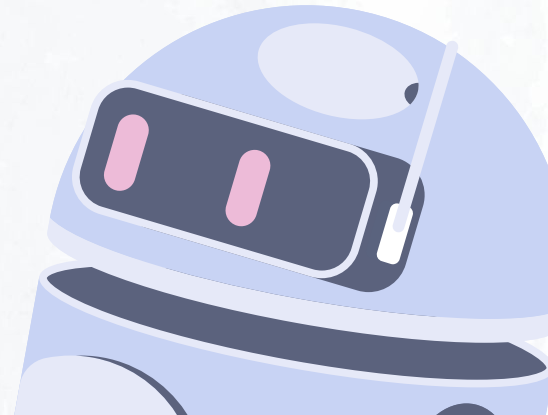


Team Comeback

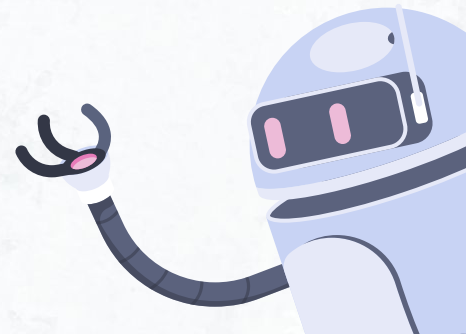
Bringing Privacy Back



Tedman Nguyen and Marina Wild



Meet Team Comeback;



Why should you care about your privacy and data?



- Our privacy, especially in regards to data collection and tracking, is more important than ever.
- 25% of Americans own a smartspeaker ([NPR, 2022](#)) but 91% are worried speakers are eavesdropping ([Hub Entertainment Research, 2019](#)).
- Through our research, we found that we are being tracked more than we may have originally thought...

		Companies	The government
Lack of control	They have very little/no control over the data __ collect(s)	81%	84%
Risks outweigh benefits	Potential risks of __ collecting data about them outweigh the benefits	81%	66%
Concern over data use	They are very/somewhat concerned about how __ use(s) the data collected	79%	64%
Lack of understanding about data use	They have very little/no understanding about what __ do/does with the data collected	59%	78%

Retrieved from the [Pew Research Center](#), 11/15/19

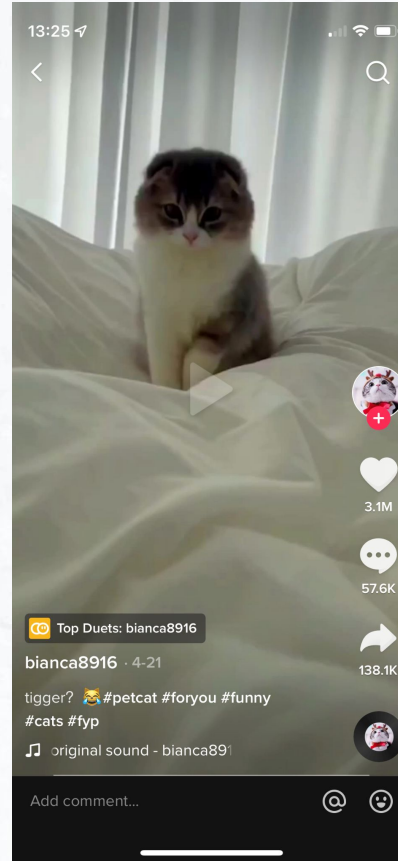


TikTok: How Data Is Collected



User Actions

- User actions such as liking, following, reposting, etc. influence the feed that we receive on our “For You” page.
- It would appear that is all that TikTok would need to collect from us.
- However, through our research, we found they collected much more than that.

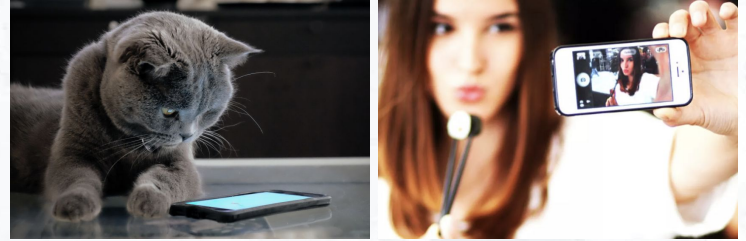


← Follow

← Like

← Repost

Like / Follow Vs. Repost



Fashion/Style TikTok

- Initially, our TikTok user was trained to have a feed full of content inspired by Fashion/Style
- We then tried to retrain our feed to show new types of content using different types of user actions.

