**Ethics and Big Data**

Using data in an ethical manner brings integrity into organizations. Data comes from repositories, devices, and simulations; therefore, this information could potentially be used to make poor decisions costing companies millions of dollars.

Bartlett (2013) mentioned the 2007-2008 financial crisis and how the housing bubble played a huge role in the recession at that time. The failure of companies such as Fanny Mae and AAG Investments came from bad investments and subprime mortgages. All of this was a failure to properly use data to make good decisions and eventually cost the consumer time, money, and efficiency. There have been several studies done on how to implement data governance to avoid issues such as the 2007-2008 recession.

Privacy is an important issue for organizations using data for decision-making. Kroll (2018) mentions in his article that organizations using data have a review board that ensures the right data is used and that privacy is a guarantee in all phases of data analysis. These review boards, according to Kroll (2018) should be made up of stakeholders, legal teams, information security professionals, etc. Stahl and Wright (2018) go further into these concerns and address these issues from a human rights perspective. Stahl and Wright (2018) mentioned the use of policing algorithms to fight crime. These algorithms are controversial because they can lead to over-policing areas, destroying trust and goodwill in communities, including urban areas (Stahl and Wright, 2018). Responsibly collecting and analyzing data ensures trust and integrity among data analysts and data scientists.

Leaders should be ethical in the use and analysis of data. Ethics through data governance and responsible research techniques guarantees respect and dignity to all individuals, companies, and ministries.

**References**

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