

2 No Data, no Data Science

– Insights into Handling of Personal Data

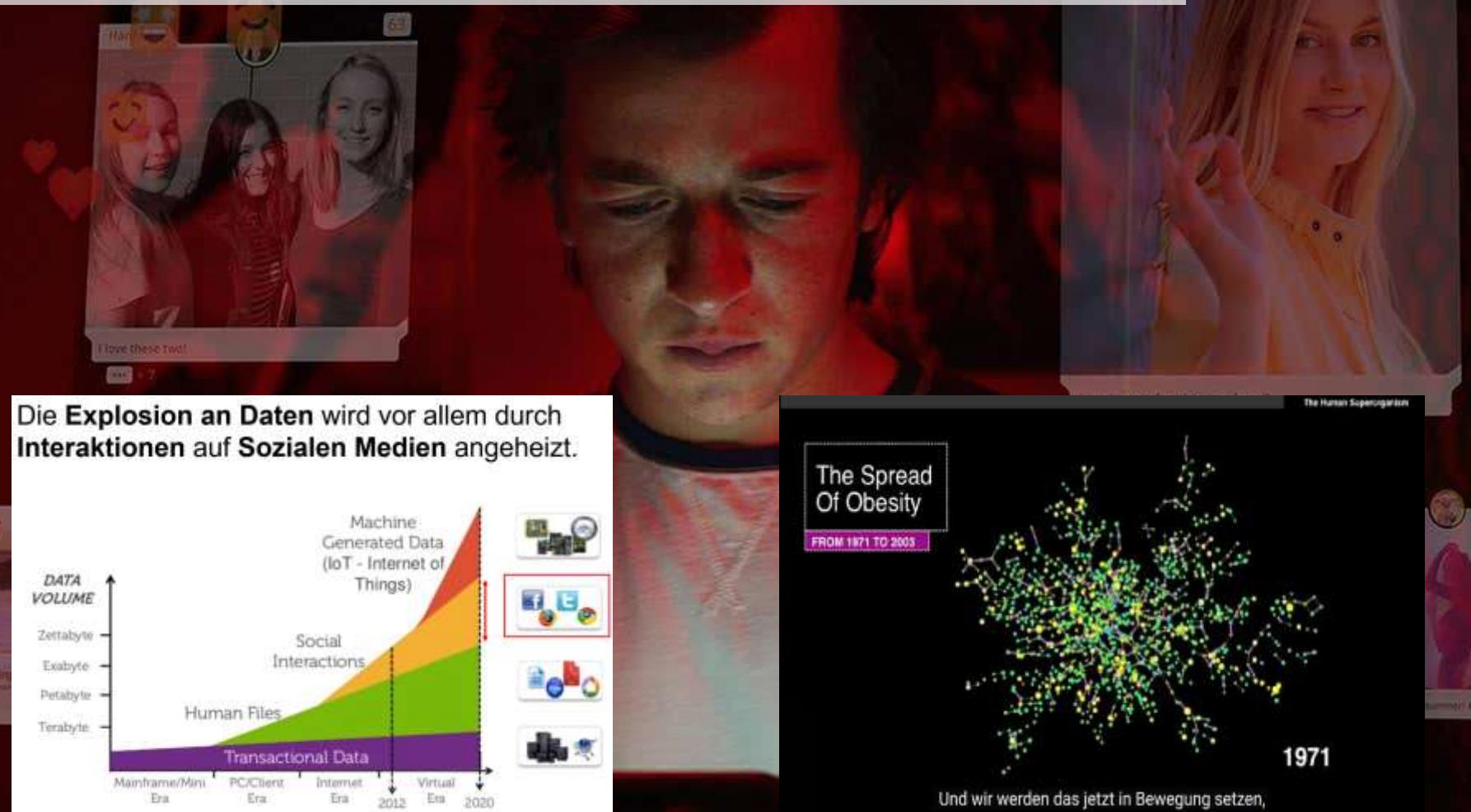
Content:

