

Abstract

Social media are inseparable part of our lives and one of main means of communication for individuals as well as companies. According to data of the Czech Statistical Office published at the end of 2021, overall majority of citizens above the age sixteen is using social media. Along with the increasing popularity of social media, the light is also shed on the accompanying risks.

Excessive gathering of users' personal data poses one of main risks. The fact that they are provided voluntarily does not entitle companies to use them arbitrarily. As an example we can point out problematic decisions of Meta Platforms, Inc., which have been released by former employee Frances Haugen. Published materials prove that management of the company was aware of negative impacts of Facebook on its users (spread of disinformation, mental health deterioration of teenagers). However, they chose not to adopt any measures, which could cause reduction of profits.

The goal of this thesis is to carry out ethical reflection of collection and usage of Facebook users' personal data. I will focus particularly on the ethical aspects of data monetization, i.e. an ethical tension between legitimate claim of the company to profit and possible misuse of the platform to influence the opinions of its users, which could have actual political and social impact.

Keywords

social media; monetization; personal data; Facebook; profit