

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
COLTON

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.**





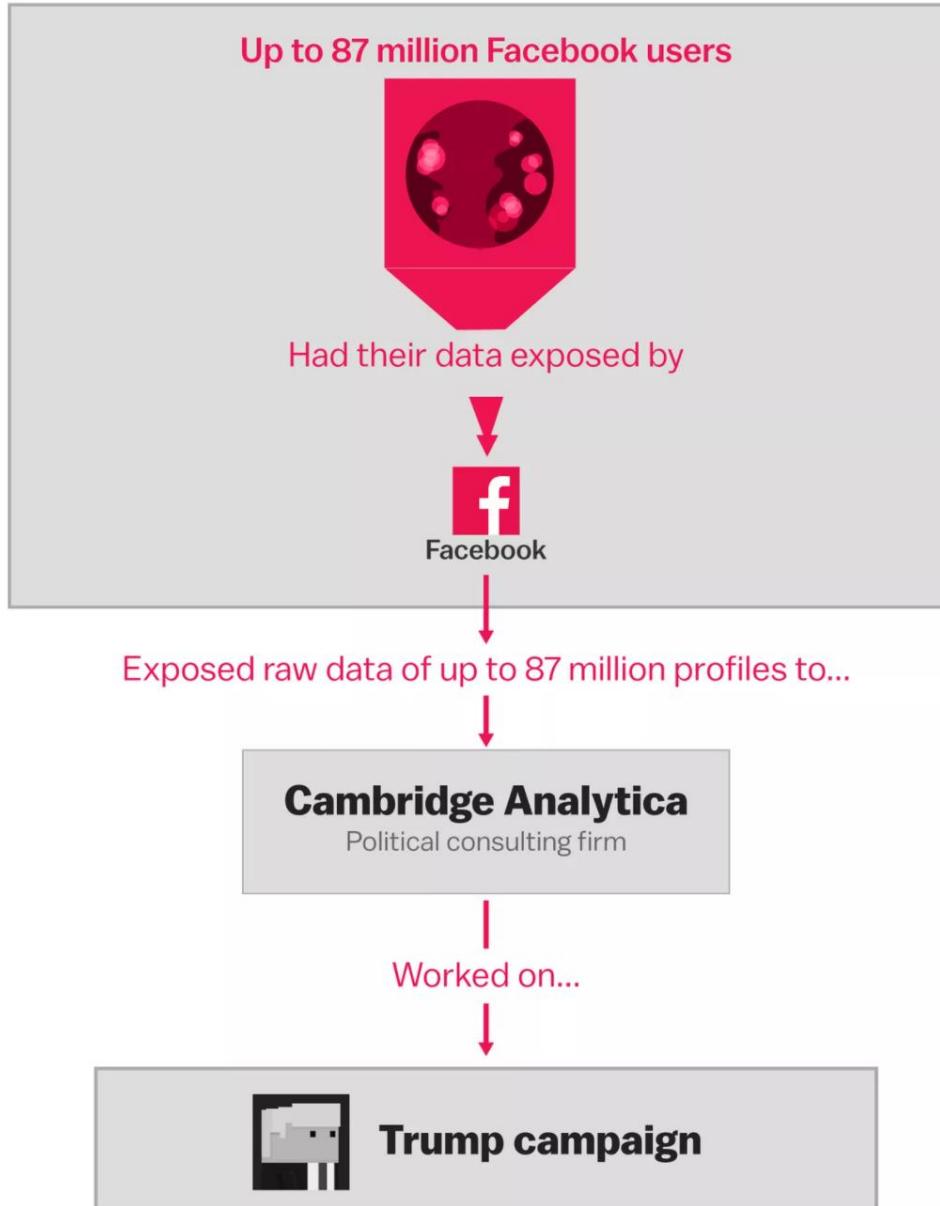