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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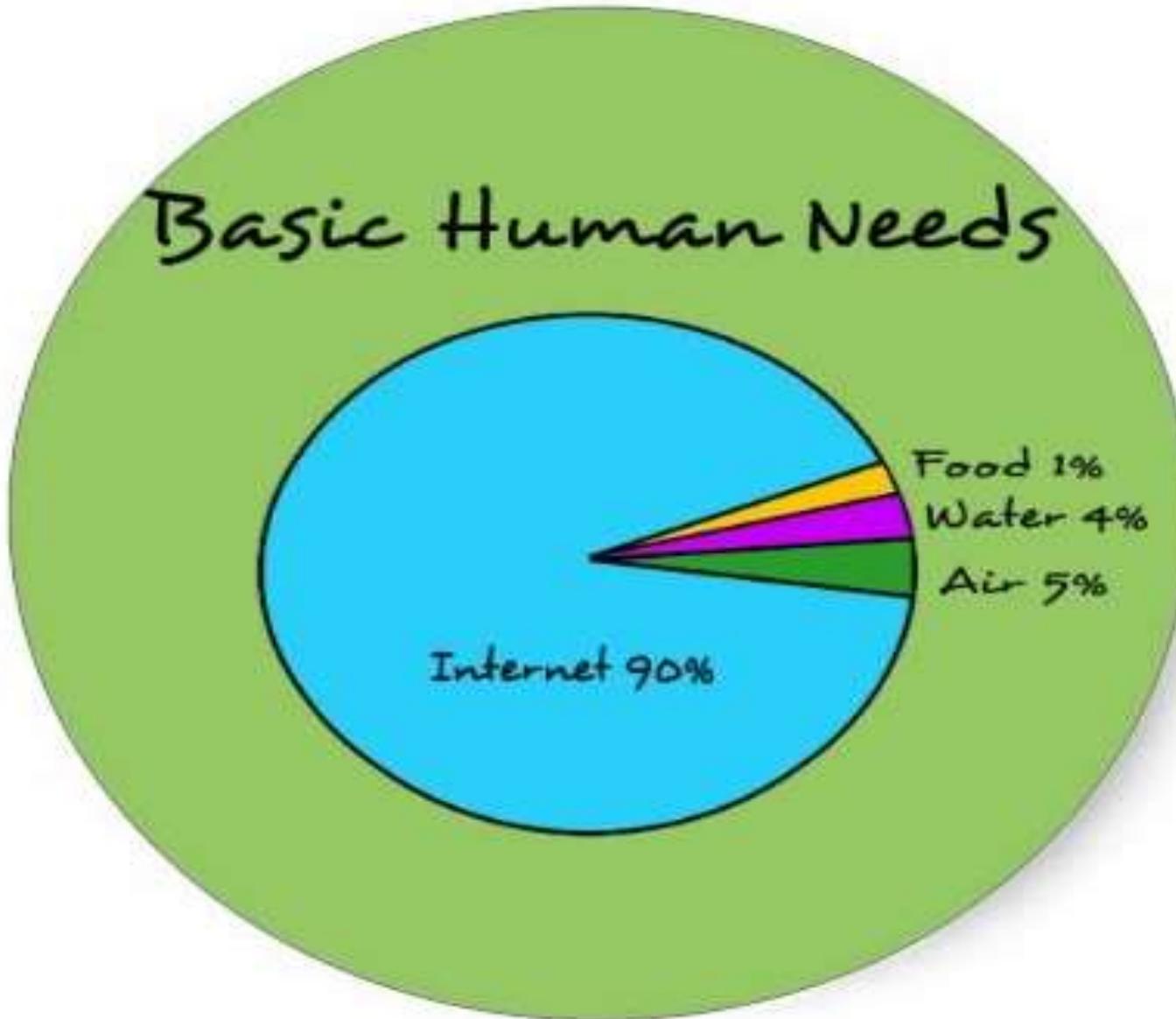
– Insights into Handling of Personal Data

(2) Dilemma Social Media



“The Technology that connects us also controls us”

Alisson Graham, TED: How Social Media makes us Unsocial



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(7) China Social Credit Scores



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



Which input is Not a part of China's tool for Social Control?

- a) **Criminal Records**
- b) **Shopping Habits**
- c) **Loan Repayment**
- d) **Volunteer Activity**
- e) **Number of Children**

Art des Wissens	Absfragewissen (Vorlesung)	Anwendungswissen (Literatur)
Schwere Maßgrad		
Einfach	grün	
Mittel	gelb	
Schwer		rot

