

Privacy vs. Data: Business Models in the digital, mobile Economy

Lecture 6 Online Profiling

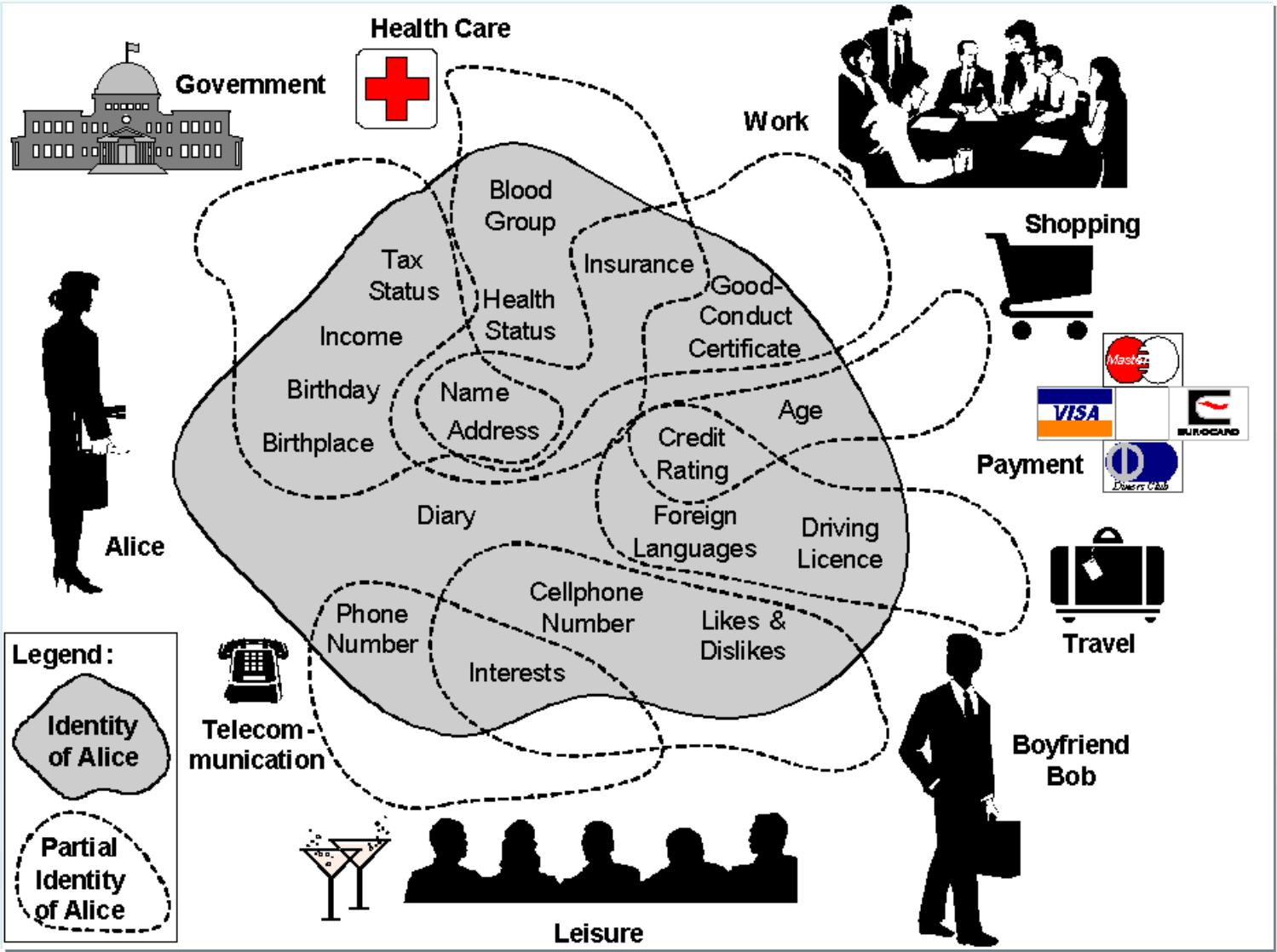
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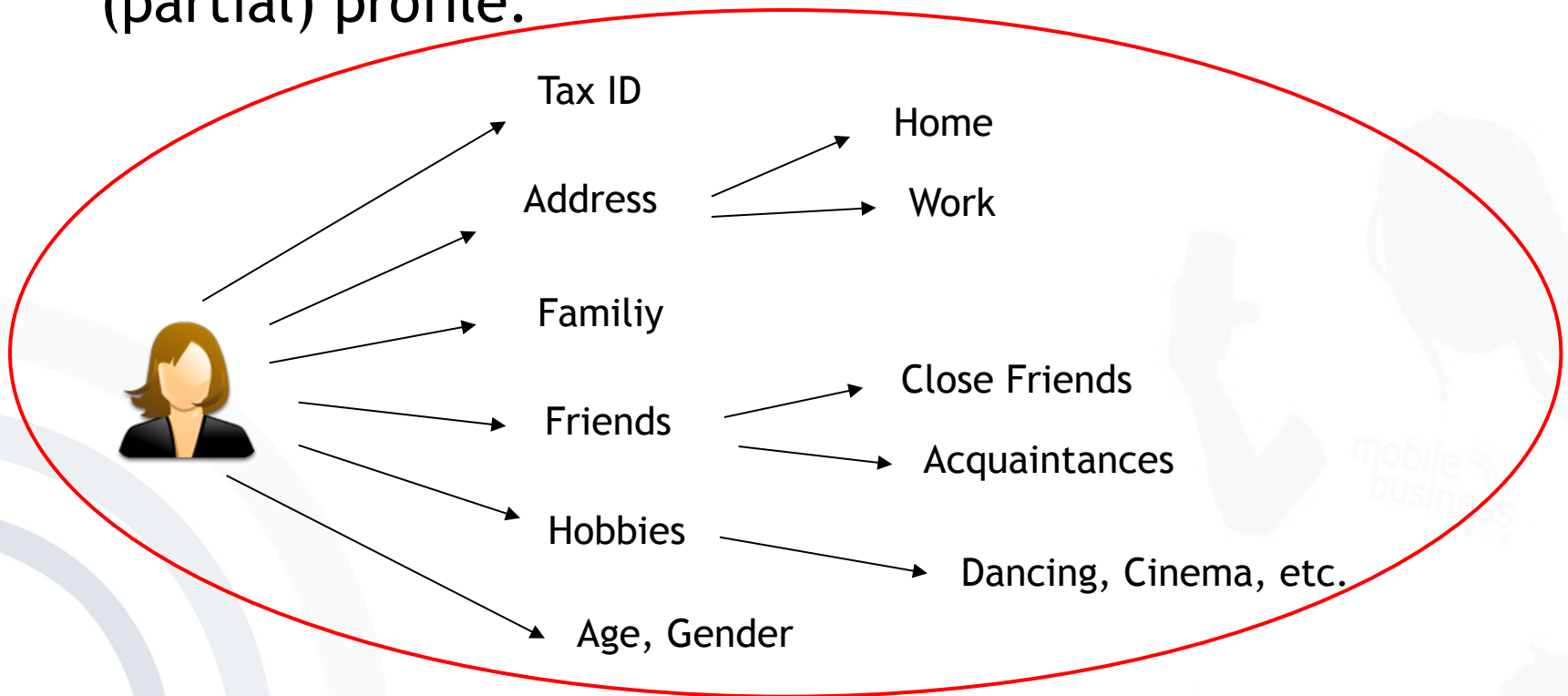
- What is Online Profiling?
- Profiling Challenge
- Discussion and Review of Profiling Challenge





What is Online Profiling?

- Aggregation of information about individuals' characteristics, preferences, interests and actions, which are acquired online and result in an identity (partial) profile.



- Which attributes comprise an (Online) Identity Profile?
- Which attributes can never belong to an (Online) Identity Profile?
- Which attributes comprise a partial identity profile?
- Why do partial identity profiles exist or matter?
- (How) can partial identity profiles of an individual be linked?
- What is the issue of such profiles about individuals being available online?

- Manual Profiling (by humans)
 - Similar to upcoming profiling challenge
 - Slow, but humans are able to make intelligent references between information
 - For example, if the same person uses two similar user IDs (different for machines, but with a possible match for humans)
- Automatic Profiling (e.g. by Ad Tracking Systems)
 - Done by Online Tracking Systems (e.g. Google Analytics)
 - Generates a statistical profile containing age, gender, interests, etc.)
 - Profile is designed to be applied for targeted online advertising, service personalisation, product recommendations
 - If applicable, the profile is cross-referenced with demographic data of data providers such as Nielsen & Co.

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- The remaining slides will be provided during the conduction of Lecture 6.