

Reading Response

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The idea of delivering ads based on the racial identity (how-so-ever collected) does not seem to be an ethical idea. One need not to be a computer or data scientist in order to understand that. When a pattern like that emerged online for ad delivery suggestive of an individuals arrest record that just is unacceptable. We are living in an age when algorithms are still a black box to many, but they do almost everything on internet and in real life. Making decisions, collecting data and in fact target advertisement are some of the popular examples. There needs to be question around how algorithms collect data, does that data is a representation of racial bias, does it produce any evidence or motivate actions that can have sociological implications. Evidence suggested in the paper says it all. It does represent that there does exist discrimination based on racial identification based on arrest record and there are reasonings associated with it too based on probabilistic approach and weighing mechanism and also how ads are delivered based on its cached data on the cloud (may be)! This also highlights that much data already exist for a particular user and also its record of the arrest.

I personally feel the practice in itself is bad but since much data pertaining to a user already exists, then these companies should invest and reform their algorithms to suit the need of the ethical practices and may be removing racial identification and biases from these algorithms. It is important to not just talk about the racial fairness but also to implement and research around them too. Computer scientists such as Cynthia Dwork and many others does promise further research and development in the field.