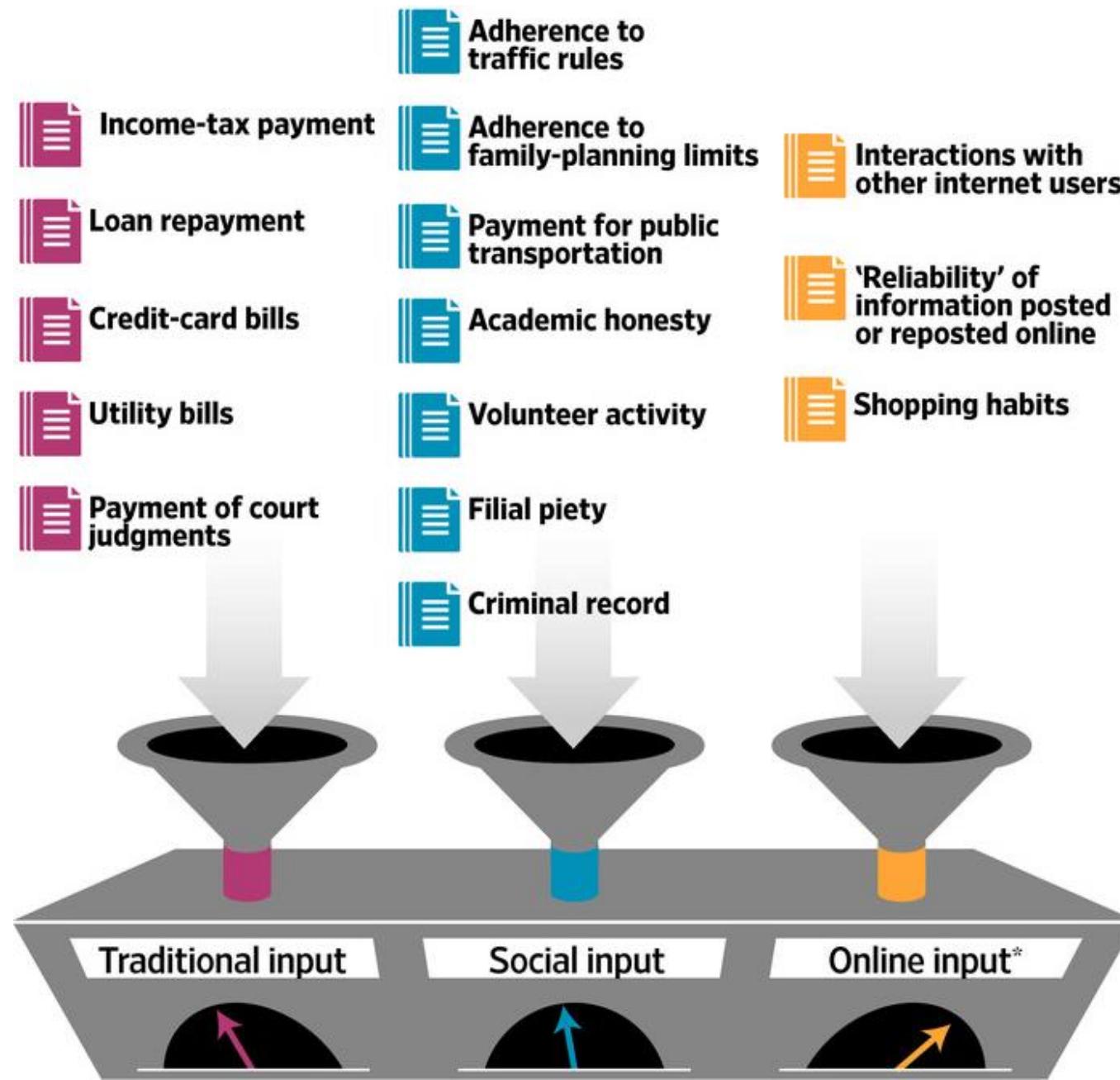
Chuck Nice about Social Media





7. Social Scores

WSJ (17.11.19): China's New Tool for Social Control



Chinas Social Credit Score System (1/2)

TEXT: BERNHARD BARTSCH; MARTIN GOTTSKE; INFOGRAPHICS: CHRISTIAN EISENBERG / INFOGRAPHICS GROUP.
SOURCE: MERIC, THE GUARDIAN, WIRED, DEUTSCHE WELLE

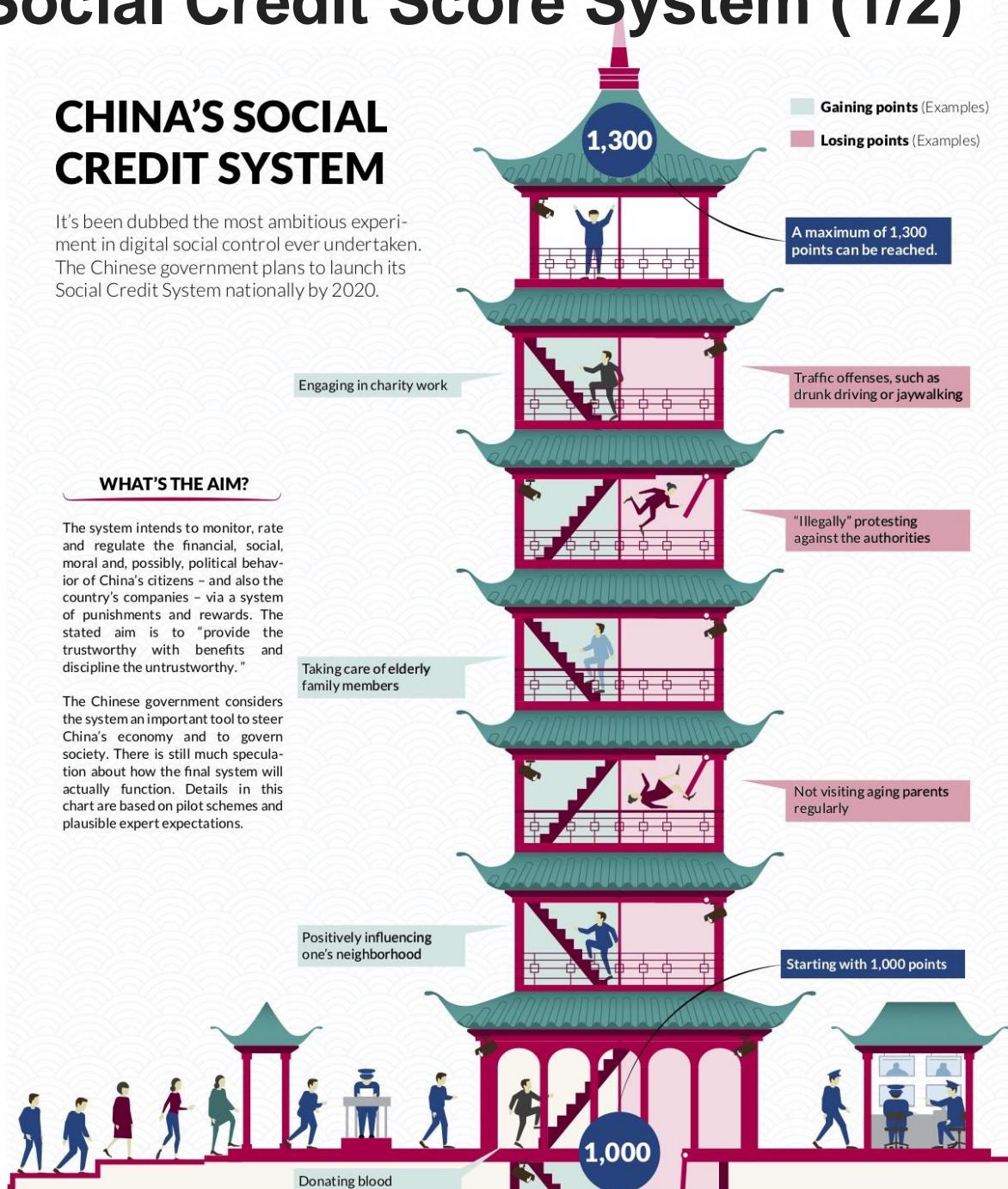
CHINA'S SOCIAL CREDIT SYSTEM

It's been dubbed the most ambitious experiment in digital social control ever undertaken. The Chinese government plans to launch its Social Credit System nationally by 2020.

