Ben Puryear

ethics.pdf

DA4 – ethics.pdf

1. O'Neill uses baseball as an example of a domain this has been "long ruled by the gut". Do you think such domains, like baseball, benefit from predictive models? Are there some domains that you think models should not be applied to? Or if models are already applied to such domains, do you wish they had not been applied? Explain your reasoning with examples.
    a. I think that domains like baseball are a mixed bag when it comes to deciding if a predictive model is a benefit or detriment to its field. On one hand it is just analysis, and the same results could, in theory, be determined by a human who pays enough attention. On the other hand, it would take the variety out of a sport. If a computer determines that one player is statistically better than the rest, it will turn into a sport where everyone tries to be the statistically best hitter. The way I write it might not make sense so I will use an example. In video games there is something called the 'meta', which is the community decided best loadout. So, in a game like Destiny, where there is a clear *best* weapon, why would you use anything else? It leads to a very sterile, predictable, and boring game. The same could happen if there is a clear type of player that is the best. Maybe left-handed hitters are slightly worse, so no team signs any left-handed players. As much as it seems like this is a bad thing, in reality there is a huge difference between a video game and real life. Predictive models are part of the future, so it makes sense that it will find its way into sports.
    b. I feel predictive models are never going to RUIN a domain, assuming that they aren't the only thing that is put into consideration. To go back to the introduction to this book, having a model track teacher isn't that bad of an idea, but it is if you give it enough power. A solution could be to have a chat and discuss the results of the model with the teachers.
    c. A model that has already been applied that I wish was something I alluded to in the first part of this response. With video games becoming more optimized, a term often referred as min/max (in reference to finding the minimum requirements to get the maximum outputs), it takes a lot of the free choice and variation out of completing objectives. A specific example is a certain boss fight in the game Destiny. One way you can complete it is by having a fight with phases and multiple complicated mechanics, each requiring coordination and vocal contact with your teammates. The other way ends the fights within a minute by using an oversight in one of the mechanics. One way is so much more fun and exciting, but it is never used because its inefficient.

2. Based on your experience with social media (or the experiences of your friends/family/others), what models do you think are used in social media? Would you consider these models WMDs? Here are some questions from the chapter to help you form your answer: "...is the model opaque, or even invisible?", "Does the model work against the subject's interests?", "In short, is it unfair?", "Does it damage or destroy lives?", and "...can it scale?" Cite at least one source to support your claims.
    a. Based off of my experience with social media, the most prominent model is advertisements. I find advertisements to be harmless for me, someone who grew up

with online ads. My grandmother on the other hand struggles with ads. There have been many times where she falls for phishing or other scams that heavily rely on advertisements.

3. What else struck you about this chapter?
    a. I found the whole idea of talking about a predictive model in sports, specifically baseball, was really interesting.