Rushil Shah

Dr. Allison Burns

CPMS101

10 March 2020

The Privacy Paradox

In a world that constantly evolves with technology and technological innovations, we become more and more dependent on technology and its ease of access. Along with the tremendous increase in technology and technological innovations, there also has been an increase in concerns regarding privacy and the constitutionality of what technology companies can datamine. Many large social media companies like Facebook have been under fire by the public for data mining personal information and for selling that information to other companies to cater ads on their pages. However, as concerned as people seem to be about privacy and their personal information online, studies show that many people, especially younger adults, tend to engage in behaviors that do not protect their privacy when online. This paradoxical phenomena is known as the “privacy paradox.”

I believe that the privacy paradox is a very real concept that is exerted especially with younger adults that are a part of Generation Z. Young adults such as myself have always lived in a world surrounded by technology and technological innovations. Our generation is very familiarized with technology and accustomed to living in a world where companies have access to our personal information. As a result, I believe that we lack the care to protect our personal information, and our generation is well-aware of it. I for one willingly give my real name and birthdate to websites to create accounts in order to use their services. Many people my age reflect similar ideologies to myself as they are very transparent in their posts on Instagram and Snapchat. Oftentimes, people tend to place location tags on vacations and places they’ve visited. Also, many people put their full names as their social media handle names and keep their profile public for anyone to see their pictures and information. Although my Instagram account is private, I still have visible information about myself such as my full name, college name, and graduation year that anyone can easily see. I believe that it’s not a matter of fact that our generation does not care about privacy, but I believe that we are more and more believing that it’s okay to share our personal information to technology companies.