data-ppf.github.io Jan 28 2020

lecture 2 of 14: setting the stakes

chris wiggins + matt jones, Columbia



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 - what are the concerns

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 - ethical considerations

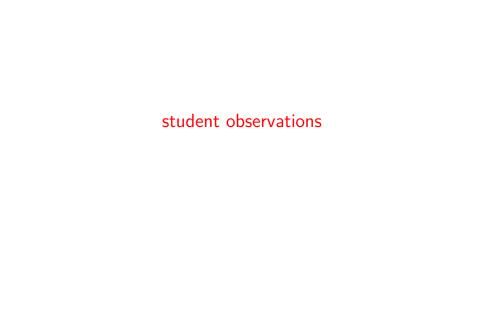
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 - past: (Bernays, etc)
 - present: challenge to democracy



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- 9 on "subjective/subjectivity"

readings: boyd+Crawford, Wallach, Tufekci

boyd+Crawford (2012)

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writing from MSRBOS (later MSRNYC)

boyd+Crawford: opening

Technology is neither good nor bad; nor is it neutral . .. technology's interaction with the social ecology is such that technical developments frequently have environmental, social, and human consequences that go far beyond the immediate purposes of the technical devices and practices themselves. (Kranzberg 1986, p. 545)

Q: how does 'big data' relate to 'technology?'

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- 5. Just because it is accessible does not make it ethical
- 6. Limited access to Big Data creates new digital divides

b+C: NB

▶ attention to PII



Wallach (Dec 2014)

Wallach: background

► NeurIPS 2014 1st FATML meeting

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- ▶ Wallach is NLP/CS PhD and prof -> MSRNYC

Defining big data

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- biases: "even scientists"

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- taxonomy
 - Wallach: prediction, explanation and exploration
 - Gartner: describe, predict, prescribe



past

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 - Bernays

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 - ▶ 2016 etc.

Bernays

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 - Century of the Self (2002, 4 hrs)
 - ► These Truths and "Politics and the New Machine" from Jill Lepore (esp. on Simulmatics)

Tufekci: Bernays as backdrop

Intelligent men must realize that propaganda is the modern instrument by which they can fight for productive ends and help to bring order out of chaos

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Intelligent men must realize that propaganda is the modern instrument by which they can fight for productive ends and help to bring order out of chaos

- Bernays
 - role of experts in science vs morals
 - dark money, 1920s style

Tufekci: more on Bernays

There was one basic lesson I learned in the CPI—that efforts comparable to those applied by the CPI to affect the attitudes of the enemy, of neutrals, and people of this country could be applied with equal facility to peacetime pursuits. In other words, what could be done for a nation at war could be done for organizations and people in a nation at peace.

Bernays, 1891-1995, quoted in Cutlip, 1994

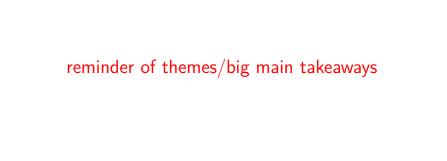




how did new capabilities rearrange power? who can now do what, from what, to whom?













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