

Building My Own Co-operative: Extending Higher
Education into the Software Industry
(Technical Report)

The Struggle over Digital Privacy in the United States
(STS Research Paper)

An Undergraduate Thesis Portfolio
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by

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What are the social implications of personal data collection? Collected data can reveal and characterize public health risks, disclose personal spending patterns, and match consumers to the products they prefer, but it can also promote intrusive marketing, wasteful overconsumption, and time-intensive distractions.

Data collection and ad targeting have been recognized subjects in computer science programs in higher education, but classroom training cannot match the educational value of hands-on experience. The author had such an educational opportunity at Tatari, a television advertising company handling vast data. The experience offered a glimpse into how data is handled in the industry. The author gained experience advising internal teams and reviewing ad performance with clients.

In the U.S., how are privacy advocates and data collectors competing to influence digital data privacy standards? Privacy advocacies and data collectors use public outreach, lobbying, and litigation to influence privacy policy.