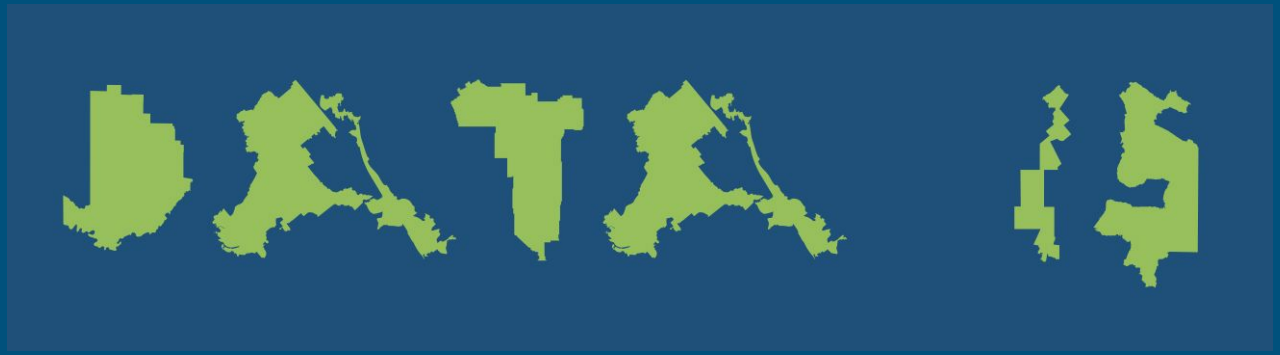
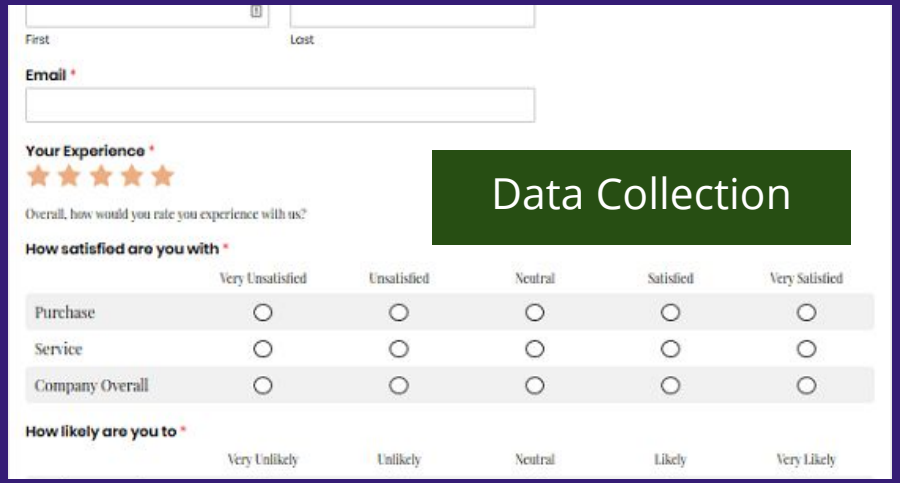


The Madison Smith Presentation Series

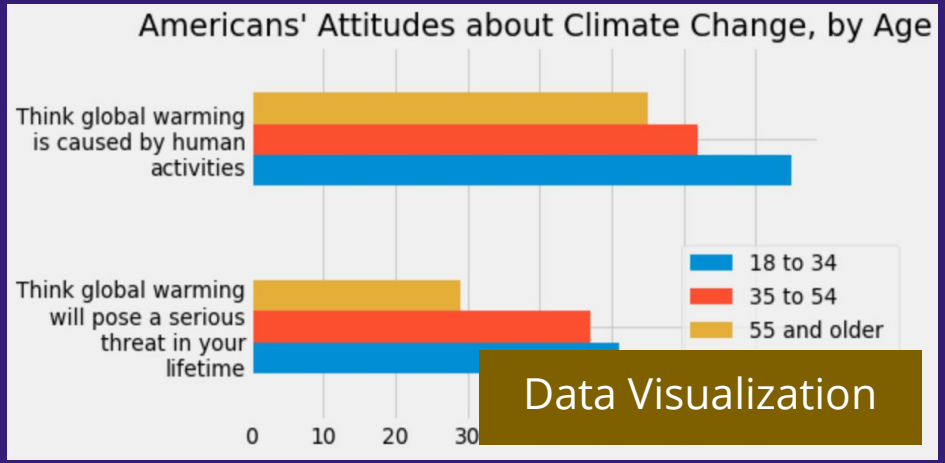
bit.ly/data_is

Sources
Resources
Slides
Code

?
What is “your data”?
?