WHAT'S THE AIM?

The system intends to monitor, rate and regulate the financial, social, moral and, possibly, political behavior of China's citizens – and also the country's companies – via a system of punishments and rewards. The stated aim is to "provide the trustworthy with benefits and discipline the untrustworthy."

The Chinese government considers the system an important tool to steer China's economy and to govern society. There is still much speculation about how the final system will actually function. Details in this chart are based on pilot schemes and plausible expert expectations.



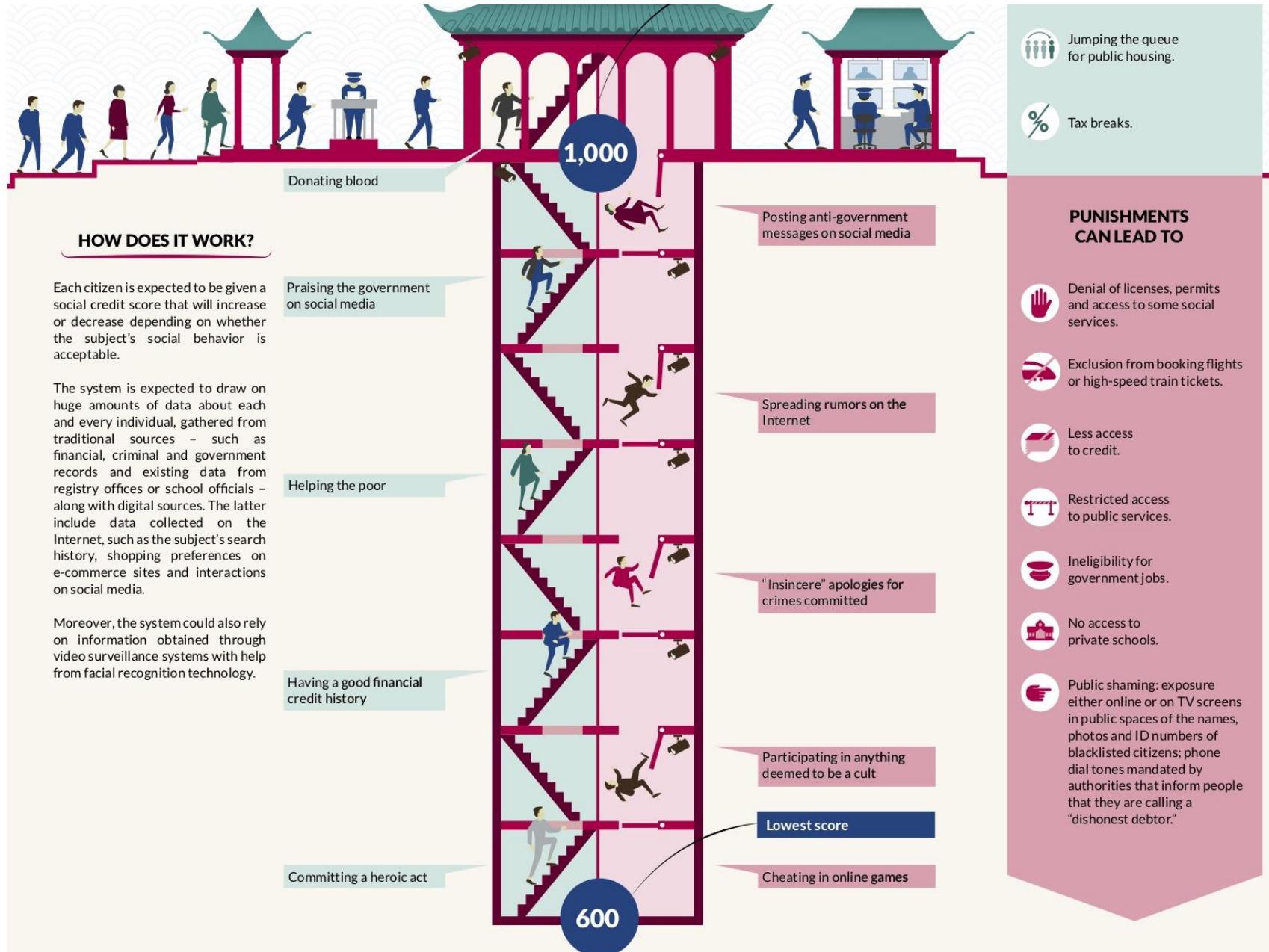
REWARDS AND PUNISHMENTS

Citizens with high scores get to enjoy special "privileges" while those with low scores ultimately risk getting treated as second-class citizens.

