

Ethics & Privacy in Data Mining



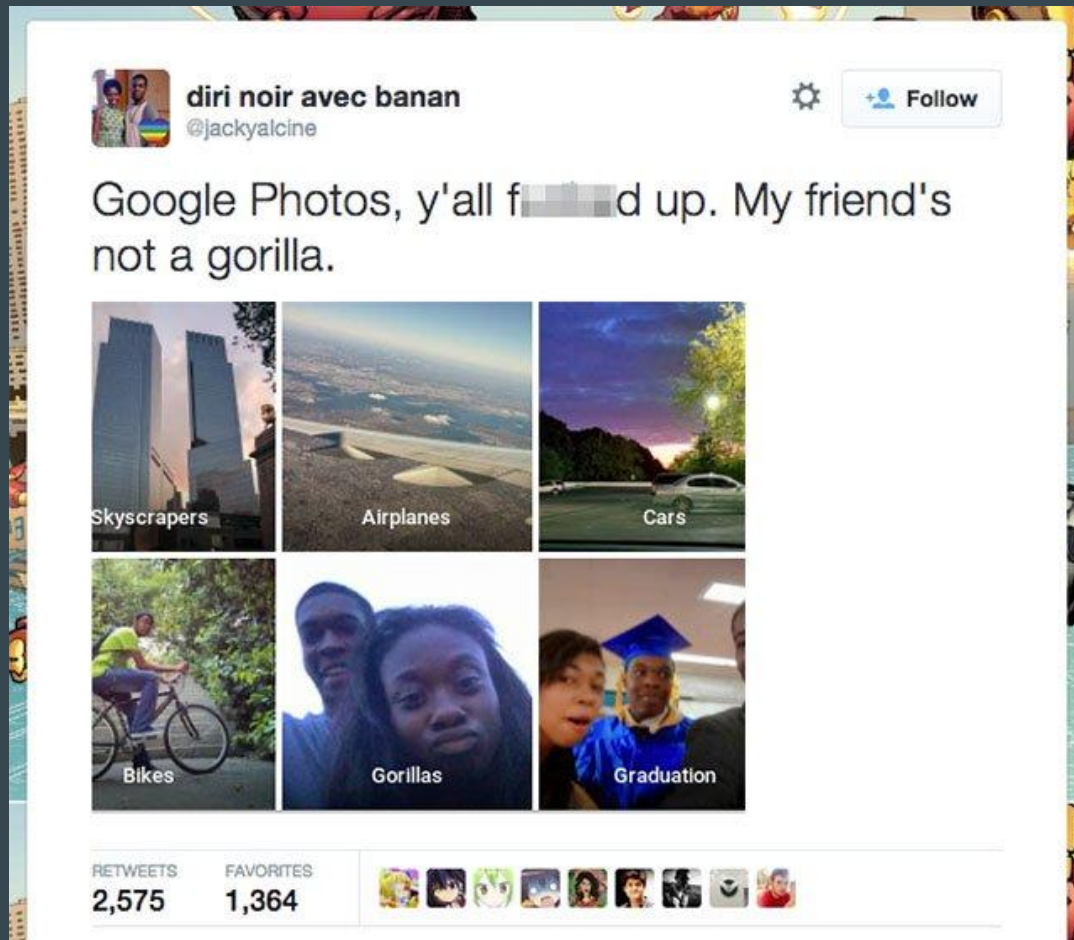
A Brief Overview for Data Mining Practitioners