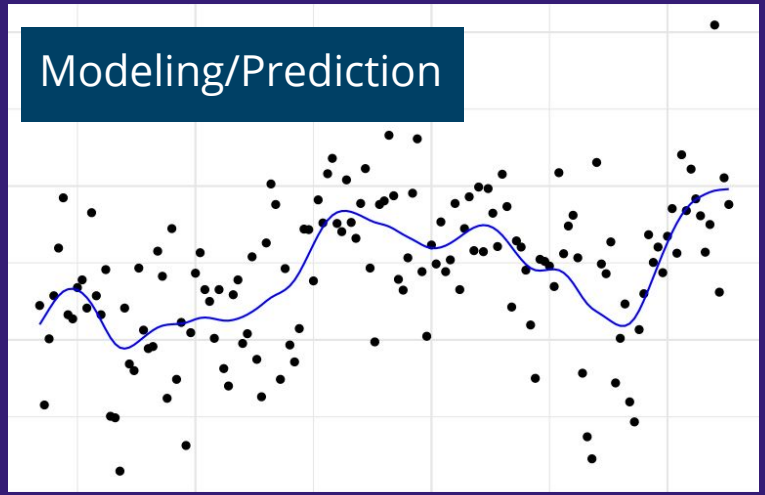


Data Collection



Data Visualization

Modeling/Prediction



First

Last

Email *

Your Experience *

Overall, how would you rate you experience with us?

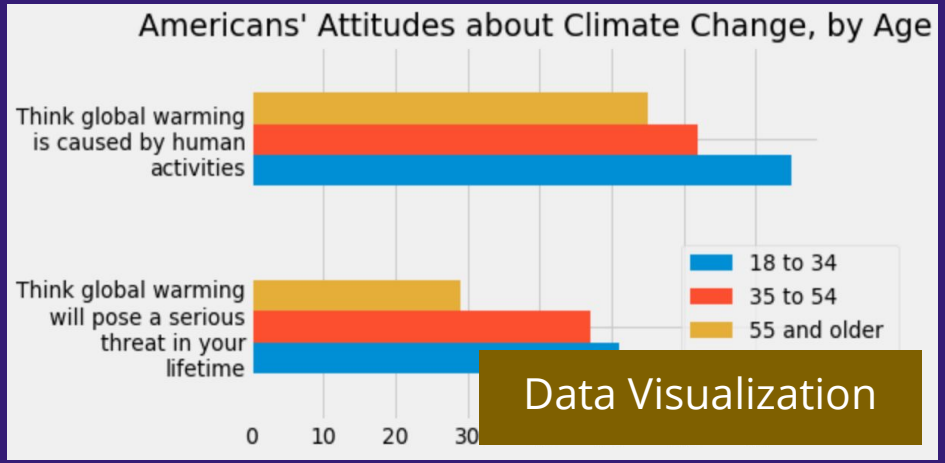
How satisfied are you with *

	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
Purchase	○	○	○	○	○
Service	○	○	○	○	○
Company Overall	○	○	○	○	○

