

CS 8803: AI, Ethics, and Society: Assignment 1

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1 Data Flow Graphic

In this assignment, we looked at the advertisers who updated a contact list with our Facebook profile information. Since my Facebook account is fairly new (3 years), my data file had a total of 114 advertisers. Given below are the categories that I divided the advertisers into, and the corresponding data flow graphic and statistics.

Total number of advertisers = 114

Categories identified and number of advertisers corresponding to each category:

1. Real Estate: 8
2. Health: 12
3. Online Shopping: 36
4. Travel/Hospitality: 11
5. Entertainment: 23
6. Finance: 11
7. Automobile: 4
8. Non-profit organizations: 11

My script of sankeymatic.com was as follows:

FB Advertisers [8] Real Estate
FB Advertisers [12] Health
FB Advertisers [36] Online Shopping
FB Advertisers [11] Travel/Hospitality
FB Advertisers [23] Entertainment
FB Advertisers [11] Finance
FB Advertisers [4] Automobile
FB Advertisers [9] Non-profit organizations
Real Estate [2] Relevant

Real Estate [2] Non-Relevant
 Real Estate [4] Way-off
 Health [8] Relevant
 Health [3] Non-Relevant
 Health [1] Way-off
 Online Shopping [17] Relevant
 Online Shopping [17] Non-Relevant
 Online Shopping [2] Way-off
 Travel/Hospitality [8] Relevant
 Travel/Hospitality [2] Non-Relevant
 Travel/Hospitality [1] Way-off
 Entertainment [8] Relevant
 Entertainment [5] Non-Relevant
 Entertainment [10] Way-off
 Finance [4] Relevant
 Finance [5] Non-Relevant
 Finance [2] Way-off
 Automobile [1] Relevant
 Automobile [1] Non-Relevant
 Automobile [2] Way-off
 Non-profit organizations [2] Relevant
 Non-profit organizations [5] Non-Relevant
 Non-profit organizations [2] Way-off

I classified each advertiser into Relevant, Non-relevant, or Way-off. The resulting sankeymatic.com data flow graphic is given on the following page.

2 Statistical Measures on each Category

1. Real Estate

Category	Ordinal Categories	Count	Mean	Accuracy	Rubbish
Real Estate	Relevant	2			
	Non-Relevant	2			
	Way-Off	4			
	Total	8	-0.25	25%	50%

2. Health

Category	Ordinal Categories	Count	Mean	Accuracy	Rubbish
Health	Relevant	8			
	Non-Relevant	3			
	Way-Off	1			
	Total	12	0.58	66.66%	8.33%

