The Data Revolution

1. Health Care

How does or will data-driven innovations and artificial intelligence influence health care services?

It does influence healthcare by monitoring and comparing data through machine learning, to for example identify blood clots in the brain.

2. Politics

Political campaigns more and more use social media to influence the choices of voters. Have you ever been the "target" of political micro-marketing on social media? Do you think that this kind of advertisement successfully influences people? How could we hold companies and governments responsible for the use of data?

Every time I see an online post about anything climate related the entire comment section is flooded with climate denial, most of the accounts are new and only post hateful content or climate denial. The sad thing is that there are real people who are influenced by these "trolls".

3. Predictive Policing

The LA Police Department in California sees the future of policing in data analysis. How does predictive policing work? Do you think that predictive policing is an efficient way to reduce crime?

Predictive policing works by analysing past crime to predict future crime. I do not think that this stops crime effectively, because by only considering neighbourhoods where crime happened in the past, those neighbourhoods are overrepresented in the future crime statistics, this feedback loop will increase patrolling more.

4. Social Credit System

China has started to introduce a social credit system to monitor the trustworthiness of its citizens. (How does this system work?) Which advantages and disadvantages do you see in such a system based on big data?

The system rewards "good" behaviour and punishes "bad" behaviour by monitoring the public all the time. The advantage of this system is that it pushes people into the right direction, but this happens at the expense of autonomy and privacy. The system mostly benefits the rulers of a country, by keeping the people complacent.

5. The Data Economy

Due to modern technology we are tracked and traced all the time. "You are the product in the data economy." What do you think of that quote from the documentary? What might your hidden online profile look like?

I agree with this quote. My profile is probably a lot of history, climbing, gaming and a LOT of weird Wikipedia searches.