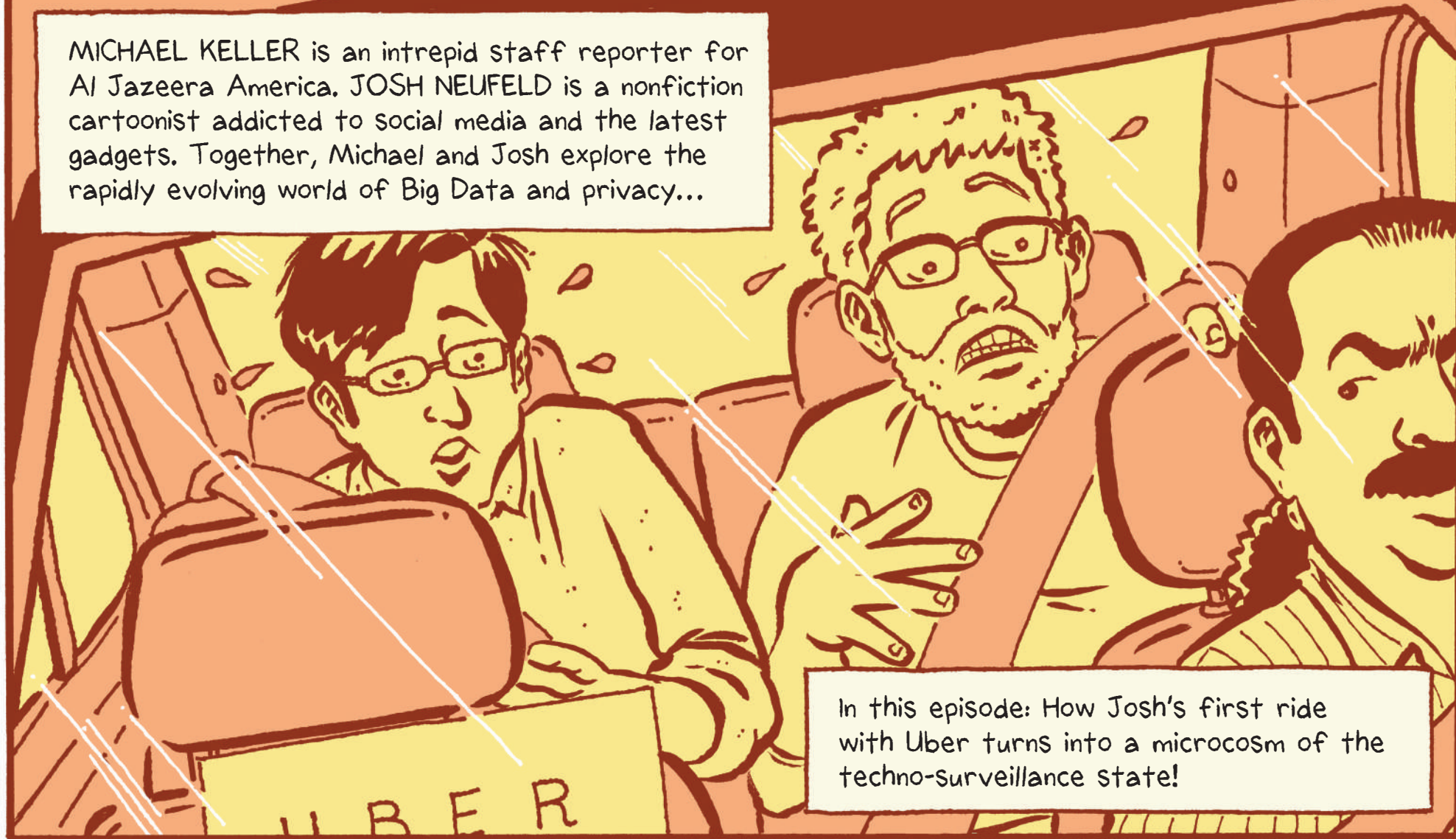


"FARE GAME--TAKING THE RATING ECONOMY FOR A RIDE"

MICHAEL KELLER is an intrepid staff reporter for Al Jazeera America. JOSH NEUFELD is a nonfiction cartoonist addicted to social media and the latest gadgets. Together, Michael and Josh explore the rapidly evolving world of Big Data and privacy...