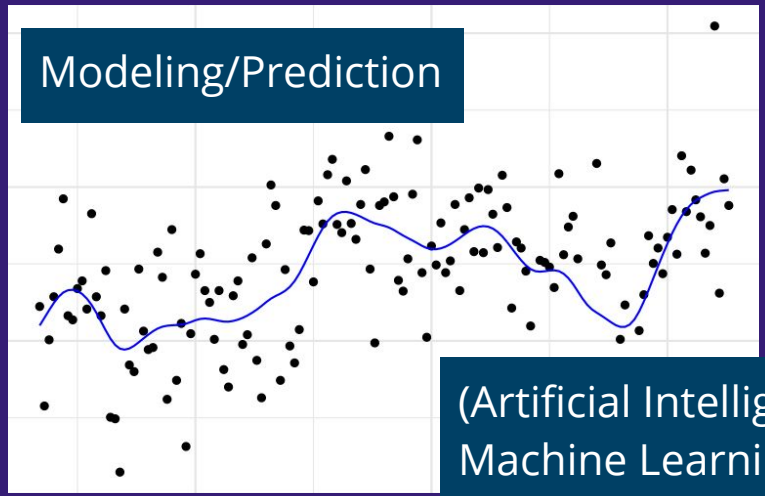
How likely are you to *

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely

Data Collection

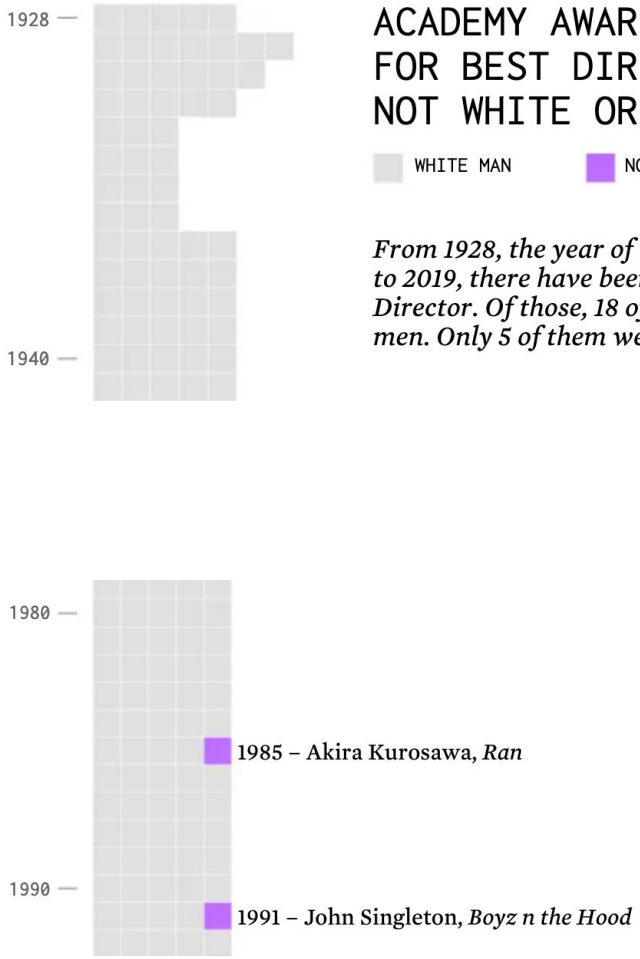


Data Visualization



Modeling/Prediction

(Artificial Intelligence, Machine Learning)

