

Submission: The Select Committee on Social Media and Online Safety

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**We Must Ask: Do We as Australian's have
a Right to Psychological Privacy?**

Online safety Starts at Australian Schools

School is about socialisation, Google understands that. That is why they have put so much effort into education. Having Google in the classroom makes them a benign trusted entity in the classroom as safe as a teacher. **Google appears to be grooming our children to be socialised to their world** they are easy subjects for exploitation. Google's fast and loose approach to data normalises the children to devaluing their highly personal and valuable data, preparing them to accept their life of digital serfdom.

Their logo with its kindergarten colours mis-directs users into believing they are a nice harmless company. Google trading as Alphabet, is the world's most powerful company, the US Congress is almost powerless over it. It was a defence contractor (Project Malvin). How does a US defence contractor pass a Working With Children Check in NSW?

A company that has run rough shod over harvesting and processing peoples and children's data around the world does not make it safe to handle our children's vulnerable identity.

Solution: legislation is necessary to ensure that ALL data is destroyed with all data contractors at the end of its initial purpose. This is especially important now that Facebook with its Meta project is becoming a reality.

Encourage education institutions to use software companies with both eyes open; that is be aware of the strategic interest of vendors of education software providers.

The extension of child protection legislation to prosecute data companies which create a risk to children whether intentionally or accidentally.

Data companies working with children especially in schools must have a risk assessment plan for child long term data safety, psychological harms and data addiction mitigation.



Commercial Exploitation & Manipulation of the Mind and Human Soul

Children Seen as Pavlovian Objects

Much of the software that children are exposed to uses Pavlovian rewards in a similar manner that the one arm bandits designed by gambling company's which uses similar respondent conditioning, such as empty electronic rewards, to hook their customers. It is well known that many large social media company's cynically and cruelly use these techniques to entrap users. This respondent conditioning has two negative effects on young children and teenagers first it grooms them in to misbelieving that, for them, electronic rewards / marks are important indicators of self-worth and secondly it offers pre-groomed minds into the hands of big data interests. Our children's minds are a valuable resource for moulding and manipulating.

Social Media and online industrial psychologists are exploiting every aspect of the human mind some are:

- **Using empty electronic rewards, points and marks**
- **Bogus achievement and flattery (you have reached "Genius Level")**
- **The endless screen which makes it difficult to breakaway (Facebook, Twitter), (YouTube autoplay) creating addiction**
- **Dopamine baiting**
- **Anger motivation i.e. feeds of contentious material strategically juxtaposed with validation of data scraped ideals of user**
- **Manufactured social acceptability by creating an Ai managed environment or bubble uniquely designed to reinforce a unique tribal identity (with rejection of this ideal being a psychologically costly negative outcome). This is an early example of Ai abuse**
- **Use of child like graphics to misdirect users that they are in a place that is as safe as a kindergarten, masking the reality that they are in the space of a large commercial concern whose primary responsibility is an ever increasing return to their shareholders**

Many of these "tricks" are commonly used in social media and are harmful conduct.

This relentless type of online exploitation removes internal self purpose and autonomous self motivation and inner pleasure and replaces it with a system where online image supersedes real world self image and a constant need for dopamine satisfying simplistic continuous electronic reward seeking. This creates some of the severe social and personal identity issues in our society.

This could be seriously damaging the health of our children as well as adults. It could even in some instances have fatal consequences.

Solution: enable legislation that allows group claims against social media companies for manipulative and damaging behaviour of Australian Citizens.

Create an environment that de-incentivises the above “tricks”.

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Proactive Protection Against Data Exploitation by Products like Facebook’s Metaverse

Data Consumers and Addicts Not Computer Literate population

Social media is producing data consumers. Not well rounded citizens that can negotiate the real-world as well meaningfully use data to be in control of new opportunities and as a healthy tool.

Re-identification of Anonymised Data.

There is a risk of re-identification of anonymised data.

Google is a prolific collector of data points, tracking and finger-printing users’ location, identity and interests. The use of finger printing, stealth tracking and search results in the browser regardless of being logged in or not creates a threat to our identity

Orphaned Data

Google and Facebook whilst their future seems certain today, it could, just like US giants AT&T and RCA be broken up, or as data becomes more mature it could become just a commodity and be sold off to various data wholesalers in 5,10 or 50 years time. This threat is even bigger for smaller companies who are subject to by-outs and maybe only just for their valuable data.

