Management of Personal Data Collection

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**Introduction**

In This research paper the discovery of what data is and how managers use it will be completed. We will also investigate the organization culture of managing data and how it is linked to the problem. The project will also look into ways of having meta-analysis methodology used to help link other tests and data to this project to give the reader a better a more whole vision of the problem with data. Our personal data is used more and more in various companies around the world. Early on it was used as a way to advertise. As the time progressed and technology became better for the data collection, it was used as a way to pinpoint our exact needs and only advertise what we wanted or thought we wanted.

Even now, it is used to get ready a vending machine or even a grocery store so that when we, the consumer, reaches the counter it will only show items of our particular gender or even our age. This has caused much controversy and legal troubles, and some would even say that it goes too far. However, there are some who say it is the future and that the data collection is only used to enhance our shopping experience.

**Statement of the Problem**

In marketing today there are many organizations that are in trouble with different governments all over the world. From social media organizations to organizations that track our credit score. Our data is being collected and is being used for many different purposes. The purposes of this data collection might be innocent and intended to just improve the company’s outlook and revenue. However, it is the culture of the organizations that this research paper will see as the problem. “A better decision-making could help organizations to enhance their performance, such as minimizing risks and costs, improving customer satisfaction, and developing new products and services” (Libaque-Saenz, Chang, Park & Rho, 2016).

These authors say it best. It takes the managers of the organizations to better handle the data. These organizations have long just taken the data and used it to improve the company without taking notice about someone’s personal data and what could happen if it was breached and falls into hands that then take it and sell it for use on the black market. Also, our personal data is used to enhance targeting of adds. This particular strategy is also in the spotlight and is causing havoc within organizations that use this strategy. So, two problems are happening, and it boils down to one major problem and the focus of this paper, management. Management is failing at this and needs to be corrected to better suit customers and the organization while still providing a pathway for increased revenue. “The benefits of online ad campaigns for marketers are evident: massive reach, a plentitude of ad formats, the possibility to measure multiple metrics for basically every step of the marketing funnel” (Paliy, 2017).

**Intended Audience**

The intended audience for this research paper will be those who wish to understand more about the data collection and the methods used to collect the data. It will be the upper management of the organizations that will benefit form this project as it will show the reactions of the consumers as well as potential legal troubles. Most of the issues are going to be relevant to the handling of data and the lack of policies thereof that focus on different laws of different countries as well. As a result, it is important for those who wish to understand what happens when you mishandle data and how it should properly be used to read and understand this paper.

Those organizations that are new or those organizations that are wanting to expand into different countries will also benefit from this paper. A better way to put this is, if all the consumers are upset of the data collection, then how many more will return to those who use this method. This can impact those who are interested in investing in or have already invested in as this will surly cause financial heartaches within the organizations if mishandling of the data occurs.

**Value to the Audience**

When reviewing this applied research project, the reader should have an understanding of what data is and how it is collected. There are many different ways the data is collected and then it is stored for many purposes. It could be a simple credit card, or it could be that you stared at something on a page and now the internet will tell you that you need to buy it and where to buy it at. Whatever the reasons and however the data is collected the outcome is that managers are not understanding how the information is supposed to be handled and protected. They also do not understand multi county laws and how one organization can be lawful in one country and then break many laws in another. This has led to many organizations to go through unneeded legal fights costing companies millions of dollars “probably the biggest “soft” threat is for third-parties to collect personal data that technology makes more transparent - who you called, what you spent, where you drove - and to find a pattern in that data that is false/misleading”(Quora, 2017).

Some of the most important topics the reader can take away from this applied research project will be that knowing laws and knowing how to handle the data will reduce problems in the organization. The reader will be able to understand that data is needed for companies who choose to operate a business in a capacity that requires a greater understanding of ad targeting. However, the reader will enjoy the back and forth on what seems to be a heated debate of the data collected and how some think it does not need to happen and how it is bad for consumers “Marketing today is driven by data-backed research and customer information that can be captured at every stage in the buying process. We don’t need to guess what people want; we just need to know where to look” (Rivard, 2019).

**Meta-Analysis Methodology**

Value

“Meta-analysis provides a cumulative view of a specific research topic by carefully analyzing similarities and differences of methodologies and findings across many studies” (Lawler & Mohrman, 2011). When needing to collect data from multiple layers, the meta-analysis method can link research so that a biased approach will not be realized. It also can provide a platform for future research. It will also pull together other research projects that are more current and allow for a better understanding and more powerful project to solve the problem of organizations culture that does not allow for the collection of data to be properly handled (Lawler & Mohrman, 2011).

Benefits & Features

There are many benefits and features that are built into the meta-analysis, “One advantage of a meta-analytic research design is its capacity to integrate and synthesize current empirical studies on a particular topic” (Lawler & Mohrman, 2011). When dealing with the problem at hand, the meta-analysis can bring together other research projects from many other studies and tests and allow them to be used for future testing. For example, with the organization not allowing a culture of organization the meta-analysis can bring results from other empirical studies and use them to focus on a more precise outcome versus an outcome where there may still be issues arising.

