



DATA ETHICS

KDD WORKSHOP ✦ NYC ✦ AUGUST 24, 2014



KDD 2014

Data Mining for Social Good

20th ACM SIGKDD Conference on Knowledge Discovery and Data Mining

August 24-27, 2014 New York City

Right to Medical Records Privacy?



Free Facebook Photo Sharing?



Why Use Data Ethically?

- ▶ Avoid reputation damage
- ▶ Protect people/groups from harm
- ▶ Enable trust and innovation
- ▶ Right thing to do

Balance



Transparency, openness

Privacy, security

Data ownership

Data as a public good

Reward

Risk

Easier to Just Not Ask...

- ▶ Developing technology forces these questions
 - ▶ **Big Data: Volume, Variety, and Velocity**

Who Makes These Decisions?

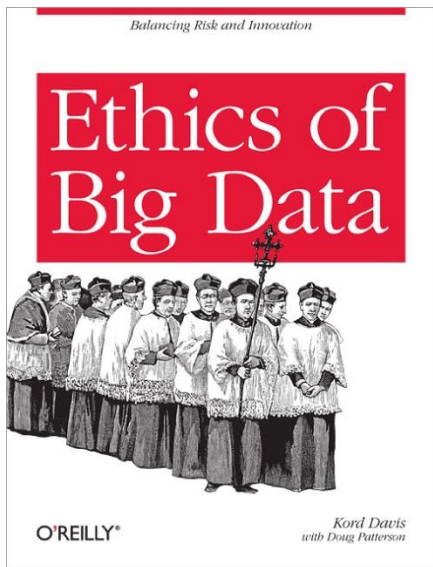
- ▶ Technology is **ethically neutral**
 - ▶ Value systems belong to individuals, companies, governments, societies

- ▶ Laws often demand the technologically impossible, or fall behind technological advances

- ▶ **Who makes these decisions? How?**

The Conversation Is Starting...

Data & Society



Forbes

TECH | 3/28/2014 @ 8:04PM | 3,520 views

What's Up With Big Data Ethics?


By [Jonathan H. King](#) & [Neil M. Richards](#)

If you develop software or manage databases, you're probably at the point now where the phrase "Big Data" makes you roll your eyes. Yes, it's hyped quite a lot these days. But, overexposed or not, the Big Data revolution raises a bunch of ethical issues related to privacy, confidentiality, transparency and identity.

**BIG DATA:
SEIZING OPPORTUNITIES,
PRESERVING VALUES**

Executive Office of the President

MAY 2014



Google wave



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KDD WORKSHOP + NYC + AUGUST 24, 2014



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- ▶ Data of Vulnerable Populations
- ▶ Posters
- ▶ Privacy
- ▶ Philosophical Themes in Data Ethics
- ▶ Final Panel