# The Impact of Big Data Development on Human Rights in the Internet Era

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***Abstract***: *In the era of big data, artificial intelligence has been invested in various industries and markets. However, the development and progress of any technology create "infinite possibilities", while the threats brought by it have become more diverse and complex. Therefore, a big data revolution is starting, and it has a subtle impact on people's lives. This means that big data, as an auxiliary tool, provides convenience for people's lives, and big data is applied to various industries, laying a foundation for the development of the industry. However, driven by interests, the protection of human rights is also facing great danger. Therefore, this article focuses on analyzing the impact of growth in the era of big data on the protection of human rights.*

***Keywords***: *Big data era; Human rights protection; Internet security; Digital privacy*

## Introduction

With the rapid development of digital drive, the growth rate of data is faster than before, and big data penetrates all aspects of life. Therefore, big data and human rights are facing huge challenges. Big data refers to collecting a sea of virtual information from various sources, and forming meaningful and feasible results after analysis and filtering (Dube, 2020) and used in different industries in different forms. Personal information faces theft and risks of cyber violence, identity theft and cyber violence, which pose a severe threat to citizens' human rights protection. On the contrary, from the perspective of social responsibility, big data promotes the development of the entire society so that this article will use big data. The impact of development on human rights, and concluded that the era of big data is not only a threat but also a guarantee for human rights.

## Research Focus

With the popularization of the internet, people's life is surrounded by various data packets, It applies in different areas and forms data sharing,the arrival of the era of big data has brought all-round changes to the society.Therefore, the influence of big data will be discussed from the perspective of human rights.

## The Negative Impact of Big Data Development on Human Rights

In the era of big data, everyone's data is almost transparent. Each person will create approximately 1.7 megabytes of new information every second (Monnappa, 2020). The Google search engine translates into 1.2 trillion searches every year, with more than 40,000 search queries per second (Petrove, 2020). This

means that the giants of search engines such as Google and Baidu under the big data technology have a large number of user information, and multiple applications need to read GPS positioning, phone calls and SMS permissions when they are installed. This means that anyone who uses the Internet will leave digital traces. Currently, social media networks and Internet users have a severe lack of security. The development of big data has brought serious issue to the protection of human rights.

## Precision Marketing under Big Data Threatens Personal Privacy

Currently, everyone's data lives in the era of big data. They store browsing traces, search traces, and personal registration traces unsuspectingly by network users, and this personal information has become in the eyes of some organizations. "Digital assets" have become a profit-making tool. The databases stolen in a data breach are usually sold privately at a price between $500 and $100,000. Once they are no longer profitable, the threat originator usually publishes them on hacker forums. Since July 2020, a data breach seller named ShinyHunters has begun leaking databases on a hacker forum known for selling and sharing stolen data for free (Abrams, 2020). Therefore, citizen privacy under big data becomes a string of digital codes. It is used in different forms in different industries, especially in the advertising industry. The personal information that markets usually collect, after analysis by a specific algorithm, it accurately pushes it to those they think need it, that is, "precision marketing." People have become quantified selves, so what is quantification? That is to say, the person who is monitored, measured and managed by equipment and network (Zheng, 2016). Perhaps in the past, these records did not bother anyone, but in the age of the Internet, big data collects and rearranges people's information, and even big data can predict what people want and what they want to do. People's Legal Network once reported that the preferences of the public are recorded by the new media. Big data analyzes the information that users like, and then shares more similar information with users (Chen, 2019). For example, when a user searches for information about buying a house or a car on the web, perhaps the real estate agency or 4S car shop will call. Besides, there will still be calls every day. Overwhelming advertising push is in sight. It is also proves the openness of the network in the era of big data. Although many people will say that when registering the software, you can choose the license agreement and privacy policy terms. Still, to a large extent, if you do not agree some related terms, the software cannot in regular use, people's information may be used. Therefore, the personal privacy rights of citizens' fundamental human rights have been violated, and the protection of people's information in the network has become a significant problem.

## Cyber Violence Catalyzed by "Fragmented Information" under Big Data

In the era of fast-developing big data, people have been in a virtual online world for a long time, and it has become more accessible for the internet to violate human rights. This is because in the context of the big data era, data processing capabilities have made a qualitative leap, and the processing and dissemination of weblogs, audio, video, pictures, and geographic location information is not a problem. A variety of data types are making information carriers diversified. At the same time, it also "enriches" the means of online violence" (Liu, 2016). It means that the popularity of the internet is increasing, making online media occupy the mainstream position of the times. At the same time, based on the powerful search engine in the era of big data, users can information often conveys a deformed mentality through a few simple words. For example, in a famous reality show "Run, Brother", one issue was recorded on the theme of cyber violence. The Dragon

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Incident allows the audience to decide who is right and who is wrong based on the fragmented information provided by the program group. Unfortunately, the audience guessed wrong. The movie "Search" shot by the famous director Chen Kaige embodies the characteristics of the era of big data and the freedom of speech of the masses of the era. The heroine of the film finally chooses to commit suicide under the pressure of the Internet perpetrator. It is even more reflected in the era of big data. People are more inclined to accept "fragmented information" instead of thinking about the course of things. Coupled with the openness of the internet, Internet users have enough right to speak because people have more diversified channels for obtaining information. Access to information content is more convenient than before, and Internet users will directly reject and ignore the information they do not want to see. In the end, they usually define others based on pieced together information. Therefore, online human rights violations have gradually become more severe.

## The Positive Impact of Big Data Development on Human Rights

The era of big data can collect, analyze and reorganize user data and store it in the corresponding database. Although there is a particular threat to people's privacy, on the other hand, some industries can provide more comprehensive human rights protection based on ethical standards through the assessment of specific big data technologies (Mantelero, 2018).