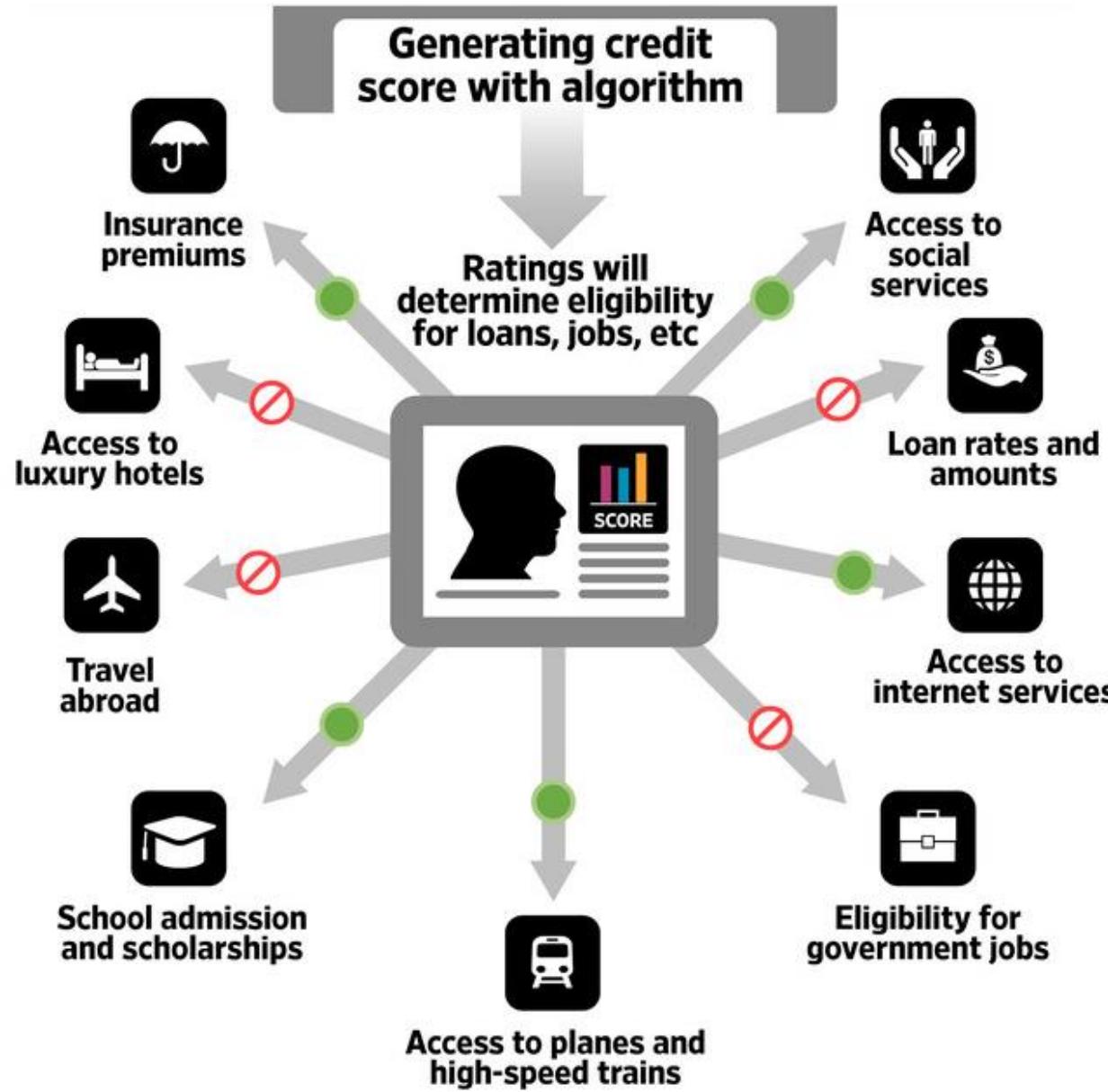
HIGH SCORES CAN LEAD TO

- Priority for school admissions and employment.
- Easier access to cash loans and consumer credit.
- Deposit-free bicycle and car hire.
- Free gym facilities.
- Cheaper public transport.
- Shorter wait times in hospitals.
- Fast-track promotion at work.
- Jumping the queue for public housing.
- Tax breaks.

Chinas Social Credit Score System (2/2)