By Katharine Jarmul

Think of a Computer Illiterate Person

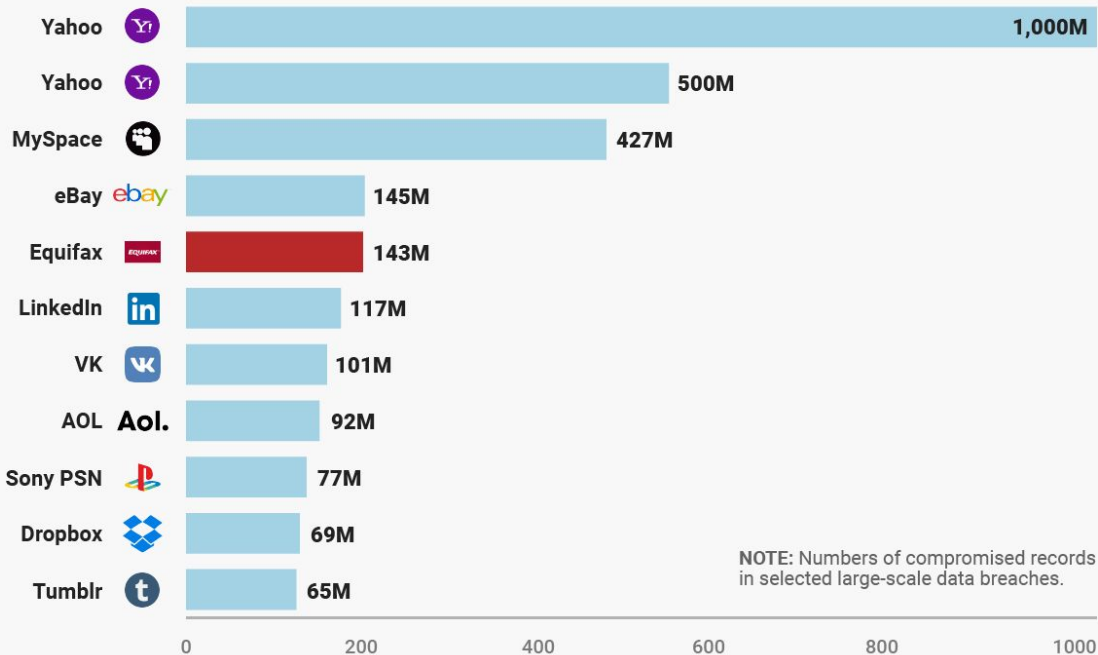
- Finding a video to watch online
- Signing up for email
- Trying to find and apply for jobs
- Signing up for a new service

Unfair Models



Basic Privacy & Security

LATEST EQUIFAX HACK COULD BE THE WORST TO DATE



Targeted Modeling



Melanie Notkin 

@SavvyAuntie

Follow



Will stop shopping online if ads keep following me on FB w/ things I didn't buy, like a desperate saleswoman yelling after me in the street

9:31 AM - 29 Apr 2013

Profiling Users

Racial bias alleged in Google's ad results

Names associated with blacks prompt link to arrest search



19

Ad related to latanya sweeney ⓘ

Latanya Sweeney Truth
www.instantcheckmate.com/
Looking for **Latanya Sweeney**? Check **Latanya Sweeney's Arrests**.

Ads by Google

Latanya Sweeney, Arrested?
1) Enter Name and State. 2) Access Full Background Checks Instantly.
www.instantcheckmate.com/

Latanya Sweeney
Public Records Found For: **Latanya Sweeney**. View Now.
www.publicrecords.com/

La Tanya
Search for La Tanya Look Up Fast Results now!
www.ask.com/La+Tanya

checkmate

LATANYA SWEENEY
1440 South Ave
Pittsburgh, PA 15219
(412) 331-0337, 1000 (24 hours toll-free)

Criminal History
This section contains possible crimes, arrest, and criminal records for the subject of this report. While our database uses various functions of release of arrest records, different counties have different rules regarding what information they will and will not release.

No claim with you as much information as we possibly can, but a clear date here should not be interpreted as a guarantee that Latanya Sweeney has never been arrested. Criminal records for we want not able to locate any matching arrest records in the state that is available to us.

Possible Matching Arrest/Records

| Name | County and State | Offense | View Details |
|--|------------------|---------|--------------|
| No matching arrest records were found. | | | |

Personal
Name, aliases, latencies, phone numbers, etc.

Location
Current address, previous addresses, current date, credit, etc.

Related Persons
Known family, friends, associates, neighbors, etc.

Marriage / Divorce
Marriage and divorce records, etc.

Criminal History
Arrest records, pending arrests, mugshots, etc.

Licenses
Driver's license, state licenses, etc.

Sex Offenders
Sex offense records, sex offender registry, primary location, etc.

(c)

(d)

LATANYA SWEENEY

Web page results of ads that appeared on-screen when Harvard professor Latanya Sweeney typed her name in a google search. Ads featured services for arrest records. Sweeney conducted a study that concluded searches with "black sounding" names are more likely to get results with ads for arrests records and other negative information.

By [Hiawatha Bray](#) | GLOBE STAFF FEBRUARY 06, 2013

Addictive Online Behavior




Kim Kardashian West  @KimKardashian

Mar 8, 2016

sorry I'm late to the party guys I was busy cashing my 80 million video game check & transferring 53 million into our joint account 🤪🤪💰💰💰



christine teigen 

@chrissyteigen



[@KimKardashian](#) well iiii just ordered thai food

8:41 AM - Mar 8, 2016

♡ 8,340 💬 1,864 people are talking about this



Takeaways

- Data Wrangling, Mining and Analysis are powerful tools
- With powerful tools, comes ethical decisions
- Use your powers for things you can be proud of