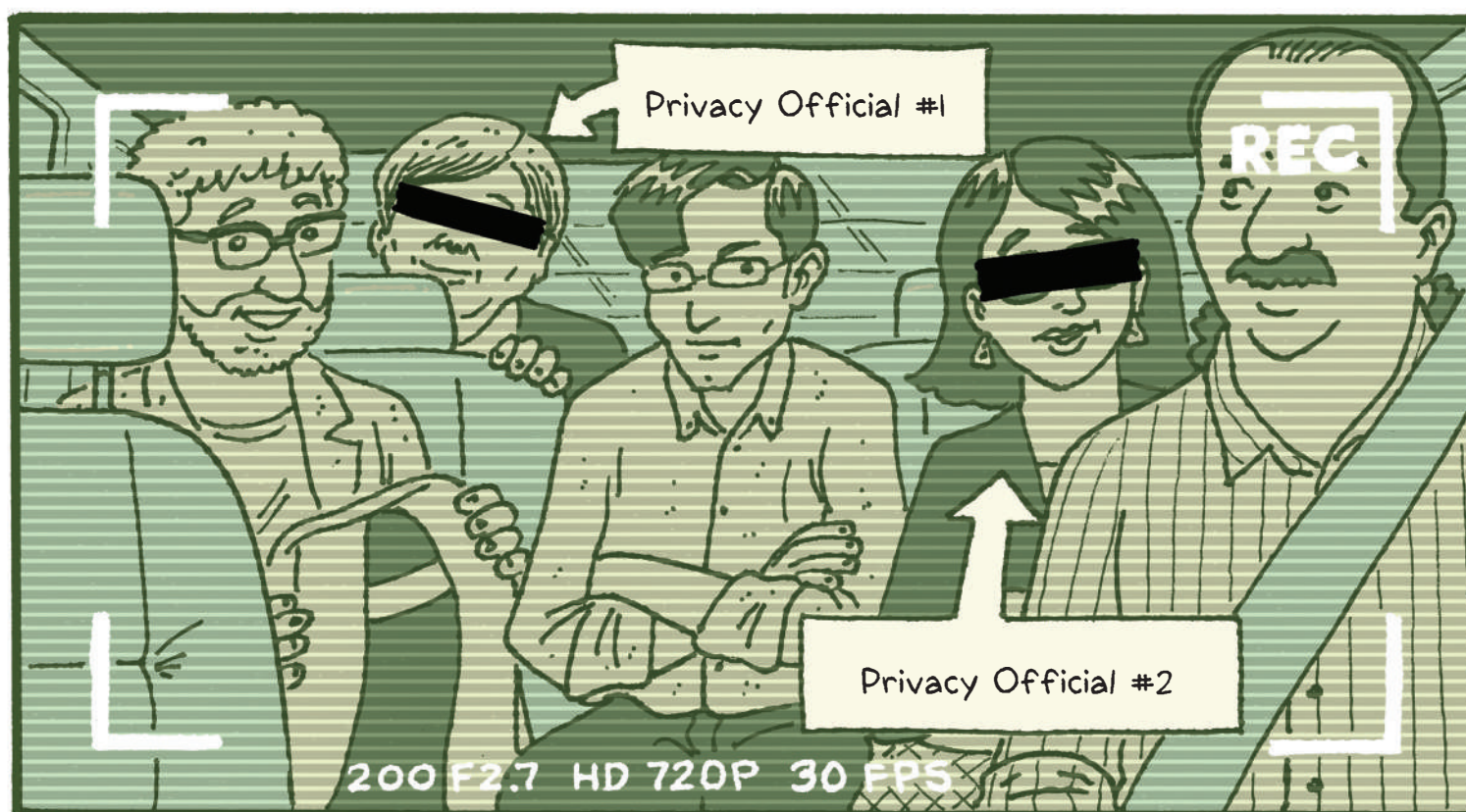


In this episode: How Josh's first ride with Uber turns into a microcosm of the techno-surveillance state!