Elements to a Qualitive Approach

“Hence, the nature of knowledge sought under qualitative analysis seeks not to gain objective, independently provable knowledge, but rather subjective understanding of the topic of the study” (Dayton, 2014). When looking into the data problem, using a qualitive research method will give the reader a deeper understanding of what the author is trying to portray. For example, the subjective understanding of the data problem can be that after research is conducted using meta-analysis approach the organizations having problems with data breaches can be linked to a failure of a culture in that organizations believe that it is ok to just take data and not handle it correctly.

Achieving the Best Results

In order for the results of the studies and tests to be completed and adapted to the project they need to be verified. One way of doing this is to use systemic methodology, this is a review of the data used and how it was used. This will help the reader and the author understand why some tests were used and why they were not. It will also point to data that needed to be included but somehow was not. This is all a big part in making sure that no data was missed, and that data was used in the project even though there might have been disagreements with it. In other words, the data still proves worthy so that’s why it is being reviewed (Khan, Kunz, Kleijnen & Antes, 2003).

**Brief Review of Literature**

Prior Peer Reviewed Data

As the research data for this problem is reviewed, the reader can rest assured that the information has been looked through to make sure that no new data is needed to be included and that there is an equal amount if data on all sides. The research paper is full of peer reviewed articles that suggest ways to approach the data and how to understand and use the data for the correction of the problem. Dayton (2014) talks about how to use quantitative research methods to give the reader a subjective understanding of the data presented (Dayton, 2014).

Khan, Kunz, Kleijnen & Antes (2003) talk about how to use systemic methodology to verify and to test all of the data that is presented. This ensures that all the data that the reader is presented with is true and accurate for this problem. Lawler & Mohrman (2011) discuss how to use meta-analysis to bring in other research that has been proven worthy. This allows the paper to be equal and helps to ward off a biased approach. The reader can feel that when reading the paper, the motives of the paper will be clear and easy to understand. Data from other projects could be helpful and it is important to make sure that all data is considered.

Analysis of Data

To recap, the world today is focused on data and how it can be used to better such items as marketing and safety. When the world’s organizations misuse this data or loose this data or it is stolen, then this is bad. This causes many problems within organizations. When looking into the data along with reviewing the paper thus far, it is clear that a deeper problem is occurring. This paper may not be getting to the root of the issue at hand, but the layers can be peeled back and shown that it is not just a simple employee inputting data incorrectly. Data will show that a more concentrated issue is arising. The issue seems to be focused on a culture within our organizations that we all work for that is allowing the data that is collected to just float around until someone with ill intentions can get ahold of it. Society will want answers on the data that is stolen. We have seen that when this data is breached and stolen or used improperly for capital gain, that the organizations can go through some very unneeded troubles that cost organizations millions of dollars in loss revenue and lost profits.

Review of Review of Literature

As the paper moves forward there will be moments that will change. These changes are suggested within the review of the literature and should take place if and when there is a need to change. Change is good and it allows the problem to be fine tuned so that the best ever approach to solving the problem is presented to the reader. Along with other research, this research should be aligned with other research. The review gives us this ability to show how it matches up with other research. The review can take this research one step further and help complete and solve the problem (Adams, 2007).

**Findings and Conclusions, and Ethical Implications**

Logic Diagram

Themes of Importance

When looking into the review of literature, the obvious decision on what the problem is culture. The review of literature helps us understand the data presented. The conclusion of the problem is the culture is adapt to not caring about the data that is collected. Our biggest fault right now is that organizations simply have not had the chance to care, until now, about our data once it is collected and used for the vast reasons.

“You are probably wondering how the cybercriminals obtained this kind of information. Basically, it occurred through incidents of data leakage – not only from governmental departments, but via e-commerce and other corporate entities that have had their databases attacked and their data stolen, too” (Assolini, 2011). Here is a quote from an outsider. The outsiders are the ones that deal with data loss on a daily basis. We can see by the quote that the author is trying to say that our culture of data collecting has always been focused on what our data can do for them. The question has not ever arisen about what the data can mean to them when it is stolen or lost.

Earlier in the research project the managers were considered, after reviewing what a review of the literature is about, the conclusion can be said that even managers are only working as they are trained. If the environment and culture of understanding about what the personal data means to people and what happens to organizations when they mishandle is not realized then the problem will never be fixed.

