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	Nota di contenuto	From 1984 to Total Information Awareness -- Social Networks and Privacy -- Smartphones and Privacy -- Privacy Breaches -- Business Intelligence -- Facebook Analytics, Advertising, and Marketing -- Consumer Privacy in the Age of Big Data -- Twitter- a World of Immediacy -- Misinformation and Disinformation -- Wikipedia and the New Web -- E-Government and E-Activism -- Generation C in the Age of Big Data -- Living in Facebook Nation -- Personal Privacy and Information Management -- Personal Total Information Awareness -- From Total Information Awareness to 1984.
	Sommario/riassunto	Facebook's psychological experiments and Edward Snowden's NSA

leaks epitomize a world of increasing information awareness in the social media ecosystem. With over a billion monthly active users, Facebook as a nation is overtaking China as the largest country in the world. President Barack Obama, in his 2011 State of the Union Address, called America "the nation of Edison and the Wright brothers" and "of Google and Facebook." U.S. Chief Information Officer Steven VanRoekel opines that America has become a "Facebook nation" that demands increased transparency and interactivity from the federal government. Ubiquitous social networks such as Facebook, Google+, Twitter, and YouTube are creating the technologies, infrastructures, and big data necessary for Total Information Awareness – a controversial surveillance program proposed by DARPA after the 9/11 attacks. NSA's secret PRISM program has reinvigorated WikiLeaks founder Julian Assange's accusation that "Facebook is the most appalling spying machine that has ever been invented." Facebook CEO Mark Zuckerberg once said, "We exist at the intersection of technology and social issues." This book offers discourse and practical advice on the privacy issue in the age of big data, business intelligence in social media, e-government and e-activism, as well as personal total information awareness. This expanded edition also includes insights from Wikipedian Emily Temple-Wood and Facebook ROI experts Dennis Yu and Alex Houg.