

**Data Management Search for Privacy and Security**

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Unlike before, the ever-changing society has provided systems and individuals with access to data. The existing data varies from the most useful to an organizational process to the least useful. Data management, therefore, is paramount if an organization is to achieve success. Analytics ensures less risk to organizations since data is managed and used appropriately. However, data management does not necessarily depend on the data collected. Managing data requires that data is collected correctly and its quality is assured. Also, the dissemination of data and its description impact its management. The need to make volumes of data make sense demands the management of data. Creating insights from data requires that data is effectively analyzed and connections made to the various inquiries. Nevertheless, ensuring that data is private and secured must be carefully controlled. Organizations value time, and thus, it is only fair that data is a less-time incentive that will promote more accessible functions of an organization.

The development of Algorithms largely depends on data management. Making decisions and predictions by large corporates relies on data collected and managed correctly. Data representation and description influence the development of algorithms since they primarily rely on connections made by the collected data. However, not all algorithms are a clear picture of the various data they represent. Baker and Hawn argue that data collected often can influence algorithm bias (2021). Data collected can promote unfair assumptions or predictions about various issues. Therefore, the concerns about the provision of data may have a moral high ground. For instance, people's problems with providing their data are valid. Gutteridge and Dutton (n.d) explore the significant concern on the provision of data. They argue that the fear of individuals' concerns is about privacy and the use of their data for other functions. If the data they provide is not secure and is used against them, it is only fair for them to be adamant and fail

to produce their data. Stiles's (2012) arguments on using data to make predictions and decisions by corporates contradict this argument. However, algorithm bias fosters favoritism and prejudices that create further divisions in society. Thus, it is only fair that data is managed to protect individuals and society against such issues.

I have always found it odd that I receive product suggestions on my Facebook and Instagram accounts that I had searched on either eBay or Amazon. I have once searched for a bike on Amazon, and soon as I logged into my Instagram account, ads splashed it with pictures of bikes. The data I provided on this online market found its way to my other social networks. Although I am all about sharing information, such instances are a nuisance. Therefore, bombarding my social accounts with data I used for various other reasons is immoral. Concerns about having my data misinterpreted or used for functions other than what was intended were significant. The risks associated with data sharing are vast to ignore, and so are the insecurities. I believe data can influence various biases against an individual in the wrong hands. The data I provide for the different online markets should be private. I also support machine learning and its objectives of predicting and analyzing behavior. However, there has to be a proper way to manage the data I provide. The mismanagement of data can be costly, and thus the need to ensure that information is collected and managed correctly.

Reflecting on my incidence, I would argue that a lot has to be done in data management. From its collection to representation, the process must be secure. Handling algorithm bias generated by data by collecting data largely depends on data management. That is, addressing the risk of data protection is paramount if organizations use data in analytic work. Helping companies better understand their customers is essential to protecting the privacy of individuals who provide data. Machine learning is an important development in the technological world.

However, corporates should aim at protecting the various concerns customers have about their data. Achieving this will ensure that the risks to privacy and security are managed, and thus people are protected.

## References

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