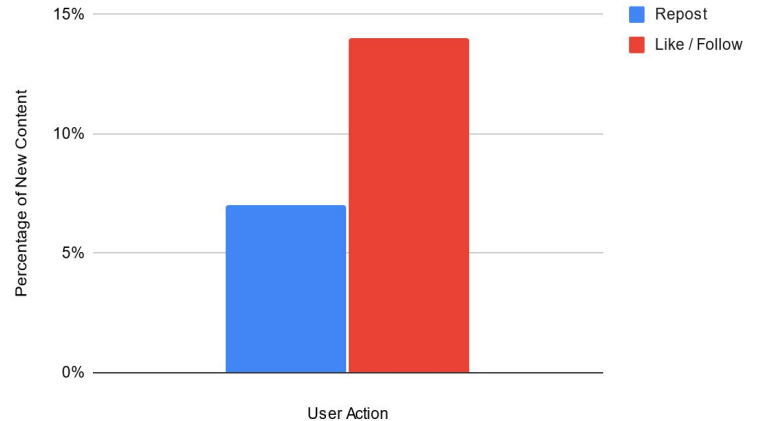
Reposting - 7%

- After reposting 180 cat videos, 7% of the “For You” Page was converted to cats

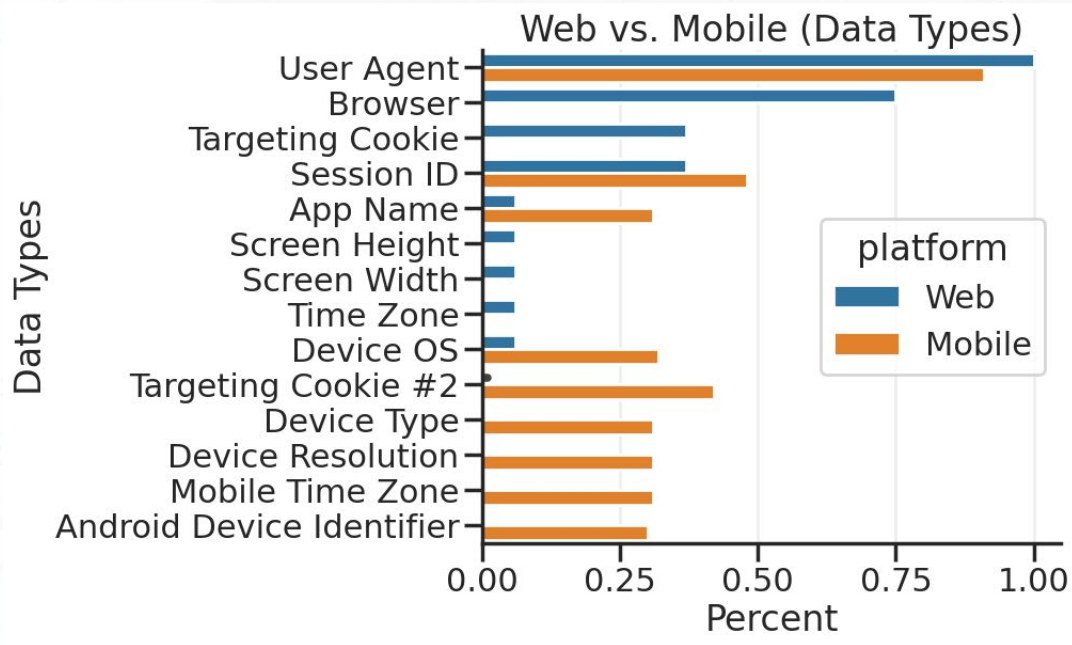
Like / Follow - 14%

- After Liking and Following 46 videos, 14% of the “For You” page was converted to food

