

Your Data Can Make the World a Better Place: Here's How. And Who to Trust



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<http://www.seangoggins.net>

We are obsessed with data

Sean McGuire Stats

| PUNTING STATS | | | | | | | | | | | |
|---------------|---|-------|------|-----|------|------|----|-----|-----|-----|--|
| YEAR | TEAM | PUNTS | | | AVG | | | LNG | | YDS | |
| 2018 |  WIU | 2 | | | 39.5 | | | 43 | | 79 | |
| DEFENSE STATS | | | | | | | | | | | |
| YEAR | TEAM | TOT | SOLO | AST | PD | SACK | FF | INT | YDS | TD | |
| 2016 |  WIU | 0 | 0 | 0 | 0 | 0.0 | 0 | 0 | 0 | 0 | |

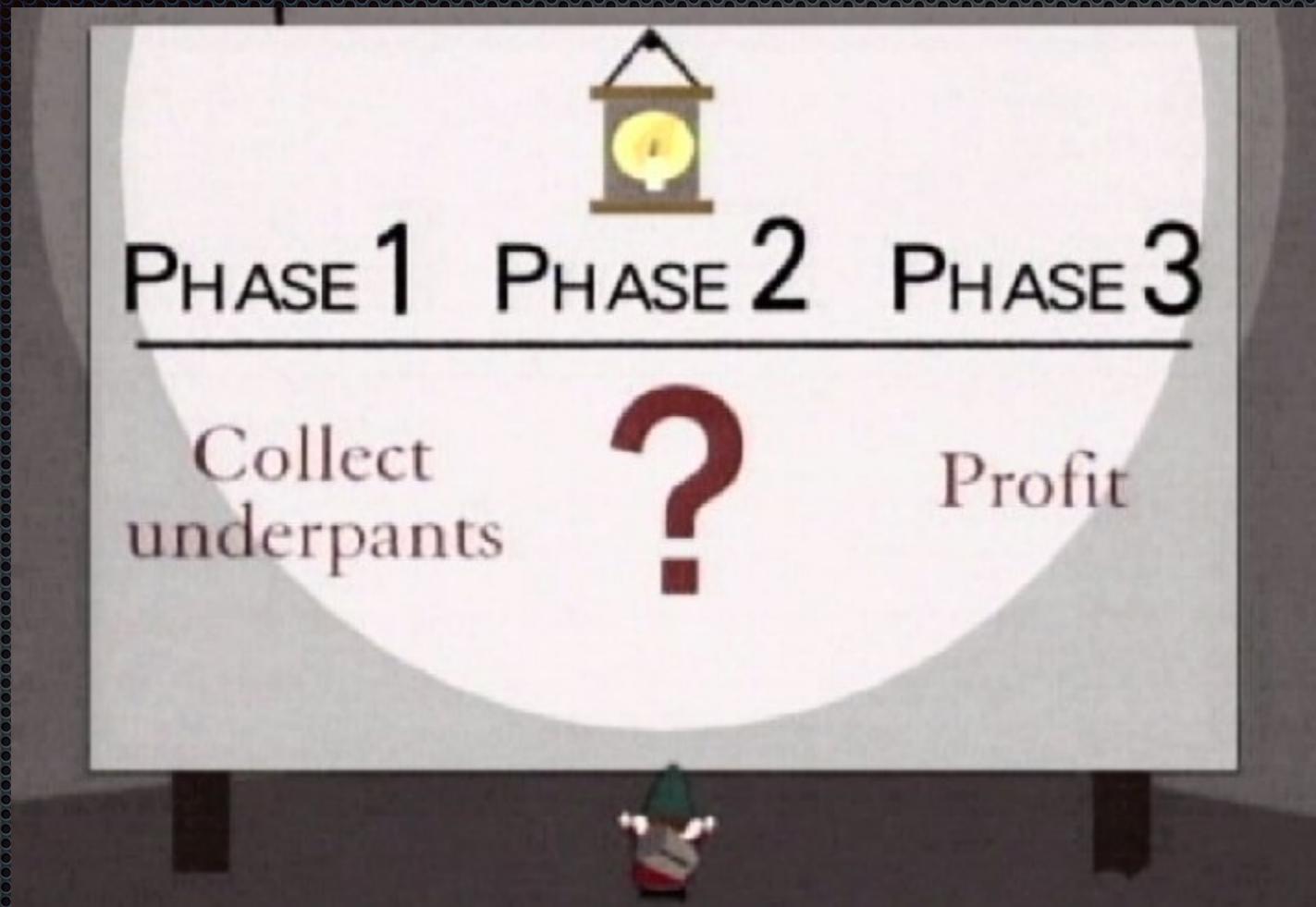
*Defensive statistics are not considered official.