AWARD
NOMINEE

OUTSTANDING
DOCUMENTARY
OR NONFICTION SPECIAL

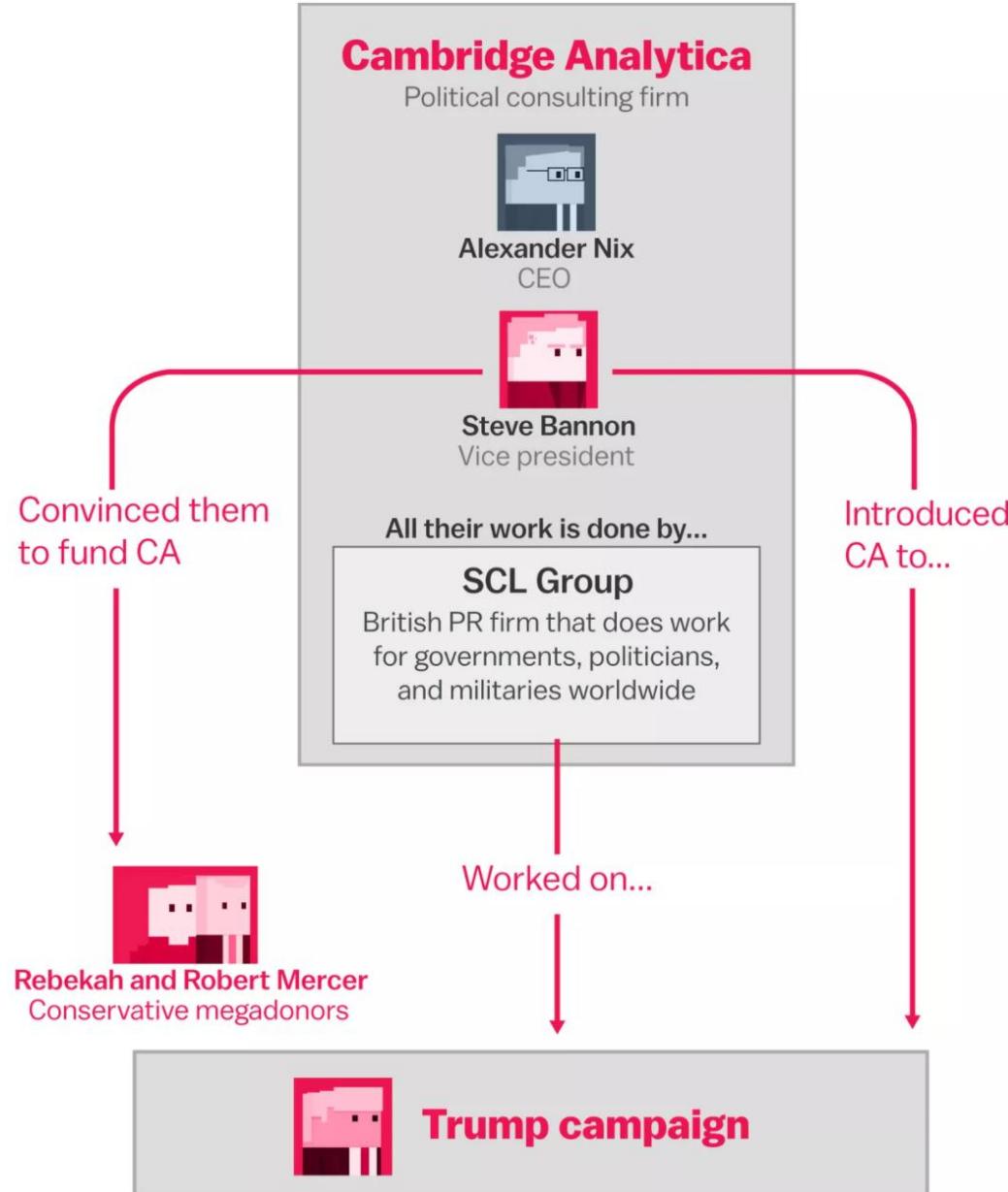
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THE GREAT HACK