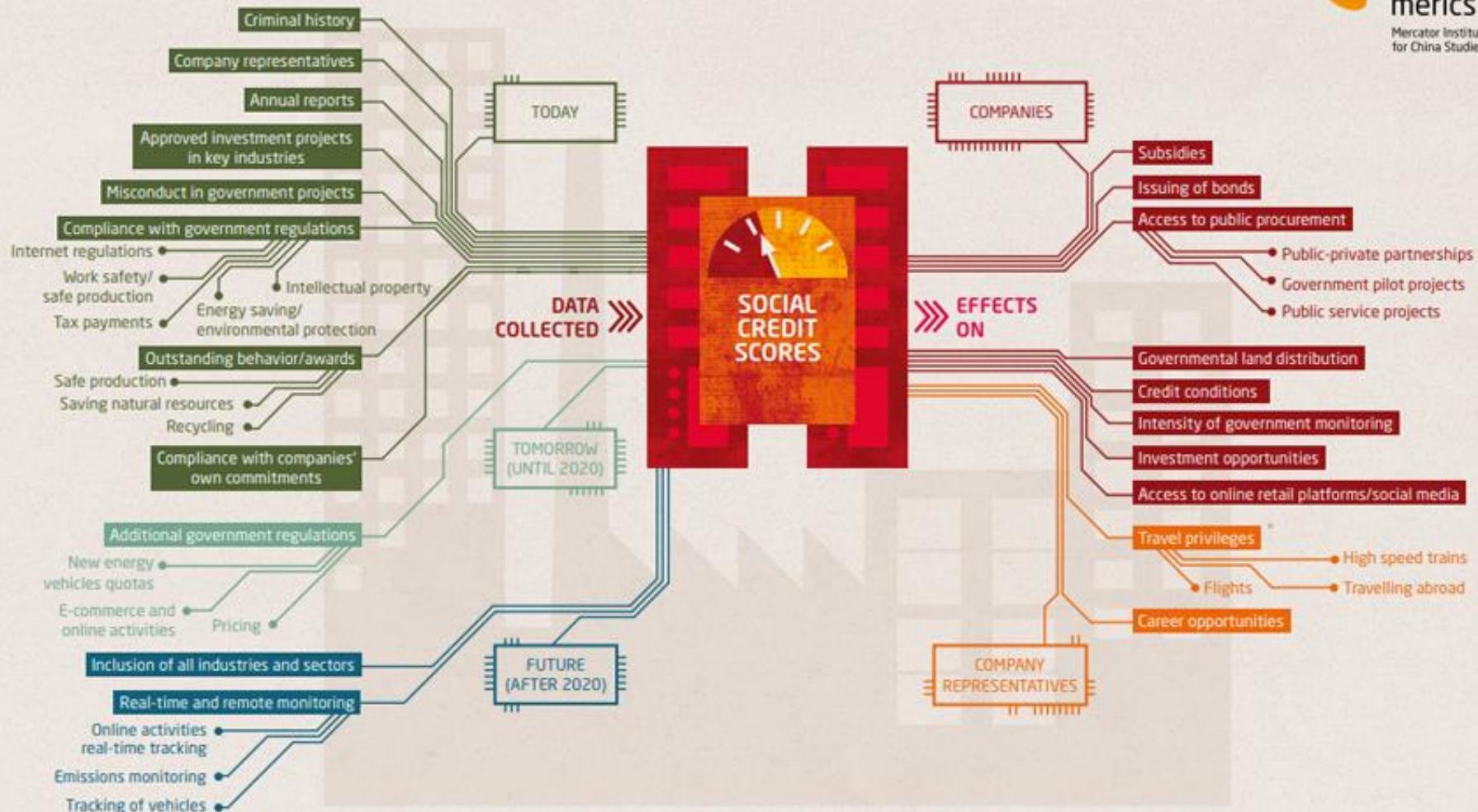
WSJ (17.11.19): China's New Tool for Social Control



Chinas Corporate Social Credit System (SCS)

China's tight grip on enterprises

Influencing business decisions via Social Credit Scores*



*Selection of data collected and exemplary effects of Social Credit Scores.

Source: Policy documents and regulations released by the Chinese central government since 2014.