### Human Rights Protection in Times of Crisis in the Era of Big Data

Big data provides strong human rights protection support in times of crisis. For example, in Morocco, the Oncology Center and Biology Center in Casablanca are some medical institutions at the forefront of innovation. They integrate and analyze genomic data to identify mutations that cause disease. The patient's genome profile and determine the most effective care. This provides a knowledge base for biomedical discoveries, thereby accelerating the speed of diagnosis and care (Abouelmehdi, Beni-Hessane, Khaloufi, 2018). In addition, this year, the Novel coronavirus has spread globally and has been listed as a global public health emergency. The government, public security and other relevant departments use big data to collect patient travel trajectory information, and close contact information to estimate the spread of the epidemic and predict the peak inflexion point of the pandemic (Zhou et al., 2020). Sudden public health emergencies, big massive data from multiple parties, multi-platform cooperation, through data mining and patient group analysis, to effectively provide real-time big data analysis of the epidemic, help the overall epidemic prevention and control, and become an essential part of the epidemic prevention and control period. One of the crucial means. Although multi-platform collects patient information from many aspects and makes it reasonable to disclose it, from the perspective of moral theory and social responsibility, it strengthens the government's protection of human rights in times of crisis. Also, it protects citizens' rights to life and health. From an economic perspective, the Financial Action Task Force, established in 1989, specializes in cracking down on illegal financial activities (Han, Huang, Liu & Towey, 2020). Big data proactively identify illicit activities, such as financial fraud, money laundering, and other unlawful activities by relevant protection regulations. It is means that to a certain extent, relevant institutions can use big data analysis, pass real-name authentication, monitor customer transaction information in real-time, and evaluate risky transactions. Finally, to effectively prevent and reduce the occurrence of financial scams from an economic point of view,

and provide support in times of financial crisis. The human rights protection of other users.

## Big Data Promotes the Vigorous Development of Smart Industries and Improves Citizens' Living Security

Human rights are not only the right to personal freedom and privacy, but also the democratic rights that people can enjoy. On this basis, big data has provided unlimited convenience for people's basic lives. As a global development trend, big data is changing people's lives. Thinking methods, working models, big data collect some useful data, and on the premise of science and technology and laws and regulations, integrate them with the smart industry. Alexandre believes that "smart cities use IoT devices to acquire data and effectively process them to implement data in specific areas. Smart city sensors and connected devices collect data from various smart city gateways installed in the city, and then it performs analysis to make better decisions (Alexandre, 2018). Taking "Internet + medical treatment" as an example, big data can collect the medical needs of patients, and develop medical applications to provide good medical services, and at the same time collect diseases and diseases in related medical fields. Finally, develop smart medical equipment to overcome intractable diseases and major diseases, provide technical support for medical. At the same time, the environment has repeatedly become a hot topic in society. The ageing of sanitation workers is serious. Young people born in the 80s and 90s are reluctant to engage in the sanitation industry for various reasons (Tencent, 2019). As a result, the "Internet + environment" came into being. Among the application of automatic cleaning equipment in multiple service industries, intelligent sweeping robots occupy an essential market share in the cleaning industry. Although big data is a "technological term" in the tall, it does benefit the lives of ordinary citizens. Big data is based on the integration of industry data and understands the urgent needs of citizens through big data, builds a resource-sharing society, and promotes the development of smart industries. Develop and improve citizens' lifestyles and give citizens more opportunities to protect human rights.

## Big Data Improves Education Equity and Narrows the Gap between Poverty Education

Equality in education is also a frequent human rights issue. Marishane (2017) believes that education is a basic human right and children's right to receive basic education must be guaranteed. Students get equal access to education through big data. One possible explanation is that the application of big data in the education industry, for example, through the construction of online education platforms, has achieved the sharing of educational resources to a certain extent, thus balancing educational resources in different regions. Qiu (2020) proposed that big data technology has changed the education model. Through the integration of technology and education, an education platform is built to directly connect educational resources to teachers, students and parents, and output high-quality teaching content to students. Recently, the trend of distance education is becoming more and more prominent. With big data technology as the educational means, it will enrich curriculum resources and enable students to learn from teachers through online education platforms in educationally developed regions. Under such conditions, it has more opportunities to extend education to remote and poor areas, and students from different regions can also get an appropriate education. For example, as long as students have mobile phones or computers, they can search the teaching resources of teachers from all over the world on the Internet, and they can also communicate with teachers directly

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through the education platform. When various educational resources are available and learned via the Internet, the reasons seem obvious. It means that it can transcend the limits of time and space. This seems to suggest that big data improves the quality of learning in areas with low educational quality. This is because students from remote areas also have access to direct education. Therefore, this approach can further realize resource sharing, improve the overall level of education, narrow the educational gap between advanced and remote areas of students, and promote educational equity. Therefore, it is a form that can broaden students' horizon and enable them to master more knowledge. In the future, the use of big data in education will almost certainly become more common.

## Conclusion

As one of the most innovative science and technology in contemporary times, big data use data detection, collection, reorganization and processing technology, which has attracted the attention of various fields and the public. Therefore, while big data is developing, it has two impacts on human rights. Aspects. From the perspective of privacy, personal privacy data is pervasive in virtual spaces and social networks, so it isn't easy to define the use of privacy in the public domain and private domain, so it sometimes exceeds the scope of personal service and awareness. However, from the perspective of social responsibility, the network platform built in the era of big data and the smart industry developed through big data has enabled the government and related departments to become managers better, and maintain security and govern society more equitably and effectively. For students, big data can narrow the gap between education, so that students in poverty-stricken areas can also obtain a high-quality education, and ultimately allow citizens to receive the most significant basic human rights protection in all aspects.

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