

## **2 No Data, no Data Science**

- Insights into Handling of Personal Data**

# personal data

### **Content:**

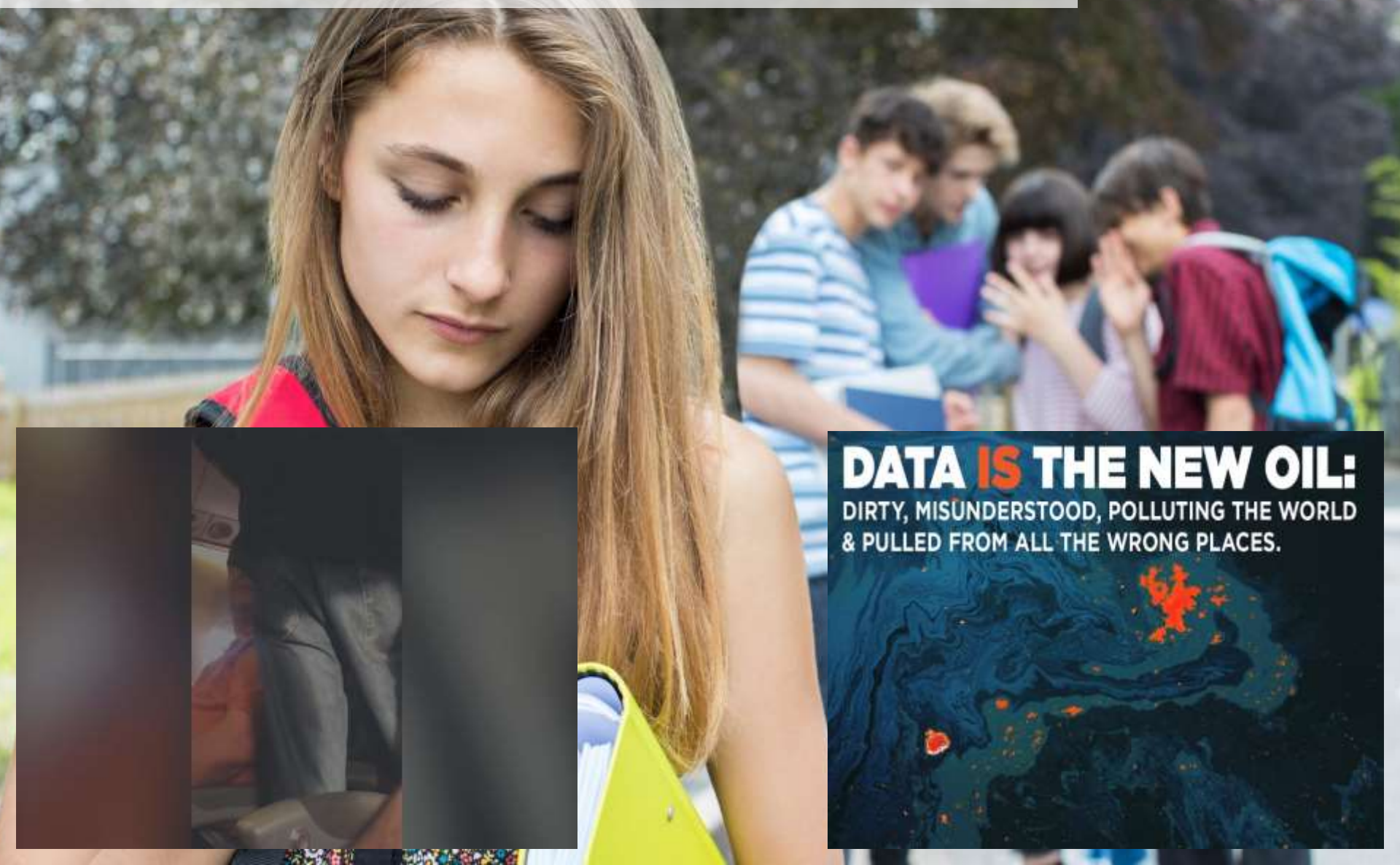
- 1. Motivation**
- 2. Dilemma Social Media**
- 3. Shitstorms & Cyberbullying**
- 4. The Role of Influencers**
- 5. Cambridge Analytica**
- 6. Data Governance & Ethics,  
Data Protection Rights**
- 7. Social Scores**
- 8. Summary**



# 2 No Data, no Data Science

- Insights into **Handling of Personal Data**

## (3) Shitstorm & Cyberbullying



**DATA IS THE NEW OIL:**  
DIRTY, MISUNDERSTOOD, POLLUTING THE WORLD  
& PULLED FROM ALL THE WRONG PLACES.



# **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**





# Shitstorm

Straight Ahead



**3a. Shitstorms & Cyberbullying  
- Corporate Shitstorms**



A young woman with long brown hair is in the foreground, looking down with a sad expression. She is wearing a red and black backpack and a colorful patterned top. In the background, a group of four students are walking away, some looking at each other. The scene is outdoors with trees in the background.

## **3b. Shitstorms & Cyberbullying - Cyberbullying**

# Chuck Nice about Cyberbullying

