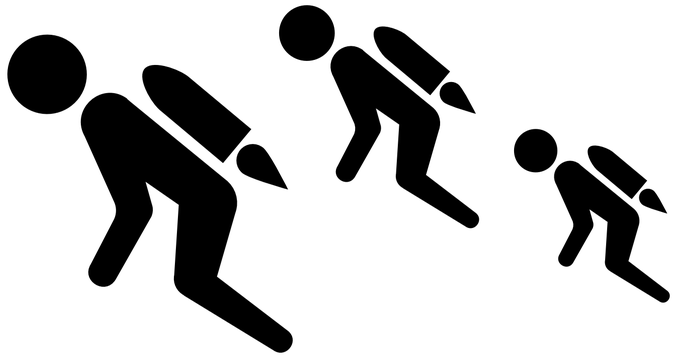


DESIGN IN THE ERA OF THE ALGORITHM

josh clark
@bigmediumjosh
bigmedium.com

WHAT'S THE NEXT MOBILE?

TECHNICAL ADVANCE

DISILLUSIONMENT

DOMINO'S
ANYWARE™
Order your favorite
oven-baked goodness on your favorite devices.
GOOGLE HOME
MESSENGER
ZERO CLICK
TEXT
TWEET
ECHO
SMART TV
CAR
SMART WATCH
VOICE

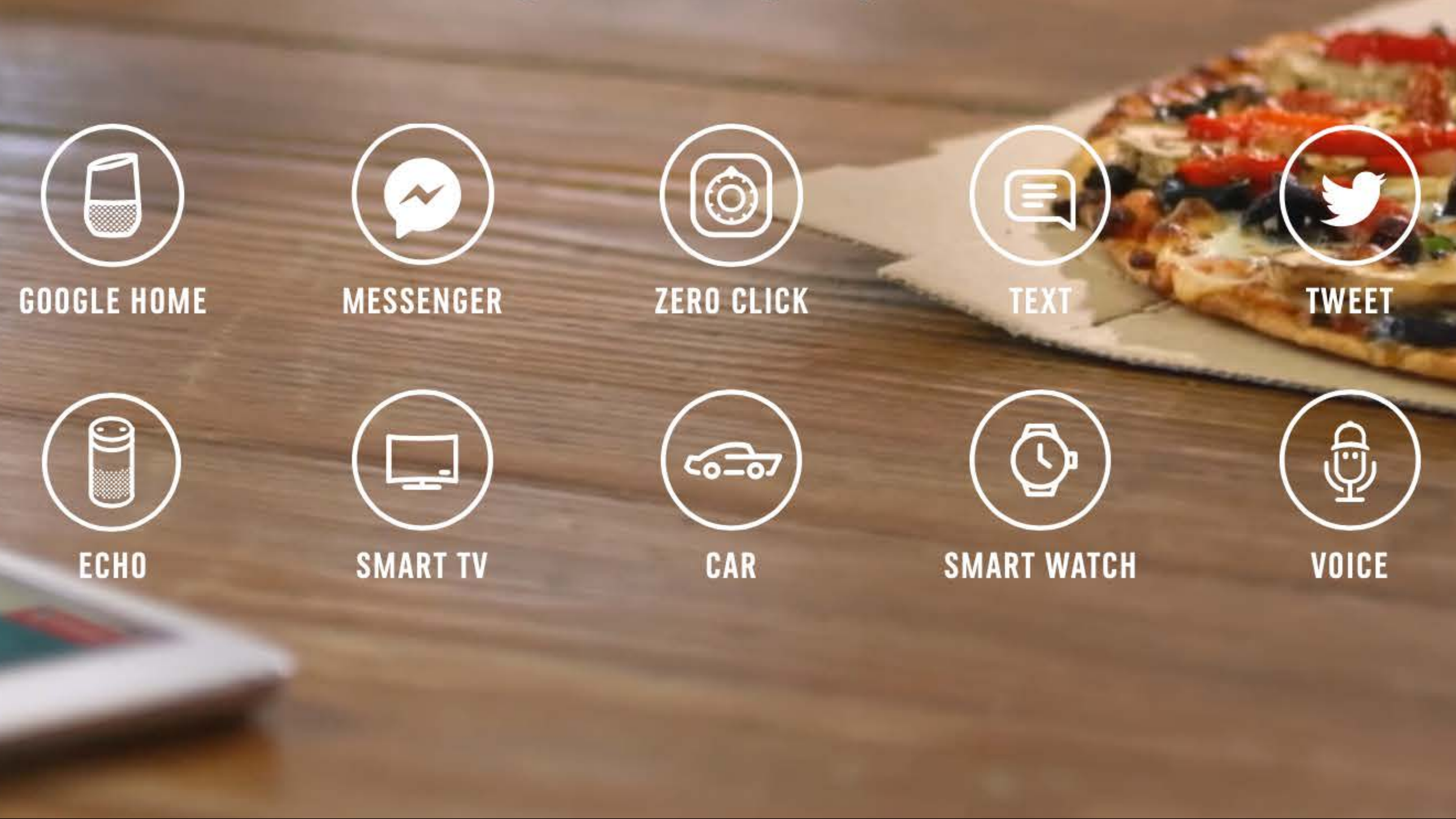
7:13 PM
100%
Messages
Domino's
Details
Send
Recently Used

Order Domino's with
ZERO CLICKS

WHAT'S THE NEXT MOBILE?

MACHINE LEARNING

PATTERN PROCESSING
VAST TROVES OF PERSONAL DATA
IMAGE RECOGNITION
NATURAL LANGUAGE PROCESSING
SPEECH RECOGNITION


GOOGLE HOME
MESSENGER
ZERO CLICK
TEXT
TWEET
ECHO
SMART TV
CAR
SMART WATCH
VOICE

The Washington Post
Democracy Dies in Darkness

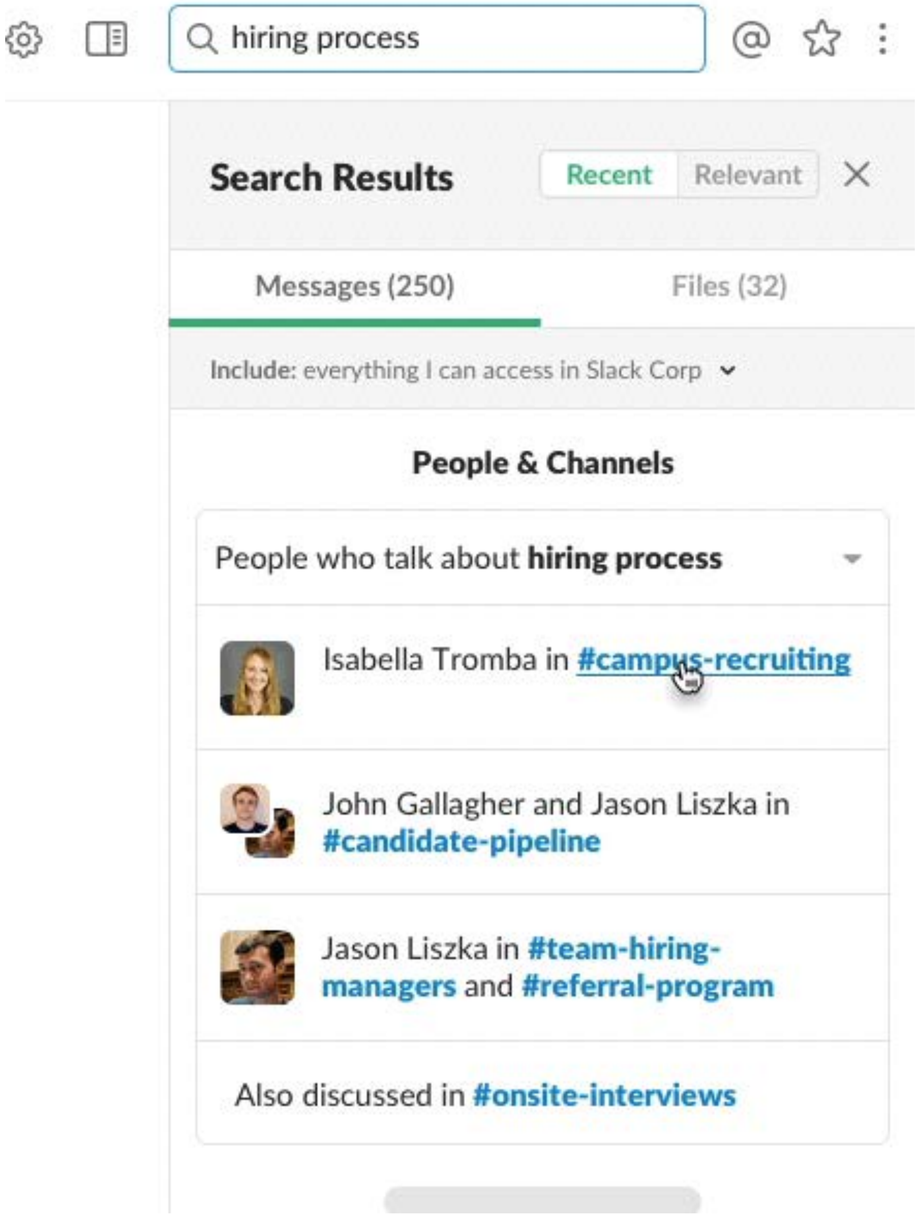
Rep. Darrell Issa elected to represent California 49th Congressional District

Updated Nov. 28 at 5:49 p.m.

Republican Darrell Issa has beaten Doug Applegate, a Democrat, in a race for California's 49th Congressional District seat, currently held by Issa.

Republicans retained control of the House and lost only a handful of seats from their commanding majority, a stunning reversal of fortune after many GOP leaders feared double-digit losses. At several points this year, Democratic leaders predicted that Donald Trump's presidential nomination would prompt an

From staff and wire reports, powered by Heliograf, The Post's artificial intelligence system.


hiring process
Search Results
Recent
Relevant
Messages (250)
Files (32)
Include: everything I can access in Slack Corp
People & Channels
People who talk about hiring process
Isabella Tromba in #campus-recruiting
John Gallagher and Jason Liszka in #candidate-pipeline
Jason Liszka in #team-hiring-managers and #referral-program
Also discussed in #onsite-interviews

John Allsopp

@johnallsopp

If you’re not sure what AI APIs could bring to your products, think about the impact of predictive text on typing. Many such opportunities

WELCOME TO THE ALGOCRACY

DESIGN AND... MACHINE LEARNING?

THE DESIGN AND PRESENTATION OF DATA

IS AS IMPORTANT AS
THE UNDERLYING ALGORITHM

THE BIG PLAYERS ARE RUSHING TO MAKE MACHINE LEARNING A COMMODITY

Artificial Intelligence

Mobile Services

Application Services

Amazon Lex
Build Voice and Text Chatbots

Amazon Polly
Turn Text into Lifelike Speech

Amazon Rekognition
Search and Analyze Images

Amazon Machine Learning
Machine Learning for Developers

Messaging

Business Productivity

Desktop & App Streaming

MACHINE LEARNING APIs

Cloud Vision API	Integrates Google Vision features, including image labeling, face, logo, and landmark detection, optical character recognition (OCR), and detection of explicit content, into applications.
Cloud Speech API	Uses fast and accurate speech recognition to convert audio, either from a microphone or from a file, to text in over 80 languages and variants
Natural Language API	Analyzes the structure and meaning of text, including sentiment analysis, entity recognition, and text annotations.
Translation API	Translates text from one language to another.

