

100-word summary

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How personalized data-driven marketing conflicts with autonomy: People or profit?

The thesis opted to examine the (dis)advantages of personalized data-driven marketing. The evaluation has been executed using two frameworks; Zuboff's framework was ultimately preferred over Foucault's framework to assess the impact of personalized data-driven marketing on the customer's freedom of choice, well-being and autonomy. The conclusion stated that the current form of personalized data-driven marketing harms this freedom of choice, well-being and autonomy more than that it benefits them and therefore should be adjusted. Users should receive more ownership regarding their digital footprint, marketers should become more transparent and algorithms should opt to prevent classifying people into hierarchies.