| SCORING STATS | | | | | | | | | | | |
|---------------|---|--------|--------|-------|-------|-------|-----|-----|----|-------|--|
| YEAR | TEAM | PassTD | RushTD | RecTD | RetTD | TotTD | 2PT | PAT | FG | TotPT | |
| 2018 |  WIU | 13 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 8 | |
| 2017 |  WIU | 25 | 1 | 1 | 0 | 2 | 1 | 0 | 0 | 14 | |
| 2016 |  WIU | 20 | 5 | 0 | 0 | 6 | 0 | 0 | 0 | 36 | |
| 2015 |  WIU | 6 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 12 | |

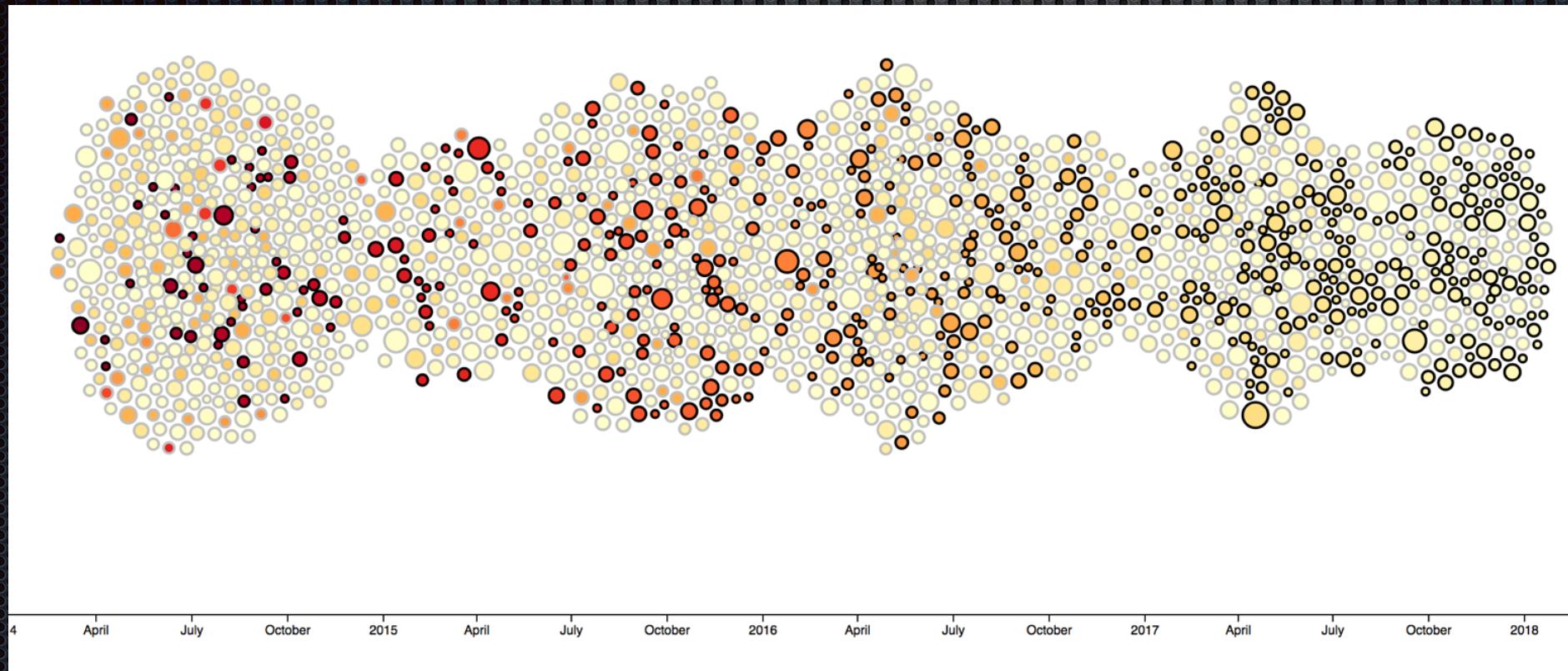
the Data Informs, its Useless. And Data Exists to Help Te



