

Positive and negative sides of big data



BOB THE BAD COMPUTER

Bob is a supercomputer, but has a dark side. He is a bully and breaks rules. He takes people's private information.

Bob...

- Collects bad third party cookies
- Sells your information to buyers
- Collects unnecessary cookies
- Records what you do
- Spreads fake news
- Causes filter bubbles, which shield people from important information



STEVEN THE SUPER COMPUTER

Steven is a super computer! He saves people and makes their lives easier and the quality of their lives better.

Steven...

- Makes your favourite websites actually work
- Reunites families
- Finds blood donors for people in need
- Keeps your data safe
- Collects data that can help solve world issues
- Asks for your permission when collecting extra info