

Comp B

Competency B

Explain the social, cultural, and economic dimensions of data, records, and information use.

Interpretation

There has been an exponential growth of information processing demand thanks to the digital age we happen to be living in. Social media primarily comes to mind because it is a technology that is expanding whether it is TikTok, Facebook and/or Instagram; we have data exploding all over the internet. While some of these digital platforms have promised to temporarily store your data, they still maintain it despite what they say.

Another responsibility we will encounter is developing and reintroducing policies about social media usage to our staff below and above. I personally witnessed social media policies and had to sign ones saying that I should not have my phone available while working on the front end of my retail store. The issue of using your phone at work is a serious one, but it is only a fraction of what is wrong with the unregulated use of social media. Anything you post on social media will follow you for the rest of your life. Even government acts like the *Data Protection Act 2018* in the UK or the *The Federal Act on Data Protection of 1992* of Switzerland do not guarantee that the information you posted will ever leave the internet.

Although progress to enact legislation on data mining is on the way, we have so much more work ahead of us. As archivists, we need to guide organization policies that help the users of social media, not punish them, policies that protect their privacy not profit off them, and policies that reward a reluctant behavior to expose themselves entirely.

Contrary to the public's belief, there is economic value in the information that they farm from you. Only recently has the public become fully aware about their information being harvested from these social media websites and being distributed to advertising companies to help sell their product. The information gathered is sold to advertisers and has had a significant increase in consumer spending. If a company knows who their customers are by looking into their personal interests, it saves them money on having to advertise to individuals who clearly have little to no interest in the product advertised. There was a reason why toilet paper ran out at the beginning of 2020 and it was because both the consumer and the retailer did not have the correct information to facilitate each other's needs.

Evidence

MARA 249 Discussion 11

Facebook is an extreme example of accessibility over security. This discussion took place approximately a year after Facebook had encountered a breach in 2018. I was significantly skeptical about Facebook back then and held on to it because of the free app called messenger. A couple months after this

discussion I deleted my account. I knew that my personal information was going to stay on there, but they would no longer get any more from me.

MARA 285 Final Project

This piece talks about the benefits of budgeting an archival project in different scenarios. The significance is not always clear to the individual in the office, but the impact can have astonishing effects on the communities that benefit from them. The profession which appears insignificant to a few ironically reveals more in the evidence provided in these examples laid out in this analysis. Whether it was budgeting a project to help a community or uncovering a lost history with a previously determined recordkeeping policy of the past, supporting them with a budget is going to do more than give them a decent wage. They will also preserve the records provided with their community.

MARA 249 Social Media in Business

This was an analysis of social media and its impact on the current market today. I primarily talk about Facebook in this paper because it was the most relevant social media outlet at the time. I primarily talked about how the breach of 2018 was improperly handled by the company itself. Their lax security measures to favor accessibility compromised their 50 million users who included Mark Zuckerberg himself. It really does not inspire confidence in a platform if the CEO's own account was compromised. I thought with an accident like that there would be a decrease in users. Spoiler alert: account usage surpassed a billion in 2012 and as of 2020 they are closing in to three billion.

Conclusion

As stated previously, social media and technology will continue to proliferate, and our responsibility is to look out for our organizations and create and enact policies that will protect them from the lax measures of social media platforms. We can reach out to communities and operations that require information governance and reinforce their ambition to improve society. Our responsibility is preservation and integrity to the organization and through that we are responsible for the development of the community.