

Facebook is watching you!

This document is a **poster**. It is a drawing in black and white. I'm not sure who the **author** is, or when it was published but it must be quite recent because it deals with facebook, which was only created a few years ago.

The poster is very simple. In the middle is a picture of a man's face, and **above and below** this picture are the words: "facebook is always watching you".

The aim of this document is **to raise awareness** about the fact that facebook can be used for the **surveillance** of society, and so clearly its **target audience** is people who use facebook. I think it seeks to remind **facebook users** that the information we put on facebook is **public**, not **private**.

I think that the **tagline** and the picture of the man's face are a reference to the idea of "big brother", an **all-powerful** leader who **spies on** everyone in society. In this document, "big brother" may represent a few different things.

Firstly, the document is talking about other facebook users who can look at other peoples' pictures and **wall posts**, which is quite shocking when we think about the time before social networking sites, when things like family photographs were always kept private.

The poster may also be referring to **employers** who look at people's facebook pages before deciding whether **to hire** them – many people have lost **job opportunities** because of this.

However, I think the document is mainly **denouncing** the facebook company itself, which can access users' private information and which allows advertising companies to **personalize** their ads depending on a person's gender, interests, and even the **online groups** they belong to.

Furthermore, the poster may be denouncing the government, who can **track** people using online information. For example, during the London riots in August 2011, the British government looked at facebook conversations in order to find people who had been involved in the riots, or **to spy on people** who might be planning illegal activities.

In my opinion, this is an intimidating and powerful image. This is because of the reference to "big brother", the expression on the man's face, and also because the image is so simple and **eye-catching**. It is also quite powerful because almost all young people use facebook, so it shows that it is not just a few people **being watched**, but almost everyone. Personally, it makes me question whether or not to keep using facebook.

However, the **issue** of surveillance is not just limited to facebook. In **the modern world**, people are being watched in other ways. For example, internet **search engines** like google keep records of what people have searched for and make this information available to advertisers. In Europe, people are also being surveilled by CCTV cameras in almost all public places. All of these things raise **moral questions** about **privacy**, and whether people should **protest** about being watched so much of the time.



Follow-up questions:

What is “Big Brother”? → A book by George Orwell about the surveillance of society which also gave its name to a reality TV show which consists in filming contestants 24/7.

What is your personal use of Facebook and of the Internet? How do you pay attention to the aspect of privacy when online? How many Facebook friends do you have? Are they *really* your friends?