BI: Benevolent Incompetence



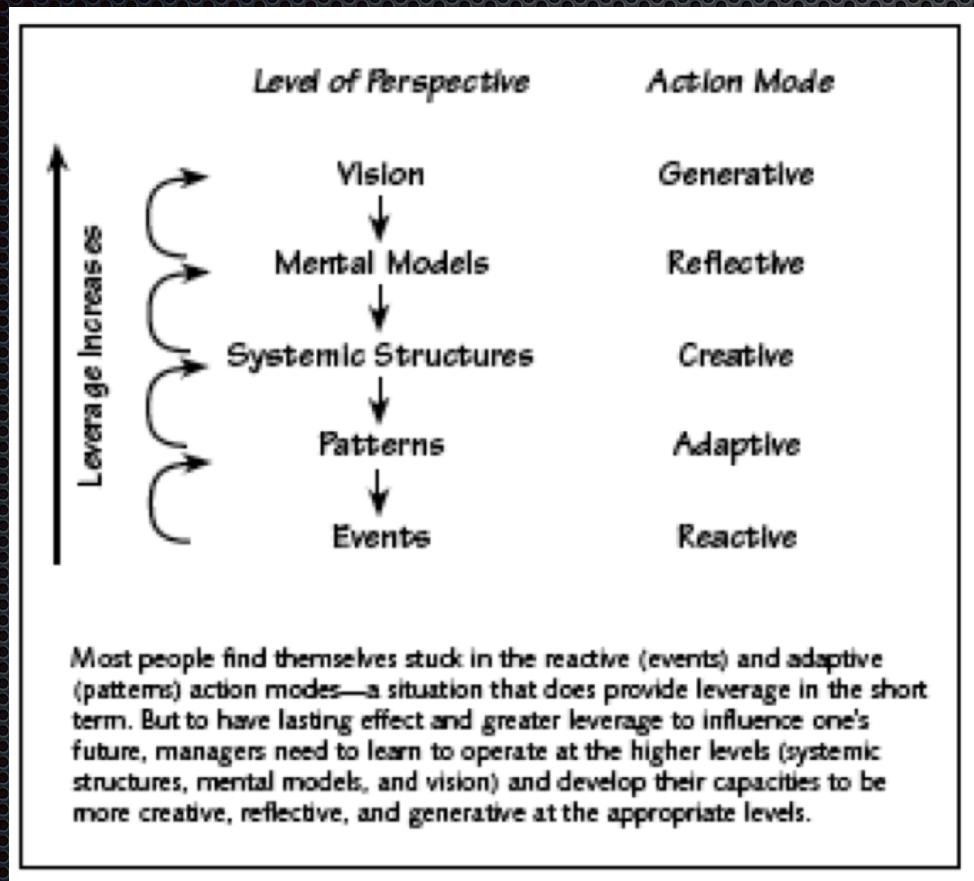
IQ: Intimate and Quiet



Make the World a Better Place

- Know the data you have out there.
- Understand who you are giving it to.
- Give it freely for public benefit, and more carefully to people who make money from your data.

Here's How (Leading to “Who to Trust”)



Systems Thinking

Key Points

- Electronic Data is a record of your behavior
- It can help shape a more efficient world
- It can be used to market and manipulate you
- It can be used to evaluate and marginalize you
- It can help us make better decisions
- We almost always
 - Fail to understand what we are looking at and its origins
 - Place too much trust in the data itself. We are not critical enough

There's this little thing of Data
becoming part of what we all do



What is a Data Futurist?

Black Mirror & The X-Files



What is a Data Futurist?

Black Mirror & The X-Files

Engagement



Privacy and “The Greater Good”



Trust

What is a Data Futurist?



- I know what you did (online) last summer
- Work with many data focused companies
- Founded a Data Science Masters Degree Program
- Understands the relationship between software and data

Engagement

Open Source
Software Health

CHAOS

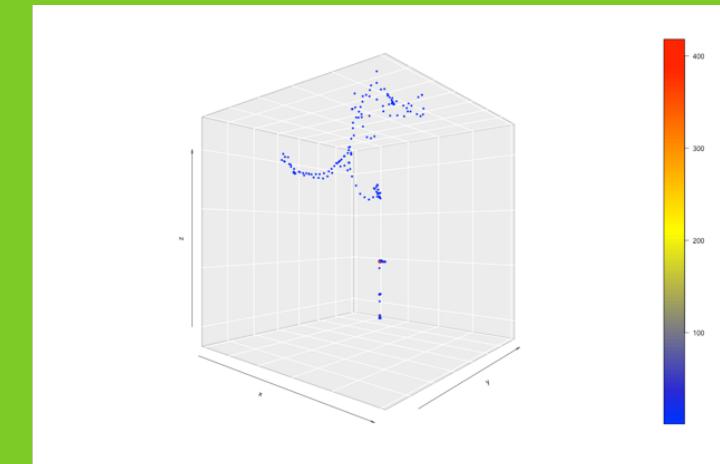
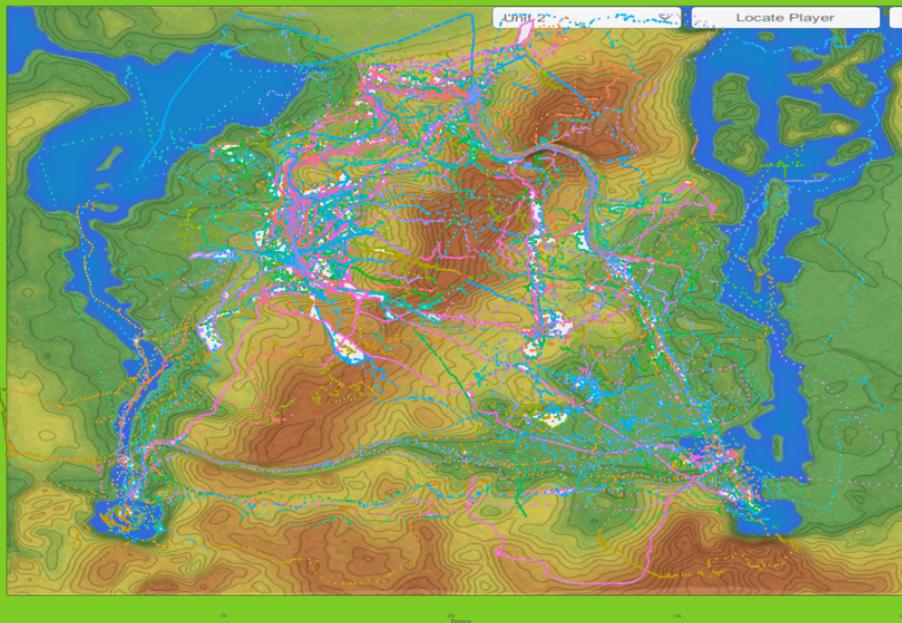