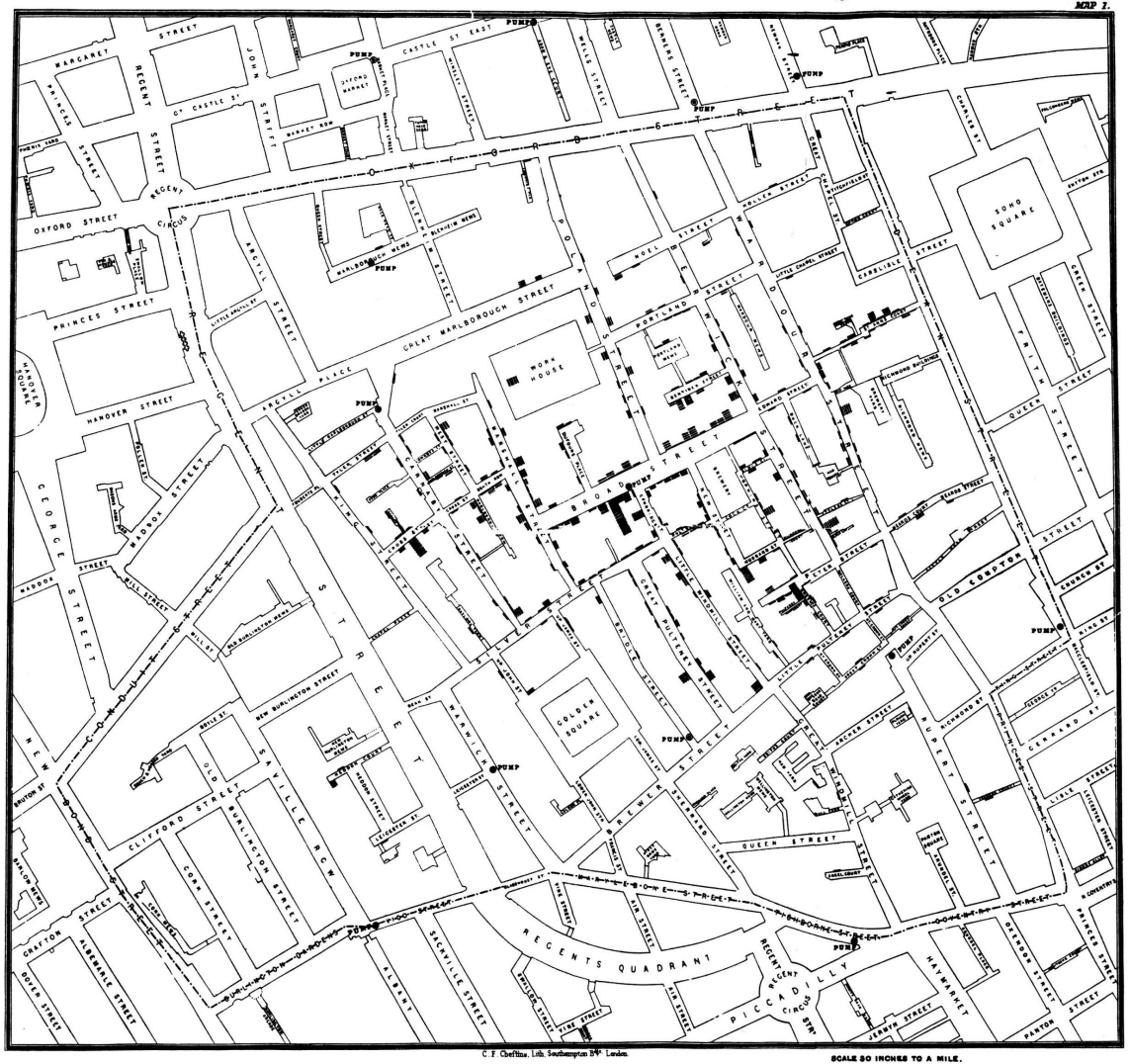


ACADEMY AWARD NOMINATIONS FOR BEST DIRECTOR WHO WERE NOT WHITE OR A WOMAN

WHITE MAN NOT WHITE MAN

From 1928, the year of the first Academy Awards, to 2019, there have been 455 nominations for Best Director. Of those, 18 of them went to non-white men. Only 5 of them were women.

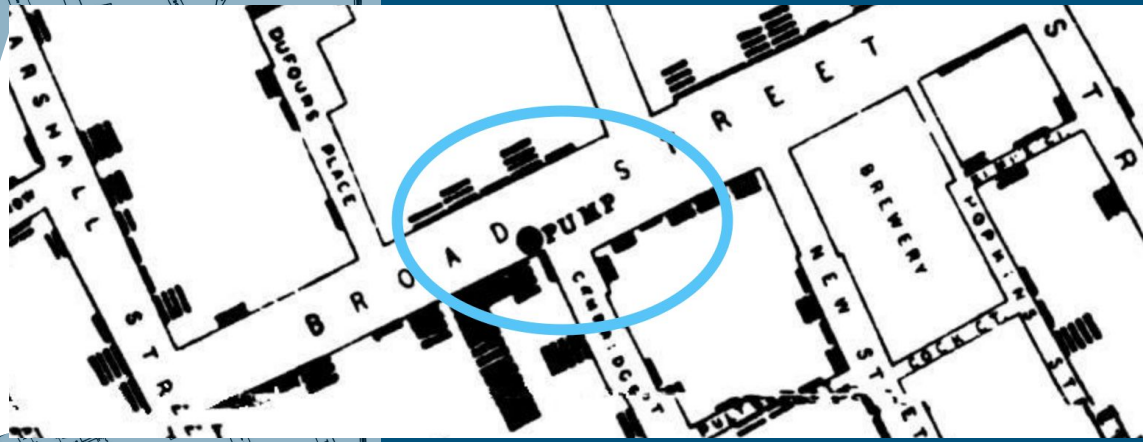
MAP 1.