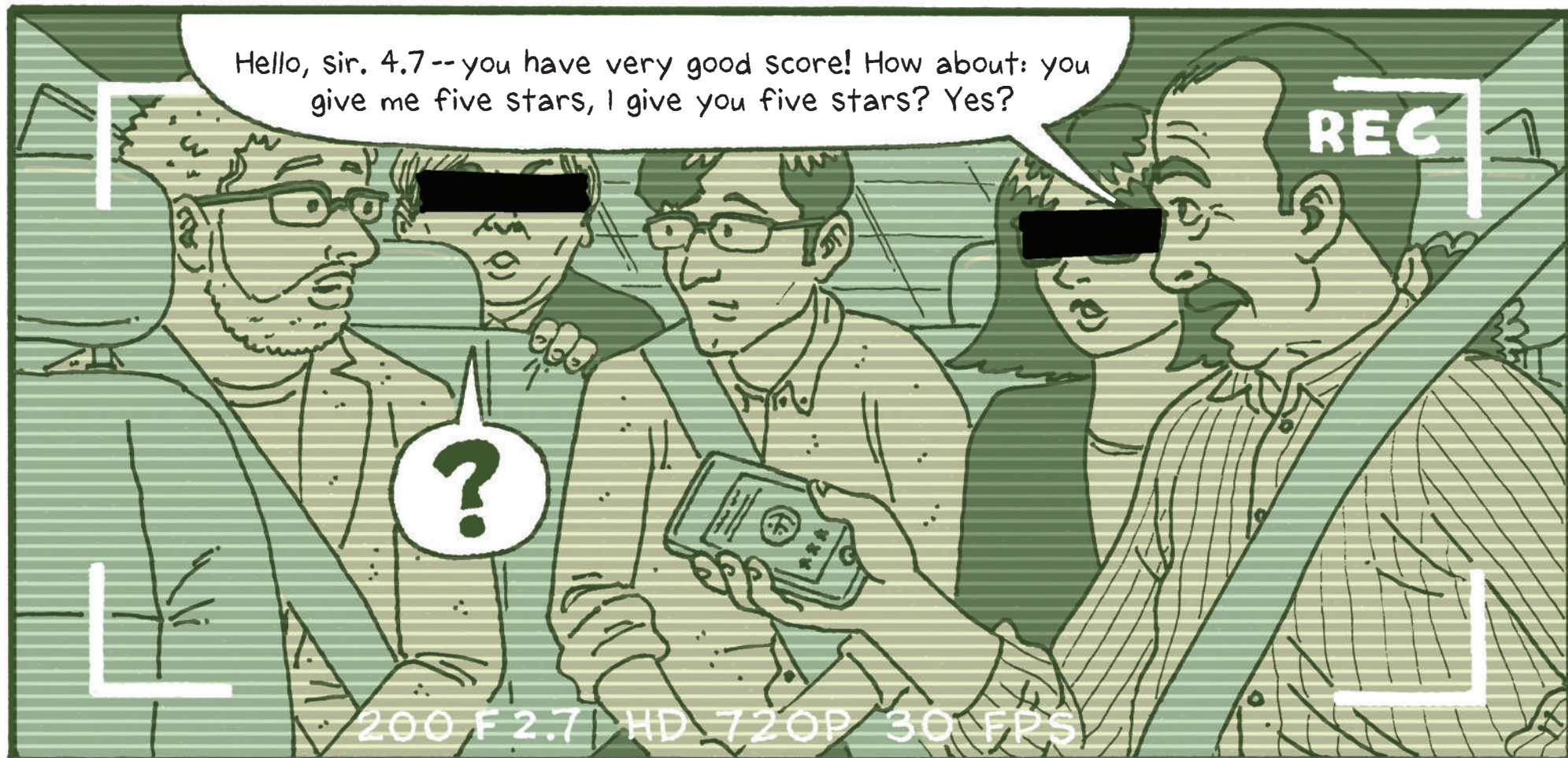
We had just finished giving a presentation at a large university on our previous comic, "Terms of Service: Understanding Our Role in the World of Big Data"...



