcreek, Arizona

Atlas Army Supply
maps.findit.com 22 Kimball Way, Burch Creek, AZ ★★★☆☆

Army/Navy Supplies
maps.findit.com 10967 Shaw St., Shancy, AZ ★★★☆☆

Bootman's Bounty Bluegrass
www.bootman'sbountybluegrass.com
LIVE at the Town Hall every Thursday and Saturday this month

Boot – define it internet dictionary
www.define-it.com
Protective footgear that covers the majority of your foot.

B.O.O.T | Building Our Own Telescopes.
www.bootstars.org
We are a collective that constructs simple telescopes and other star-gazing devices. Become a member today. Reach for the stars.
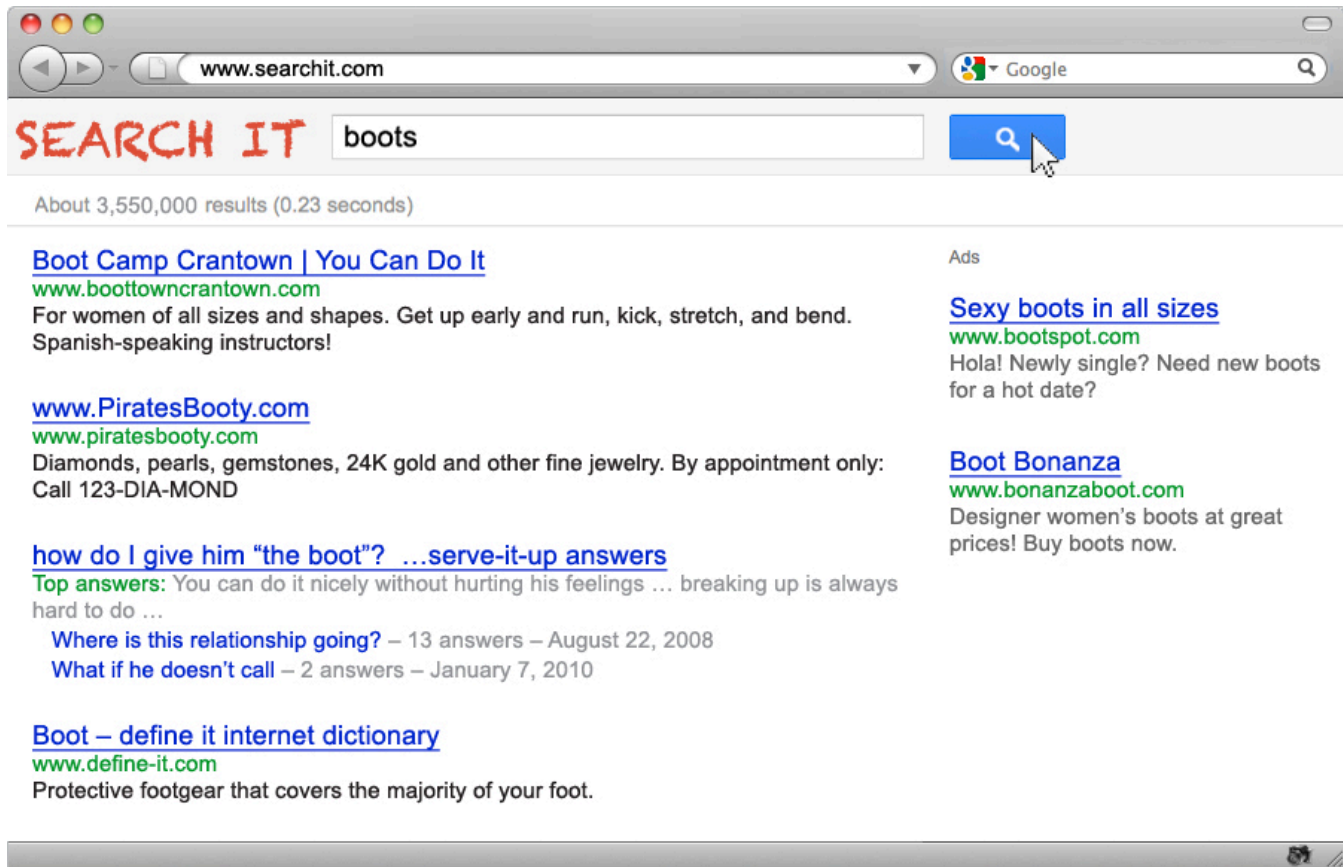
Ads

Dream Jobs in the US Army
Join the Army Today
www.we_recruit_you.com
It's never too early to start looking for your dream job. Find out about our US informational tour now!

1-888-Giddyup Cowboy Boots
Join the Army Today
www.giddyup-boots.com
The best western wear in the country. Find boots, belts, buckles, and more. Just one click away.

Lola's online search for "boots"

SEARCH IT — boots

About 3,550,000 results (0.23 seconds)

Boot Camp Crantown | You Can Do It
www.boottowncrantown.com
For women of all sizes and shapes. Get up early and run, kick, stretch, and bend.
Spanish-speaking instructors!

www.PiratesBooty.com
www.piratesbooty.com
Diamonds, pearls, gemstones, 24K gold and other fine jewelry. By appointment only:
Call 123-DIA-MOND

how do I give him "the boot"? ...serve-it-up answers
Top answers: You can do it nicely without hurting his feelings … breaking up is always
hard to do …
Where is this relationship going? – 13 answers – August 22, 2008
What if he doesn't call – 2 answers – January 7, 2010

Boot – define it internet dictionary
www.define-it.com
Protective footgear that covers the majority of your foot.

Ads

Sexy boots in all sizes
www.bootspot.com
Hola! Newly single? Need new boots
for a hot date?

Boot Bonanza
www.bonanzaboot.com
Designer women's boots at great
prices! Buy boots now.

Questions

1. Based on the search results and ads for Cole and Lola, what kind of demographic data do you think companies had collected about each one of them? What is your evidence? What kind of previous searches might they have done, or which sites might they have visited before searching for "boots" ?

2. Do you think it is fair for companies to return different search results for Cole than for Lola? How
   about for people in general?

3. What are the benefits and risks for ourselves and for the community of Internet users in general
   when companies give different news, information, and ads to different people? (You will answer this
   question as a class, but write down some ideas to prepare for class discussion.)