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## Ethics

I think domains such as sports should use predictive modeling as an indicator of a player or team's capabilities; in order to predict the future, sometimes the best way is to look at information from the past. However, if these past records are inaccurate or have many missing values, it could lead to misrepresentation of data and cause a company, for example, to overestimate their sales of a certain product. There are many factors that go into predicting results, and false conclusions can easily be made; if a magazine company has a successful year, it could be dependent on factors such as the season, when they were mailed out, or how many customers resubscribed, so I think we should not completely depend on predictive modeling.

Social media, specifically TikTok, tracks past sites and records data to customize a "for you page", which is tailored specifically for the user's interests and what videos or advertisements they are most likely to engage (like, share, comment) with. The model works for the subject's interests by showing videos of topics that would spark the user's attention, from cooking to travel, to cat videos, TikTok has personalized everyone's experience to a high degree. I would not consider it a WMD because of its ability to connect people and engage mass audiences in a positive way, however some think it is not completely trustworthy; TikTok can be seen as potentially worrisome as some believe it may develop into companies listening into conversations or accessing personal information through the application. Zak Doffman from Forbes explains that TikTok has caught national attention for its possible security concerns specifically on Apple devices, and that it isn't a bad thing to be skeptical

(<https://www.forbes.com/sites/zakdoffman/2020/03/12/simple-apple-security-hack-if-you-have-tiktok-on-your-iphone-look-away-now/?sh=289407621d61>). There are definitely

downsides and doubts about the application, but I think it has helped many people and the content I'm aware of does not serve as a dangerous threat to people's lives.

I found it interesting that the author concluded the first chapter by saying that these WMDs contribute to our prison system for the better or worse, depending on where you stand. The recidivism model was very interesting and it made me think more about how bias can contribute to these "predictive" modeling techniques to incarcerate some rather than others.