In terms of baseball, I think that that teams, players, and analysts can benefit from predictive models. As she said in the chapter, the models help predict how one player will do against the other, where a player typically hits the ball, and how they play given a multitude of variables. Using these models can increase a team's chances of winning, as they can put themselves in a position to have a statistical advantage if they analyze the data correctly. I think that models should not be applied to anything to help make crucial decisions about people, such as prison sentences, employment, or anything else that can drastically impact someone's life. I believe this because these decisions are often so complex that it is impossible to accurately model what will happen with any decent level of certainty, and I also believe that taking the human factor out of these decisions is immoral. While human decision making is obviously flawed, with these big of decisions I think that the person in question deserves to at least have another human looking over the data and making the decision instead of a mindless algorithm spitting out a decision based of a multitude of variables with no consideration for the situation at hand.

Many of these models are already known to be on social media, but the ones that I have noticed most are models that show me things based off what I typically look at. The goal of this model is to show me things that interest me, therefore causing me to spend more time on the app, increasing the company's revenue. This seems harmless by itself, but you can run into issues when it comes to controversial topics, such as political beliefs. People (including me) tend to spend more time researching things they believe in, in a sort of confirmation bias. This, in turn, will cause the app to show you more of this, locking you in a bubble, preventing you from even seeing the other side of an argument. This happens on all sides and can further

divide people. Therefore, I believe that social media algorithms are WMDs and can often be unfair, as they aim to pit people against each other, whether that is intentional or not. On top of this, these models are almost always invisible, with an example being Instagram. It is known that Instagram uses algorithms, but few know how they work. According to Instagram CEO Kevin Systrom "'[Instagram] is also going to be a big data company,'" meaning that they can sell peoples data in addition to using it.

The biggest thing that stood out to me in this article was how data is used in basically every application, and in many it can be helpful. However, it can be used with bad intentions or poorly in many applications too.