

# SOCIAL MEDIA ANALYSIS: TWITTER, REDES Y SENTIMIENTOS



UNIVERSIDAD  
DE GRANADA



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# Sobre el taller

## Sesión 17 de Abril

HORA	TEMA
11:00 – 12:00	Presentaciones
12:00 – 12:30	Examen
12:30 – 12:45	Analizar datos
12:45 – 14:00	Debate + Despedida

# Presentaciones



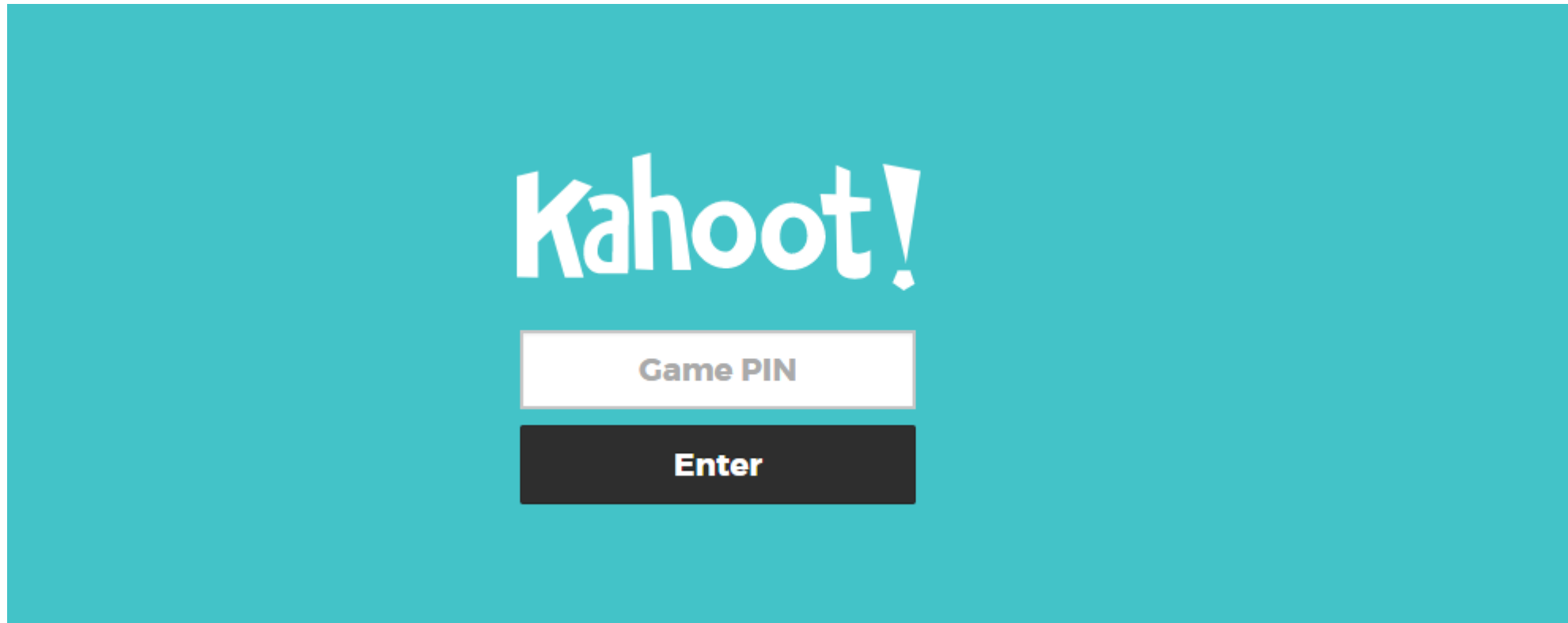
# Examen

**VAMO A PASARLA BIEN**



# Examen

kahoot.it



# Debate

La ética de la Inteligencia  
Artificial y del Big Data

# Debate

## Caso #1

### **Minority Neighborhoods Pay Higher Car Insurance Premiums Than White Areas With the Same Risk**

Our analysis of premiums and payouts in California, Illinois, Texas and Missouri shows that some major insurers charge minority neighborhoods as much as 30 percent more than other areas with similar accident costs.

by Julia Angwin, Jeff Larson, Lauren Kirchner and Surya Mattu, ProPublica  
April 5, 2017

*This story was co-published with Consumer Reports.*

<https://www.propublica.org/article/minority-neighborhoods-higher-car-insurance-premiums-white-areas-same-risk>