Alignment of Privacy
Interests of People
and Making Money
from Internet Clicks

A screenshot of a web browser showing the Global Consent Manager interface. The top bar has a blue shield icon with yellow stars and the text "GLOBAL CONSENT MANAGER" and "Learn More...". Below the bar, the URL "Managed Site www.bbc.com" is shown, followed by the message "first visited today, not trusted". At the bottom, there is a button labeled "BLOCKING CONSENT DIALOG" with a "ON" switch.



Who Does What with Your Data?



 **Mission hydrosci**

Mission Hydro Sci Teacher Dashboard

All Classes ▾

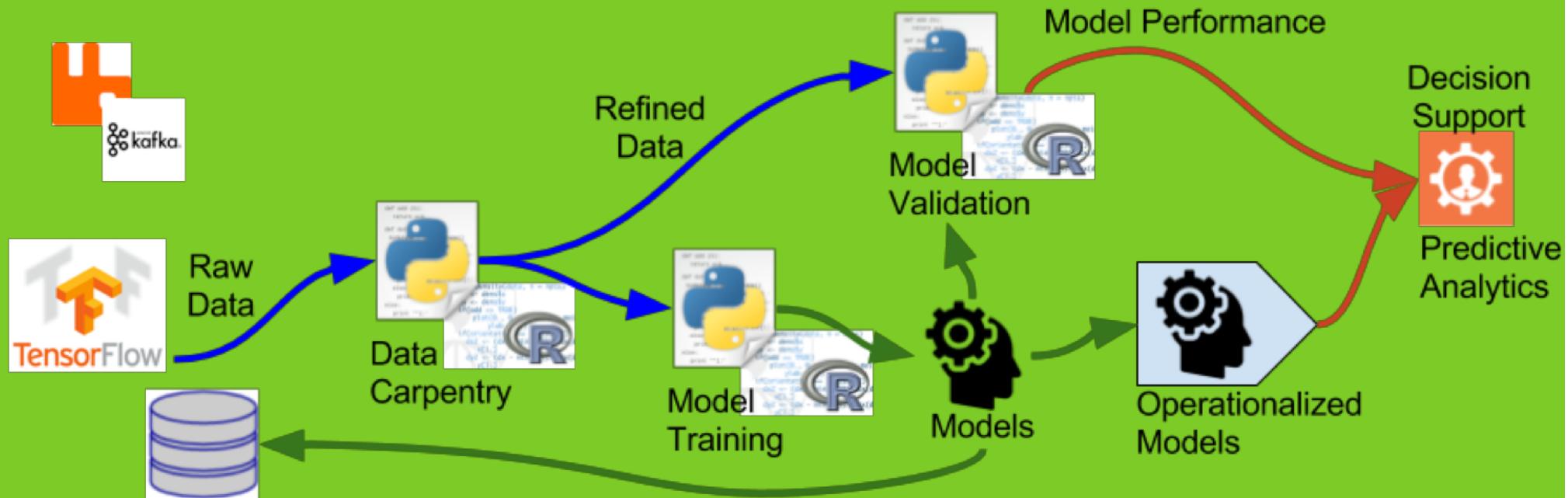
Time Grid - Progress Chart

Quest Times

Search:

| player ID | Check in with ARF | Talk to Toppo | Talk to Jasper | What just happened? | Find the Team | Settling WAT247 | The Largest Watershed |
|--|--|--|--|--|--|--|--|
| alex... alexyl... alla... alla... allan... | 00:33:24 00:06:21 00:04:04 00:48:56 00:03:18 | 00:35:39 00:09:36 00:10:08 00:51:03 00:11:59 | 00:38:23 00:11:42 00:14:17 00:53:16 00:15:29 | 00:39:20 00:12:49 00:15:15 00:53:34 00:17:05 | 00:44:12 00:23:12 00:29:04 00:10:07 00:25:50 | 00:52:18 00:27:52 00:47:45 00:22:16 01:11:40 | 00:54:04 00:34:26 00:48:33 00:22:36 01:16:09 |