...when we took an Uber ride with two members of the university's privacy office,* one of whom is an avid Uber user.

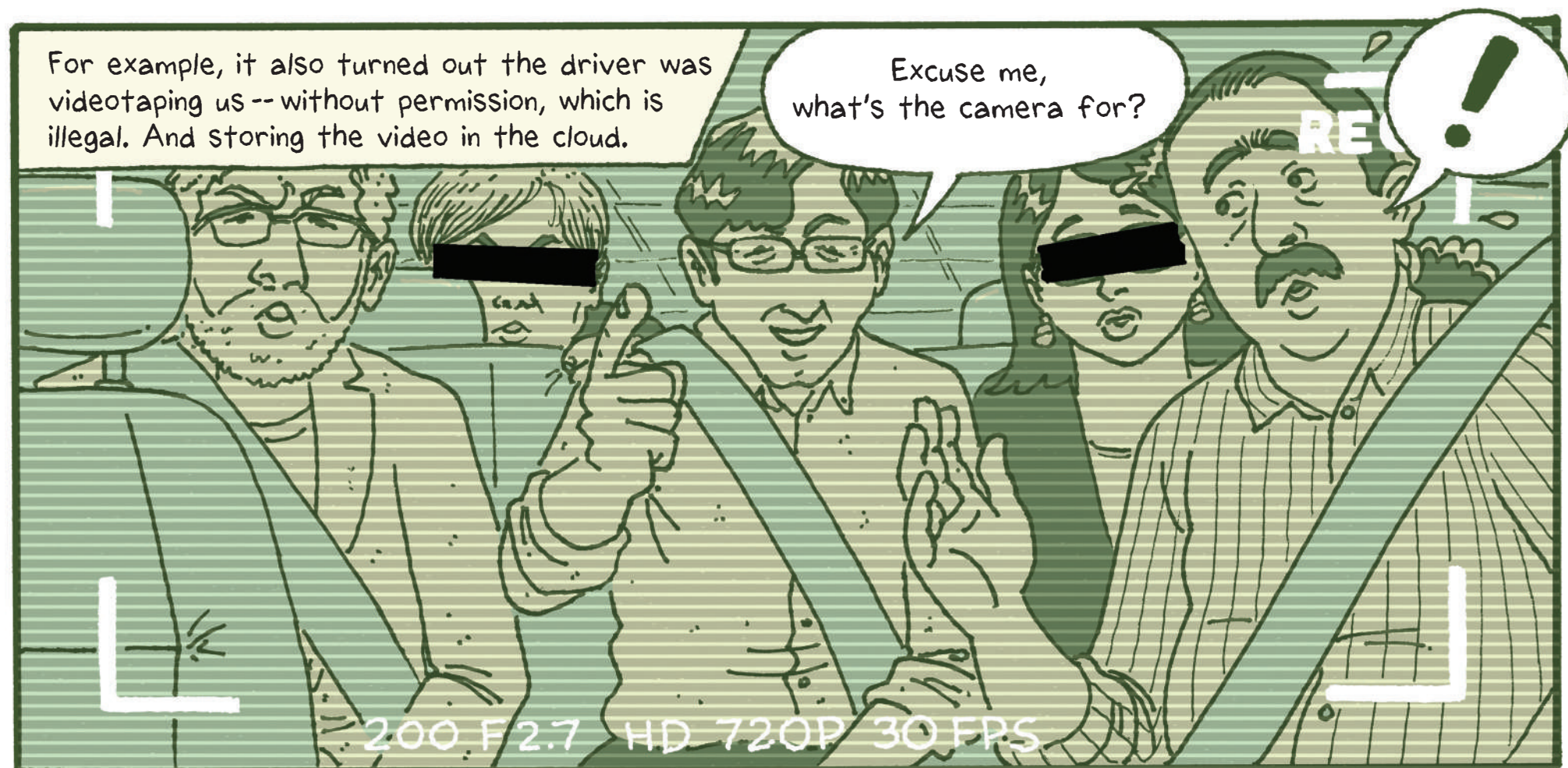


