



Throwing stones at Google's Glass house, Daily Journal

*By Hsiao (Mark) C. Mao and Sheila Pham
(July 7, 2014)*

There is much misunderstanding about Google Glass. Most of the controversy has centered over Glass' ability to integrate facial recognition technologies, pull data using visual cues, or its aesthetic appeal. While all these issues deserve attention, what most have completely missed from their analysis is how Glass will allow Google to take its analytics practice to a much more nuanced level. Glass will allow Google and other data brokers to access user behavior patterns in real-time, rather than statically.