

## 2 No Data, no Data Science

### – Insights into Handling of Personal Data

#### Content:

1. Motivation
2. Dilemma Social Media
3. Shitstorms & Cyberbullying
4. The Role of Influencers
5. Cambridge Analytica
6. Data Governance & Ethics,  
Data Protection Rights
7. Social Scores
8. Summary

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#### (5) Cambridge Analytica Scandal



TESTIMONY  
JAMES COOPER

4 News



*the true identity and secrets of these people*  
identity and secrets of these peoples we

THE GREAT HACK

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- Data is the new Oil.
- Attention is the Product.
- Social Media, the good / bad.
- China, the new Saudi-Arabia.





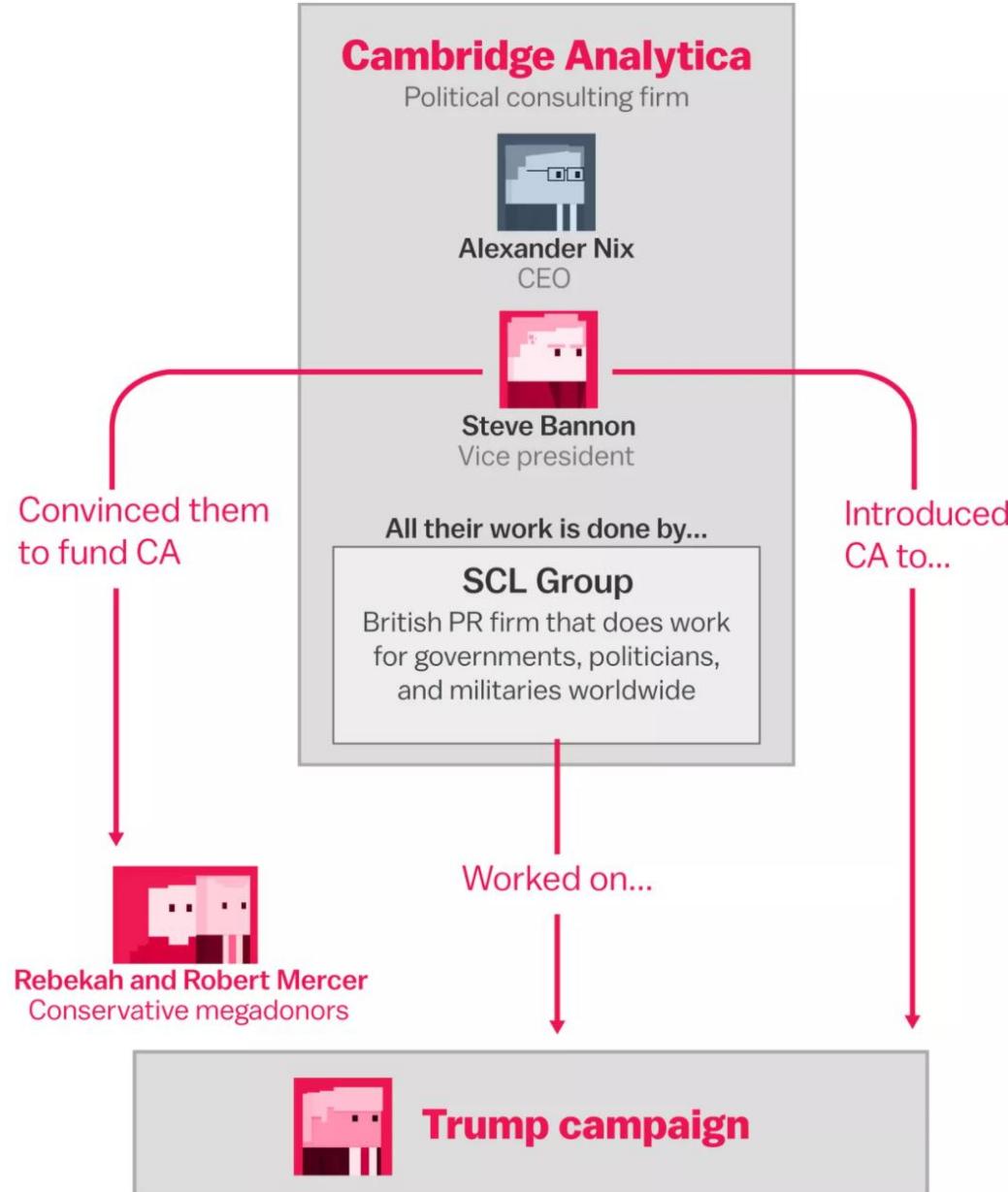
AWARD  
NOMINEE

OUTSTANDING  
DOCUMENTARY  
