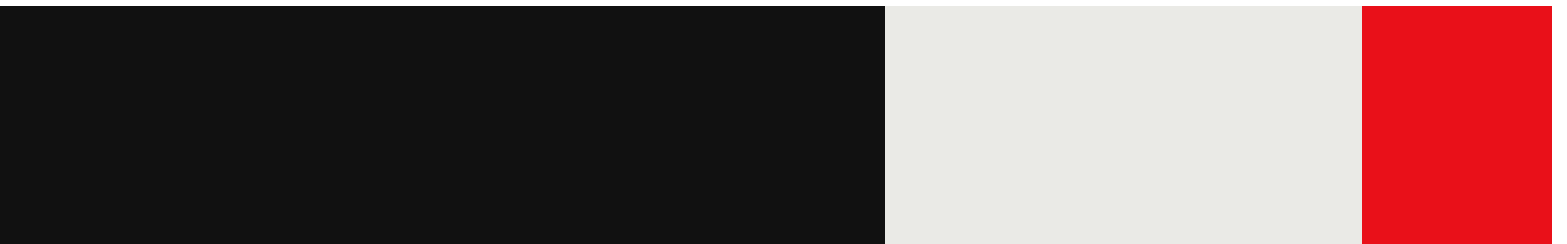


Is the Internet Manipulating Me?

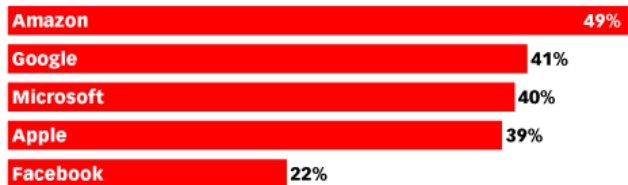
Audio



eMarketer principal analyst Nicole Perrin talks about the dark side of the internet. She also discusses how Facebook can target ads without personal data and Lyft's Q2 results.

How Much Do US Internet Users Trust Select Companies With Their Personal Data*?

% of respondents, Oct 2018



Note: n=2,013 ages 18+; results are a summary of "a lot" and "a fair amount" responses; *e.g., browsing history, location data, contacts and photos

Source: Fortune survey conducted by The Harris Poll, Nov 8, 2018

246449

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Spotify](#) or [Stitcher](#).