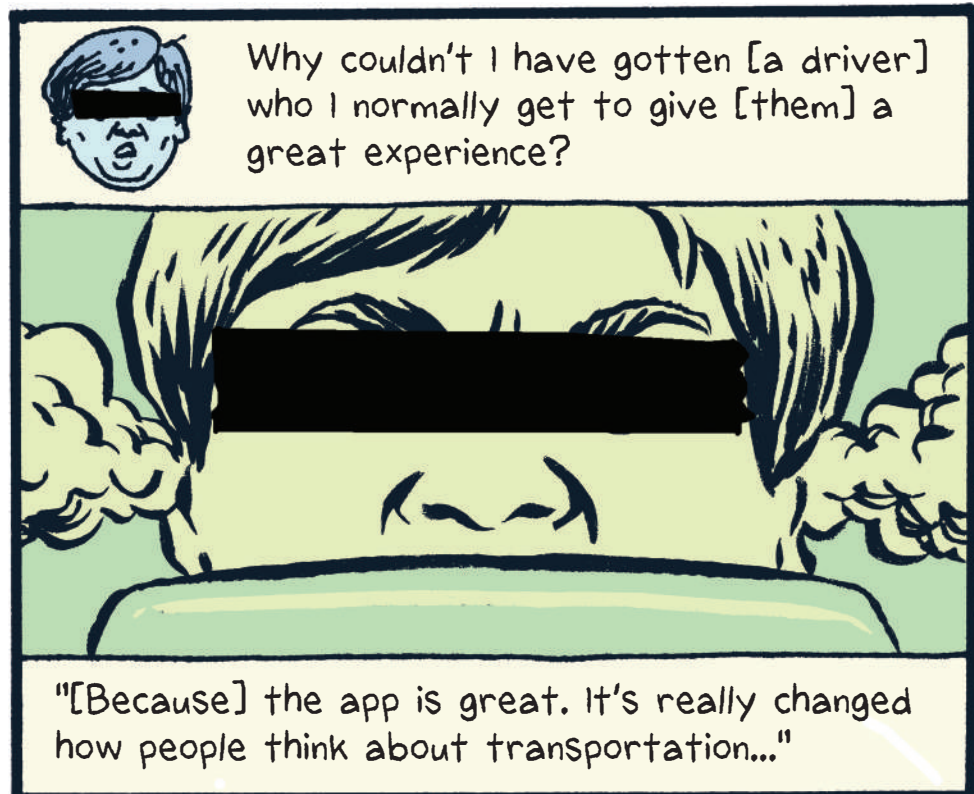
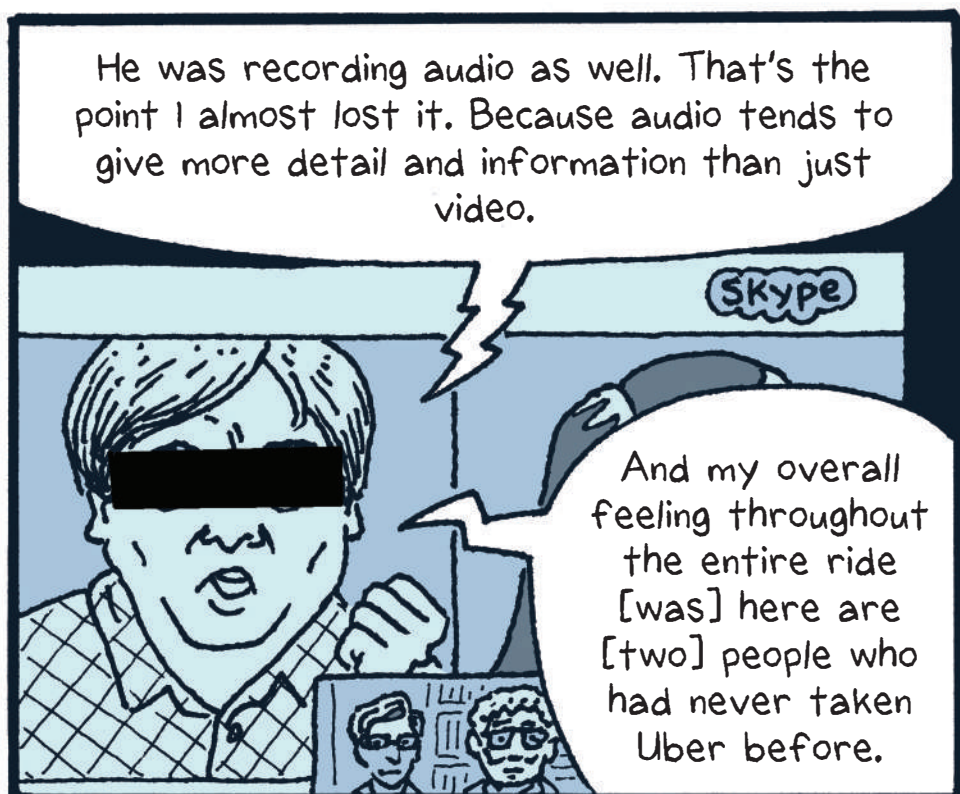
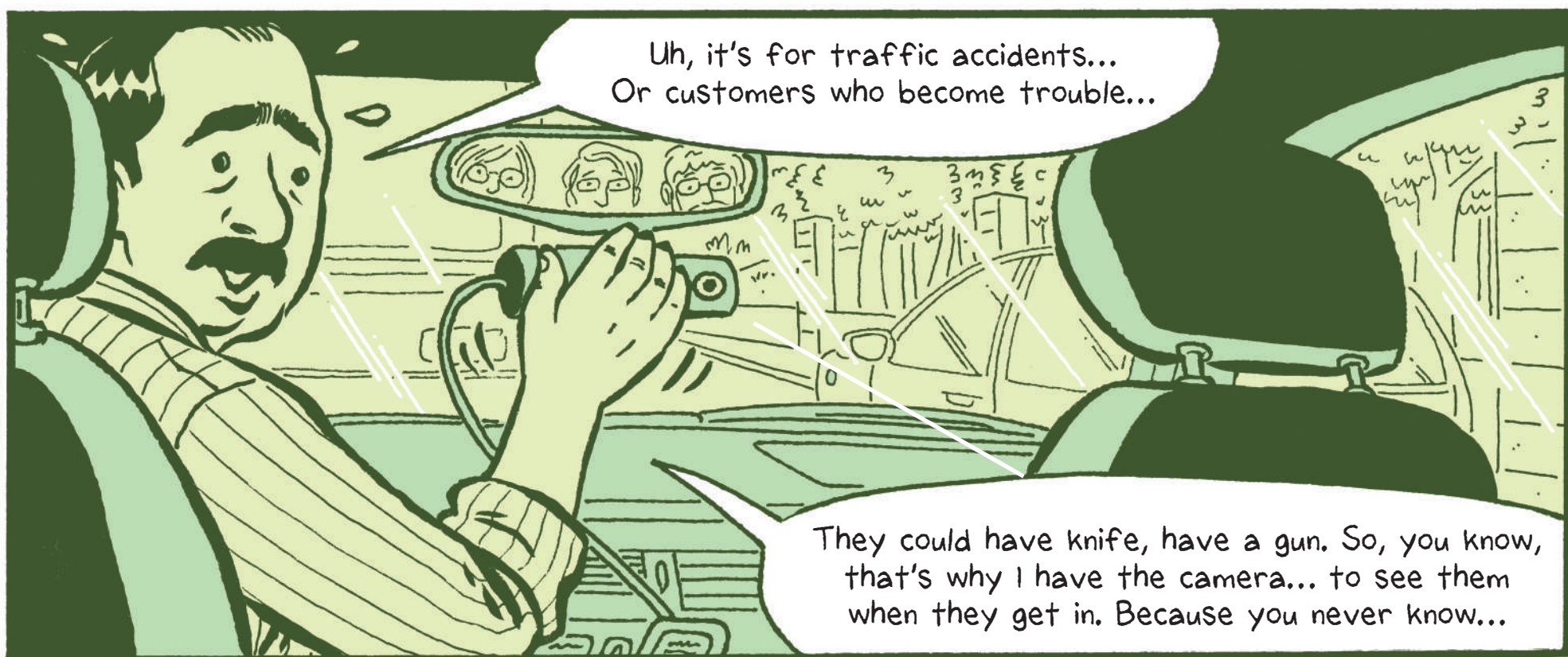
*They have asked for anonymity because they are not speaking on behalf of their employer or in an official capacity as privacy officers.