C. F. Cheffins, Lith. Southampton Bldgs. London.

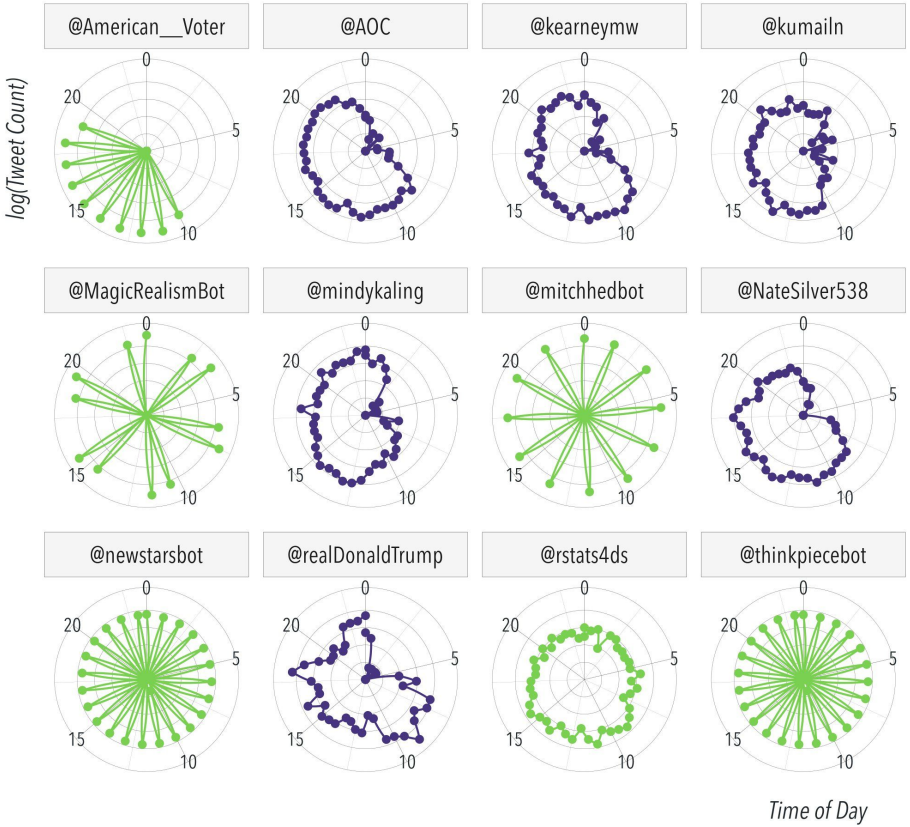
SCALE 30 INCHES TO A MILE.

MAP 1.
OXFORD STREET
PRINCES STREET
HANOVER STREET
GEORGE STREET
MADDOX STREET
CLIFFORD STREET
OLD BURLINGTON STREET
NEW BURLINGTON STREET
SAVILLE ROW
REGENT STREET
GREAT MARLBOROUGH STREET
ARGYLL PLACE
WORK HOUSE
GOLDEN SQUARE
BREWER STREET
RUPERT STREET
OLD COMPTON STREET
QUEEN STREET
REGENTS QUADRANT
PICCADILLY
HAYMARKET
JERMYN STREET
PANTON STREET
PRINCES STREET
OXENDON STREET
SACKVILLE STREET
ALBANY
ALBEMARLE STREET
GRAFTON STREET
DOVER STREET
BRIDLE STREET
GREAT PULTENEY STREET
LITTLE PULTENEY STREET
PETER STREET
CHURCH ST
KING ST
GERRARD ST
LISLE STREET
LEICESTER STREET
PUMP
C. F. Cheffins, Lith. Southampton Bldgs. London.
SCALE 30 INCHES TO A MILE.