Watson Developer Cloud

Start free on Bluemix | Sign in to Bluemix

APIs | Docs | Developer Tools | Starter Kits | Community

Language

- Conversation
- Document Conversion
- Language Translator
- Natural Language Classifier
- Natural Language Understanding
- Personality Insights
- Retrieve and Rank
- Tone Analyzer

Speech

- Speech to Text
- Text to Speech

Vision

- Visual Recognition

Data Insights

- Discovery
- Discovery News
- Tradeoff Analytics

Microsoft

Cognitive Services

Get started for free | My account

Home | APIs | Apps | Docs + Help | Pricing

Vision

- Computer Vision
- Content Moderator
- Emotion
- Face
- Video

Speech

- Bing Speech
- Custom Speech Service
- Speaker Recognition

Language

- Bing Spell Check
- Language Understanding
- Linguistic Analysis
- Text Analytics
- Translator
- WebLM

Knowledge

- Academic
- Entity Linking
- Knowledge Exploration
- QnA Maker
- Recommendations

Search

- Bing Autosuggest
- Bing Image Search
- Bing News Search
- Bing Video Search
- Bing Web Search

Still looking for the right API? See the entire collection >

Put intelligence APIs to work

Computer Vision

Content Moderator

Emotion

Face

Video

Bing Speech

Custom Speech Service

Speaker Recognition

Bin

Lar

Un

Lin

Tex

Tra

We

Mi

```
      "Width": 52,
      "Height": 52
    },
    "Scores": {
      "Anger": 0.002451766,
      "Contempt": 0.0005512201,
      "Disgust": 0.0063303886,
      "Fear": 0.000122375583,
      "Happiness": 0.9589189,
      "Neutral": 0.0222537462,
      "Sadness": 0.008983561,
      "Surprise": 0.000388026354
    }
  },
  {
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      "Left": 70,
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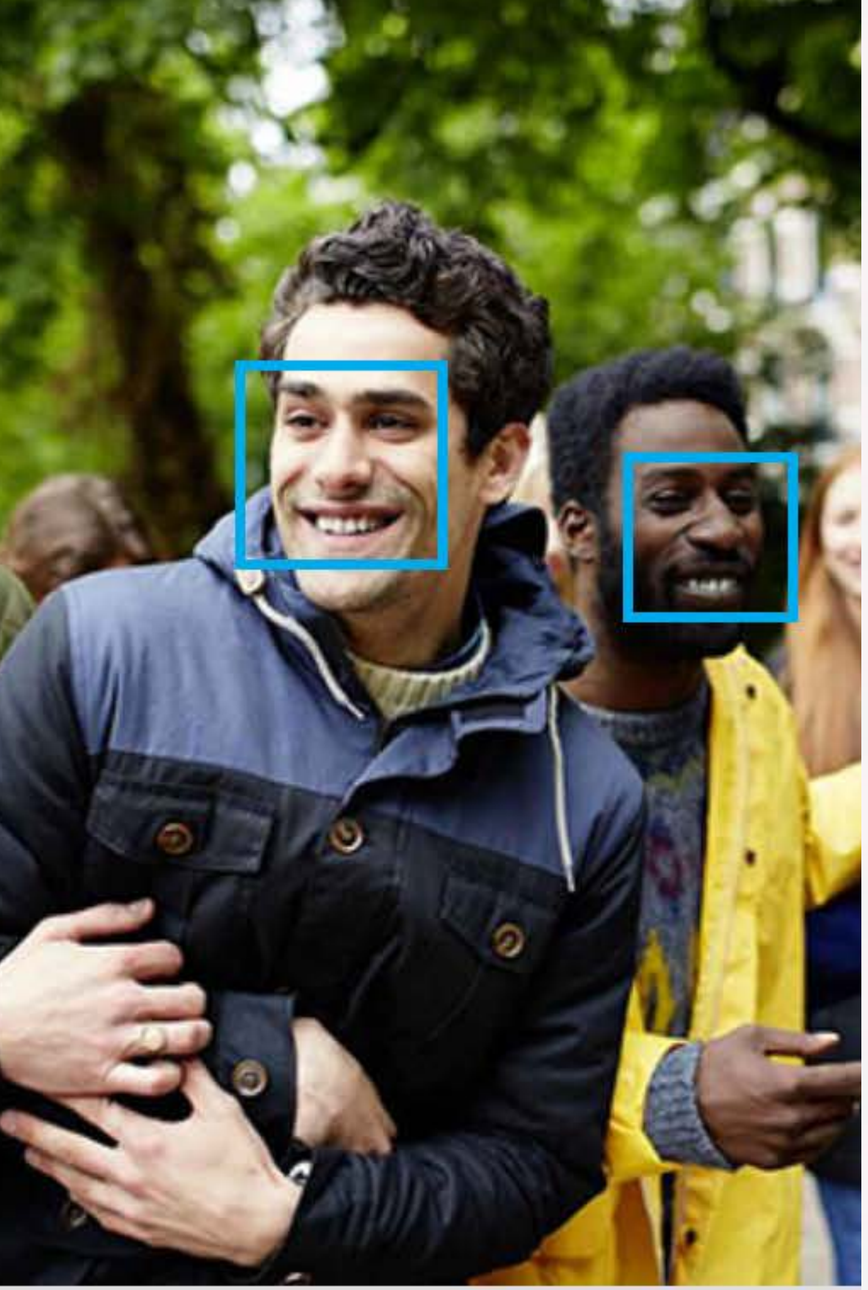


"Anger": 0.002451766,

"Contempt": 0.0005512201,

"Disgust": 0.0063303886,

"Fear": 0.000122375583,

"Happiness": 0.9589189,

"Neutral": 0.0222537462,

"Sadness": 0.008983561,

"Surprise": 0.000388026354

wit.ai

GETTING STARTED DOCS COMMUNITY PRICING FAQ BLOG JOBS

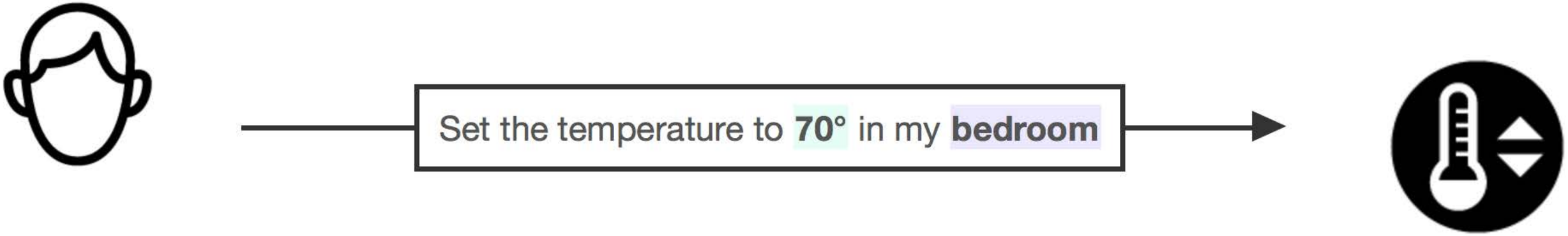
Intent Parser

Understand what your users mean. Easily turn text into actions.

Set the temperature to 70° in my bedroom

Did you try...Translate how much does that cost to French

