

Data privacy .

Software is all about trust these days.

Data-driven Product .

Collect and analyze data submitted by users so they may customize the UI to each individual user.

Personalized recommendation is cool but dangerous.

ex. biasing search for information and furthering polarization of societies.

Customizing platform behavior to user preference .

Customizing user behavior to platform behavior.

Biases:

Patterns are learned on historical data = reflecting society's past and existing biases and inequalities

Think about how data will be used in the future .

PII - Personally Identifiable Information .

Most data Privacy laws are based on hiding / removing PII