

1. Using **exiftool** vs **bvi**: Can you use exiftool on an mp3 file? Can these tools be used on other files, such as Word documents? PDF files? Does this seem useful?

Yes you can. You can use exiftool on word documents, mp3, mp4, pdf, png, jpg, JPEG, and html file types. This seems to be really useful for anyone looking to categorize files and data by the metadata that is stored about the file.

2. Why would someone use EXIF?

If that person doesn't want to dedicate a good hour trying to figure out how to read the Hex decimal location, hex number corresponding ASCII key, then they'd definitely want to use EXIF since it seems a lot more user friendly.

3. What can be done with EXIF tagged images that is much more difficult or impossible without it?

You can edit certain properties such that you can change what their values are, or whether or not they pop up at all to begin with.

4. Does EXIF raise any privacy concerns? If so what can you do about it?

It most certainly does. If anyone with a computer, mal intent, and knowledge of this kind of stuff plus extra puts it all together, then it could spell catastrophe for people all over the internet, as I'm sure has been done beforehand.

5. How might iTunes can keep track of how many times you've shared an mp3 file?

Every time a song gets shared, what iTunes could do is write in the metadata of the file how many times it's been downloaded from the same account and to how many devices. During an experiment about metadata, I noticed that facebook had special instructions listed in the metadata of the file that could specify whether to remove the gps coordinates or not, and I feel like iTunes has something similar.

6. Amazon lets you store mp3 files. You are not charged for files you have purchased from them. How might they know this information?

When I did my experiment, each picture that I uploaded to facebook had a special copyright with the Initials FB. Amazon probably does the same with its name and copyright so that anything that a user buys from them has the copyright of Amazon somewhere in the metadata, and if the computer sees that then they won't charge the user for that file.