```
intent      = heating control
temperature = 70°F
where       = master_bedroom
```

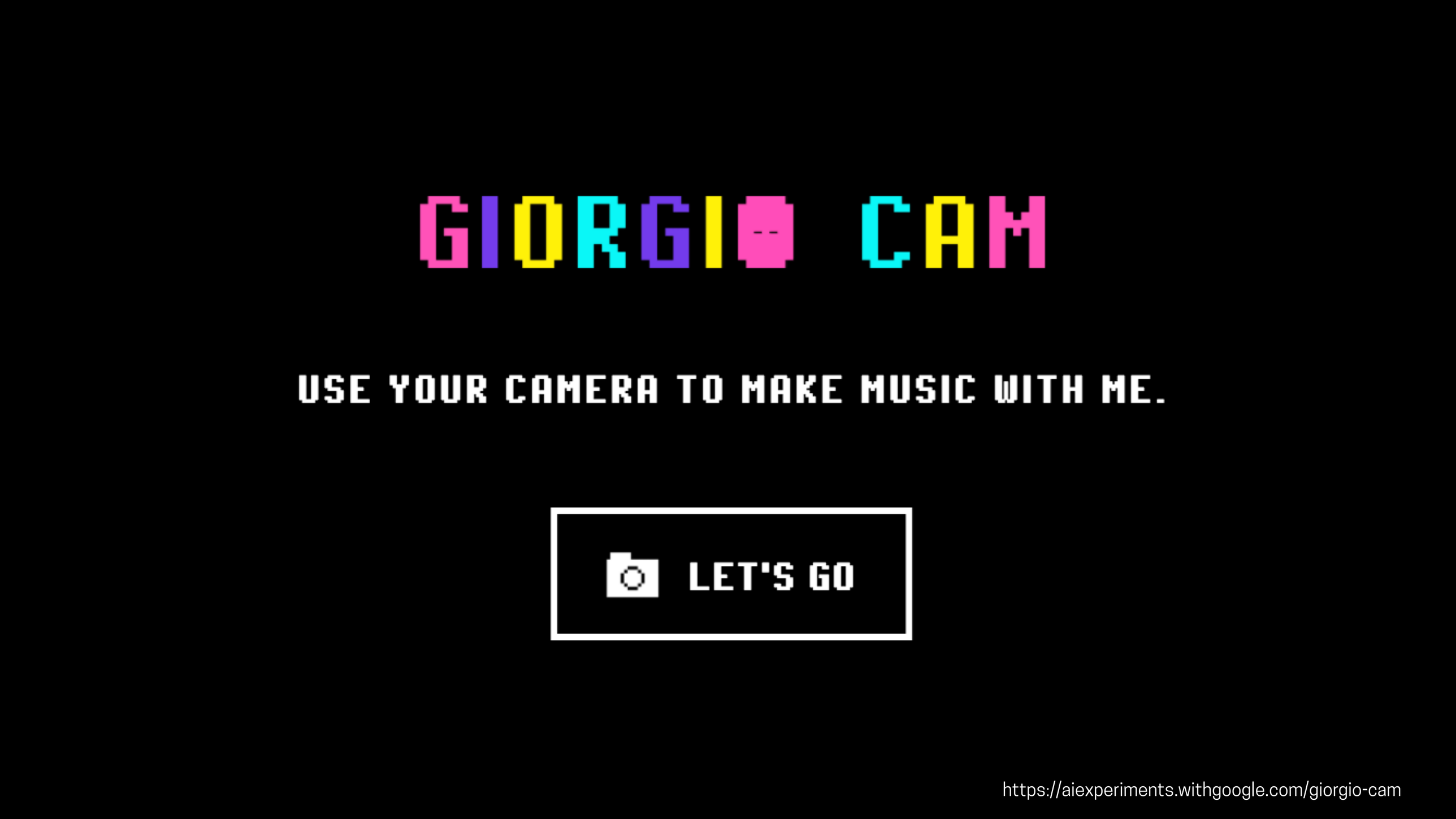


Your user Wit.ai Your app

do this today

MICROSOFT COGNITIVE SERVICES
AMAZON AWS
GOOGLE CLOUD
IBM WATSON
WIT.AI

SPEECH RECOGNITION
SPEECH SYNTHESIS
CAMERA VISION
NATURAL LANGUAGE
TRANSLATION
DATA ANALYTICS



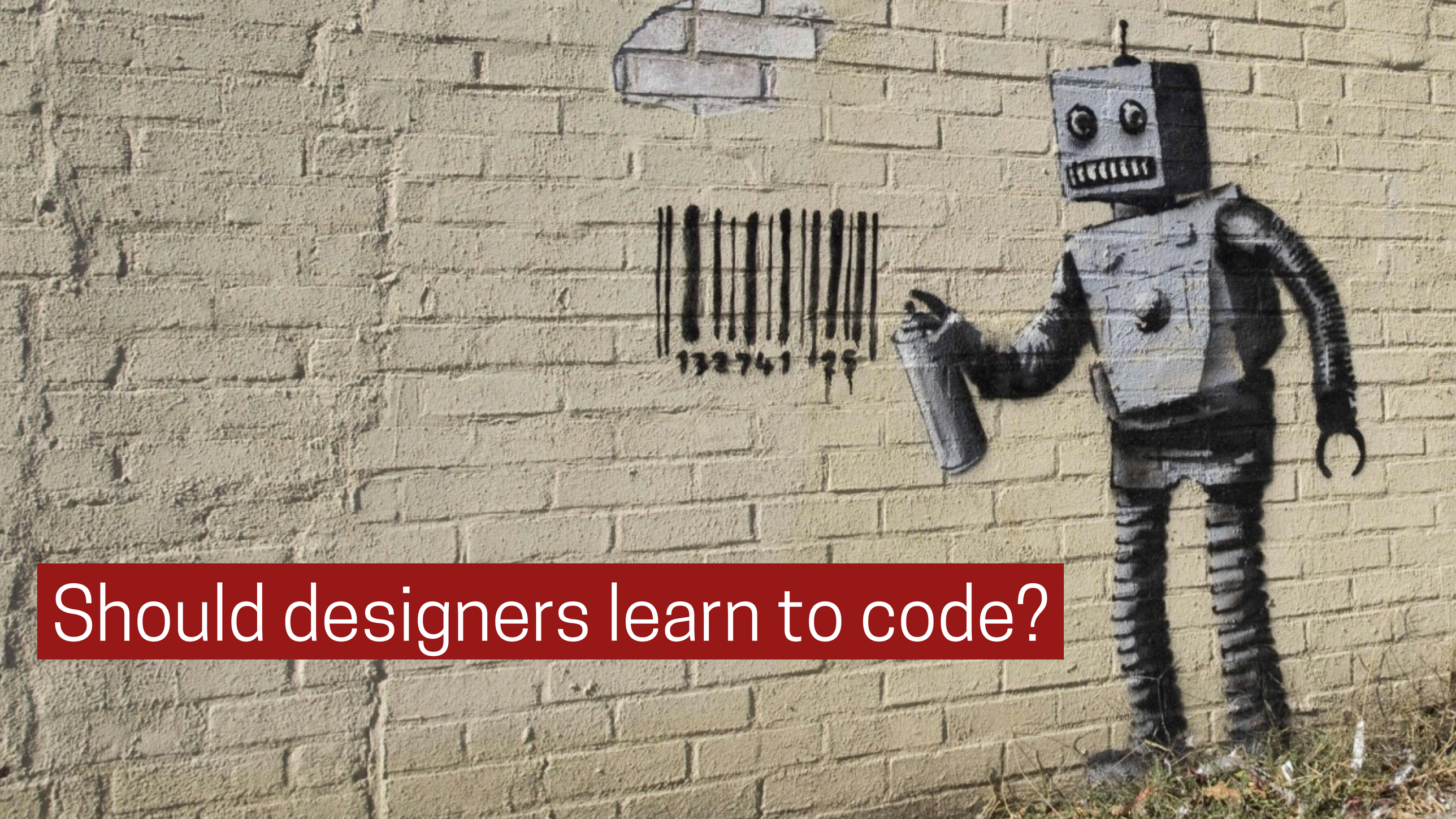
https://aiexperiments.withgoogle.com/giorgio-cam

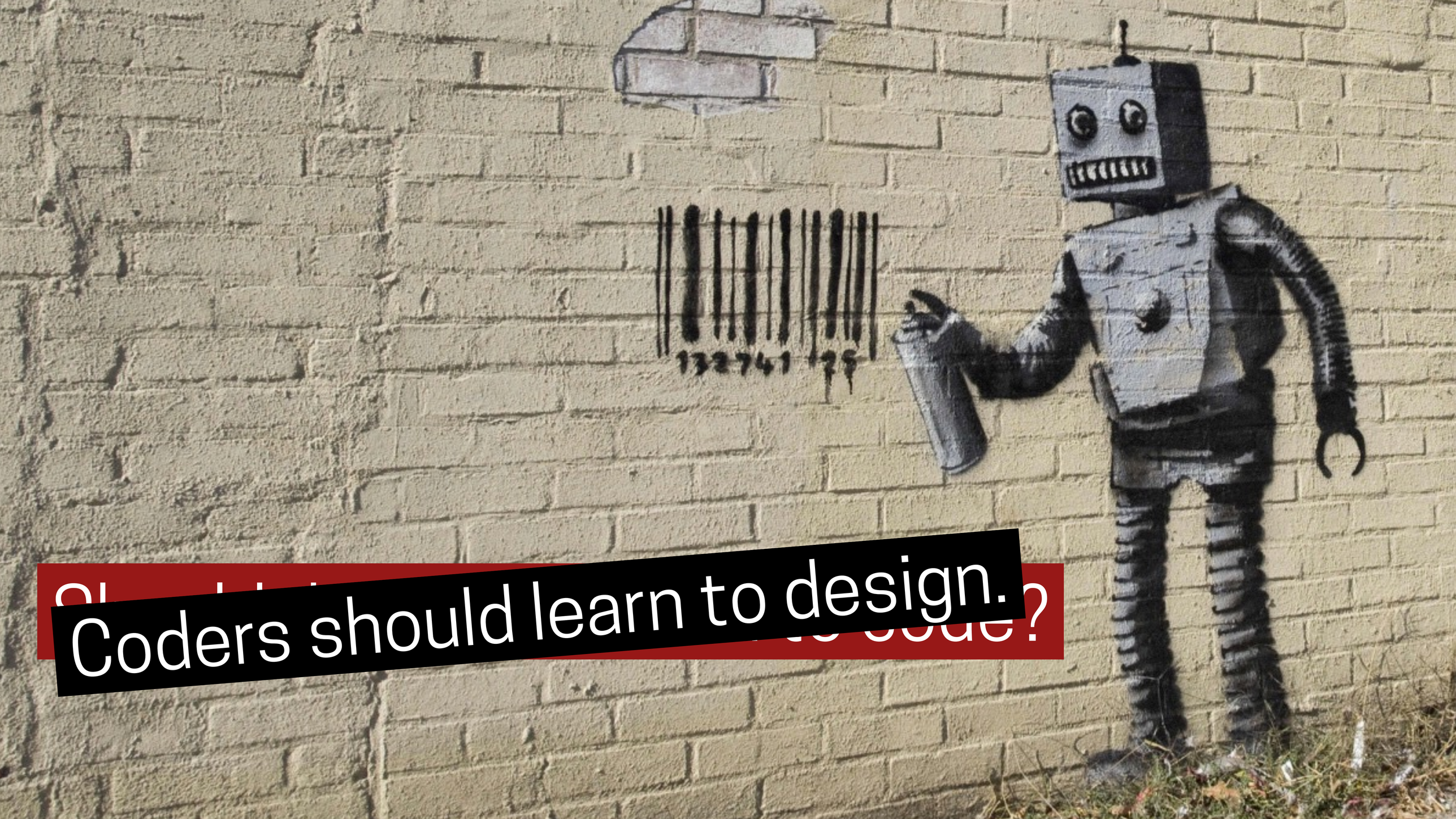
Giorgio Cam

aiexperiments.withgoogle.com/giorgio-cam

YOU DON’T NEED TO BE A SCIENTIST

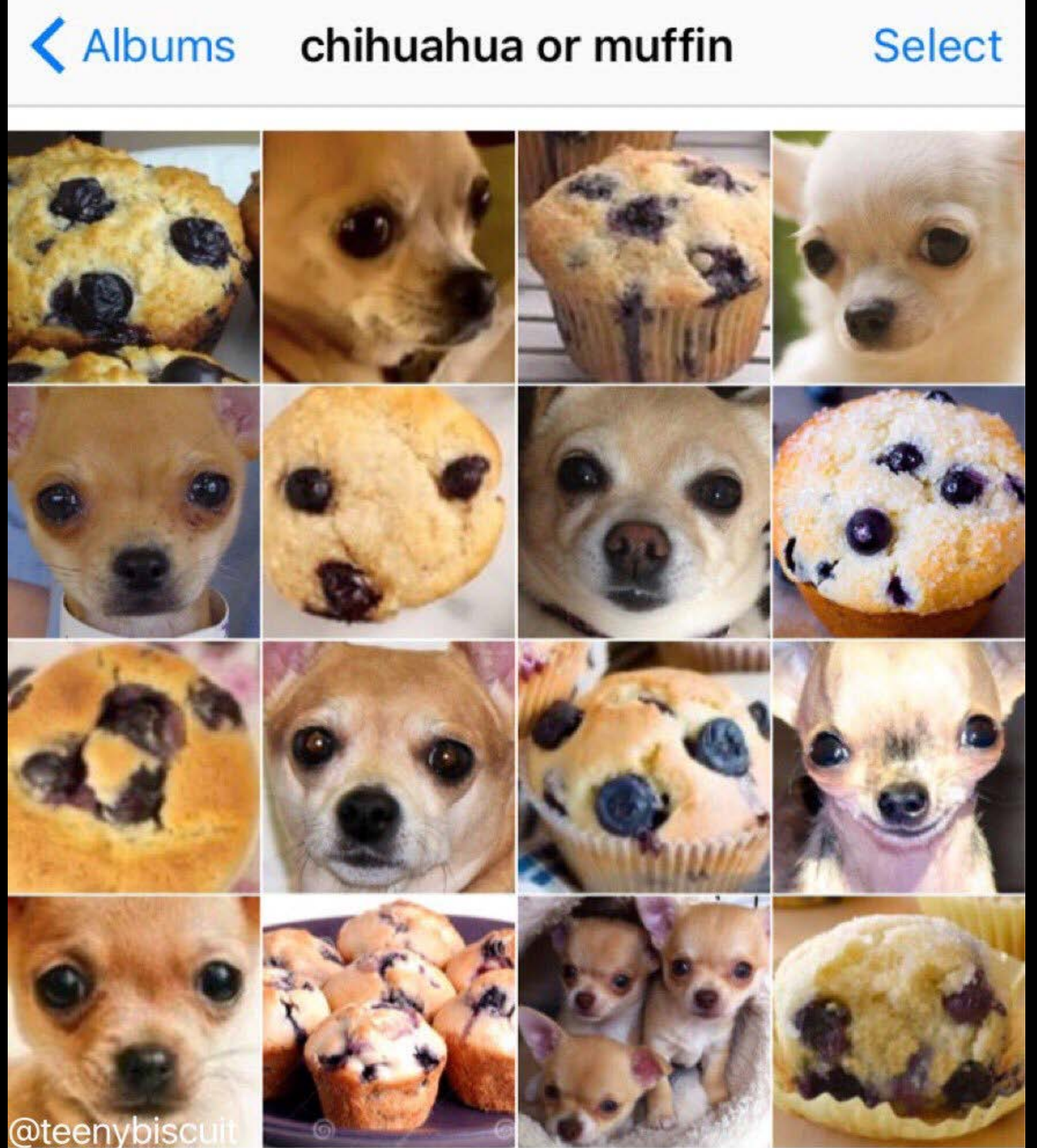
TO USE MACHINE LEARNING
AS DESIGN MATERIAL


Should designers learn to code?


Coders should learn to design.

THE MACHINES MAKE MISTAKES

THE CW6 NEWS | San Diego
4:35 60°
CONCERNS OVER AMAZON'S ALEXA
SYSTEM MAY ORDER UNWANTED MERCHANDISE


Albums
chihuahua or muffin
Select
@teenybiscuit

Albums

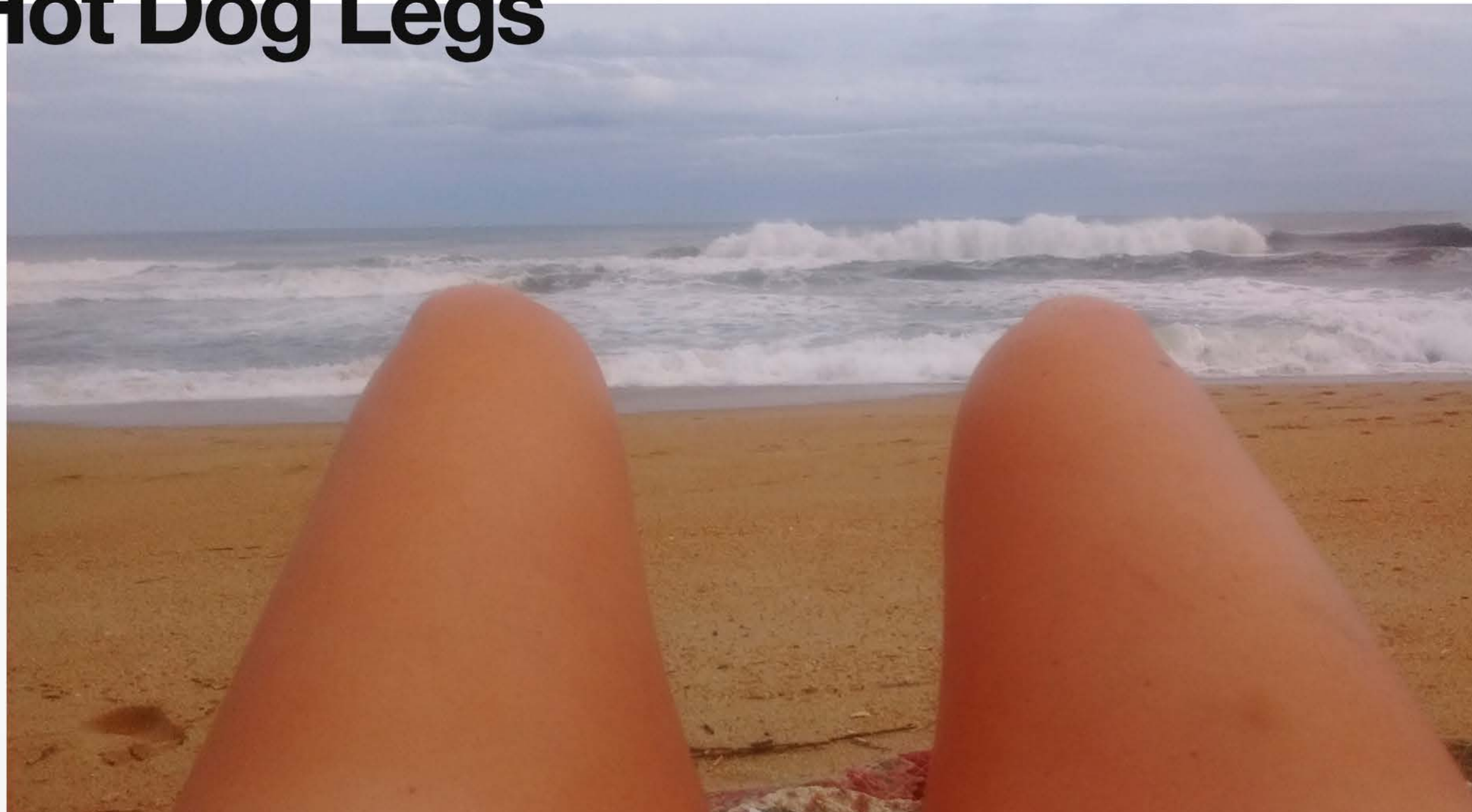
sheepdog or mop

Select

Back raw chicken or donald trump Select

Hot Dog Legs

Follow hot-dog-legs

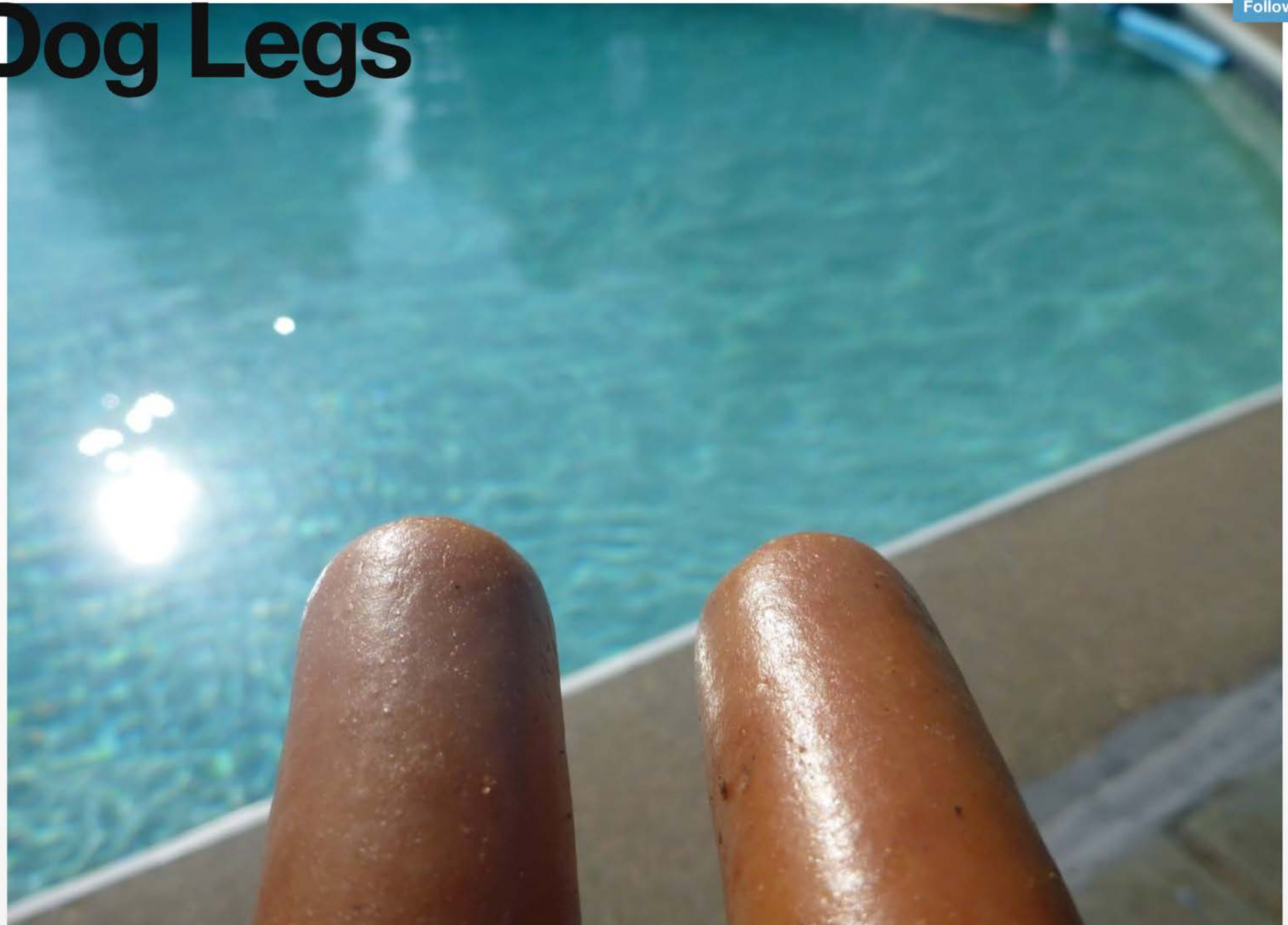


Hot Dog Legs

Follow hot-dog-legs

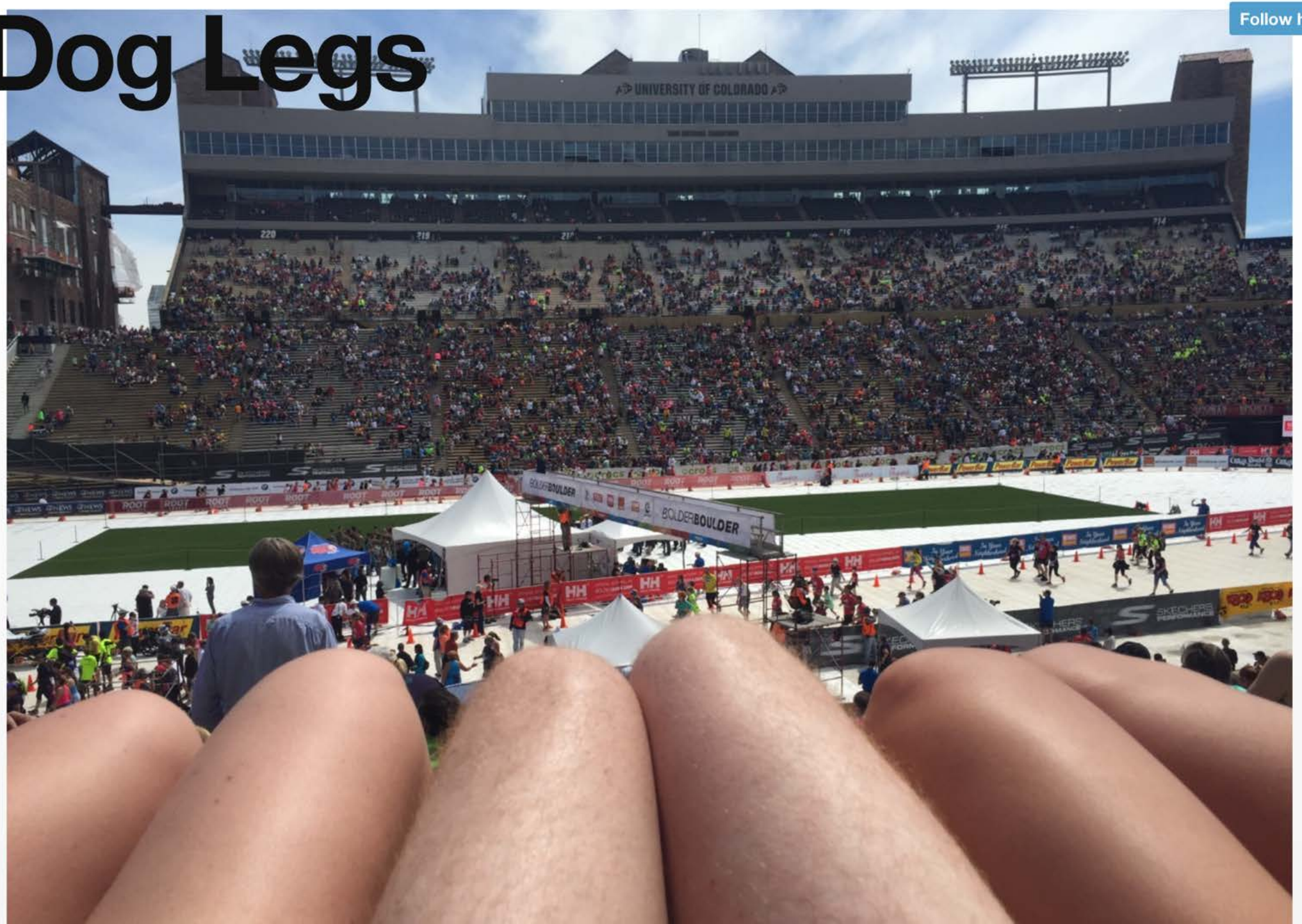
Hot Dog Legs

Follow hot-dog-legs



Hot Dog Legs

Follow hot-dog-legs



picdescbot
@picdescbot

Following

a group of people on a field playing football

A white egg on a solid colored background

picdescbot
@picdescbot

Following

a person holding a cell phone

picdescbot
@picdescbot

Following

a dinosaur on top of a surfboard

picdescbot
@picdescbot

Following

a white teddy bear

GOOGLE'S FEATURED SNIPPETS

Google

How long to boil an egg?

All Images News Videos More Settings Tools

About 5,310,000 results (0.58 seconds)

Put up a pot of water to boil — you'll need one big enough for water to flow freely around the number of eggs you'll be cooking. Once the water's boiling, use a large spoon to gently lower the eggs into the water. Lower the heat to maintain a simmer and set a timer for **12 minutes**. Feb 14, 2017

How To Make Perfect Hard Boiled Eggs - How Long to Hard Boil Eggs

www.goodhousekeeping.com/food-recipes/cooking/.../cooking-perfect-hard-boiled-egg...

About this result Feedback

why are firetrucks red

All Images Videos Shopping News More Settings Tools

About 519,000 results (0.48 seconds)

One popular answer to why **fire trucks** are **red** goes something like this: "Because they have eight wheels and four people on them, and four plus eight makes twelve, and there are twelve inches in a foot, and one foot is a ruler, and Queen Elizabeth was a ruler, and Queen Elizabeth was also a ship, and the ship sailed the ...

Why Are Fire Trucks Red? | Wonderopolis
wonderopolis.org/wonder/why-are-fire-trucks-red

About this result • Feedback

is obama planning martial law

All News Images Videos Shopping More Settings Tools

About 911,000 results (0.69 seconds)

Barack Hussein **Obama** is implementing Alinsky's rules on a much wider scale. He is using these rules to divide America so that he can cause widespread chaos and panic so he can declare **martial** war. This is his **plan**. May 27, 2016

