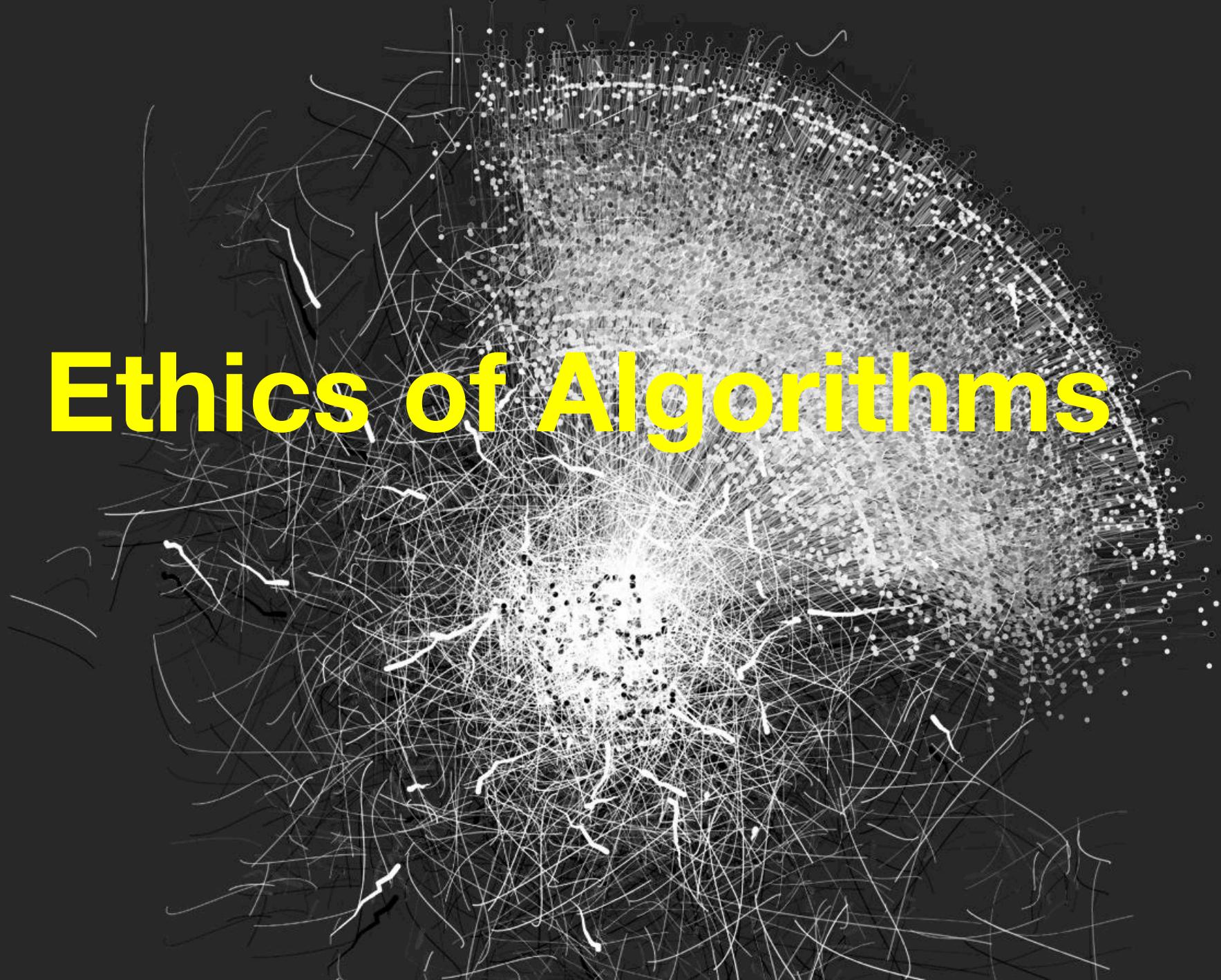
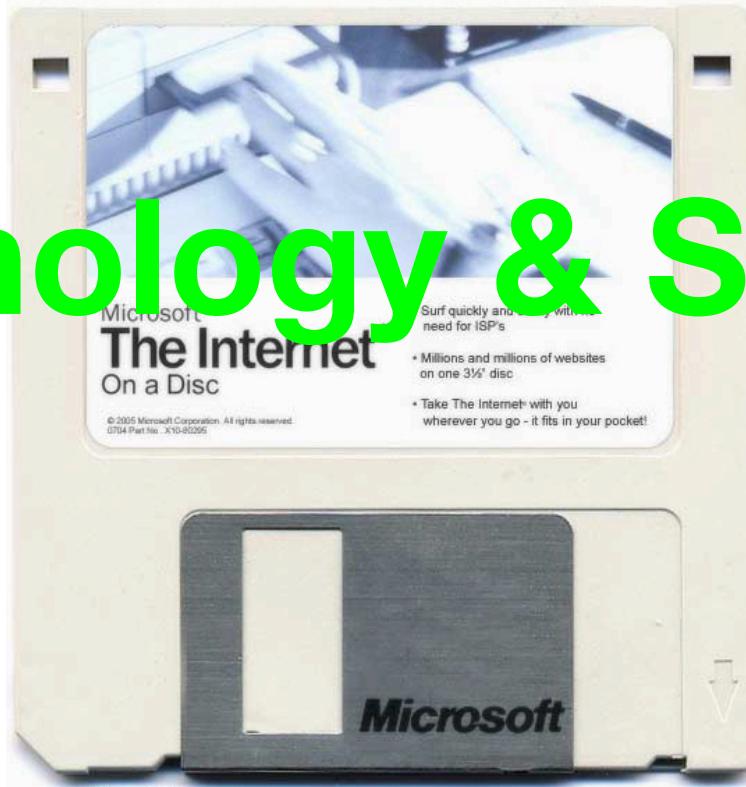