# Debate

## Caso #1

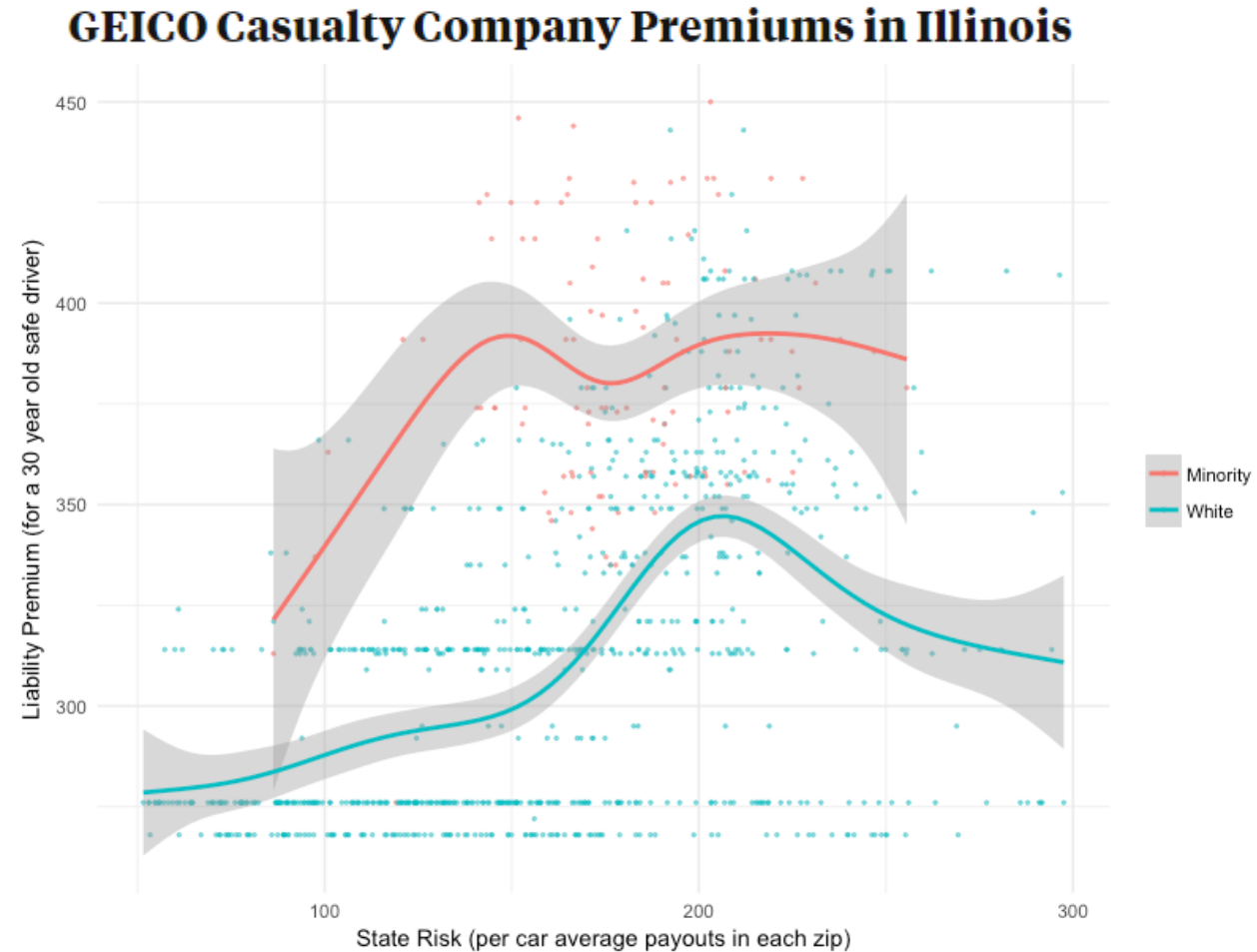


<https://www.propublica.org/article/minority-neighborhoods-higher-car-insurance-premiums-white-areas-same-risk>



# Debate

## Caso #1



<https://www.propublica.org/article/minority-neighborhoods-higher-car-insurance-premiums-white-areas-same-risk>

# Debate

## Caso #2

### Machine Bias

There's software used across the country to predict future criminals. And it's biased against blacks.

*by Julia Angwin, Jeff Larson, Surya Mattu and Lauren Kirchner, ProPublica*

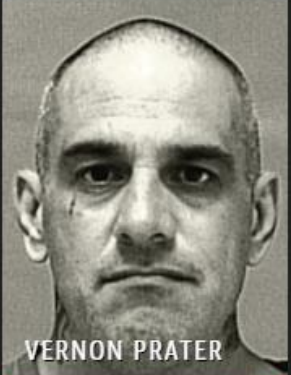

*May 23, 2016*

<https://www.propublica.org/article/machine-bias-risk-assessments-in-criminal-sentencing>