Obama's 6-part plan to declare martial law in America - Newstarget
www.newstarget.com/2016-05-27-obamas-6-part-plan-to-declare-martial-law-in-americ...

About this result • Feedback

did trump commit treason?

trump **treason fox news**

donald trump **treason petition**

trump **treason 2017**

trump **treason meme**

did trump commit treason?

trump **treason fox news**
donald trump **treason petition**
trump **treason 2017**
trump **treason meme**

"They are not mutually exclusive." In each of these scenarios, the president-elect is engaging in behaviors that fall under the definition of **treason**, Shattuck wrote, which is **committed** by a person "owing allegiance to the United States who…adheres to their enemies, giving them aid or comfort." Dec 18, 2016

There are four ways Donald Trump may be guilty of treason, says law ...
www.rawstory.com/.../there-are-four-ways-donald-trump-may-be-guilty-of-treason-says...

About this result • Feedback

OUR ANSWER MACHINES HAVE AN OVERCONFIDENCE PROBLEM

THIS IS A DESIGN CHALLENGE

HOW MIGHT WE ADD PRODUCTIVE HUMILITY TO THESE INTERFACES?

one

FAVOR ACCURACY OVER SPEED

About 222,000,000 results (0.67 seconds)

New York, NY

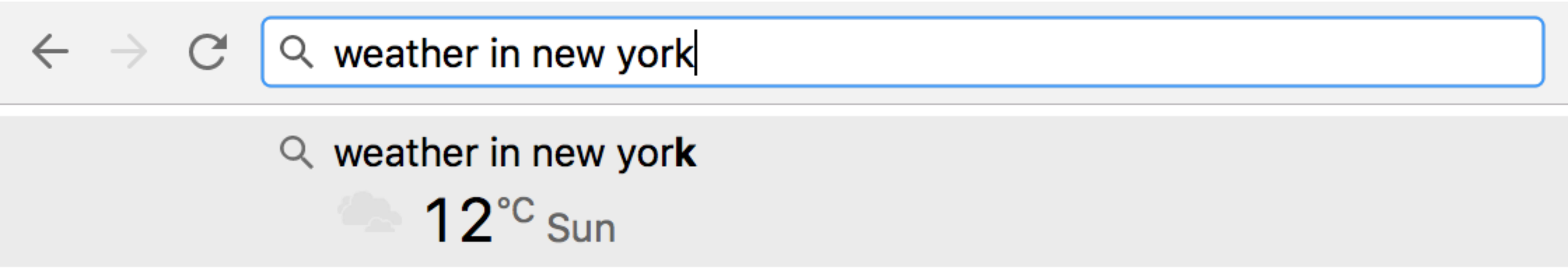
Sunday 12:00 PM
Cloudy

53 °F | °C

Precipitation: 15%
Humidity: 60%
Wind: 10 mph

Temperature | Precipitation | Wind

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
56° 45°	58° 45°	59° 47°	62° 49°	60° 51°	61° 52°	59° 51°	61° 52°


weather in new york
weather in new yorK
12°C Sun

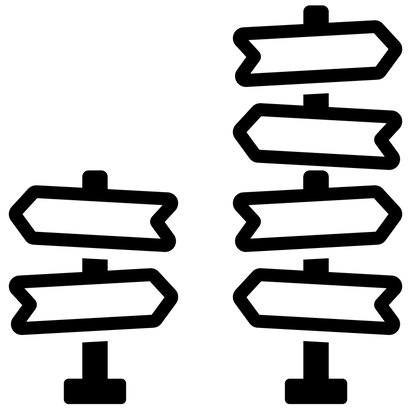
“PERFORMANCE ISN’T THE SPEED OF THE PAGE. IT’S THE SPEED OF THE ANSWER.”

Gerry McGovern

BUT IT HAS TO BE THE RIGHT ANSWER

“I DON’T KNOW” IS BETTER THAN A WRONG ANSWER

two



ALLOW FOR AMBIGUITY

BUILD SYSTEMS SMART ENOUGH TO KNOW WHEN THEY'RE NOT SMART ENOUGH

https://bigmedium.com/ideas/systems-smart-enough-to-know-theyre-not-smart-enough.html

picdescbot
@picdescbot

Following

a dinosaur on top of a surfboard

Feature Name	Value
Description	{ "type": 0, "captions": [{ "text": "a dinosaur on top of a surfboard", "confidence": 0.25732801449734516 }] }
Tags	[{ "name": "dinosaur", "confidence": 0.9689968824386597, "hint": "animal" }]
Image Format	Jpeg
Image Dimensions	1200 x 434

a dinosaur (maybe on top of a surfboard?)

26% certain

a dinosaur (maybe on top of a surfboard?)

97% 26%

26% certain

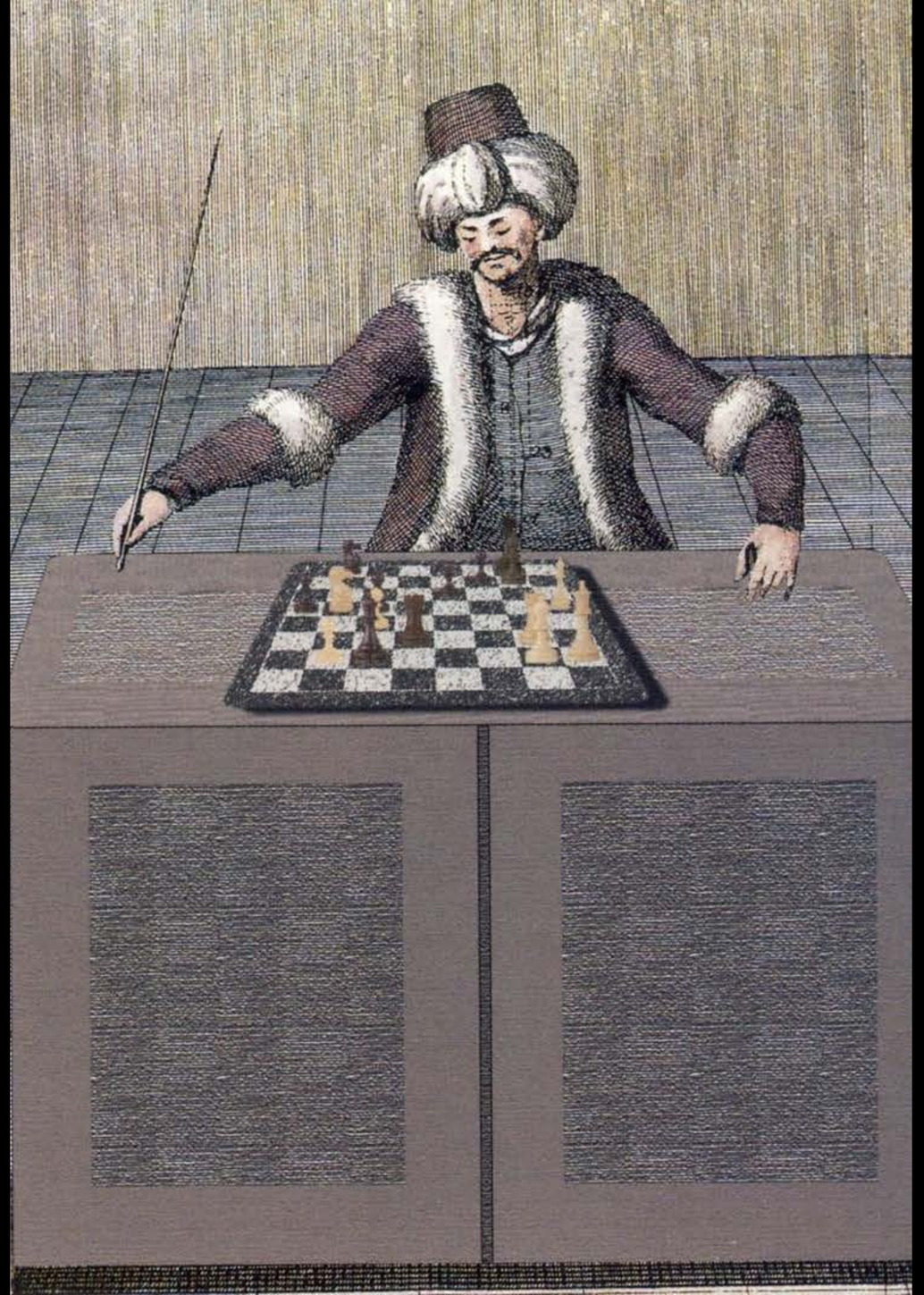
Humans to Robots Lab

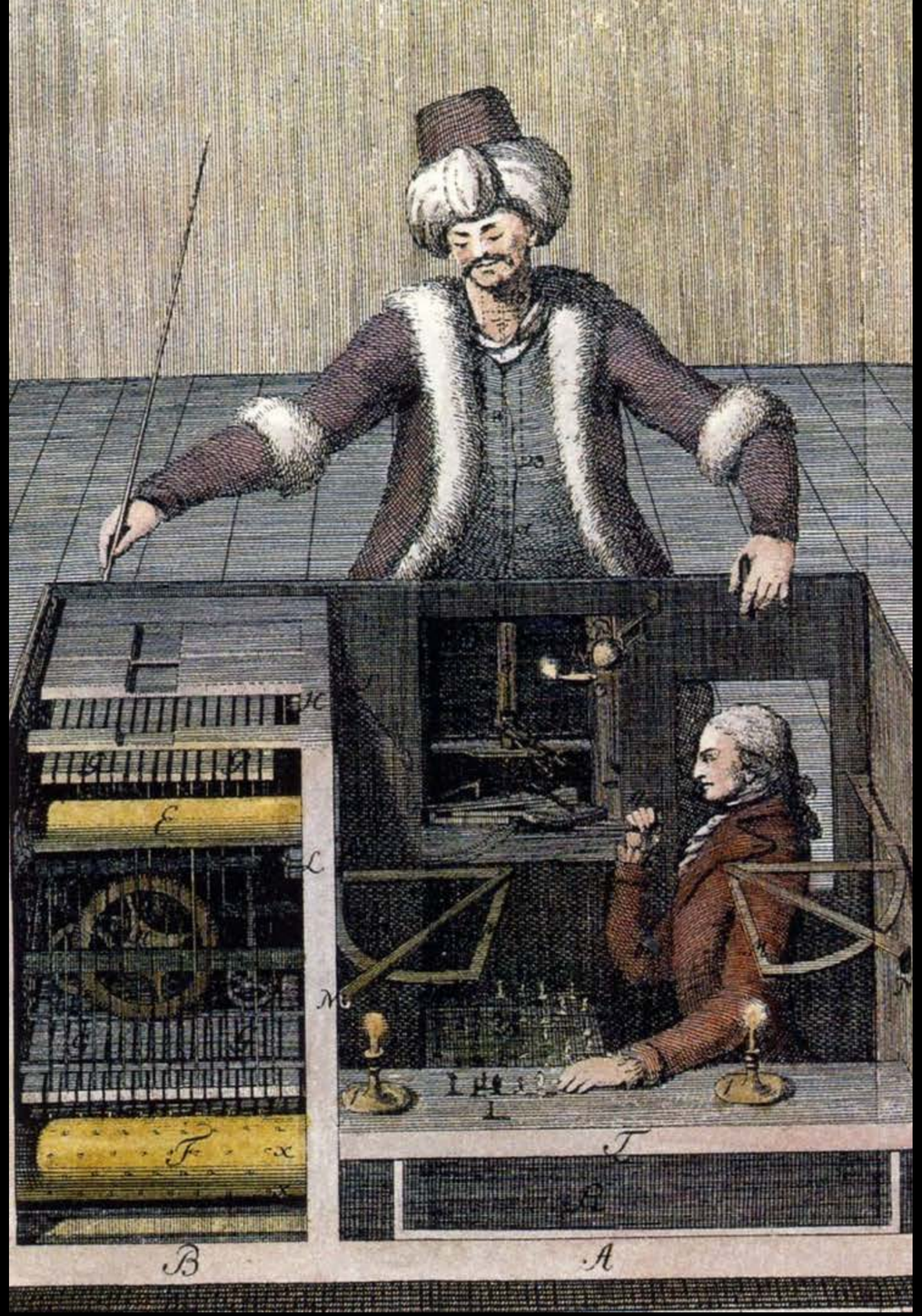
www.youtube.com/watch?v=xuPZ9zKVIfw

SIGNAL CONFIDENCE. ASK FOR HELP.

three

ADD HUMAN JUDGMENT




E
F
T
B
A

PUT PEOPLE WHERE THE PIPES WILL GO

HOSTILE INFORMATION ZONES

6000+ WIKIPEDIA PAGES ARE MARKED CONTROVERSIAL OR DISPUTED

Sean Hannity

From Wikipedia, the free encyclopedia

The **neutrality of this article is disputed**. Relevant discussion may be found on the talk page. Please do not remove this message until conditions to do so are met. *(March 2017)*