Conclusions and Recommendations

Over the last five weeks the project has grown from trying to identify the reasons organizations are getting into trouble in one particular area to understanding where the problem is originating from. Again, the problem is that data, our data, that is used everyday for marketing and research is being lost and stolen and improperly handled. Our data is even ending up back in front of our eyes on our phones people are starting to question this strategy. Many organizations are losing millions from revenues generated by the data collection technique. They are in major trouble that leads to lawsuits everywhere. Peeling back the layers the discovery has been that managers and organizations just do not have the right environment to care about this data once it is used. The culture of management has not been properly informed as to how to handle data. This, I believe has led to the loss of so many individual’s data over the years.

Ethical Concerns

When it comes to ethics, there are many concerns that one must look at to make sure that all rules were followed. One is plagiarism. This type of writing will not only hurt you and your reputation, but it also destroys the very concept of research and the research community (Holton & Swanson, 2005). Another ethical concern would be that when researching and writing a paper, the author may not at all know what they are writing about. In other words, the person writing about how fish are dying in lakes may not have ever cared about or knew about fish dying in the first place. This will create many fake notions that fish are dying when in fact they are not. So, making sure that what we are writing about is actually happening and that we know about the problem and the research to back it up is absolutely vital.

Alternative Solutions

In this section the discussion of solutions for the problem will be reviewed. First is the personal data being lost. This problem can be resolved by one simple plan. The plan would be to just back up the data and use other means to store the data. When an organization claims they lost our personal data, the question of why our data is even being collected always comes up. One solution to fix this is just have the data backed up. Data is the future and, in many areas, can be very helpful to our daily lives. “One of the most important things you can do to protect your data is to make sure it’s safely backed up on a regular basis” (Henning, 2018).

To better help upper management come up with ways to protect our data this paper has been comprised. So, a great way for them to protect our data is to not only back it up and secure it in another location, but to also keep their internet secure. Henning (2018) discusses many ways to do this. It all boils down to methods of working to ensuring the internet is secure them. Henning (2018) discusses that we should be careful to not open certain emails that contain noticeable errors. Malware and others are how they get in. Even these big organizations are having trouble with this because the culture as a whole just doesn’t understand the extent of the data breaches and how the bad guys get in.

Do they Work

When reviewing the alternative solutions for protecting our personal data it is clear that if these procedures are followed and the solutions are implemented then data will not be lost, and the data will be less likely to be stolen. All over the world our data is used for many reasons. Protecting that data is essential. Our culture of understanding what our data means to ourselves is coming into focus and the organizations that do not handle our data correctly are being punished with financial and other legal issues. This is a big problem. Backing up our data will prevent the loss of this data. Training managers and all other staff the trouble signs of potential malware and other hacking materials will lead to a reduction of stolen technology (Henning, 2018).

Consequences

The intended consequence will be that after all of the training to get our society to understand that a culture of change is needed. A consequence to this will be that our society will change and be able to understand the hacking and how hackers use certain tools like malware to gain access to individuals and organizations all over the world just to see what they can get. Crime is all over and that may never change, but people and companies can change how they operate and can be more effective when dealing with our personal data.

The Right Choice

It is clear that after all the information and research in this paper that organizations need to train and change the culture of understanding on how we see our personal data. It is not just something that is looked at and then thrown away. Our data is there forever sitting alone in some hard drive somewhere and is ready for someone to steal. Upper management needs to take charge and correct this lack of understanding, if we see children doing something wrong, it is in our nature to correct it so that they are safe. This same understanding needs to be instilled all over. One day someone will see someone doing something wrong and it will be clear that our data is at stake. Then and only then will that person stop and correct the issue on the spot. The image below shows us that when we take steps to use data correctly it can lead to making a difference.

**Summary**

In this paper, the discussion of what the problem is and who the intended audience is has been completed. The problem has long been sought that data collection is a problem. However, it is more important to note that managers, as well as organizational culture, of this data are more likely the culprit as they lack training needed to better handle this data. The paper has also pointed to meta-analysis methodology is a great tool for properly applying the data to the project in order for a more precise outcome. Also, the intended reader has been identified. The reader should have an understanding that the intended audience is a multi-layer one. This means that most likely there will be those who wish to understand why data is collected and those who wish to handle the data without causing million of dollars in damages to their organization.

The research project has also pointed to ethical concerns when conducting the research project. A logic Diagram has also been designed to show the reader that in conjunction with lack of understanding on how to control data met with bad policies from upper management, the data that is collected is mostly mishandled and ends up anywhere but the right place. In the news all over the world there are organizations that continue to have problems with data breaches. These breaches are similar in nature but sometimes different. Social media companies will see legal fights because their customers do not want to see their personal data converted into ad targeting. Others will see legal fights when they breach international laws or have their systems breached and their customer data stolen. As this research paper moves forward, the understanding of what the data means to the organizations and how it is used will be furthered. Also, the reader will be able to understand that ad targeting it useful when completed accurately and without fault. At the same time, readers of this paper who are with organizations conducting data gathering techniques can benefit by reading this paper as it will be a valuable tool for future success.

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