Ethics of Algorithms

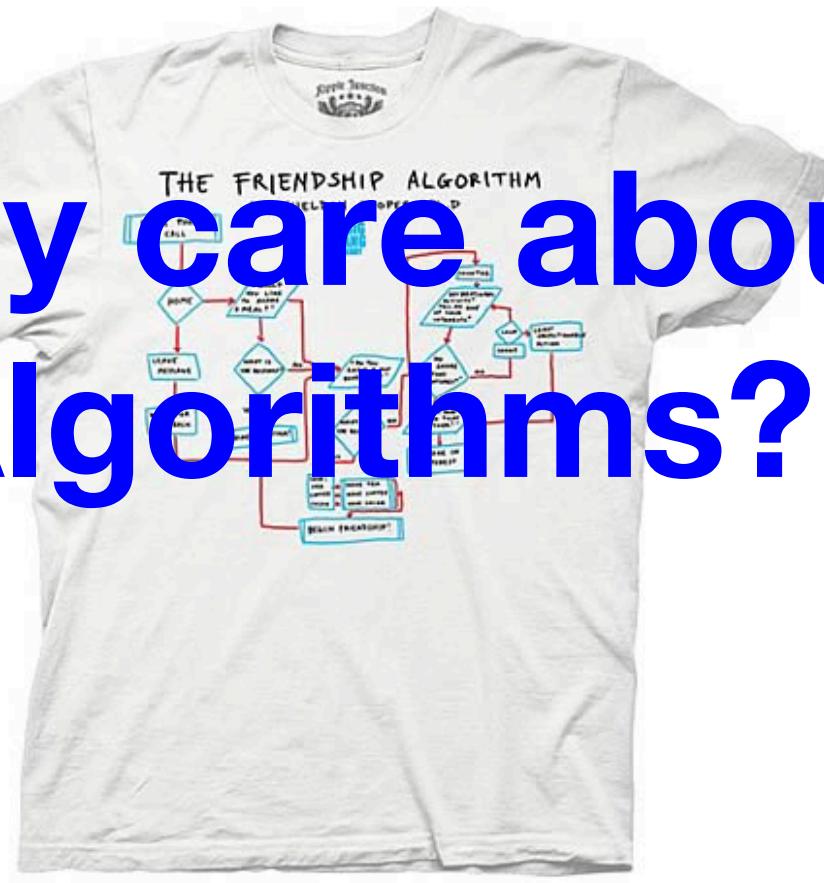


Technology & Society



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Why care about Algorithms?



A new form of decision-making:

“algorithms are increasingly used to make decisions for us, about us, or with us”.