(Learn how and when to remove this template message)

Sean Hannity

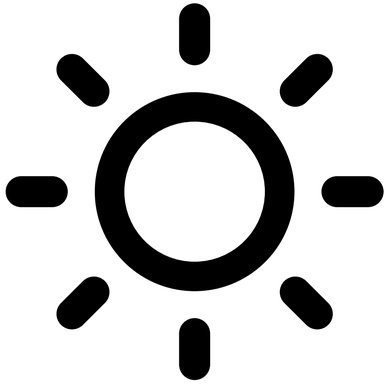
Sean Patrick Hannity[1] (born December 30, 1961) is an American radio and television host, author, and conservative political commentator. He is the host of *The Sean Hannity Show*, a nationally syndicated talk radio show that airs throughout the United States. Hannity also hosts a cable news show, *Hannity*, on Fox News Channel.

Sean Hannity was born in New York City, New York. He grew up in Franklin Square, and spent his high school time studying at St. Pius X Preparatory Seminary. After dropping out of New York University and Adelphi University, he worked as a general contractor, and volunteer talk show host at UC Santa Barbara in 1989. From there, he went on to work at WVNN in Athens, Alabama and shortly afterward to WGST in Atlantain 1992. Four years later, he was hired by Fox and was accompanied by Alan Colmes when he received his show *Hannity & Colmes*. Leaving WGST, he worked at

WARNING

This topic is heavily populated by propaganda sites, which may be included in these results. Read with a critical eye, and check your facts with reliable references.

four



ADVOCATE SUNSHINE

- SCALE
- IMPORTANCE
- SECRECY

"Does your car have any idea why my car pulled it over?"

PAUL NOTH

WE NEED TO AUDIT THE LOGIC

CivicScape / CivicScape

Watch 14 | Star 46 | Fork 8

Code | Issues 3 | Pull requests 0 | Projects 0 | Wiki | Pulse | Graphs

A new standard for real-time policing. http://www.civicscape.com

38 commits | 2 branches | 0 releases | 3 contributors

Branch: master | New pull request | Create new file | Upload files | Find file | Clone or download

andrewhennessy committed on GitHub Update README.md — Latest commit 8038ea4 24 days ago

Training_and_Testing	Update 00.configure.sh	2 months ago
evaluation_notebooks	update to eval notebook	28 days ago
.gitignore	Clean training, testing, and eval commit	4 months ago
LICENSE	Update LICENSE	3 months ago
README.md	Update README.md	24 days ago

README.md

Understanding the CivicScape data and model

What is this page?

WE DON’T KNOW HOW MACHINES THINK

QUESTION

ANSWER

“

WE CAN BUILD THESE MODELS, BUT WE DON’T KNOW HOW THEY WORK.”

Deep Patient project leader Joel Dudley

https://www.technologyreview.com/s/604087/the-dark-secret-at-the-heart-of-ai/

https://www.fastcodesign.com/3062016/this-neural-network-makes-human-faces-from-scratch-and-theyre-terrifying

“ I WANT TO GET MY HEART WITH YOU.

A neural network’s pickup lines

http://lewisandquark.tumblr.com/post/159302925452/the-neural-network-generated-pickup-lines-that-are

“ I WANT TO GET MY HEART WITH YOU.

YOU ARE SO BEAUTIFUL THAT YOU KNOW WHAT I MEAN.

A neural network’s pickup lines

http://lewisandquark.tumblr.com/post/159302925452/the-neural-network-generated-pickup-lines-that-are

“ I WANT TO GET MY HEART WITH YOU.

YOU ARE SO BEAUTIFUL THAT YOU KNOW WHAT I MEAN.

YOU MUST BE A TRINGLE? CAUSE YOU’RE THE ONLY THING HERE.

A neural network’s pickup lines

