Thesis Project Portfolio

Search Optimization: Data Refactoring to Enhance User Search Experience

(Technical Report)

How have online marketing practices defined rights to data privacy in the digital age?

(STS Research Paper)

An Undergraduate Thesis

Presented to the Faculty of the School of Engineering and Applied Science

University of Virginia • Charlottesville, Virginia

In Fulfillment of the Requirements for the Degree

Bachelor of Science, School of Engineering

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Sociotechnical Synthesis

Both the Technical Report and the STS Research Paper revolve around the ethics of digital data use. The Technical Report covers an experience working on a project in which ethical data use enhances user experience of an online web applications. The STS Research Paper discusses important issues of covert data collection tactics on the internet used in digital marketing. This type of data use can harm a user's experience online by intruding on their privacy. By illustrating a case of fair data use followed by a case of unfair data use, the two topics together make a case for practicing fair use of data online in an effort to create a more ethical internet.