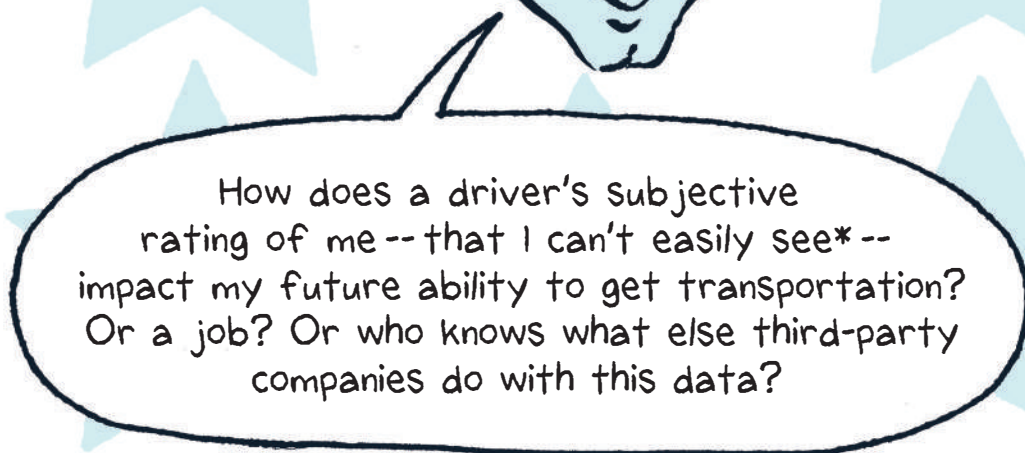
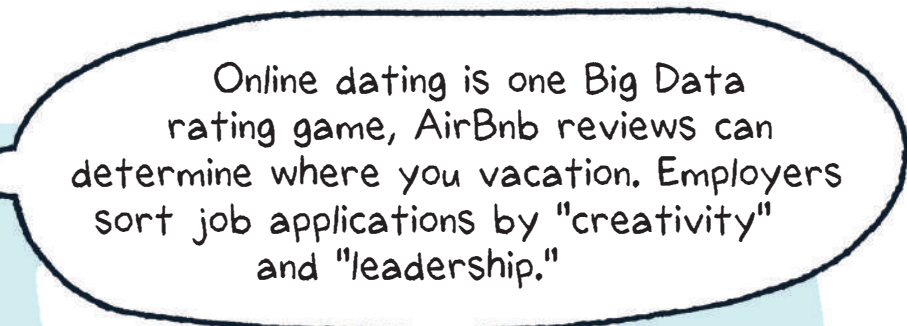
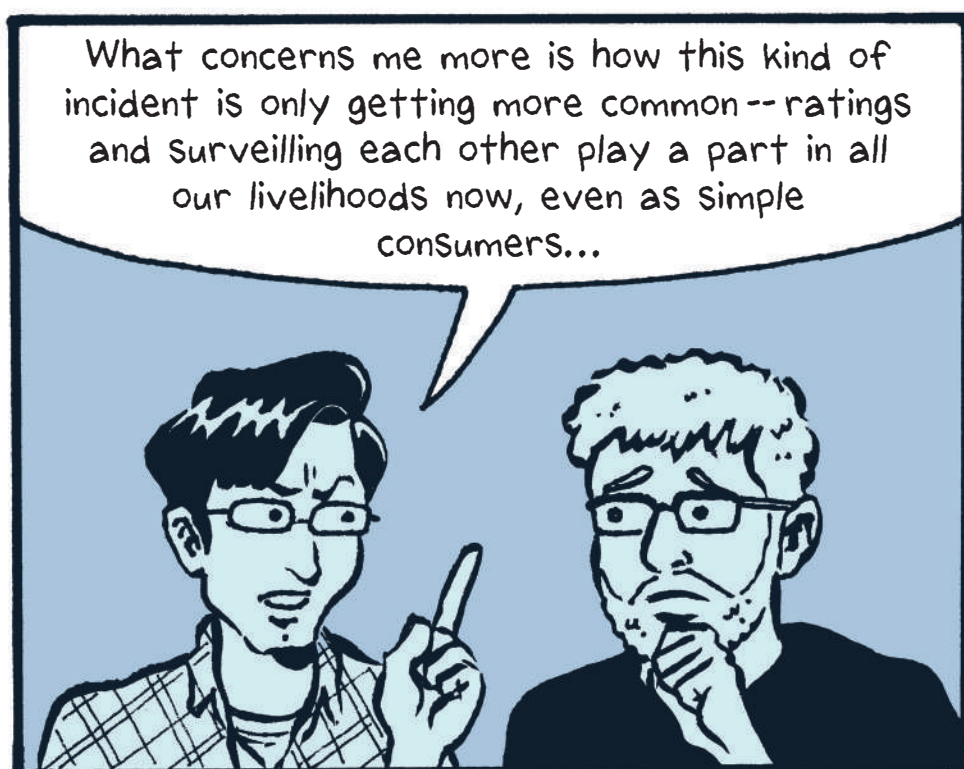
At that point I didn't know that in the Uber universe, the passengers and drivers rate EACH OTHER -- and the rating determines which drivers get fares, and who gets picked up.