(Zeynep Tufekci)



**Why think about
Ethics?**

1. COOG - Showing trades color coded by exchange.



lessons:

- Errors happen. Who is accountable?
- Scale also changes the quality of errors.
- opaque classification algorithms
- false positives vs. false negatives



lessons:

- We don't need algorithms to discriminate.
- Algorithms change the way in which discrimination works:
 - new ways of unintentional discrimination
 - intentional discrimination can be masked as unintentional

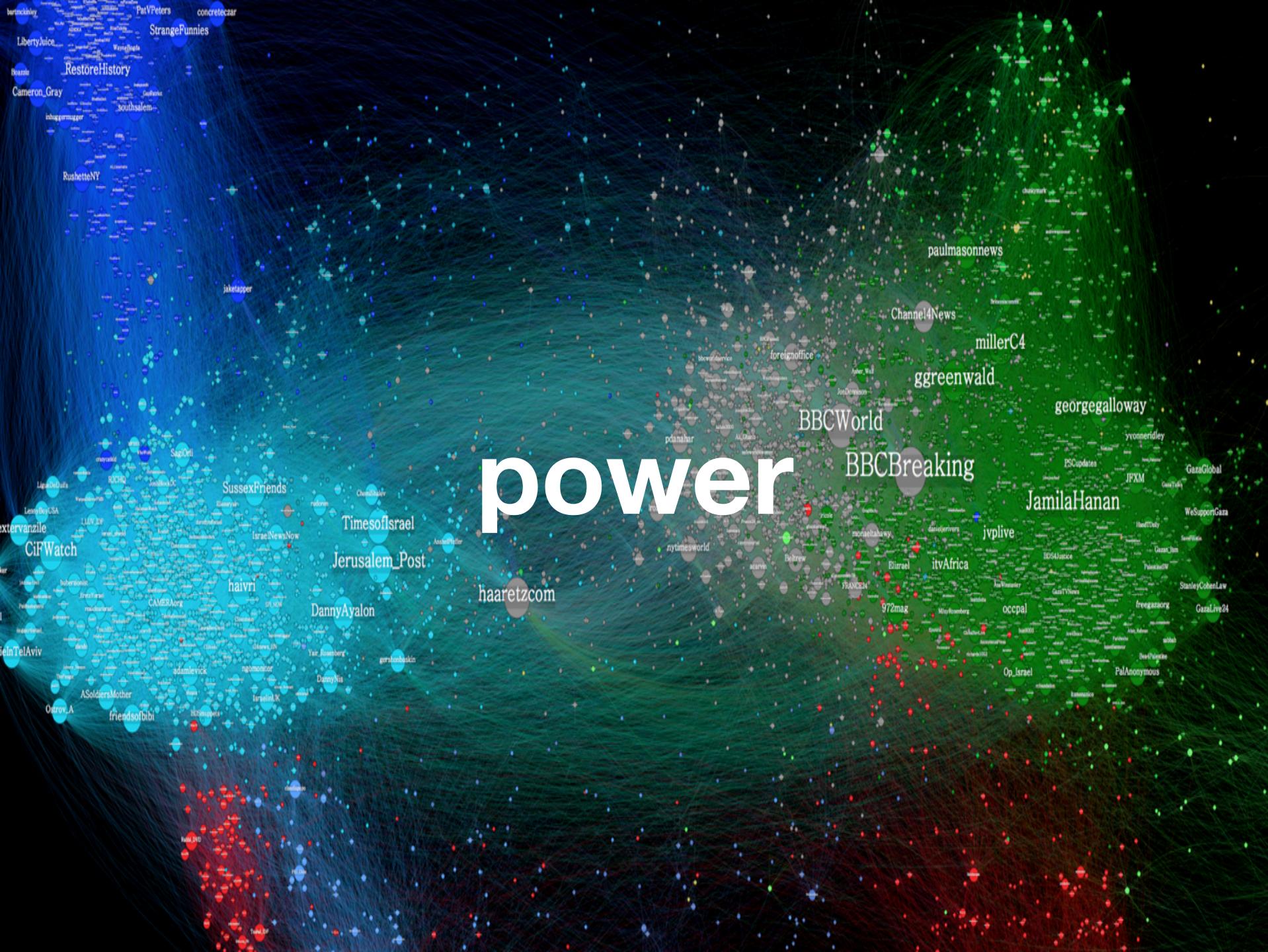
predictive privacy harm



lessons:

- Just because it's available, doesn't mean we should be using it
- Just because it's possible doesn't mean we should be doing it

power





Got Married

August 14

Hello everyone! I should start by saying that I did not actually do this (lol if you think I did) — but go ahead and wish me congratulations

I noticed that while my posts usually get a billion likes and comments on education stuff, for some reason, my feed is relatively silent about Ferguson Missouri. I have a suspicion that facebook is hiding these posts from feeds, pretty much keeping in line with how facebook operates. Have you seen them? Anyway, I'm doing this because of the photo you see to the side.