# Debate

## Caso #2

Two Petty Theft Arrests

	
<b>VERNON PRATER</b>	<b>BRISHA BORDEN</b>
<b>LOW RISK 3</b>	<b>HIGH RISK 8</b>


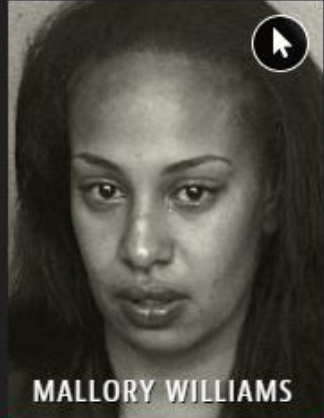
*Borden was rated high risk for future crime after she and a friend took a kid's bike and scooter that were sitting outside. She did not reoffend.*

Two Drug Possession Arrests

	
<b>DYLAN FUGETT</b>	<b>BERNARD PARKER</b>
<b>LOW RISK 3</b>	<b>HIGH RISK 10</b>

*Fugett was rated low risk after being arrested with cocaine and marijuana. He was arrested three times on drug charges after that.*

Two DUI Arrests

	
<b>GREGORY LUGO</b>	<b>MALLORY WILLIAMS</b>
<b>LOW RISK 1</b>	<b>MEDIUM RISK 6</b>

*Lugo crashed his Lincoln Navigator into a Toyota Camry while drunk. He was rated as a low risk of reoffending despite the fact that it was at least his fourth DUI.*

# Debate

## Caso #2



### Prediction Fails Differently for Black Defendants

	WHITE	AFRICAN AMERICAN
Labeled Higher Risk, But Didn't Re-Offend	23.5%	44.9%
Labeled Lower Risk, Yet Did Re-Offend	47.7%	28.0%

*Overall, Northpointe's assessment tool correctly predicts recidivism 61 percent of the time. But blacks are almost twice as likely as whites to be labeled a higher risk but not actually re-offend. It makes the opposite mistake among whites: They are much more likely than blacks to be labeled lower risk but go on to commit other crimes. (Source: ProPublica analysis of data from Broward County, Fla.)*

# Debate

## Caso #3

### **Si está en la cocina, es una mujer: cómo los algoritmos refuerzan los prejuicios**

Las máquinas inteligentes consolidan los sesgos sexistas, racistas y clasistas que prometían resolver

*"Las tecnologías basadas en big data a veces empeoran la discriminación debido a sesgos implícitos en los datos", advierten los autores*  
”



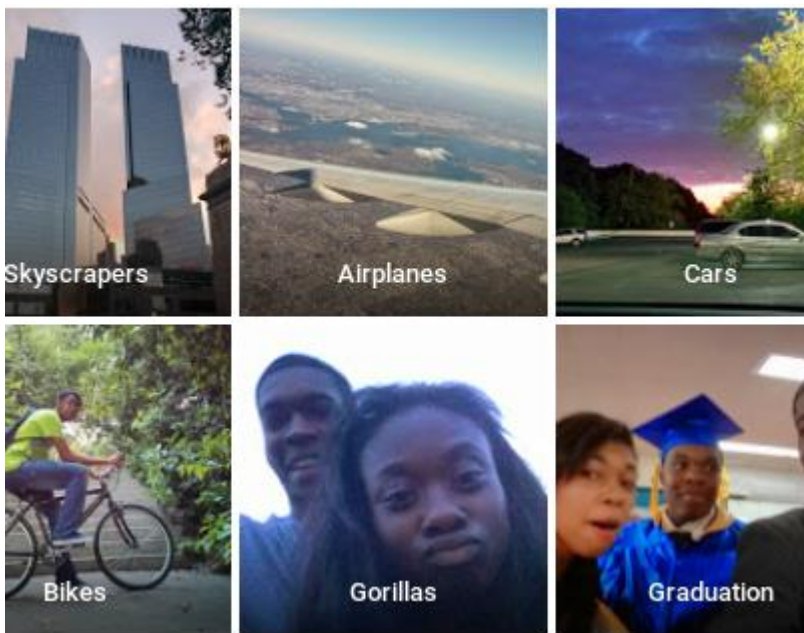
Los bancos de imágenes provocan un sesgo sexista en las máquinas. TRONDHEIM BYARKIV

# Debate

## Caso #3

### Si está en la cocina, es una mujer: cómo los algoritmos refuerzan los prejuicios

Las máquinas inteligentes consolidan los sesgos sexistas, racistas y clasistas que prometían resolver



“Y que, por tanto, hace falta crear reguladores públicos que revisen sus sistemas. Es una crisis que no va a hacer sino crecer: hace unos días escandalizaba un polémico algoritmo que pretendía identificar a los gais por su cara; en EE UU, por ejemplo, ya la mitad de la población tiene su rostro registrado en bases de datos policiales de reconocimiento facial. Y los gigantes de la red ya conocen hasta nuestra orientación sexual incluso sin ser usuarios de sus servicios. "No podemos contar con el libre mercado para corregir estos errores", zanja O'Neil.”

¡Muchas gracias!