Repost vs Like / Follow

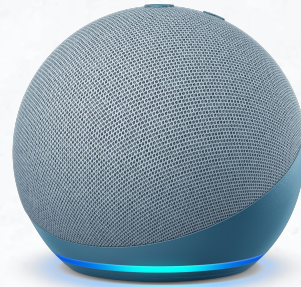


TikTok Network Traffic

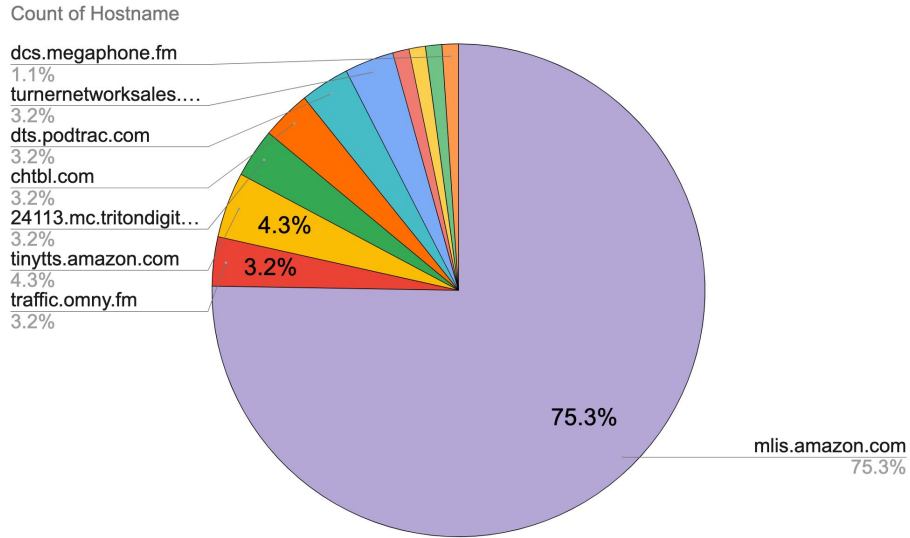


- After collecting traffic on the TikTok website, we compare this to traffic collected by the TikTok mobile app.
- Based on our research, we found TikTok mobile collects more personal data than the web app appears to.
- This could be because TikTok website does not utilize advertisements compared to the mobile app.

amazon alexa



Amazon Alexa Network Traffic



13.9% sent
to marketing /
advertising
companies

Pie Chart 1. Amazon Network Traffic



Triton Digital

The global technology and services provider to the digital audio, podcast, and broadcast radio industries.

Software Development

Sherman Oaks, CA · 9,451 followers · 221 employees


About

Triton Digital® is the global technology and services leader to the digital audio and podcast industry. Operating in more than 80 countries, Triton provides innovative technology that enables broadcasters, podcasters, and online music services to build their audience, maximize their revenue, and streamline their day-to-day operations. In addition, Triton powers the global

OmnyStudio
A Triton Digital® Company

World leading on-demand audio analytics

Go beyond just the download numbers, gain an insight into your listeners habits and overall trends.

 **Megaphone**
by Spotify

Megaphone markets itself as the world's leading podcast advertising and publishing platform. Taken over by Spotify in 2018, the platform is aimed at professional-grade and big-scale podcasters who already have 20,000 plays per episode to their name. If you're an independent podcaster looking for a podcast hosting platform, Megaphone isn't for you. However, if you fit the eligibility criteria and are in the market for a new hosting service, you may just have found the perfect solution. This article walks you through Megaphone's strengths, weaknesses, and key features. Let's dive in.



ABOUT PODTRAC

Podtrac provides the podcast industry with the analysis, tools and data to better understand and grow shows, networks, and ad campaigns.



mycroft·ai



Building Mycroft: Timeline

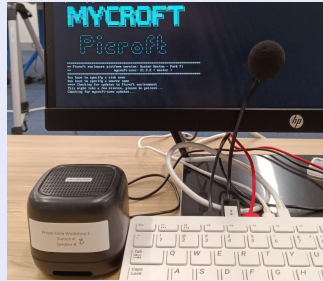
June 20

Set-up
Raspberry Pi



June 21

Installed Mycroft
Configured devices



June 22

Installed skills
Created Custom
skills





mycroft·ai

vs.

amazon alexa

Mycroft Network Traffic

Count of hostname

`pypi.org`

0.7%

`mimic-api.mycroft.ai`

1.5%

`github.com`

26.9%

26.9%

64.9%

`api.themoviedb.org`

3.7%

`api.mycroft.ai`

64.9%

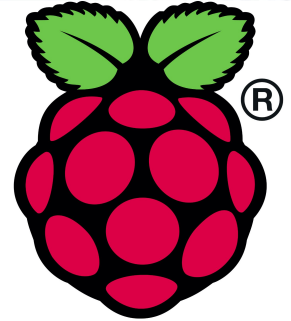
0% sent to
advertising
agencies

Pie Chart 2. Mycroft Network Traffic

Takeaways: What we learned



- We learned and improved many skills such as Command Line, Python, data analytics and Raspberry Pi.
- Learned how companies track our data and use it for their own profits (ex. advertisements).
- We learned the importance of privacy and how much of our personal information is actually tracked, stored and even sold.
- We have a huge responsibility to protect people's data and practice transparency as we continue on our educational journeys and careers.



Raspberry Pi



Thank You!

- Team Comeback

Big shoutouts to Marilyne, Ernest,
Athina, Hieu, Rahmadi and Alison,
you guys are the best!



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