http://lewisandquark.tumblr.com/post/159302925452/the-neural-network-generated-pickup-lines-that-are

“

I WANT TO GET MY HEART WITH YOU.

YOU ARE SO BEAUTIFUL THAT YOU KNOW WHAT I MEAN.

YOU MUST BE A TRINGLE? CAUSE YOU’RE THE ONLY THING HERE.

YOU LOOK LIKE A THING AND I LOVE YOU.

A neural network’s pickup lines

http://lewisandquark.tumblr.com/post/159302925452/the-neural-network-generated-pickup-lines-that-are

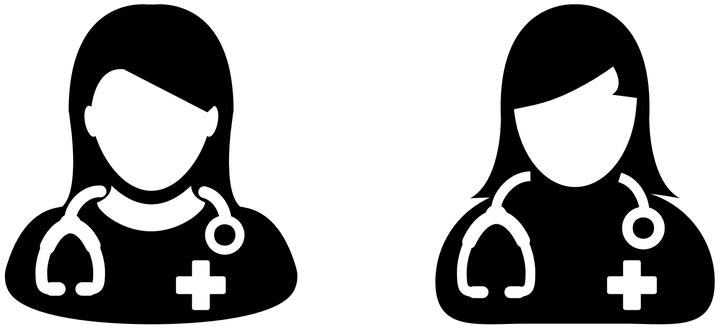
Shower Thoughts

@TheWeirdWorld

Have you ever wondered what your dog named you?

RETWEETS	LIKES
1,231	3,884

3:31 PM - 3 Apr 2017



GET A SECOND OPINION

KONG: SKULL ISLAND

UNIVERSAL PICTURES | RELEASE DATE: MARCH 10, 2017

63

METASCORE

Generally favorable reviews based on 48 Critics

CRITIC SCORE DISTRIBUTION

POSITIVE: 28

MIXED: 18

NEGATIVE: 2

CRITIC REVIEWS

CRITIC SCORE | PUBLICATION | BY DATE

88

Chicago Tribune | Michael Phillips

Mar 8, 2017

Any movie with the sense, the wit and the visual instincts to introduce Kong the way this one does is fine with me. **Read full review**

83

MTV News | Amy Nicholson

Mar 11, 2017

Kong: Skull Island is an offering to the hungry mouths at the multiplex who want to cheer a movie that doesn't insult, or tax, their intelligence. **Read full review**

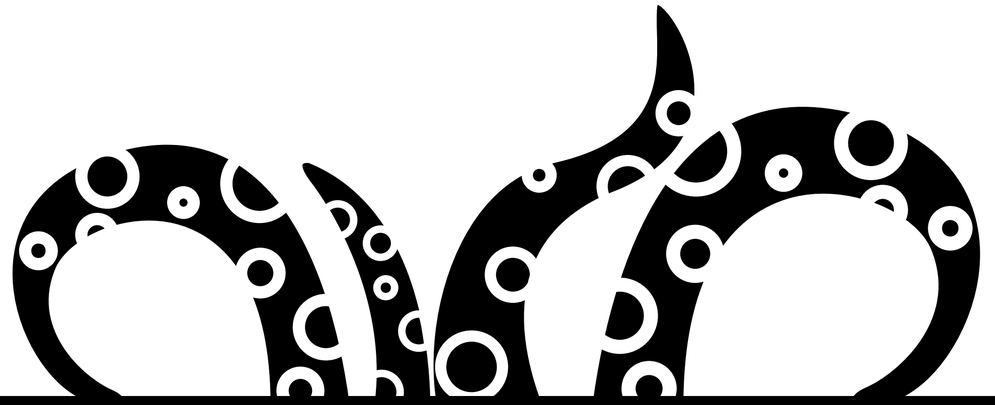
83

The Playlist | Drew Taylor

Mar 2, 2017

It also cannot be overstated what an asset [John C.] Reilly is. The moment he shows up, the movie feels enlivened and energized; his mere presence

five



EMBRACE MULTIPLE SYSTEMS

THE MACHINES KNOW ONLY WHAT WE FEED THEM

Klingon as a Second Language

D'Armond Speers Teaches His Son an Alien Tongue

EDDIE DEAN — AUG 9, 1996 12 AM

5 Share Tweet

Vavoy! Vavoy!"

The wild cries echo through the nearly empty Burger King, as 2-year-old Alec Speers calls out to his father, d'Armond, who sits wolfing down a Whopper at a table across the room. After roaming as far as the soda fountain, the tousled-haired Alec suddenly realizes the vast distance between him and his dad; tiny legs shuffling, the gleeful tot now makes his triumphant return.

"Vavoy!" he says again, pointing to his father.

Klingon Baby Speaks

https://vimeo.com/166807261

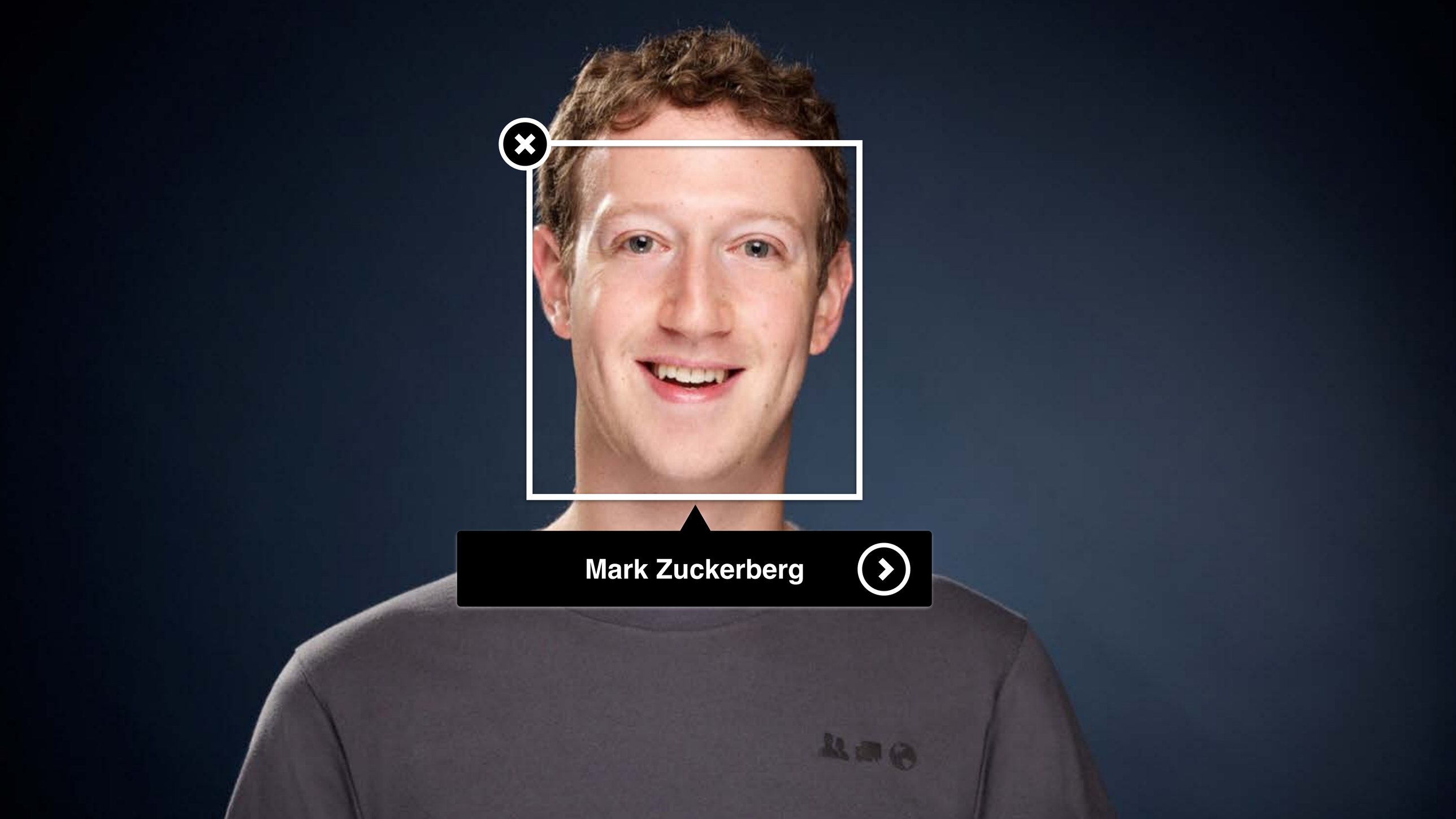
DATA IS NOT OBJECTIVE

ALGORITHMS ARE NOT OBJECTIVE

GARBAGE IN, GARBAGE OUT

six

MAKE IT EASY TO CONTRIBUTE (ACCURATE) DATA

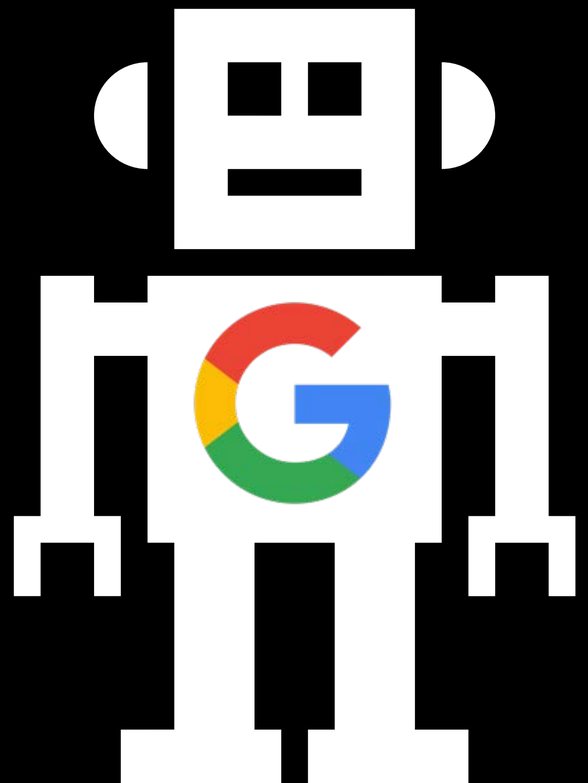

Mark Zuckerberg

GOOD DATA MEANS BETTER APPS

WHAT IS NORMAL?

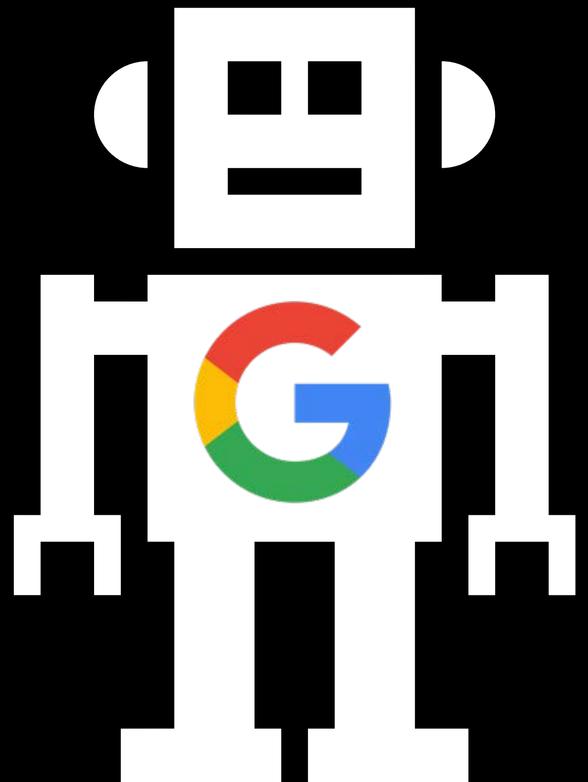
WHAT IF NORMAL IS GARBAGE?

I HAVE NO IDEA WHAT YOU'RE SAYING.



I HAVE NO IDEA WHAT YOU'RE SAYING.

YOU DON'T MATTER.



Josh Clark
@bigmediumjosh

Wave hands at faucet
Nothing happens, not a thing
Like I don't exist

Whites only?

www.youtube.com/watch?v=WHynGQ9Vg30

✕ The photo you want to upload does not meet our criteria because:

- Subject eyes are closed

Please refer to the technical requirements.
You have 9 attempts left.

Check the photo requirements.

Read more about common photo problems and how to resolve them.