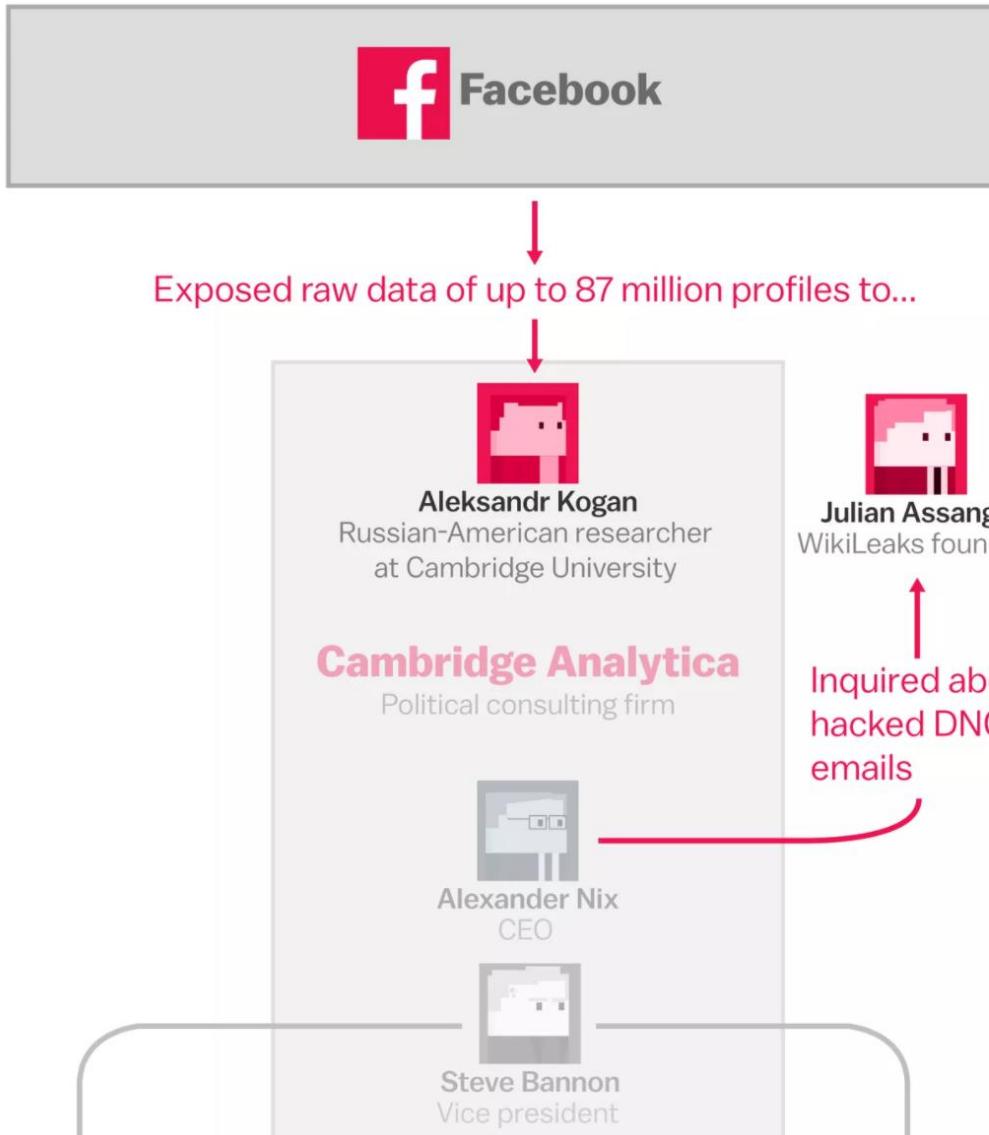
Here's the very simple version of the story (Vox.com)



But how is the Trump campaign connected to Cambridge Analytica?



