

(I Always Feel Like) Somebody's Watching Me

Episode 8

HOSTS: Alondo, Bevan, Jennifer
podcast@bebitwise.com

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What Had Happened Was...?

[How Tech Firms Quietly Use Humans to Do Bots' Work](#)

Do You Even Nerd/Geek?

Name the first names of these tech and science pioneers:

Bill Gates - Founder and Former CEO of Microsoft

Steve Jobs - Co-founder of Apple Computers

Mark Zuckerberg - founder and CEO of Facebook

Elon Musk - founder, CEO, and lead designer of SpaceX; co-founder, CEO, and product architect of Tesla, Inc.

Steven Hawking - English theoretical physicist, cosmologist, and author

Neil Degrasse Tyson - American astrophysicist, author, and science communicator

Jeff Bezos - Founder and CEO of Amazon

Steve Balmer - Former CEO of Microsoft

Steve Wozniak - Co-founder of Apple Computers

Sergey Brin - co-founder of Google

Paul Allen - American business magnate, investor, philanthropist, co-founder of Microsoft

Larry Page - co-founder of Google and CEO of Alphabet

Eric Schmidt - former CEO of Google

Michael Dell - founder and CEO of Dell Computers

Larry Ellison - co-founder, executive chairman and chief technology officer of Oracle Corporation.

Gallileo Galilei - Famous Astronomer

Leonardo Da Vinci - Famous Inventor and artist

Nicolaus Copernicus - Famous mathematician and astronomer

Nikola Tesla - Serbian American inventor, electrical engineer, mechanical engineer, physicist, and futurist who is best known for his contributions to the design of the modern alternating current electricity supply system

Say What?!?!?

Alondo

Ad spying conspiracy - talk about something out loud - shows up as an ad - not how you think - audio is hard for computers to decipher and infer - Siri / Ok Google / Alexa / Cortana evidence - has to be specific phrases - NSA records and analysts break down - cherry-pick keywords (e.g. related to terrorism, counterfeiting, ice cream man) - Specific laws that prevent the unauthorized recording of individuals - Most of these targeted ads are done via methods you already authorized. Research has found that big companies (Facebook, Apple, Google, Microsoft) do not record without a keyword trigger - but what about other apps in their ad networks.

First thing - Loyalty cards / rewards points? Remember giving them phone number or email address - Items purchased are recorded and shared via ad networks - Offer discounts for purchases offset by sell of your purchasing habits. With death of landline phones, most people down to one phone number - same phone number (or email) used for Facebook - Easy to correlate. Use fake phone number or alternate email.

Second thing - location, location, location - Apps like Yelp, Swarm, Foursquare, Facebook, and mapping apps can access phone GPS data - Can also find you via public WiFi networks (accept EULA) - Knows shopping and interests (doughnuts, doctors, dentists, restaurants) - apps are free because they sell data via ad networks. Some can be combated by adjusting location security for applications.

Third - watch them apps. Lot of apps are free by offering ad support (rotating ad banners) - each time ad is retrieved and displayed - tracked - App stores have your email - same email used by Facebook / Google.

Fourth - ad networks are on websites everywhere. When adding a product to a shopping cart on a site, whether or not purchased - other sites know there is interest - ads tempt you to click based on previous show of interest

Fifth - lot of guessing - websites track likes on friends posts, sponsored posts, political advertisements, quiz participation (e.g., which Real Housewife of Loch Ness are you most like?) - Can only be quelled by limiting participation.

Bevan

[China's Social Credit System](#)

[China's Social Credit System Extended](#)

Jennifer

Call it snooping, or stalking, or simply due diligence -- but everybody does it.

But some of us are a little more dedicated than others when it comes to digging up juicy digital dirt. Get ready to hear a super easy way to be extra creepy on FB.

Let's say all you remember about this person is where they work or went to college (or both). Search for "people who work at X company" or "people who went to X college." Combine the two for even more narrowed results. Maybe you met them through a friend who works at Thrillist. Search "friends of people who work at Thrillist."

There are [literally hundreds](#) of ways to narrow people down. With some simple sleuthing and a little patience, people can find you based on even the smallest detail.

Seeing where you've been...

There was a time when Graph Search would allow you to easily find out what parties someone's been to, or locations they've checked into. And while you can no longer find those things out by submitting queries like "places X person has been in the

past X months/years" or "events X person has attended," there are third-party websites like [this one](#) that will easily uncover and organize that sort of information for you.

... and what your interests are

Unless you've Fort Knoxed your privacy settings, anyone can easily find out the bands, movies, books, websites, people, or groups you like using the aforementioned stalking site.

Getting notifications for everything you do on FB

The "Close Friends" feature allows current friends to keep an uncomfortably close watch on you. "Every time a Close Friend does anything on Facebook -- likes or comments on a photo, updates their status, checks in somewhere, etc. -- you'll get a notification". But since [Facebook doesn't notify people](#) when they've been added as a Close Friend, there's no way of knowing who's getting the broadcast of your online behavior.

To add a Close Friend, you need to go to their profile, click on the "Friends" drop-down menu next to their name, and select "Close Friends." 3 Easy steps to becoming a stalker!

<https://www.thrillist.com/tech/nation/how-to-stalk-people-on-facebook>

Amazon A9

A9 is Amazon's proprietary algorithm software. It stands for "Algorithms" in shorthand A+9 digits. Amazon developed their own search engine software when they realized that Google was better at indexing their own detail pages than they were.

A9's primary function controls the search results and rank of products for specific keywords. The results are based on a variety of factors including reviews, fulfillment method, shipping speed and price but the primary factor is conversions.

The more a product converts for a specific term (that is, a customer searches for that term, finds a product and buys it) the higher that product will rank for that search term. Amazon continues to update A9 to avoid manipulation and ensure that customers find the most relevant products that they are most likely to purchase increasing Amazon's sales commission.

<https://www.quora.com/What-is-Amazon-A9>

Other References

[Facebook Is Spying On You, Just Not Through Your Phone's Mic](#)

[Is Your Smartphone Listening To Your Conversations](#)

Music

Intro and Outro music - Brasilia by Michael Glass

[See What Had Happened Was - Kutt Calhoun](#)

[I'm Not Your Computer - Cartonnage](#)

[Somebody's Watching Me - Rockwell](#)

[Epic Rap Battles: Nerd vs Geek - Rhett & Link](#)