

Nama : M. Afdal Zikri

Kelas : 3 TET C

NIM : 2020301027

Analisis Data

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## Lab - Ethics of Data Analytics

### Objective

Use the discussion boards to start, or contribute to, a topic based on the ethics of using Big Data. The term “big data” refers to the ever-increasing amount of data that is being collected, processed and stored. Much of this data is obtained through internet activity, social media, and through sensors that are installed in everyday items.

### Background / Scenario

Big data is used by governments, companies, and web sites to determine answers to questions based on analytics. Much of this data is personal or private. The results of statistical analysis may also contain personal or private information, even when the analysis was performed on public information.

### Required Resources

- Mobile device or PC/laptop with a browser and an internet connection

#### Step 1: Read articles on data ethics.

- a. Navigate to your favorite web browser.
- b. Search for **data ethics** and **ethics in data analytics** in the site search bar.
- c. Select and read several articles and/or view several videos discussing topics associated with the ethics of data analytics.

Is data privacy the same as data ethics? Explain how, in your informed opinion, they are the same and how they are different.

Answer:

Privasi data dan etika data terkait secara erat, tetapi memiliki fokus dan pertimbangan yang berbeda. Privasi data berfokus pada perlindungan informasi pribadi dan memastikan individu memiliki kendali atas data mereka. Di sisi lain, etika data melampaui hak individu dan mencakup implikasi sosial yang lebih luas serta pertimbangan etis terkait praktik penggunaan data.

Privasi data bertujuan menjaga kerahasiaan dan keamanan data pribadi seseorang, serta memberikan individu kontrol atas penggunaan dan penyebaran data mereka sendiri. Hal ini terkait dengan aspek perlindungan privasi individu dan hak-hak mereka terhadap informasi yang bersifat pribadi.

Di sisi lain, etika data melibatkan pertimbangan yang lebih luas terkait implikasi sosial dan etis dari penggunaan data. Etika data melihat isu-isu seperti bias algoritmik, ketidaksetaraan sosial,

diskriminasi, dan potensi manipulasi atau eksploitasi data untuk berbagai tujuan. Fokus utamanya adalah untuk memastikan bahwa penggunaan data mempertimbangkan konsekuensi sosial yang mungkin timbul dan menjaga integritas dan keadilan dalam praktik penggunaan data.

Secara ringkas, privasi data berfokus pada perlindungan dan kendali atas data pribadi, sementara etika data melibatkan analisis yang lebih luas terkait implikasi etis dan konsekuensi sosial dari praktik penggunaan data. Keduanya sangat penting dalam manajemen data yang bertanggung jawab dan membutuhkan perhatian untuk memastikan penggunaan data yang etis dan bertanggung jawab, sambil tetap menghormati hak privasi individu.

## **Step 2: Familiarize with privacy and security laws.**

Navigate to [www.gdpr.eu](http://www.gdpr.eu), the home of the General Data Protection Regulation (GDPR). Explore information on the GDPR site. Click **FAQ**, then click **What is the GDPR?** Read the **summary of the GDPR** for an overview of the law.

How long has the regulation been in effect?

Answer :

since May 25, 2018

Does the GDPR apply to companies that are not located in the EU?

Answer :

Ya, ini berlaku bagi siapa pun yang memproses informasi warga negara Uni Eropa.

What are the 8 rights of data subjects recognized by the GDPR?

Answer :

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling.

## **Step 3: Create a blog entry on the ethical use of data for your portfolio.**

- a. View articles on other sites, such as Reddit or Medium, related to the ethical use of data in analytics and artificial intelligence (AI).
- b. Using the blog that you created earlier in the course, author your own blog article to express your opinions and experiences with the ethical use of data in analytics.

<https://medium.com/@afdal20tet/etika-penggunaan-data-dalam-pemasaran-digital-dan-personalisasi-layanan-1f22e9141854>