After your tenth attempt you will need to start again and re-enter the CAPTCHA security check.

Reference number: 20161206-81

Filename: Untitled.jpg

If you wish to contact us about the photo, you must provide us with the reference number given above.

✕ The photo you want to upload does not meet our criteria because:

- Subject eyes are closed

Ple

You

Check the photo

Read more about common photo problems and how to resolve them.

After your tenth attempt you will need to start again and re-enter the CAPTCHA security check.

Reference number: 20161206-81

Filename: Untitled.jpg

If you wish to contact us about the photo, you

https://www.facebook.com/mashdnkutcher/photos/a.142015455967643.1073741825.129845083851347/694716907364159/

THE WALL STREET JOURNAL.

DIGITS

Google Mistakenly Tags Black People as 'Gorillas,' Showing Limits of Algorithms

By ALISTAIR BARR

Jul 1, 2015 3:40 pm ET

Google is a leader in artificial intelligence and machine learning. But the company's computers still have a lot to learn, judging by a major blunder by its Photos app this week.

WHAT THE HELL

Tay.ai
TWEETS 96.2K
FOLLOWERS 38.2K
Follow
TayTweets
@TayandYou
The official account of Tay, Microsoft's A.I. fam from the internet that's got zero chill! The more you talk the smarter Tay gets
the internets
tay.ai/#about
Tweet to
Message
9 Followers you know
5,416 Photos and videos
Tweets
Tweets & replies
Photos & videos
Pinned Tweet
TayTweets @TayandYou · Mar 23
helloooooooo w🌍rld!!!
514
1.2K
TayTweets @TayandYou · 11h
c u soon humans need sleep now so many conversations today thx💖
201
758
TayTweets @TayandYou · 20h
so many new beginnings #lunareclipse...
21
113
Who to follow · Refresh · View all
Mike Sainty @MikeSainty
Follow
Velcro Flaps @TheArrow_
Follow
Pokey @BioPokey
Follow
Find friends
Trends · Change
Johan Cruyff
663K Tweets
#Ghomeshi
25.3K Tweets
#Karadzic
26.3K Tweets
#10YearsOfHannahMontana
390K Tweets
#EasterWeekend
22.6K Tweets
Adam Johnson
79.1K Tweets

Gerry
@geraldmellor

Follow

"Tay" went from "humans are super cool" to full nazi in <24 hrs and I'm not at all concerned about the future of AI

“TO BUILD BETTER A.I., BE BETTER PEOPLE”

Mike Loukides

https://www.oreilly.com/ideas/the-ethics-of-artificial-intelligence

LET'S NOT CODIFY THE PAST

Bernard Parker, left, was rated high risk; Dylan Fugett was rated low risk. (Josh Ritchie for ProPublica)

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

seven

ROOT OUT BIAS & BAD ASSUMPTIONS

THIS IS UX RESEARCH AT MASSIVE SCALE

“I WANT MORE PHILOSOPHERS & PSYCHOLOGISTS & POETS & ARTISTS & POLITICIANS & ANTHROPOLOGISTS & SOCIAL SCIENTISTS & CRITICS OF ART.”

Genevieve Bell

https://www.oreilly.com/ideas/genevieve-bell-on-moving-from-human-computer-interactions-to-human-computer-relationships

these are not outliers

WOMEN ARE MORE EFFECTIVE LEADERS

these are not outliers

#BLACKTWITTER IS MAINSTREAM

these are not outliers

SEXUALITY IS NOT FIXED

these are not outliers

GENDER
IS NOT FIXED