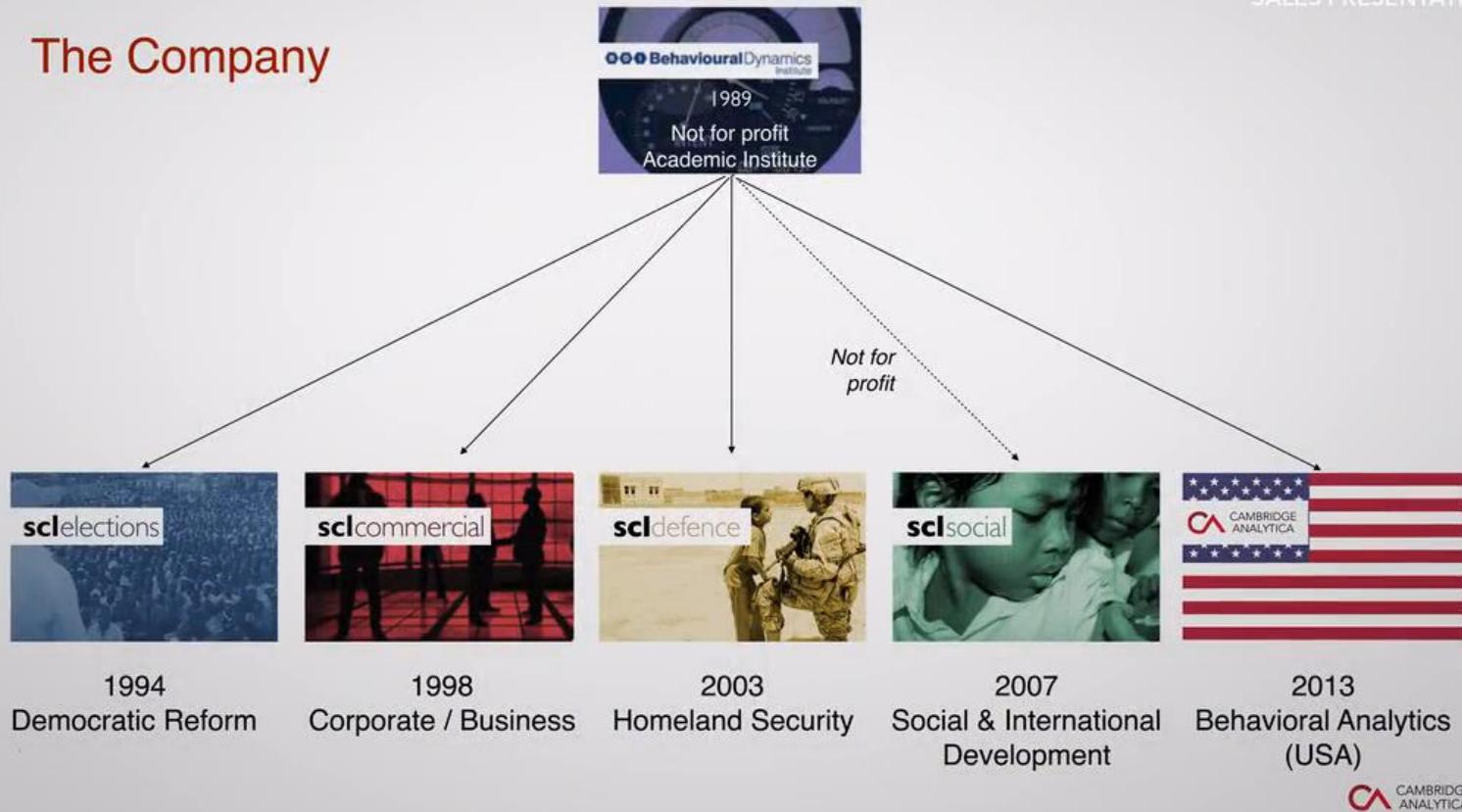
How did Cambridge Analytica get its data?



Verhaltensbezogenes Mikrotargeting...

