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

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