OR NONFICTION SPECIAL

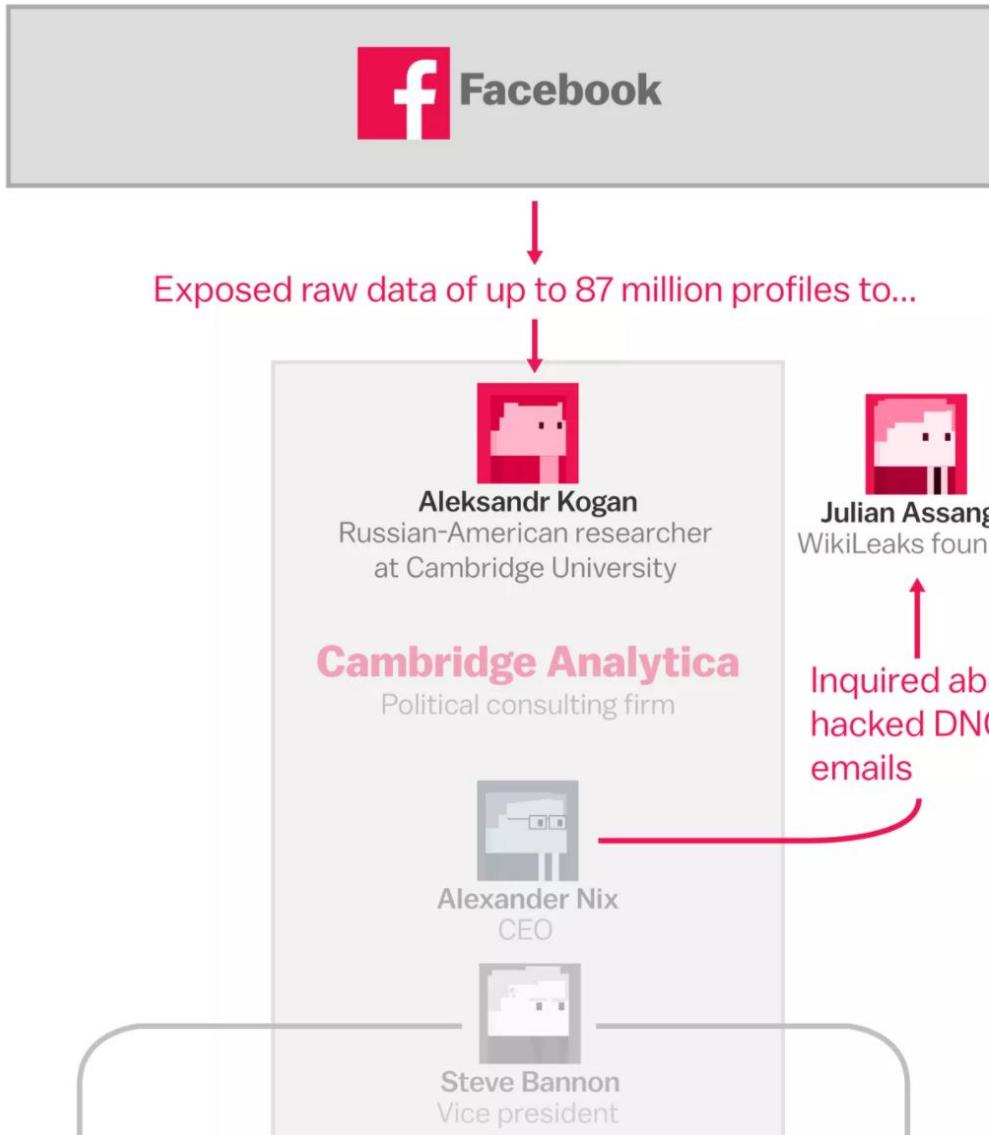
5. Cambridge Analytica

THE GREAT HACK

# But how is the Trump campaign connected to Cambridge Analytica?

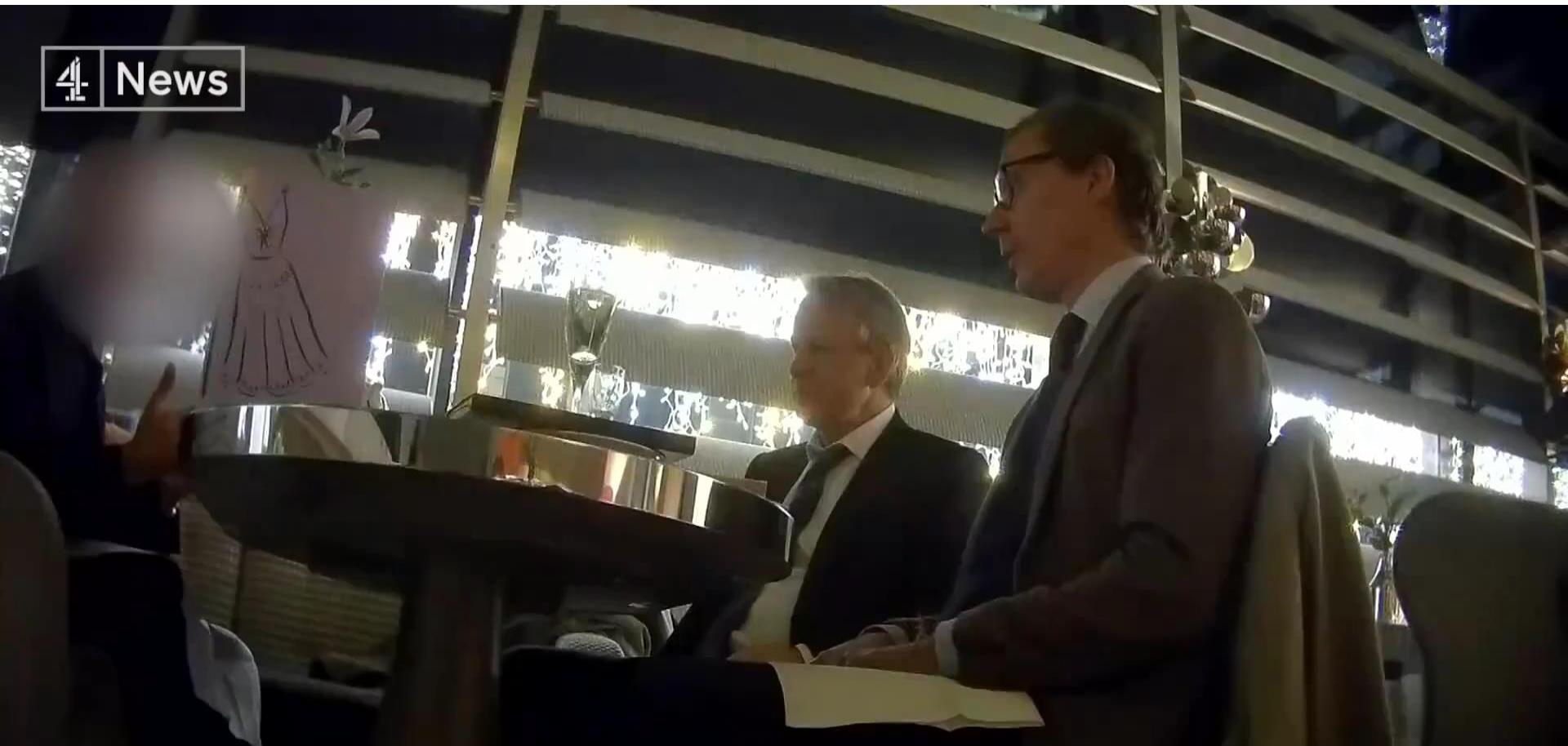


# How did Cambridge Analytica get its data?



# Cambridge Analytica Uncovered

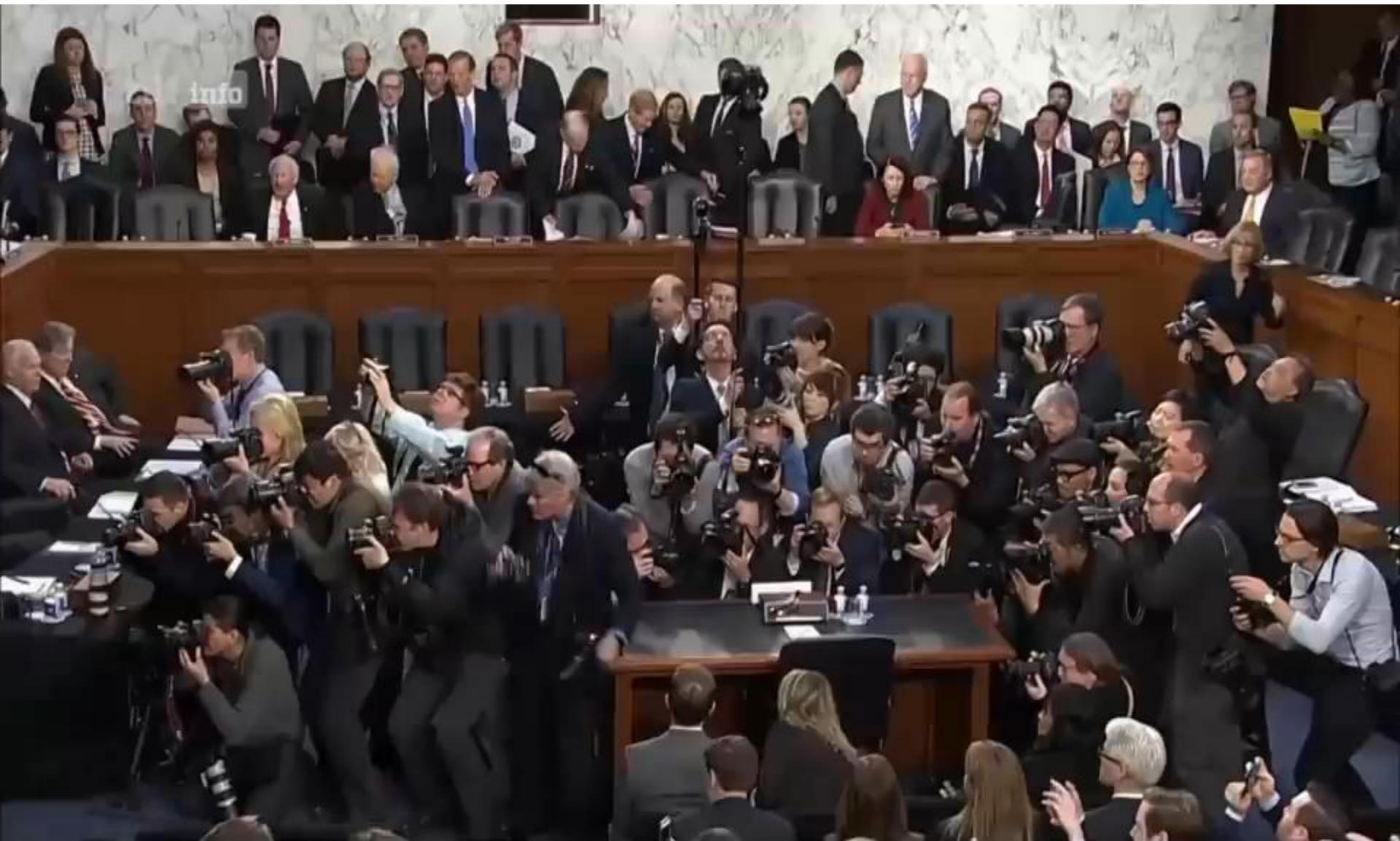
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# Cambridge Skandal stürzt Facebook in eine Krise



Künstliche Intelligenz – Wettlauf der Großmächte ZDF Doku  
<https://www.youtube.com/watch?v=aZqmyCbY6Q0>

# Cambridge nutzte altmodisches Data Science...



Künstliche Intelligenz – Wettlauf der Großmächte ZDF Doku  
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# **Michael Amberg**

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