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**Analisis Data**

**Lab - Ethics of Data Analytics​**

**Objective**

Use the discussion boards to start, or contribute to, a topic based on the ethics of using Big Data. The term “big data” refers to the ever-increasing amount of data that is being collected, processed and stored. Much of this data is obtained through internet activity, social media, and through sensors that are installed in everyday items.

**Background / Scenario**

Big data is used by governments, companies, and web sites to determine answers to questions based on analytics. Much of this data is personal or private. The results of statistical analysis may also contain personal or private information, even when the analysis was performed on public information.

**Required Resources**

* Mobile device or PC/laptop with a browser and an internet connection

**Step 1: Read articles on data ethics.**

1. Navigate to your favorite web browser.
2. Search for **data ethics** and **ethics in data analytics** in the site search bar.
3. Select and read several articles and/or view several videos discussing topics associated with the ethics of data analytics.

Is data privacy the same as data ethics? Explain how, in your informed opinion, they are the same and how they are different.

Jawaban :

Data ethics adalah cabang ethics yang mengevaluasi praktik data untuk mengumpulkan, menghasilkan, menganalisis, dan menyebarkan data, baik terstruktur maupun tidak terstruktur. Pertimbangan etis sangat penting untuk memastikan bahwa data dan analitik digunakan dengan cara yang adil, transparan, dan akuntabel. Selain itu, bisnis yang mengutamakan data ethics cenderung mendapatkan kepercayaan dari pelanggan yang dapat menghasilkan bisnis yang lebih baik dalam jangka panjang. Untuk data privacy dan data ethics itu tidaklah sama, dimana privacy data tersebut memastikan bahwa hanya individu yang berwenang yang dapat melihat data tersebut. Data memiliki tingkatan dalam keamanan.

Singkatnya, privasi data terutama menyangkut perlindungan dan kontrol data pribadi, sedangkan etika data mencakup perspektif yang lebih luas, memeriksa implikasi etika dan konsekuensi sosial dari praktik data.

**Step 2: Familiarize with privacy and security laws.**

Navigate to [www.gdpr.eu](http://www.gdpr.eu/), the home of the General Data Protection Regulation (GDPR). Explore information on the GDPR site. Click **FAQ**, then click **What is the GDPR?** Read the **summary of the GDPR** for an overview of the lab.

How long has the regulation been in effect?

Jawaban :

Peraturan Perlindungan Data Umum adalah undang-undang Uni Eropa yang diterapkan 25 Mei 2018

Does the GDPR apply to companies that are not located in the EU?

Jawaban :

Bahkan jika sebuah organisasi tidak terhubung ke UE itu sendiri, jika memproses data pribadi orang-orang di UE (melalui pelacakan di situs webnya, misalnya), organisasi tersebut harus mematuhinya. GDPR juga tidak terbatas pada perusahaan nirlaba

What are the 8 rights of data subjects recognized by the GDPR?

Jawaban :

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling.

**Step 3: Create a blog entry on the ethical use of data for your portfolio.**

1. View articles on other sites, such as Reddit or Medium, related to the ethical use of data in analytics and artificial intelligence (AI).
2. Using the blog that you created earlier in the course, author your own blog article to express your opinions and experiences with the ethical use of data in analytics.

Link Artikel :

<https://medium.com/@dendieriasendra20/ethical-use-of-data-a2077e4c13c5>