DUFOURS PLACE
BROAD STREET
PUMP
BREWERY
NEW STREET
COCK CT

Is it a TweetBot or Not?

Tweet frequecy of accounts by time of day

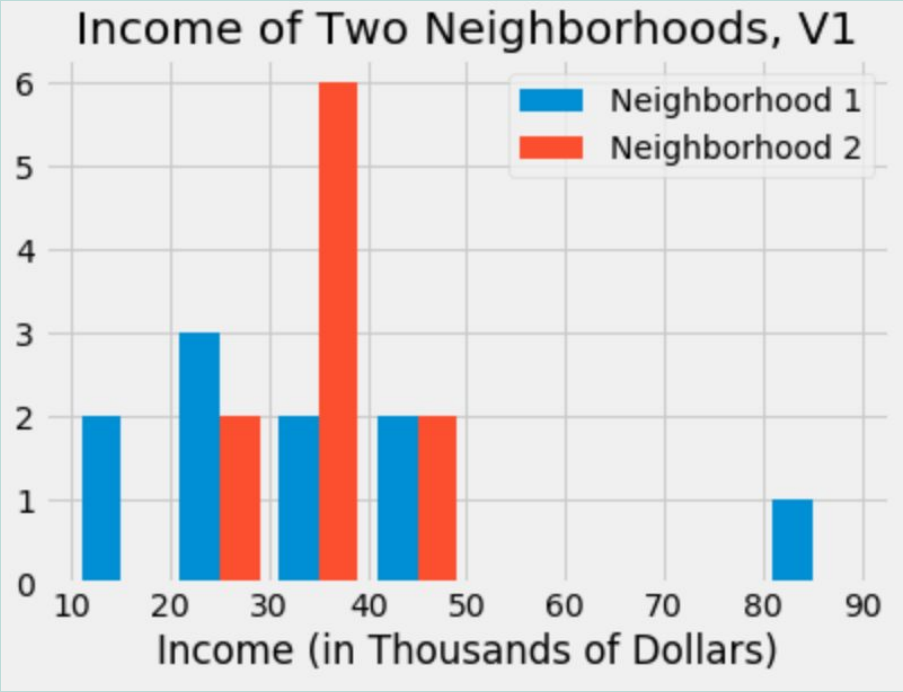


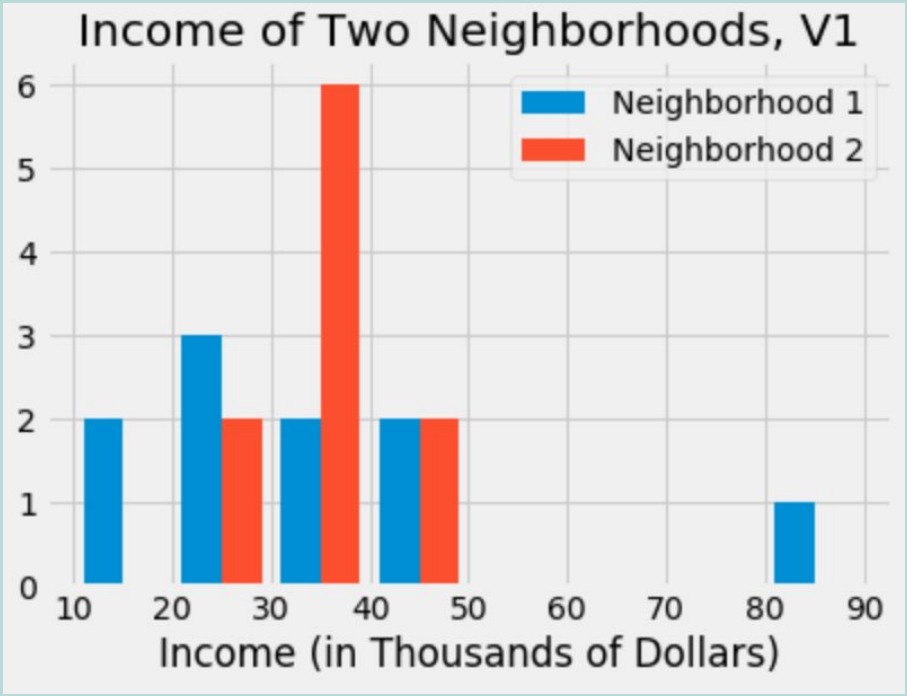
Words a School Uses in Narrative Comments

