

The Great Hack - Netflix documentary review

The Great Hack is a documentary discussing the ideas of how data and user actions on devices can create individual profiles of you and how companies can use these profiles and personality traits based on a user actions to target you on advertisements that are specifically for that type of character and drive persuasion. This is much more effective than randomly sending adverts to random users.

The documentary focuses on a company that does this called Cambridge Analytica which is the worlds leading data driven communications company and David Carroll an associate professor who worked on exposing this companies unethical and illegal ways of gaining access to users data and using it to drive votes for specific campaigns. Cambridge Analytica played a big part in the 2016 Presidential campaign. They spent 6 months sending surveys to users which were designed to create and find personality profiles which were then sent back and would be targeted videos and other propaganda through media. This could be a video that would pop up on a persons recommended page on youtube which could be spreading shame to Hilary Clinton in this case and therefore drive the user to vote for Trump. Further on during the documentary, you are introduced to Carole Cadwalladr who was the investigative journalist for the Guardian. She investigated Cambridge Analytica and how it tied to the Brexit campaign.

Other students should watch this as it gives you an insight on how big and important data can be and be used and manipulated and it one of the big reasons why actions like Brexit and Trump becoming president are in place today.

I think this will help me during business A-level to understand how companies use data and peoples profiles to drive propaganda to their devices which can change someone idea about something for example a business.

I rate the documentary very highly as it does get you interested very quickly and shows this idea of how powerful data can be when used correctly and they show this with the cricise of Cambridge Analytica which was the main reasons of the ouput of the 2016 Presidential campaign and the Brexit campaign output which are 2 important things in the world.