CS 506 - Tools for Data Science

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User - Product Relationship
- Trust
- Not well equipped about online world

User - Data Driven Relationship
- Customize according to users
- Eg: Movie recommendations
- Make us focus more which makes us comfortable underlying the truth.
- Shopping platform: Vulnerable to certain behaviors to buy different products
- Eg: Married - Coffee, breakup - beer, Home - Breakfast cereals
- Shopping patterns that correlate with pregnancy.
- Predicting pregnancy with shopping habits.

Freedom of choice
- Targeting (marketing) is so good that it lures us to purchase the product.
- Cambridge Analytica Scandal
- Effects on a person's decision process?

Data Determines
- Heath
- Insurance
- Loans
- Jobs

Bias
- Transparency
- Accountability
- Gender Shades

Critical algorithm studies

Future Scrutiny
- Data submitted today can be used in the far future to detect models (approx 20years).
- And nothing can be done with us not preventing it making the data privacy even more valuable

Challenge of Regulations

Personally Identifiable

Data Brokers

- [ ] Selling data: Companies make money from our data by, thereby reducing the privacy of the user/customer.

Privacy tools for average user