CAMBRIDGE ANALYTICA
SALES PRESENTATION

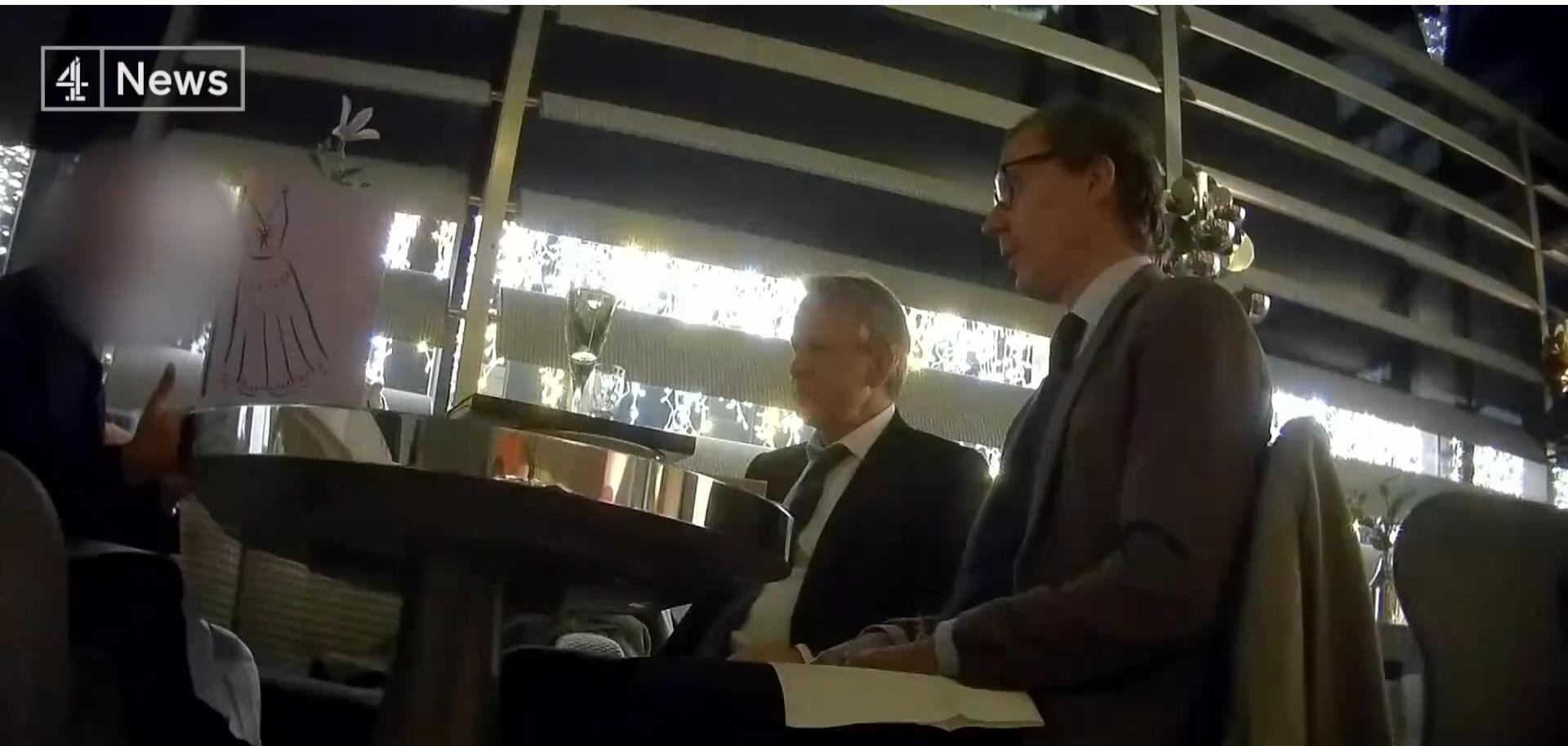
The Company



CA CAMBRIDGE ANALYTICA

Cambridge Analytica Uncovered

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Michael Amberg

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