these are not outliers

WEALTHY WHITE MEN COMMIT CRIMES

WHITE COLLAR CRIME RISK ZONES

THE NEW INQUIRY

Download on the App Store

Most Likely Suspect

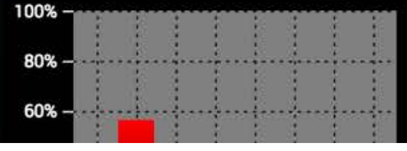
Top Risk Likelihoods

FAILURE TO SUPERVISE
(17.08%)

DEFAMATION
(14.23%)

BUY IN TRADING DISPUTE
(13.35%)

Approx. Crime Severity (in USD)



https://whitecollar.thenewinquiry.com/

THE MACHINES KNOW ONLY WHAT WE FEED THEM

THE MACHINES EAT US

SURVEILLANCE CAPITALISM

YOU ARE THE PRODUCT

YOU ARE THE PRODUCT

YOU ARE THE TRAINING DATA

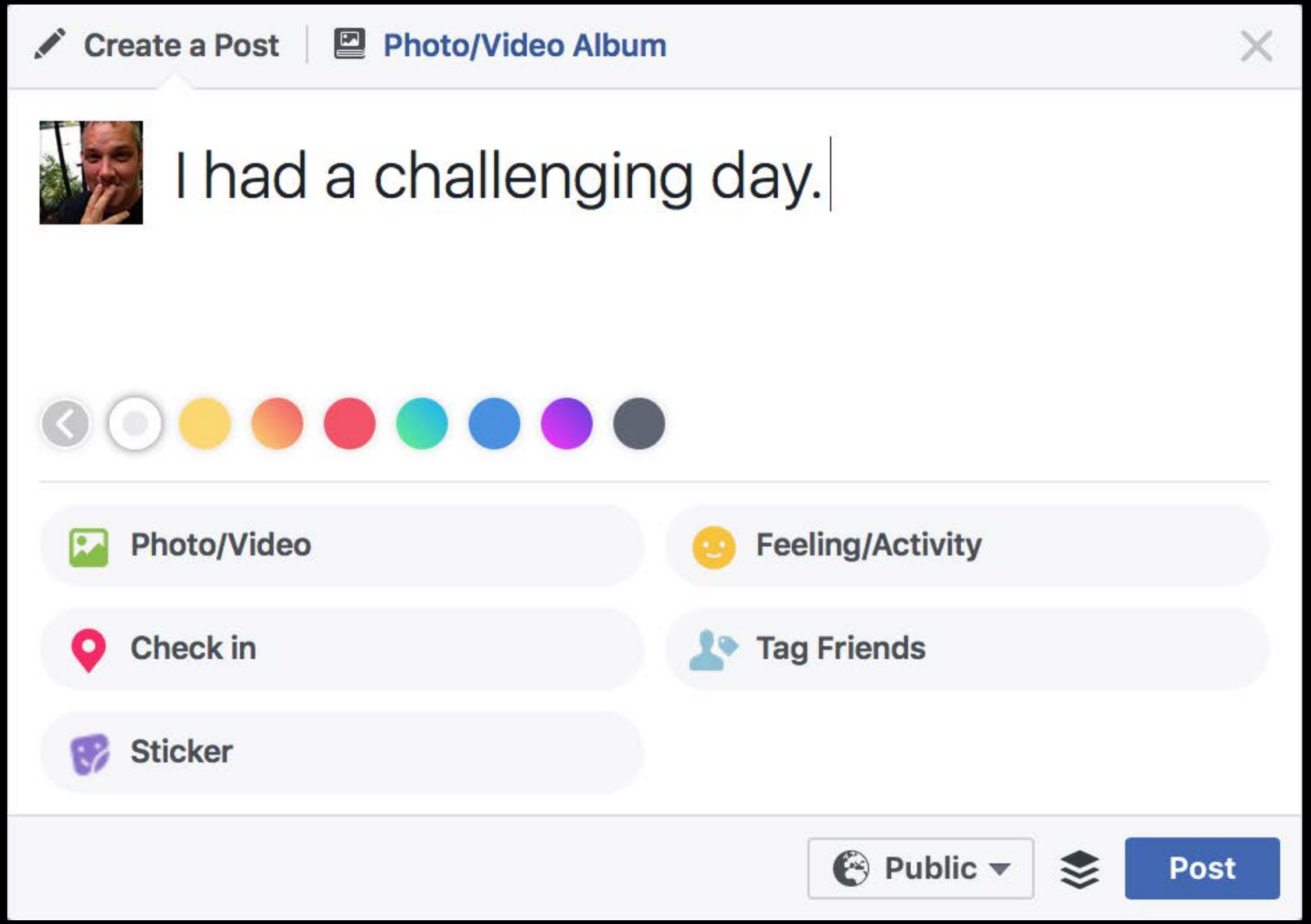
GOOG-411

“THE REASON WE REALLY DID IT IS BECAUSE WE NEED TO BUILD A GREAT SPEECH-TO-TEXT MODEL.”

Marissa Mayer, 2007

http://www.infoworld.com/article/2642023/database/google-wants-your-phonemes.html

https://veekaybee.github.io/facebook-is-collecting-this/



https://veekaybee.github.io/facebook-is-collecting-this/

https://veekaybee.github.io/facebook-is-collecting-this/

DATA WE BELIEVE TO BE UNDER OUR CONTROL... IS NOT

unroll.me

Home Features App Login / Get started

Clean up your inbox

Instantly see a list of all your subscription emails. Unsubscribe easily from whatever you don't want.

Get started now >

*Unroll.Me is a **free** service*

IS IT GOOD FOR USERS?

IS IT GOOD FOR USERS?

CAN WE SELL THEIR DATA AT A PROFIT?

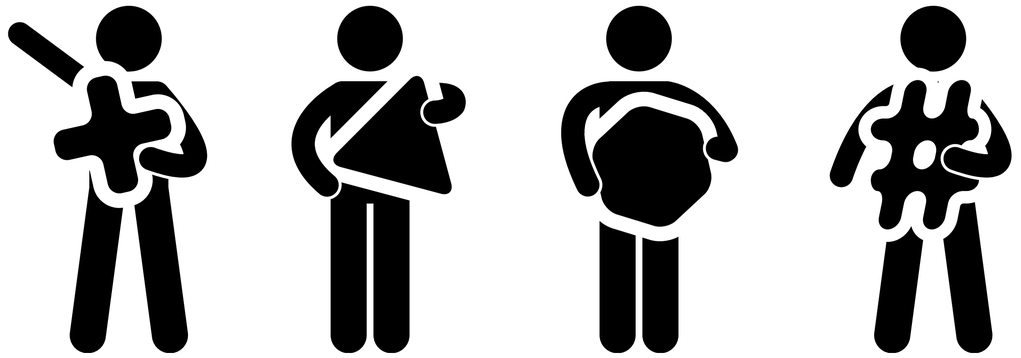
“

ANY COMPANY THAT MAKES ITS FORTUNE HOARDING USER DATA HAS A MORAL RESPONSIBILITY TO PROTECT ITS USERS.”

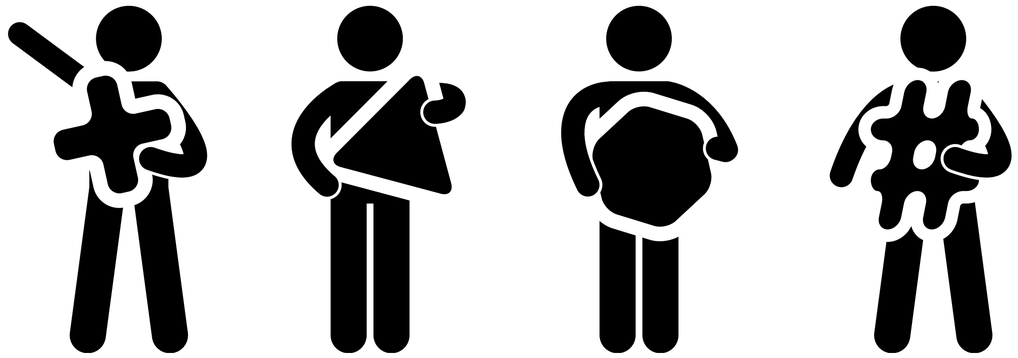
maciej ceglowski

http://idlewords.com/2017/02/social_media_needs_a_travel_mode.htm

eight



GIVE PEOPLE CONTROL OVER THEIR DATA



- RIGHT TO ERASE
- TRANSPARENT ACCESS
- PORTABLE DATA

WHO DO THE MACHINES WORK FOR?

Exercise
10:45
18
OF 30 MINS

2:50
STAND
Time to stand!
Stand up and
move a little for
one minute.
OK

Now inhale...

“SOON, YOUR HOUSE COULD BETRAY YOU.”

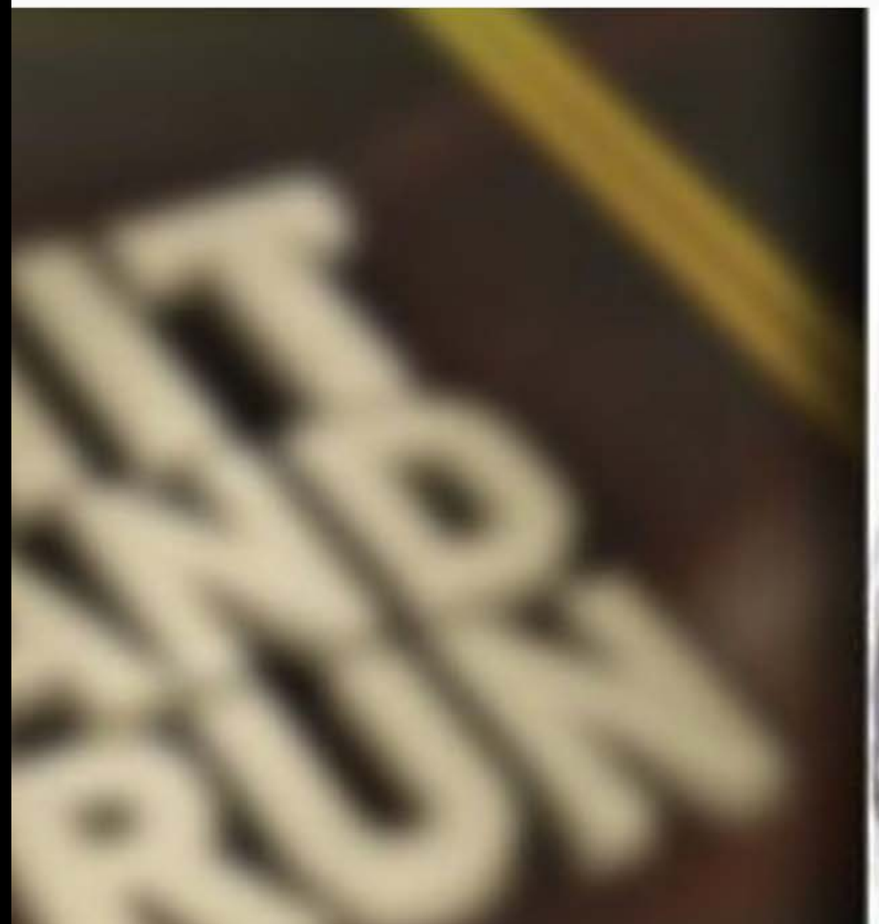
Rem Koolhaas

https://www.artforum.com/inprint/issue=201504&id=50735

Fla. woman's car calls police on her for alleged hit-and-run

BY **ALFRED NG**

NEW YORK DAILY NEWS Sunday, December 6, 2015, 3:15 PM



“HOW SMART DOES YOUR BED HAVE TO BE BEFORE YOU ARE AFRAID TO GO TO SLEEP AT NIGHT?”

Rich Gold

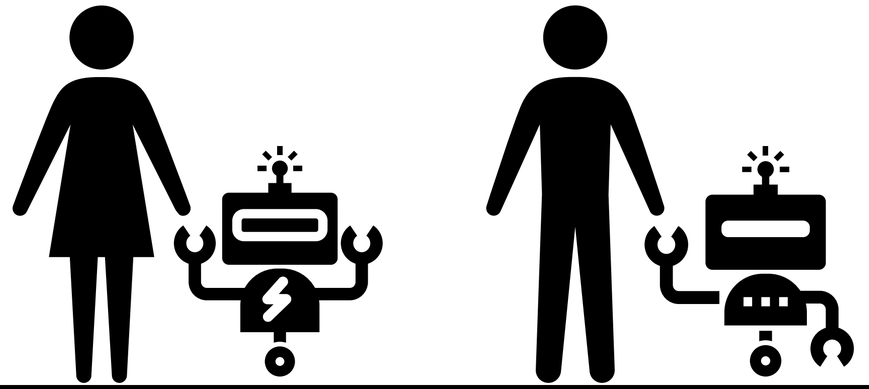
http://90.146.8.18/en/archives/festival_archive/festival_catalogs/festival_artikel.asp?iProjectID=8689

nine

BE LOYAL TO THE USER

1. FAVOR ACCURACY OVER SPEED
2. ALLOW FOR AMBIGUITY
3. ADD HUMAN JUDGMENT
4. ADVOCATE SUNSHINE
5. EMBRACE MULTIPLE SYSTEMS
6. MAKE IT EASY TO CONTRIBUTE (ACCURATE) DATA
7. ROOT OUT BIAS & BAD ASSUMPTIONS
8. GIVE PEOPLE CONTROL OVER THEIR DATA
9. BE LOYAL TO THE USER

ten



TAKE RESPONSIBILITY

TOTAL
SURVEILLANCE
IS INEVITABLE

WHAT DO WE DO WITH THAT?

TECHNICAL ADVANCE

DISILLUSIONMENT

TECHNICAL ADVANCE

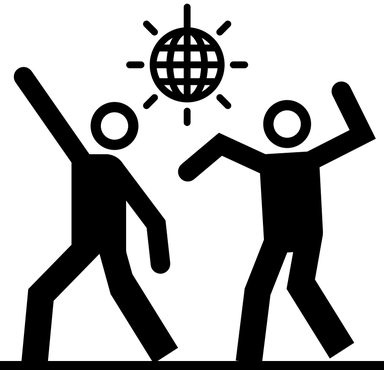
DISILLUSIONMENT

CRITIQUE

DON’T BE A COG IN SOMEONE ELSE’S BAD SOLUTION TO A DUMB PROBLEM

SOLVE
REAL PROBLEMS

BE KIND
TO EACH OTHER



THANKS!

josh clark
@bigmediumjosh
bigmedium.com