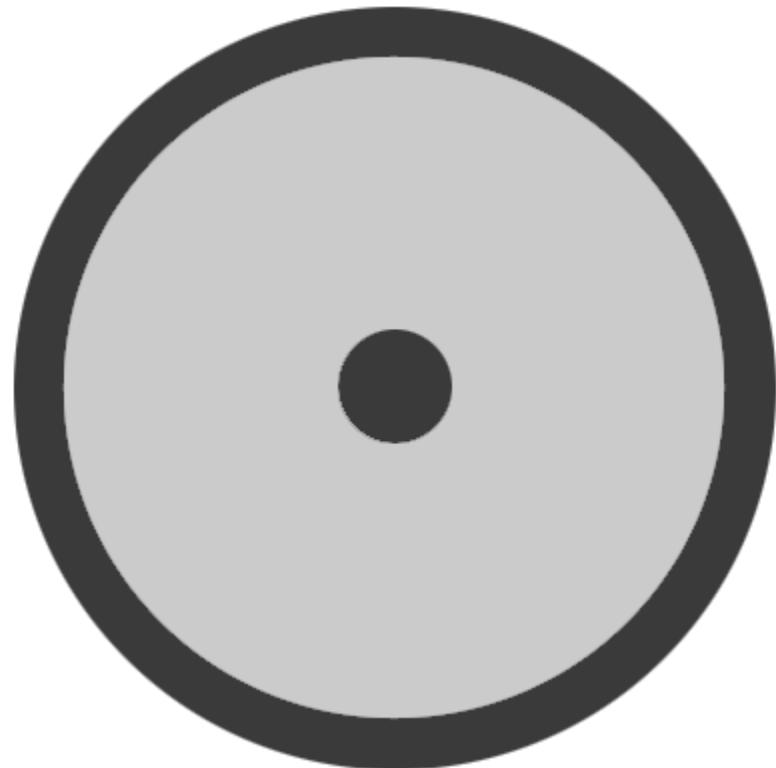
lessons:

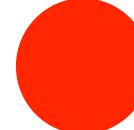
- Whenever you built nude-based choice architectures, you have to think about ethics
- If algorithms is opaque, so is manipulation!



**What does this mean
for you?**

There is no such thing as an neutral algorithm



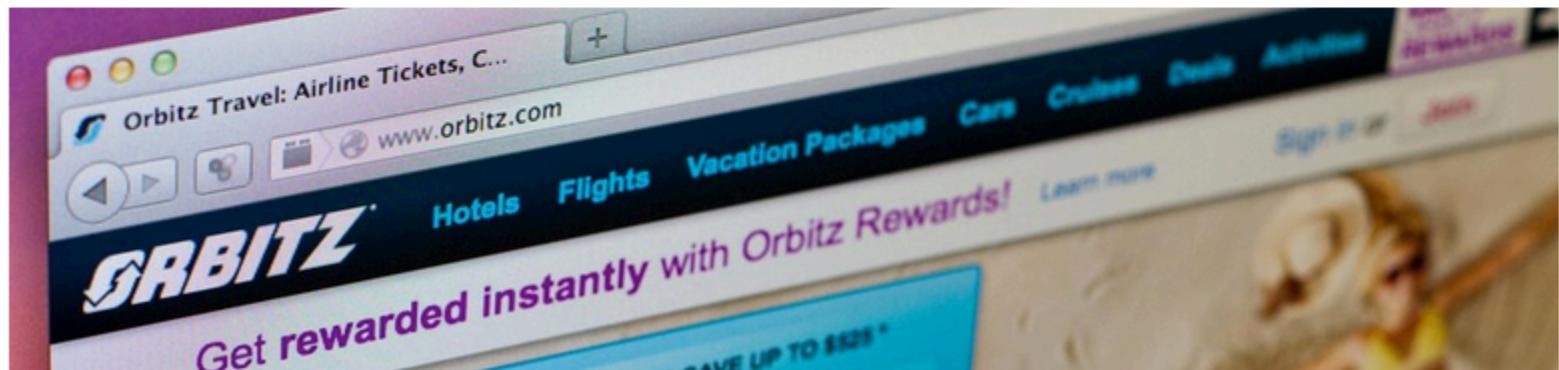
	discoverable by the user: YES	discoverable by the user: NO
predictable by the designer: YES	MEDIA  SCIENCE	AUDITS 
predictable by the designer: NO	MEDIA, AUDITS	????

(by Christian Sandvig)

TECH

Why You Can't Trust You're Getting the Best Deal Online

A Study Finds Discriminatory Pricing on E-Commerce Sites Is More Widespread Than Thought



<http://www.wsj.com/articles/why-you-cant-trust-youre-getting-the-best-deal-online-1414036862>

Thank you.



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