Hajo Schumacher, Autor Buch „Kein Netz“

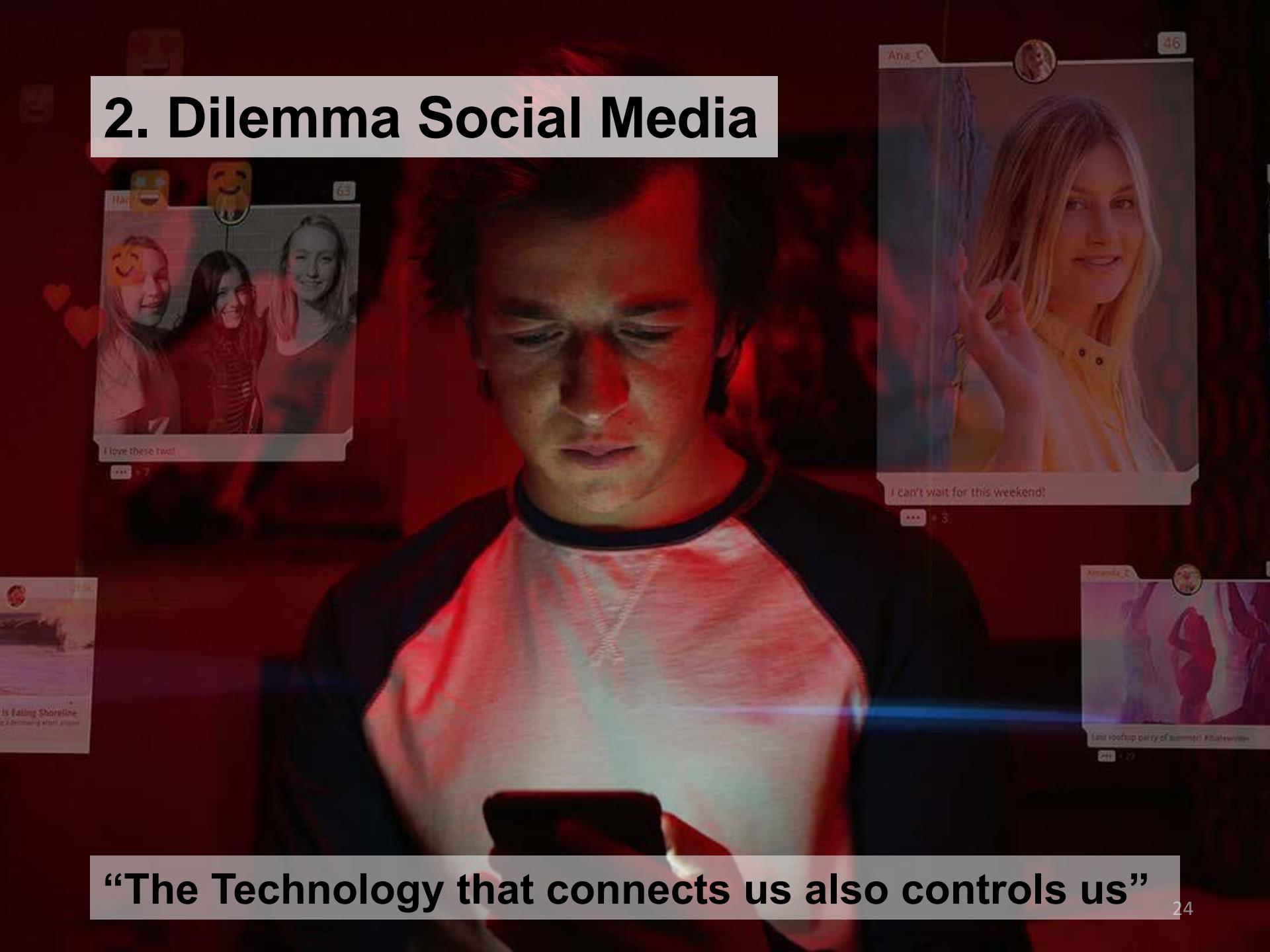


„Casey Newton, ... der hat ... von einer **Facebook-Mitarbeiterin** berichtet, die war zuständig so für **Ethik der internationalen Kontakte** und die ist ... **schreiend weggerannt**, weil sie gesagt hat, hey, was ich gesehen habe, **wie viele Regierungen Facebook gegen die eigenen Bürger einsetzen**, also um das **eigene Wahlvolk oder unterdrückte Volk zu manipulieren**, das ist schon **ganz schön derbe**.

Und wir sagen immer **China** und die **Uiguren** und **Social Score** und was die **Chinesen** da alles tun, um ihr **Volk zu unterdrücken**. Die **entscheidende Frage** ist, sind die **Mittel und Methoden**, die da gerade aus dem **Silicon Valley** kommen siehe Palantir, 17 Milliarden Privatisierung von ich sag mal **Staatsmonopol auf Gewalt und Sicherheit**... Geht das nicht in die ganz **ähnliche Richtung**?

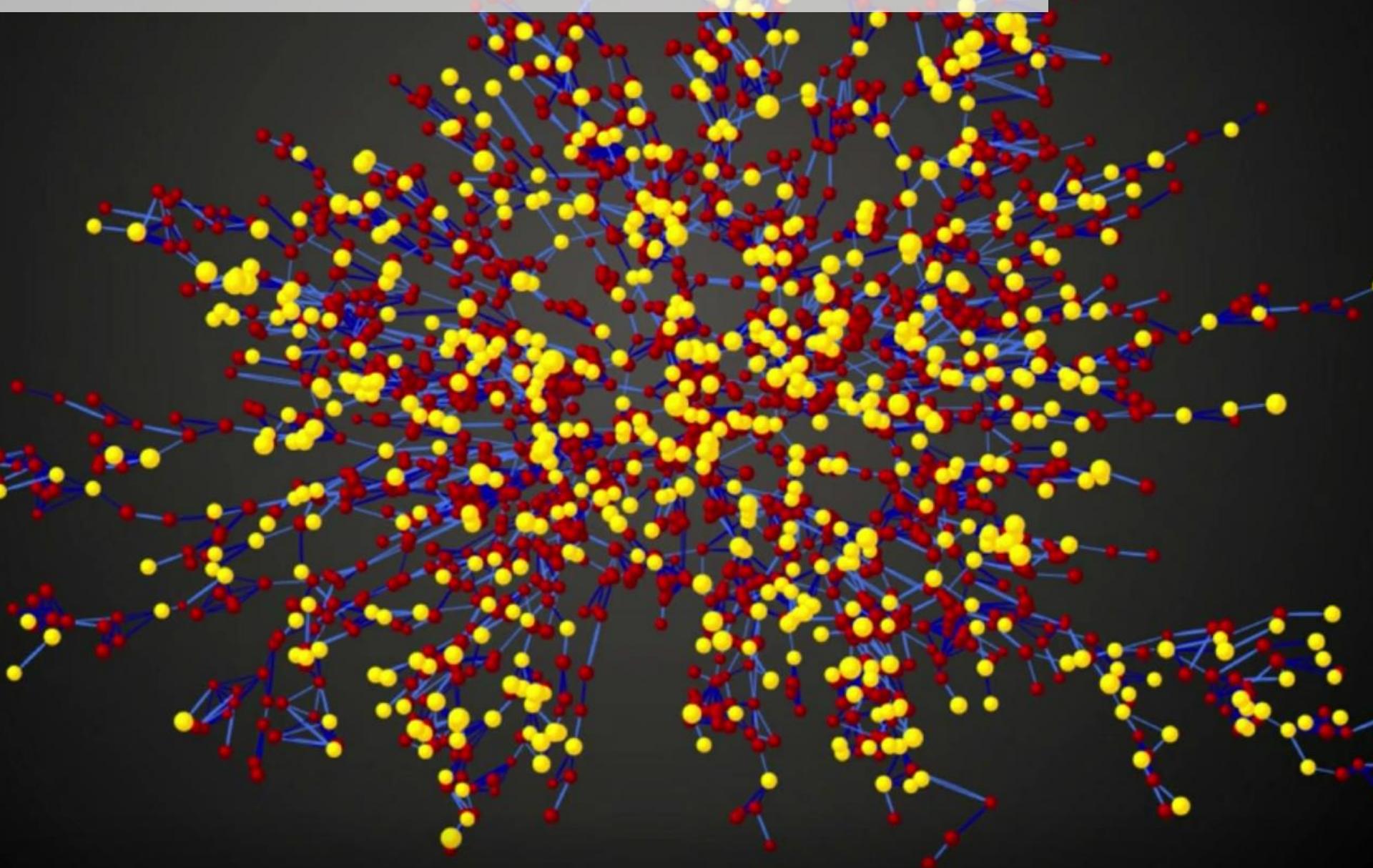
Also begegnen sich der **Überwachungskapitalismus** westlicher Prägung und fernöstlicher Prägung ... nicht irgendwo und enden in so einer **Diktatur**?“

