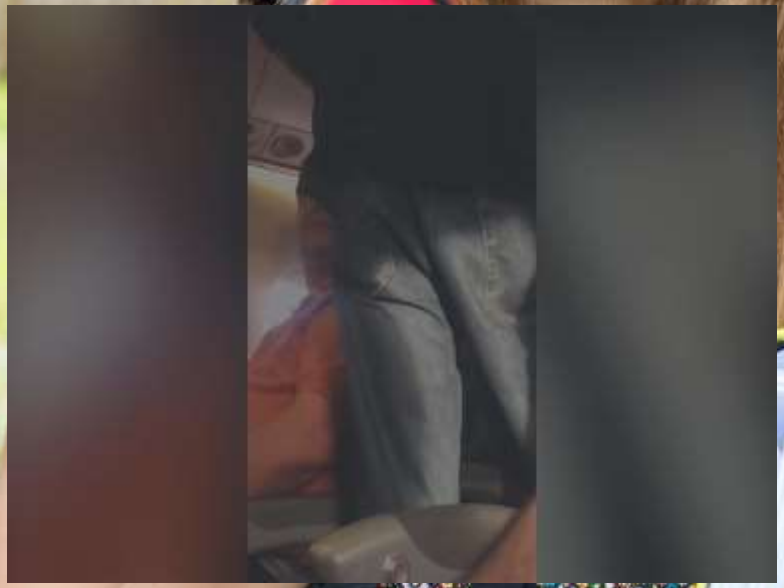
2 No **Data,** no **Data Science** – Insights into **Handling** of **Personal Data**

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**

2 No **Data,** no **Data Science**
– Insights into **Handling** of **Personal Data**
(3) Shitstorm & Cyberbullying



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**

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

Michael Amberg

Todays 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**

3a. Shitstorms & Cyberbullying - Corporate Shitstorms

3b. Shitstorms & Cyberbullying - Cyberbullying

Chuck Nice about **Cyberbullying**