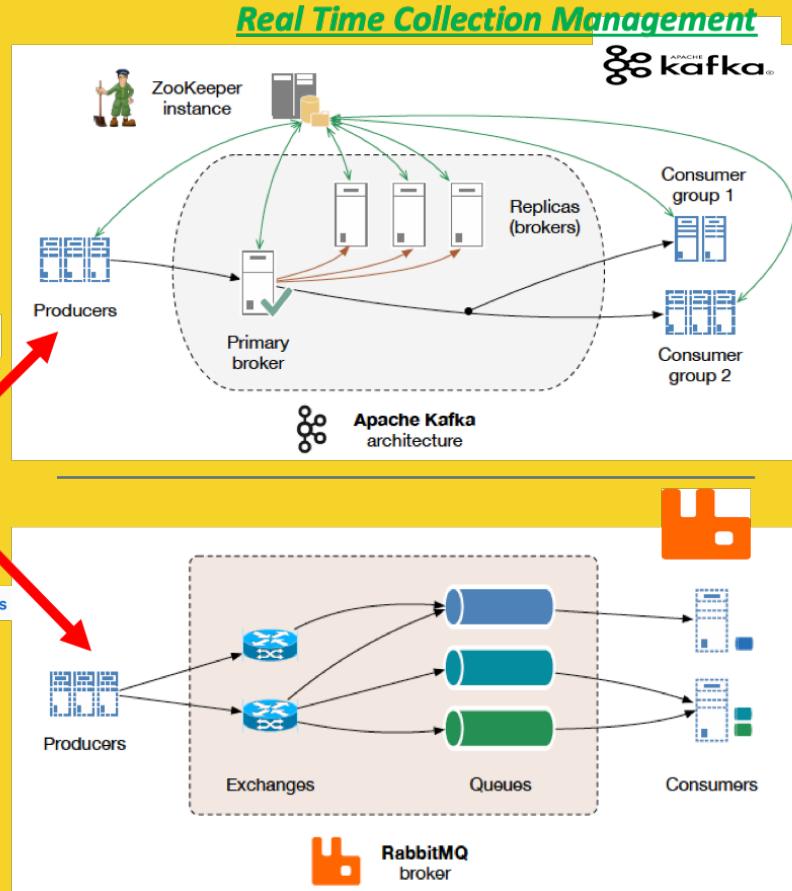
Who Does What with Your Data?



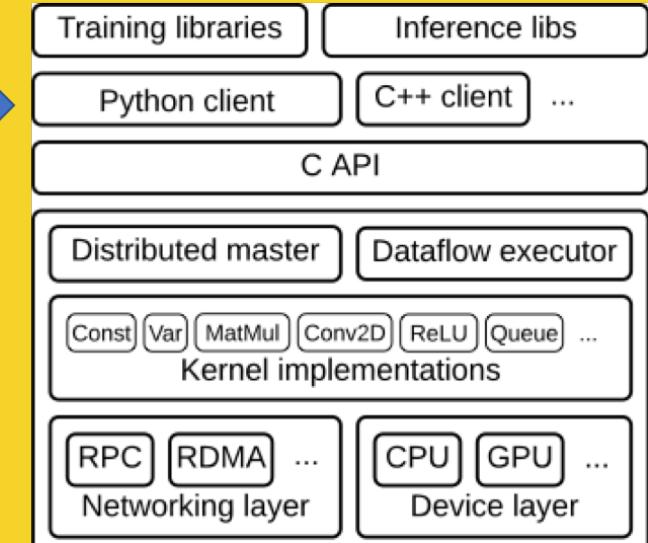
Who Does What with Your Data?

Real Time Data Collection & Modeling with Tensorflow

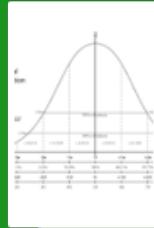
Sources



Machine Learning: Real Time



Intrinsic Data Quality



Statistics

- Organized
- Complete

| | | |
|-----|-----|-----|
| 0 | 0 | 0 |
| 0 | 0 | 0 |
| 0 | 9.0 | 0 |
| 0 | 0 | 0 |
| 7.0 | 0 | 0 |
| 0 | 0 | 10. |
| 8.0 | 0 | 0 |
| 0 | 0 | 0 |

