**Sites Feed Personal Details To New Tracking Industry**

from [http://online.wsj.com/article/SB10001424052748703977004575393173432219064.html#articleTabs%3Darticle](http://online.wsj.com/article/SB10001424052748703977004575393173432219064.html)

9.4 (new reading level)

Adapted from an article by  JULIA ANGWIN and TOM MCGINTY

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The largest U.S. websites are installing new consumer-tracking technologies on the computers of people visiting their sites. Some are upset about this tracking. In some cases, they install more than 100 tracking tools at a time. This is what a recent Wall Street Journal investigation has found.

[T]he Journal examined the 50 most popular websites in the U.S. They measured the number and capabilities of the "cookies," "beacons" and other trackers installed on a visitor's computer by each site. Together, the 50 sites account for roughly 40% of U.S. page-views.

The 50 sites installed 3,180 tracking files on a test computer. Only one site, Wikipedia.org, installed no files. Twelve sites, including Dictionary.com, Comcast.net and MSN.com, installed more than 100 tracking tools apiece in the course of the Journal's test.

 About 2/3 of the tracking tools came from companies that create and sell consumer profiles. Google Inc., Microsoft. and Quantcast Corp. placed most of the trackers. These companies target ads at people online.

Trackers are more and more intrusive, the Journal found. Some tracking files can record a person's keystrokes online and then transmit the text to a data-gathering company. The company analyzes this data for content, tone and clues to a person's social connections. Other tracking files can “come back” even when you delete them.

The ad industry says tracking doesn't violate anyone's privacy because it doesn't identify people by name and because the tracking activity is disclosed in privacy policies. Companies say they provide a useful service by raising the chance Internet users see ads and information relevant to them personally….

Congress is considering laws to limit tracking. The Federal Trade Commission is developing privacy guidelines for the industry.

**Read the articles “side by side,” paragraph by paragraph.**

**What do you notice? How is the Grade 9 article different from the Grade 12 one? How is it the same?**