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DATA 512A

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Reflection 4

1. “How does this reading inform your understanding of human centered data science?”

The article “Big Data’s End Run around Anonymity and Consent”, it emphasizes the idea of big data with regards to anonymity, consent, and privacy and how these elements can become compromised in the future. This informs my understanding of human centered data by exploring how intrusive big data can truly become if utilized excessively.

Humans are simply not ready to give up on privacy or anonymity and consent. Informed consent is something that will slowly seep into open-ended revealment of identity through societal norms. Apps will require so much personal information that it will no longer become abnormal to reveal their anonymity.

2. Using no more than one sentence:

a. “What was the question that the author tried to answer or raise as important?”

- The question that the author tried to raise was whether big data will eventually get to a stage where revealment of anonymity will become a societal norm and whether consent society is ready for that transition.

b. “What was the method used to address the question?”

- The author separates his explanation into a form of privacy, anonymity, identifiers, comprehensiveness, inference, informed consent, the transparency paradox, and the tyranny of the minority (people who refuse to conform to revealment); he uses these subsections to represent why humans are struggling with anonymity.

c. “What was the primary or most important point of the reading?”

- The most important point of the reading is that humans are not ready to conform to the idea of revealment of identity through big data; this concept is uncomfortable to the general population and requires more time before it can become normal.

Ask at least 1 thoughtful question regarding the assigned reading and explain the thought process of coming up with the question.

While reading the article “Big Data’s End Run around Anonymity and Consent”, the sections made me question whether anonymity helps or hurts society. Privacy is considered a right for most people, but will it start to become a privilege in the future? My thought process behind this was the argument that people aren’t comfortable with the consent of certain data being pulled from them. This made me wonder whether privacy is truly something that humans deserve or if it's something they only have a privilege of having.

Explain or describe a connection between the two readings and support the connection.

This will probably take 2-5 sentences.

No second reading. N/A.