Data Mining

- Semi-Structured
- Sparse Matrices



Machine Learning

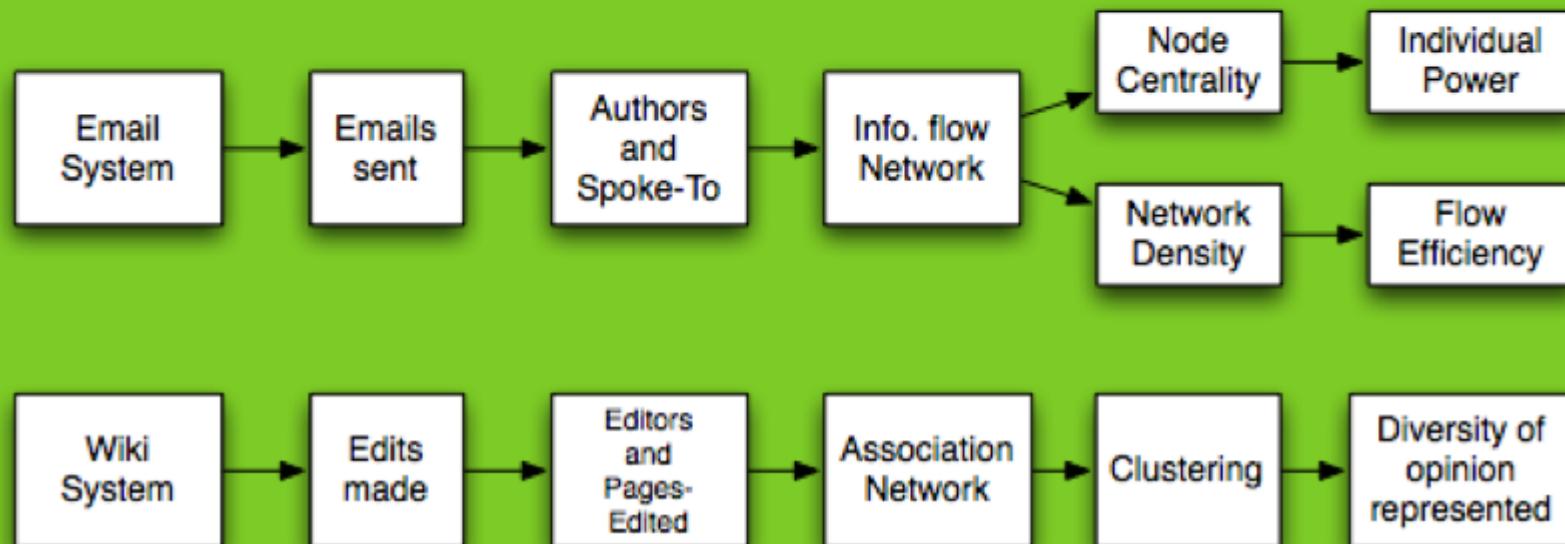
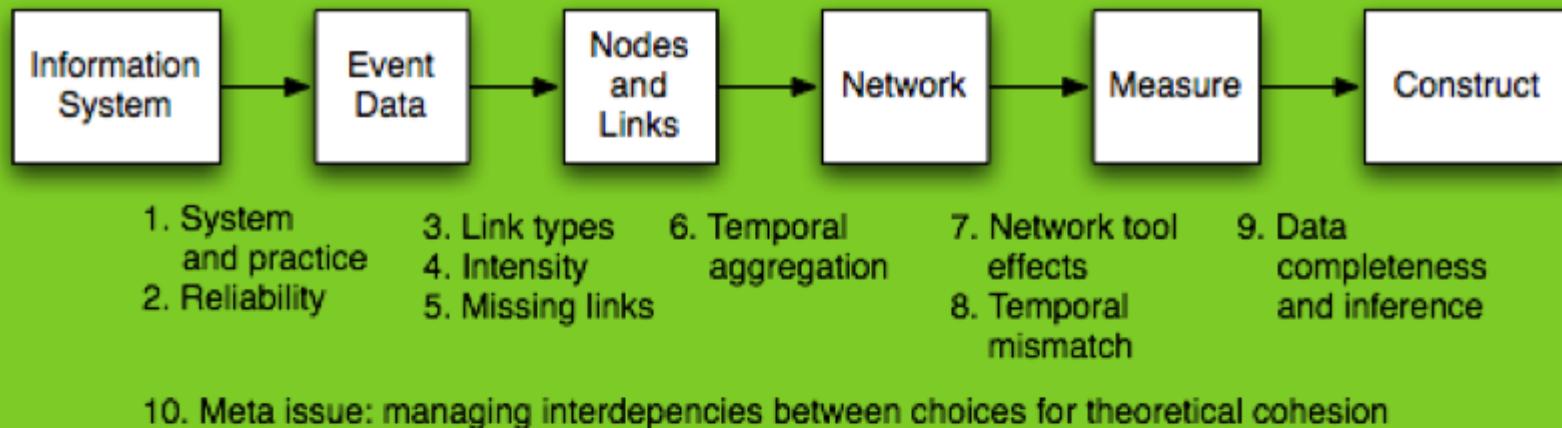
- Unstructured
- Unbounded