Right. This "rating economy" underpins the whole system -- as it does a host of other apps like Lyft, AirBnB, etc.. And, it has its vulnerabilities...





Ed. note: Uber did not respond to questions about its policies regarding manipulating ratings or recording passengers.



*The official way to find out your Uber score is to request it from the company -- or ask your driver to tell you...

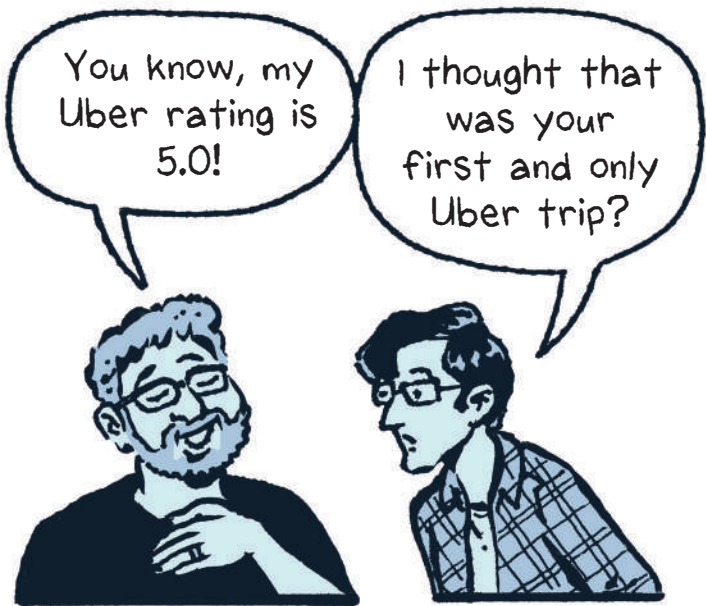


* A California appellate court has ruled that this statute applies to the use of hidden video cameras to record conversations as well. See *California v. Gibbons*, 215 Cal. App. 3d 1204 (Cal Ct. App. 1989).



*The Chinese government is reportedly planning to implement a social credit system, using Big Data to issue financial and social scores for all adults, linked to ID cards to be issued by 2020.





After you all got out, the driver gave me his code, and we did a zero-mile ride. He gave me five stars and I gave him five stars. I'm a model Uber citizen!