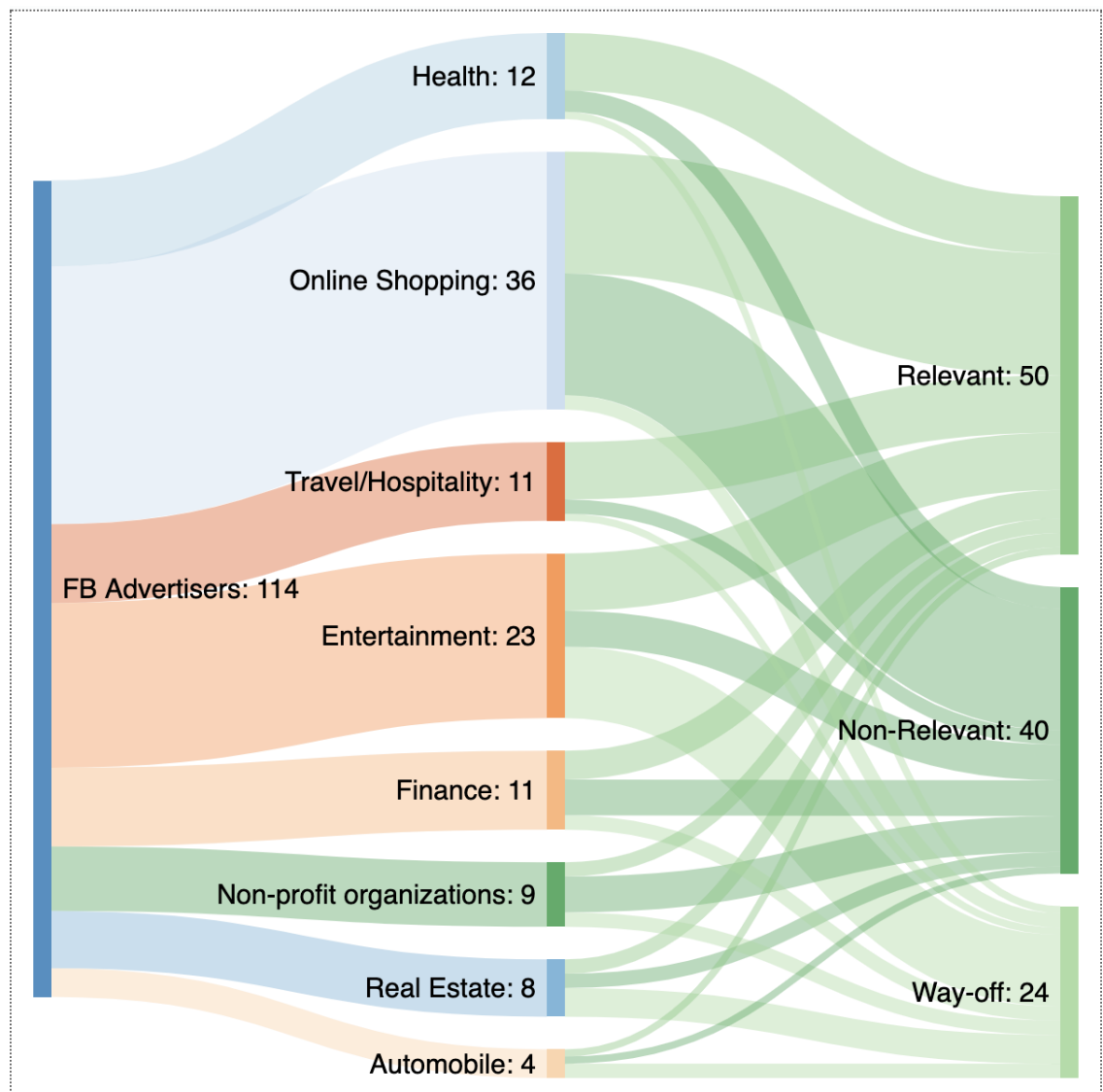


Figure 1: Data Flow Graphic

3. Online Shopping

Category	Ordinal Categories	Count	Mean	Accuracy	Rubbish
Online Shopping	Relevant	17			
	Non-Relevant	17			
	Way-Off	2			
	Total	36	0.42	47.22%	5.55%

4. Travel/Hospitality

Category	Ordinal Categories	Count	Mean	Accuracy	Rubbish
Travel/Hospitality	Relevant	8			
	Non-Relevant	2			
	Way-Off	1			
	Total	11	0.64	72.72%	9.09%

5. Entertainment

Category	Ordinal Categories	Count	Mean	Accuracy	Rubbish
Entertainment	Relevant	8			
	Non-Relevant	5			
	Way-Off	10			
	Total	23	-0.087	34.78%	43.48%

6. Finance

Category	Ordinal Categories	Count	Mean	Accuracy	Rubbish
Finance	Relevant	4			
	Non-Relevant	5			
	Way-Off	2			
	Total	11	0.18	36.36%	18.18%

7. Automobile

Category	Ordinal Categories	Count	Mean	Accuracy	Rubbish
Automobile	Relevant	1			
	Non-Relevant	1			
	Way-Off	2			
	Total	4	-0.25	25%	50%

8. Non-profit organizations

Category	Ordinal Categories	Count	Mean	Accuracy	Rubbish
Non-profit organizations	Relevant	2			
	Non-Relevant	5			
	Way-Off	2			
	Total	9	0	22.22%	22.22%

Least Accurate Category: Non-profit organizations
Most Accurate Category: Travel/Hospitality

3 Advertisers associated with a Regulated Domain in Law

- (a) Credit
Total advertisers: 2
 - i. Citi India
 - ii. ICICI Bank
- (b) Education
Total advertisers: 6
 - i. CuriosityStream
 - ii. InterviewBit
 - iii. LinkedIn Learning
 - iv. NYU Langone Health
 - v. Seminar Connect
 - vi. Triplebyte
- (c) Employment
Total advertisers: 1
 - i. NCSA Athletic Recruiting
- (d) Housing
Total advertisers: 2
 - i. 13th Floor Homes
 - ii. 13th Floor Homes: Avalon Trails