What we are doing with your data

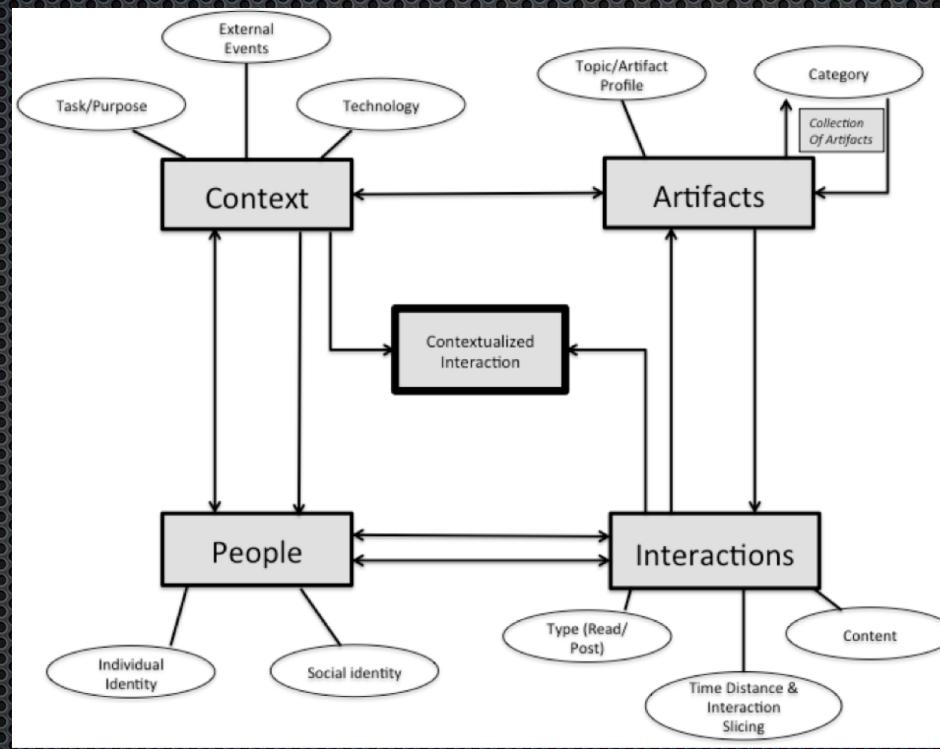
What is a Data Futurist?

The Business of Data, The Business of Software, and the Demand that We Know what we are doing.



For many reasons, DATA IS OFTEN WRONG

Complex Shaping of Data to Extract Meaning: And that Meaning CAN BE WRONG

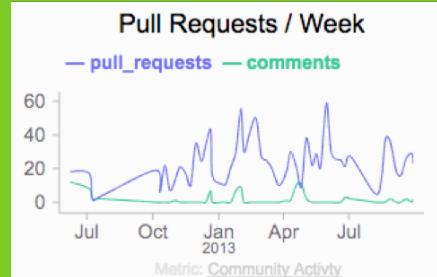


Augur.Software

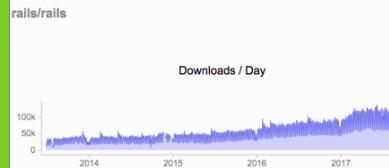
Prototyping Human Centered Metrics:
Enable Comparisons, Make Trends Central to the Use Experience

Comparisons

- Z-score trailing average
- 100% is the compared project



Ecosystem



Top Dependents

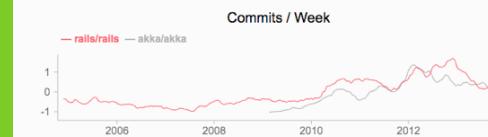
rspec-rails
haml
sidekiq
spree_core
simple_form
jquery-rails
factory_girl_rails
kaminari
carrierwave
shoulda

Top Dependencies

websocket-driver
nio4r
rails-dom-testing
mail
rails-dom-testing
rails-html-sanitizer
rack-test
rack
rails-dom-testing
rails-html-sanitizer

Activity

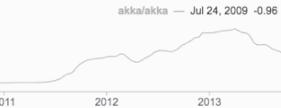
akka/akka versus rails/rails



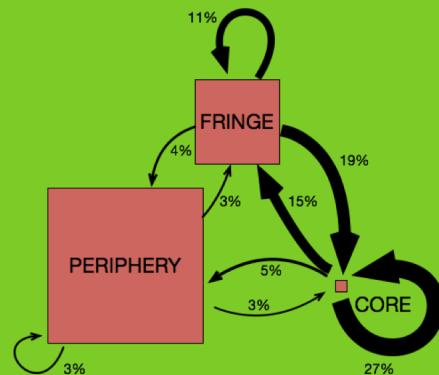
Forks / Week



Issues / Week



<https://github.com/OSSHealth/ghdata>



Protecting Privacy

- GDPR: Privacy and the Interests of Publishers

Global Consent Manager

Defining “Trust” as a Function of Sharing

The screenshot shows the Mozilla Firefox Add-ons page for the "Global Consent Manager" extension. The extension is categorized as "Experimental". It has 7 users and no reviews, with a rating of "Not rated yet". The review chart shows 0 ratings for each star level from 1 to 5. A blue "Add to Firefox" button is prominently displayed. Below the main card, there are sections for "Rate your experience" (asking how users are enjoying the extension) and "Other popular extensions" (listing Enhancer for YouTube™, Search by Image - Reverse Image Search, New Tab Override (WebExtension), and uBlock Origin).

Mozilla Foundation (US) | https://addons.mozilla.org/en-US/firefox/addon/global-consen...

