Internet profiling: The economy of data intraoperability on Facebook and Google

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DOI: https://doi.org/10.7146/mediekultur.v29i55.8070

Keywords: Internet Profiling, personalization, data strategy, data point analysis, Facebook, Google

Abstract

This article investigates online profiling and data strategies by identifying and comparing data strategies of the two most visited internet companies, Google and Facebook. The aim of the article is to use media economics and management perspectives to enrich the discussion on profiling from a political economy perspective. The article maps differences in the data strategies of the services and the potential data collected through a data point analysis, and suggests conceptual distinctions between vertical and horizontal data strategies, touch point and social network, integrated and diversified application programming interface (API) structures, and relevance and reputation data strategy perspectives. Furthermore, the findings in the article suggest distinguishing among profiling for advertisers, developers, and government agencies. Addressing these stakeholders through the identified data strategic differences, the findings point to different implications for privacy, digital divides, algorithmic adoption, and societal segregation and intolerance.

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Kint estimates that Google, which saw its ad revenue grow 22 percent in the first half of the year, accounted for 60 percent of the ad market’s year-over-year growth, while Facebook, which grew 67 percent, accounted for 43 percent of the growth. That’s a total growth of 103 percent, if you’re keeping score. Which means that the rest of the industry collectively shrank. Again, the way you view this kind of data will depend on your perspective. If you own shares of Facebook, which reports its Q3 numbers today, you’re very happy — you own one of the two dominant digital distribution platforms, and your position looks increasingly strong. If you’re someone who competes with Google and Facebook for ad dollars, then you are worried. Google and Facebook compete in some areas such as digital video advertising but are present “across every part of the food chain”, according to one ad executive. This seismic shift to a digital and mobile ad landscape effectively controlled by two companies has wide repercussions for agencies, media buyers, publishers and the brands that want to sell more products. Advertisers like the targeting they get with Facebook and the trove of data it has on its 1.6bn users, just as they like the efficiency of Google search. But they are worried about a concentration of market power in two companies that Internet profiling: The economy of data interoperability on Facebook and Google. Article, Oct 2013, Anja Bechmann. This article investigates online profiling and data strategies by identifying and comparing data strategies of the
to produce knowledge. A critical method for Marx is a historical materialist dialectical method, thus this paper argues for a deeper consideration of the Marxist dialectical method in relation to critical political-economic theorizing.