

Privacy

David Wagner



Mr. Mark Zuckerberg

Knowing your Facebook Likes is enough to predict:

- Black vs white: 95% accuracy
- Republican vs Democrat: 85% accuracy
- Christian vs Muslim: 82% accuracy
- Homosexual male vs heterosexual male: 88% accuracy

China's "social credit" scheme involves cajolery and sanctions

Some people shrug it off, others worry



Carlo Giambarelli

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JUST OVER a year ago, the eastern city of Suqian announced a plan to score the "trustworthiness" of every adult resident. Everyone would start with 1,000 points. They could get more for performing good deeds, such as voluntary work, giving blood, donating bone-marrow or being a model worker. Points would be deducted for bad behaviour such as defaulting on loans, late payment of utility bills, breaking the rules of the road or being convicted of a crime. Scores would be recalculated monthly and allow residents to be sorted into eight categories, from AAA (model citizen) to D (untrustworthy).

One Month, 500,000 Face Scans: How China Is Using A.I. to Profile a Minority

In a major ethical leap for the tech world, Chinese start-ups have built algorithms that the government uses to track members of a largely Muslim minority group.

Now, documents and interviews show that the authorities are also using a vast, secret system of advanced facial recognition technology to track and control the Uighurs, a [largely Muslim minority](#). It is the first known example of a government intentionally using artificial intelligence for racial profiling, experts said.

The facial recognition technology, which is integrated into China's rapidly expanding networks of surveillance cameras, looks exclusively for Uighurs based on their appearance and keeps records of their comings and goings for search and review. The practice makes China a pioneer in applying next-generation technology to watch its people, potentially ushering in a new era of automated racism.

Voter turnout:

- Show one of two messages to 61M people in US
- Variant #1: “you should vote!”
- Variant #2: “you should vote!”, plus thumbnails of friends who have already voted
- Result: 340K more people voted when they saw Variant #2

The myth of anonymity:

- Netflix releases dataset of how people rated movies they'd seen on Netflix
- Researchers discovered that knowing two of your movie ratings and when you rated them is enough to uniquely find you in the dataset, for 68% of people

disclosure, collection, inference

What *is* privacy?

“the right to be let alone”

— Justices Samuel Warren
and Louis Brandeis

control over who can obtain or use
information about me

Fair Information Practices

notice, consent (opt-in/opt-out), access

contextual integrity

— Helen Nissenbaum

informational privacy

self-autonomy

why care about privacy?

reputation management
maintaining social boundaries
limits on government power
freedom of thought, speech, politics
opportunity for second chances



trend: technology allows more data collection



trend: architectures of persuasion

A worked example:
Automated license plate readers



WELCOME TO THE ZOO



HOW DO THEY KNOW THAT?

YOU ARE HERE

Privacy paranoia

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