2. Dilemma Social Media



“The Technology that connects us also controls us”

Nicholas Christakis, TED: The hidden influence of social networks



Nicholas Christakis, TED: The hidden influence of social networks



Tristan Harris about Social Approval & Likes



big
thlnk

attention so one example is we are all

Michael Amberg

Todays Content:

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Video Tip: Netflix Dilemma Social Media

NETFLIX

UNBEGRENZTER FILM- UND SERIENSPASS

JETZT

N FILM

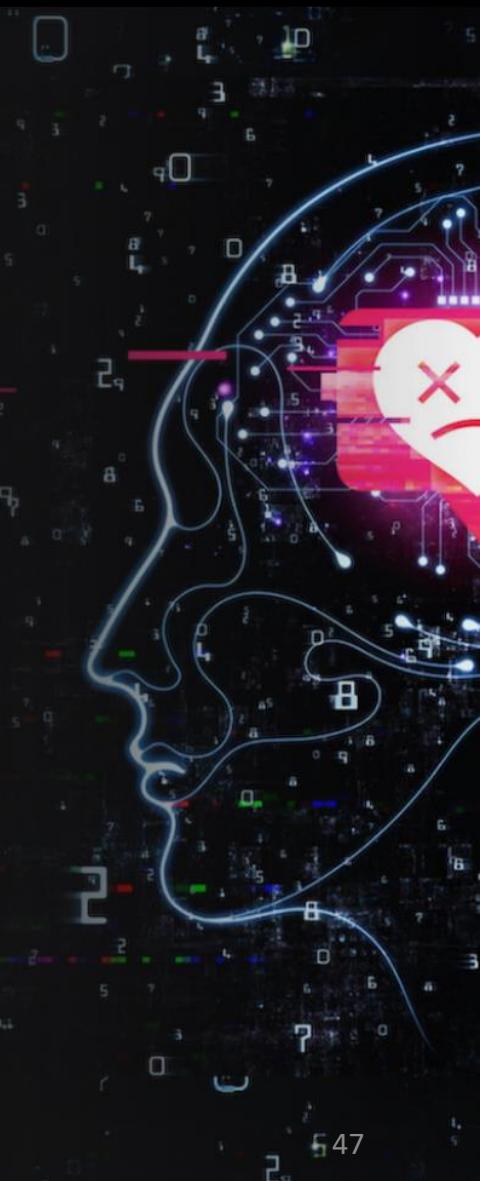
/Das Dilemma mit den sozialen Medien

Das Dilemma mit den sozialen Medien

2020 | 6 | 1 Std. 34 Min. | Wissenschafts- und Naturdokus

Dieses Dokudrama ergründet die gefährlichen Auswirkungen der sozialen Medien auf den Menschen. Sogar die Erfinder von Social-Media-Plattformen schlagen Alarm.

Mit: Skyler Gisondo, Kara Hayward, Vincent Kartheiser



Die Antwort des Hotels auf Facebook...



...

Dear Social Influencer (I know your name but apparently it's not important to use names),

Thank you for your email looking for free accommodation in return for exposure. It takes a lot of balls to send an email like that, if not much self-respect and dignity.

- *Thank you for your email looking for free accommodation in return for exposure. It takes a lot of balls to send an email like that, if not much self-respect and dignity.*
- *If I let you stay here in return for a feature in your video, who is going to pay the staff who look after you? Who is going to pay the housekeepers who clean your room? The waiters who serve you breakfast? The receptionist who checks you in? Who is going to pay for the light and heat you use during your stay? The laundering of your bed sheets? The water rates? Maybe I should tell my staff they will be featured in your video in lieu of receiving payment for work carried out while you're in residence?*
- Lucky for us, we too have a significant social media following. We have 186k followers on our two Facebook pages, an estimated 80k on our Snapchat, 32k on Instagram and a paltry 12k on our Twitter, but Jesus Christ, I would never in a million years ask anyone for anything for free. I also blog a bit (www.paulvstenson.com), which as far as I'm aware is another way of saying "write stuff on the internet". The above stats do not make me any better than anyone else or afford me the right to not pay for something everyone else has to pay for.

Paul Stenson

www.charlevilleodge.ie

P.S. The answer is no.

Social Listening



Bei **Social Listening** geht es um das **Überwachen von Social Media-Kanälen** hinsichtlich **Erwähnungen** einer **Marke**, eines **Mitbewerbers**, eines **Produkts** und aller anderen **Begriffe und Themen**, die für ein **Unternehmen relevant sind**.

Die **Informationen** werden **analysiert**. Das Spektrum an Maßnahmen reicht von der **Interaktion mit einem zufriedenen Kunden** bis zum **Strategiewechsel bei der Markenpositionierung**.