

What does Instagram, TikTok and Co. know about me?

Analysis of your own data in small groups

(2-4 students)

Due to the GDPR, you have the option of requesting all of your stored data via Instagram, Facebook and Co. But do you know what data these sites actually have?

Part 1 – Analyzes the advertisements, recommendations, etc. of your profiles

1. In your small group, choose one or more platforms on which you are registered. You can analyze one profile together or several profiles in a row. But always talk to each other in the group and treat each other with respect! Nobody has to show their profiles if your classmates don't want them to!
2. In the following you try to characterize the owners of the profiles based on the content that is presented to you. Pay less attention to the things that the person has liked themselves and more to those that are suggested to them.
3. To do this, click through the app's feed. What ads do you see? Which videos or profiles are suggested to you?
4. Write down possible characteristics, interests, hobbies, etc. that the profile owners might have.
5. How closely do the characterizations resemble the actual profile owners? What surprised the profile owners? Think about why you think some ads or suggestions don't fit the person, but are suggested anyway.

Part 2 – Request your data

Instructions Instagram

1. Go to your own profile.
2. Tap the gear icon to go to settings. From there, select Privacy & Security.
3. If you scroll down, the Data Download section will appear.
Tap Request Download.
4. Enter the email address that you also use for your account.
5. Enter your Instagram password.
6. You should receive your report in the next 48 hours.

7. Download the information from the mail and unzip the folder.
8. If you click on the "index.html" file, you will be redirected to the Instagram website where you can click through all the information stored by the company.

Instructions YouTube

1. Open your profile at the top right and select "My data on YouTube".
2. On YouTube, you can view your results directly on the website.

Instructions TikTok

1. In the TikTok app, tap Profile at the bottom.
2. Tap the Menu button at the top.
3. Tap on Settings and privacy.
4. Tap Manage Account and then Download Your Data.
5. You should receive your report in the next 3 days.

Part 3 - Analyze your reports

Click through the reports. What surprises you? How did you know that this app saves this information?

5. Think about what you can do with it unpleasant photos, videos, etc. can be deleted again.

- Create a guide together!
- If necessary, research places that can help.

