



LULLABOT PRESENTATION

Nothing to hide



Google



Symbiotic Relationship



S O C I A L
M E D I A



Sell predictions

A silhouette of a person standing with their arms outstretched, facing a dramatic sunset sky with orange and red clouds. The person is positioned in the center of the frame, with their arms spread wide. The background shows a horizon line with mountains and some tall grasses in the foreground.

**They don't want
need your soul**



IoT





Ubiquitous computing





Opinion | **THE PRIVACY PROJECT**

Twelve Million Phones, One Dataset, Zero Privacy

By **Stuart A. Thompson** and **Charlie Warzel**

DEC. 19, 2019



533



Facebook told advertisers it can identify teens feeling 'insecure' and 'worthless'

Leaked documents said to describe how the social network shares psychological insights on young people with advertisers

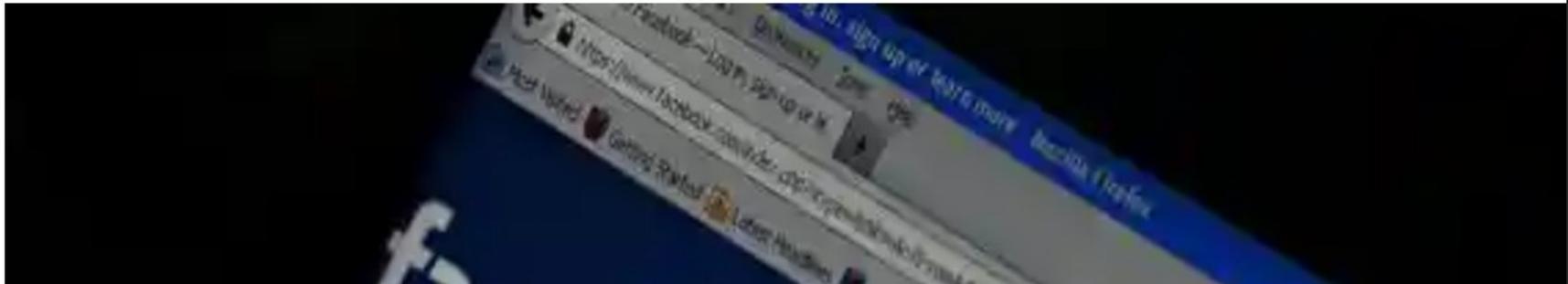




B. F. Skinner



Facebook emotion study breached ethical guidelines, researchers say



A vibrant, cinematic photograph of a city street at night, likely in New York City. The street is wet and reflects the colorful lights of buildings and traffic. A silver pickup truck is the central focus, with its rear view showing text: "2008 Ford F-150", "Metal, Marble, Wood and Stone Restor. 100%", "Window Clean. In. Carpet Care.", "Emergency Response Team", "www.perfectbuilding.com", and a "pbm" logo. The license plate is "42970-JZ". To the left, a yellow taxi is visible. The background is filled with the blurred lights of other vehicles and tall buildings.

**Your car may
not start**



Social pressure



Frack this!

A close-up photograph of a person's hands holding a large burger with a sesame seed bun. The person is wearing a yellow shirt. The background is blurred. The text 'Healthy digital habits' is overlaid on the bottom half of the image.

Healthy digital habits



Put up a fight!



LET YOUR
INTUITION
GUIDE YOU.
YOU ARE WHAT
YOU'VE BEEN
LOOKING FOR.