Developer Hub Sean Goggins

Firefox Add-ons Explore Extensions Themes More... Find add-ons

Global Consent Manager by Social Computing Research Group at Missouri

A browser extension for easier managing of GDPR consent cookies across websites

+ Add to Firefox

Experimental

7 Users No Reviews Not rated yet

| Rating | Count |
|--------|-------|
| 5 ★ | 0 |
| 4 ★ | 0 |
| 3 ★ | 0 |
| 2 ★ | 0 |
| 1 ★ | 0 |

Rate your experience

How are you enjoying your experience with Global Consent Manager?

★ ★ ★ ★ ★

Enhancer for YouTube™ 360,451 users

Search by Image - Reverse Image Search 59,628 users

New Tab Override (WebExtension) 108,464 users

uBlock Origin 4,685,587 users

Global Consent Manager

 INDEPENDENT

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No huh
huh, mitkä
hinnat!

HHH
Halosen Hinta Haloo!
10.-14.10.
HALONEN.fi

Haloo!
Haloo!



Rebecca Long-Bailey
The Tories have made fracking as
easy as building a garden wall

UK POLITICS



John Rentoul
Jeremy Corbyn asked if austerity
was over and got no answer



Mary Dejevsky
These are the tough questions we
should be asking about Bellingcat



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Show purposes

Border checks in Irish Sea will increase tenfold when Britain

Global Consent Manager

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 UK POLITICS

 UK POLITICS

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Look, Mom! No annoying blockers!



Software
Sustainability
Institute



University of Missouri

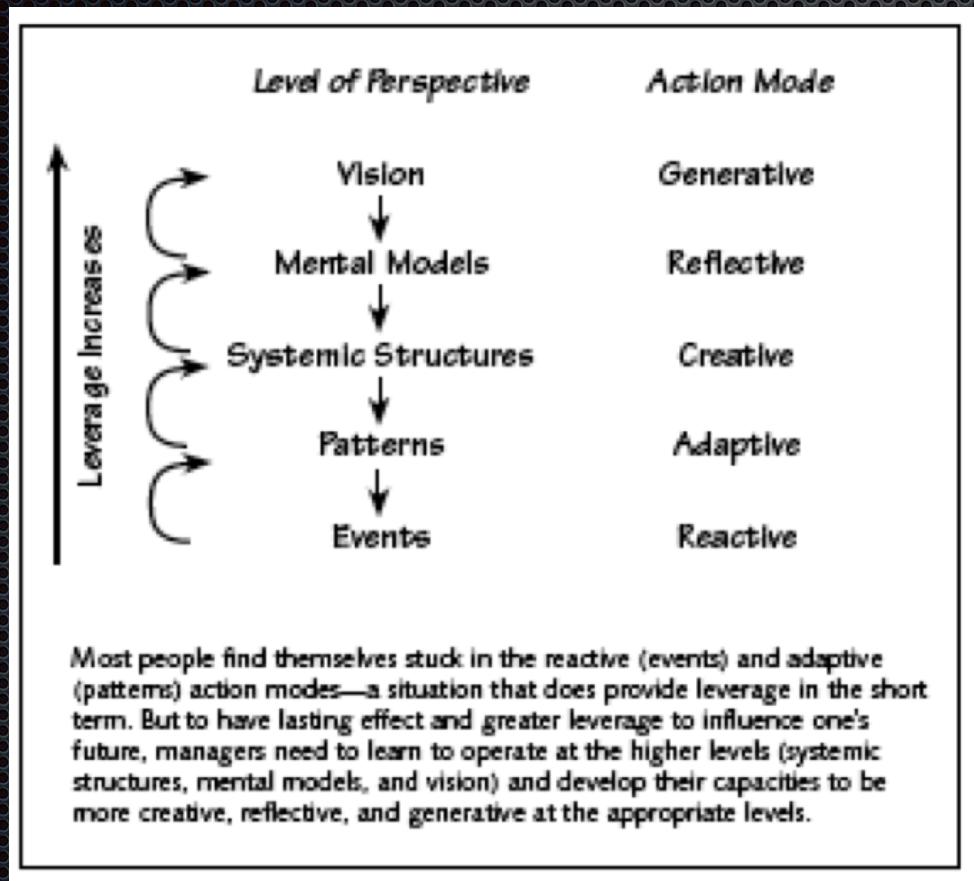


Sponsors

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Thank You

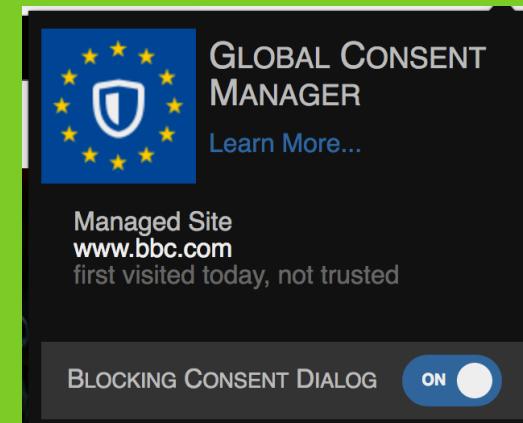
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CHAOS

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