

Do „the rich get richer“?

Privacy literacy in the light of normativity and democracy

Promotion of privacy literacy

- Do individual inspections of targeted ad libraries encourage privacy literacy – or is privacy literacy, and not just awareness, a precondition for retrieving and using targeted ad libraries?
- Should we provide different levels of information and transparency (e.g. full information vs. easily understandable information) for audiences with different digital skills – or is that targeting itself?
- What should voters know about targeting? What are relevant dimensions of “targeting-knowledge”?

Normativity and democracy

- Does the assumption of informed consent, which forms the legal basis in many cases, still hold? What would be an alternative?
- Providing information is always a kind of persuasion, isn't it? Thus, where does “good” persuasion end and where does “bad” persuasion begin?
- Right to privacy vs. civic responsibility: Is it possible to inform and mobilize voters in the age of digital campaigning without infringing their privacy?