



# PERSONAL DATA COLLECTION

## You Are There

This book discusses Netflix's data collection strategy. Imagine that you work at Netflix and the company is trying to decide on new shows to make. How could you use personal data to make this decision? Be sure to explain your strategy.





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## Another View

This book talks about the benefits and drawbacks of personal data research. As you know, every source is different. Ask an adult to help you find another source about this subject. Write a short essay comparing and contrasting the new source's point of view with that of this book's author. What is the point of view of each author? How are they similar and why? How are they different and why?





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## Say What?

Studying personal data collection can mean learning a lot of new vocabulary. Find five words in this book you've never seen before. Use a dictionary to find out what they mean. Then write the meanings in your own words, and use each word in a new sentence.





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## Why Do I Care?

Maybe you are not interested in personal data collection. But if you have ever been online, your data was probably collected. What personal data do you think companies have collected about you? What effects do you think data collection has had on your life? How do you think data collection and research might shape the future?

