



Ethical Dilemma

WEAPONIZATION OF DATA VOID

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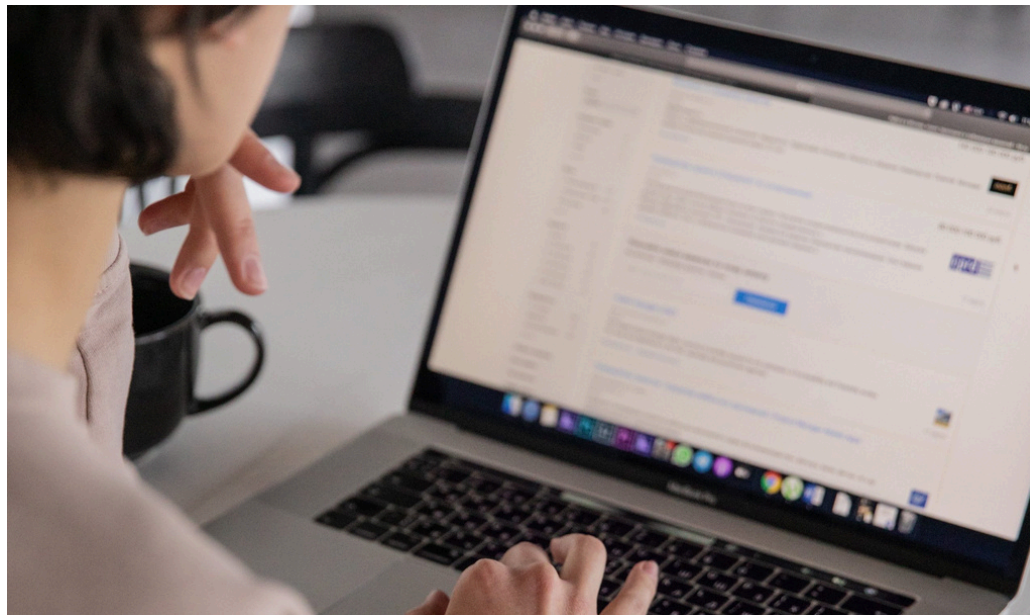
WHAT IS DATA VOID?

Data voids are one such way that search users can be led into disinformation or manipulated content. These voids occur when obscure search queries have few results associated with them, making them ripe for exploitation by media manipulators with ideological, economic, or political agendas. (Golebiewski & Boyd, 2019)

- It is a lack of readily available, credible, authoritative information relating to a specific topic
- Data voids are often difficult to detect.
- Data voids are compounded by the fraught pathways of search-adjacent recommendation systems such as auto-play, auto-fill, and trending topics; each of which are vulnerable to manipulation.

Introduction of Data Void

Data voids are by product of cultural prejudice and a site of significant manipulation by individual and organization with nefarious intention (Golebiewski & Boyd, 2019)



Factors that led to Weaponization of Data Void

- Lack of Content
- Outdated Information
- Bias/Limited Perspective

IMPLICATIONS OF DATA VOID

SOCIAL

Misinformation Spread: In the absence of accurate information, misinformation or false narratives may fill the gap, potentially leading to social unrest or confusion.

Disengagement: People may become disengaged or distrustful if they cannot find reliable information on issues affecting their lives.

POLITICAL

Decisions: Policymakers might make decisions based on incomplete or incorrect data, which can lead to ineffective or harmful policies.

Public Trust: A lack of transparent and accessible information can erode public trust in institutions and leaders, undermining democratic processes

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ECONOMIC

Market Inefficiencies: Inadequate data can lead to inefficient markets where businesses and investors make decisions based on incomplete information, potentially leading to financial losses or economic instability.

Investment Risks: Investors may face higher risks due to a lack of clear data, which can affect market confidence and economic growth.

CULTURAL

Cultural Misunderstanding: Data voids can lead to misrepresentations or misunderstandings of different cultures, affecting cross-cultural relations and perpetuating stereotypes.