Perpetual Data Abuse.

There is the very long-term risk of data misuse. There is a power imbalance between the individual and nation states with data companies able to set the agenda.

Solution: Enact legislation that is more punitive the more data points that are stored, the fines exponentially multiply with each data point exposed in a data leak. This will encourage big data companies to only store what is necessary. It will also encourage data security.

Enact laws similar to the EU’s GDPR and California Consumer Privacy Act (CCPA)

Statistical Disclosure Control

Psychographics, Psychometrics and Discrimination

There is much research on this today. Google as a data hoarder with so many data points could re-identify our children's data today with deep data analysis and in 3 to 10 years any actor with access to the data benign or with ill intent could use Microsoft Azure or Amazon tools and many other software tools to chillingly create a psychometric picture of any Australian Citizen.

For example online work such as story writing structure by a 7 year old child, when cross referenced with every other child's data in Google Suite and other servers could be a psychometric predictor of behaviour that may be unfashionable to a hostile institution in say 30 years time. This could be used as a potential source of disadvantage or even a weapon and create prejudice against the grown up child.

The early seeds of Cambridge Analytica began with benign university research.

Statistical Disclosure Control across time, institutions and the increasing ease of de-identification managed is a potential risk to the Australian individual.

Ai Experimental Ethics – Australians as Guinea Pigs.

Ai is being developed by data services companies. We are experiments in these companies development of their products. It is not a mature technology therefore the use and analysis of this data is an experiment. Google's Facebook's and AWS's Ai and data experiments are not transparent.

Google's declared future is Ai, but currently it has no Ai Ethics Board and given the future power of Ai ethically Google is like a ship without a rudder. There is no clarity on how commercial Ai is manipulating our data.

Ai is at its gestation phase, its power and reach over humanity will be all encompassing. Giving Google and others our personal data now is negligent at best. It would be better to apply caution before Ai prejudices Australians and has dominion over our lives.

Solution: we must be proactive and subject data services companies to the same ethics that university and medical research is subject to. Psychology/neuroscience in essence is their core product which is the understanding and manipulation of the human mind.

Jurisdiction Google T&C's I read are subject to the Laws of California as well as to US Federal Laws and the secret United States Foreign Intelligence Surveillance Court. Our Australian School children seem to be subjected to the US Law.

I have noted in Google education contracts that I have read early on in the T&C's it says words to the effect that it does not use the data for targeted advertising but deeper in the T&C's it uses linguistically dense language that insinuate that data may still be deep-data mined, a process that could easily de-anonymise data. I could see no commitment to data destruction once the data use has been fulfilled. **This data could also recreate psychometric identities of children. A process that could easily be used against them in 5, 10 or 50 years time.**

Our Chief Scientist Alan Finkel says:

*"But Google wants to do that - not for two weeks but potentially for the rest of your life. The idea of **treating humans as objects**, as data, to be studied and manipulated, rather than as cherished individuals entitled to inherent worth and dignity, stirs our deepest convictions.*

Microsoft understands the importance of server sovereignty and in 2018 took a critical issue with Irish server sovereignty to the US Supreme Court, it was a major case.

Two years ago I spoke with very senior Microsoft Australia personal who said that they used to have Australian sovereign servers however he sheepishly said they no longer have any.

Data Sovereignty Case https://en.wikipedia.org/wiki/Microsoft_Corp._v._United_States

Solution: mandate that Australian Citizen data is stored in Australian sovereign servers.

Ensure the T&C's are ultimately subject to Australian Law and the Australian Supreme Court

Summary - Australian children and adults have very little to no influence over data services companies. With effectively no regulation over them our data identity is theirs for the taking. We are effectively becoming subjects of these corporations psychologically manipulated just like toys.

Social media and online corporations are perhaps unique in our society as being the only industry or part of our society that is effectively unregulated. Australia until now has had the viewpoint that data corporations are benevolent and benign however data ownership is still like the Wild Wild West. For the protection of our children's future our Federal Government must step-up and legislate to protect our data from Big Data exploitation. Until now Big Data have been able to nudge the argument using squatter's rights over the data they unethically and deceptively harvested from all of us. This must end.