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### The Implications and Concerns of Algorithms in the Modern World

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### The Implications and Concerns of Algorithms in the Modern World

Users should know how algorithms work and user awareness needs to be a requirement in modern-day companies and in any algorithmic practice. Companies and organizations should take into account the “F.E.A.T” principles, that are mentioned in *Algorithmic Awareness*, when operationalizing algorithms and any Artificial Intelligence programs (Shin et al). The “F.E.A.T” acronym explains that companies and their algorithms should be “fair, explainable, accountable, and transparent” for all users (Shin et al). As explained further within *Algorithmic Awareness*, these four principles are vital for each individual’s behaviors, including trust, privacy, and any intention of use, on the Internet (Shin et al). The more relaxed users are about these “F.E.A.T” principles thus making them more relaxed on their own privacy on the Internet and the less aware/educated users are on the effects that algorithms play into modern-day society, the more personal information and data on every single person is given to private and public corporations and companies that can use this data for whatever purpose they want.

Think about the most “trusted” companies and websites in the United States: Apple, Amazon, Google, and Microsoft. According to a Statista study, “44% of respondents trust Apple. 53% of people trust Amazon to handle their personal data. 48% trust Google. 43% trust Microsoft to handle their data” (Johnson). These are four of the top technology giants in the world, and they are allowed to handle everyone’s data and use it whenever and however they please. What becomes concerning about this idea is that the population does not know what data they have, what they can do with it, and how they plan on using it. These companies have the power to do whatever they want because there are no federal laws that protect individual’s data or any laws regulating private companies on what data they can and cannot use. These four giant technology companies are able to do what they want with the data they have collected because

they have gained the trust of the majority - users are relaxed over their privacy on the Internet and their “F.E.A.T” principles.

Although people may be becoming more aware of how these big companies are using our data, it is hard to keep up with all of the new emerging technologies that also use our data in an unique way. Some new technologies that have been announced in the past couple of weeks/ months are the Google Soli Technology and the Nimo Smartglasses. The Google Soli essentially is a device that uses radar technology to respond to your body movements. So, for example, if someone was sitting in front of the television and got up to go to the kitchen, then the technology would turn the television off. This device, just like any other form of technology, is actively collecting information and data on the owner of the device.

Another example of a new technology that will be another source of data collection would be the Nimo Smartglasses. These Smart Glasses have the ability to project up to six virtual screens in the glasses (Chokkattu). These screens act as monitors that you can interact with just like a computer. It is new technologies like these that need to be held accountable for what data they are collecting and how it is being used.

In the world of new technologies, cookies and terms and conditions, it is very important to be aware of all the things we are checking “yes” to. With every website we search, like buttons we hit, or products we buy, companies are collecting information on everything that makes us, us. While we cannot stop new technologies, like Google Soli, from emerging and collecting our data; what we can do is become knowledgeable on our rights and be aware of all we are checking “yes” to.

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