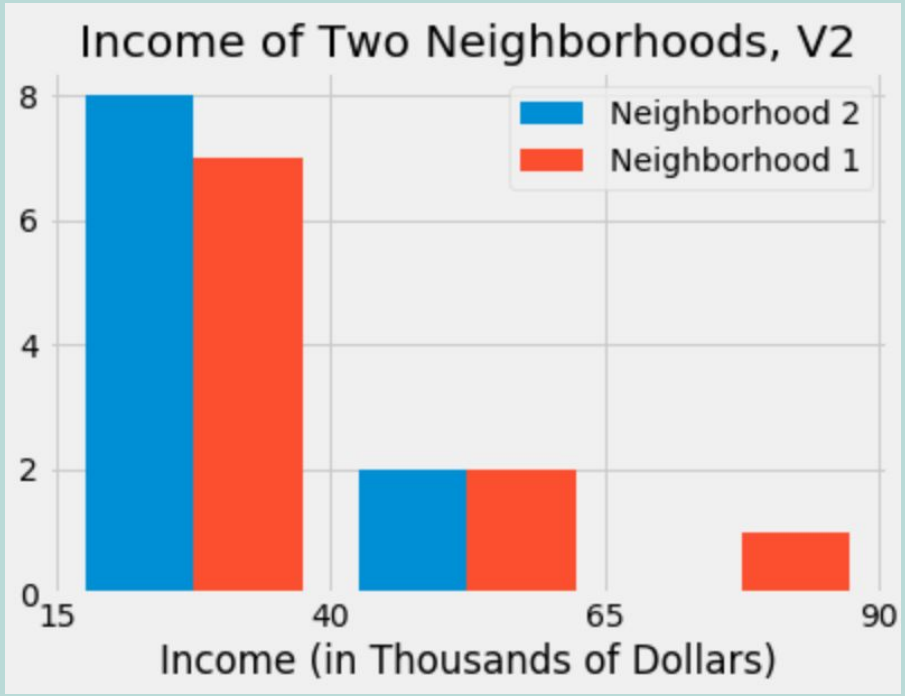
BOY WORDS	*(times more common)*	GIRL WORDS	*(times more common)*
submit	14.7x	woman	20.3x
computer	8x	revising	16.3x
submissions	6x	formal	7.1x
improvements	5.5x	openness	7.1x
board	4.5x	figure	4.7x
significance	3.8x	bones	4.4x
speaks	3.7x	motivations	4.4x
humor	3.7x	beautiful	4.1x
creativity	3.7x	path	3.9x
natured	3.7x	powerful	3.7x
genuine	3.4x	wide	3.7x
involved	3.3x	persistence	3.5x
projects	3.2x	conte	3.5x
speech	3.1x	salvage	3.5x
closer	3.1x	seeks	3.5x

Annual Incomes

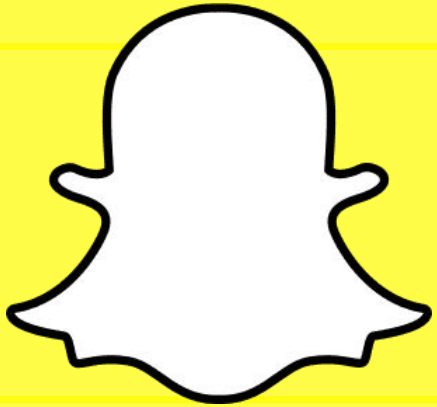
Neighborhood 1	Neighborhood 2
27,100	32,210
17,230	41,350
15,600	45,030
48,150	29,220
22,175	28,150
83,210	34,340
32,700	35,780
23,250	36,210
48,080	35,040
33,220	32,710


Income of Two Neighborhoods, V1
Neighborhood 1
Neighborhood 2
0
1
2
3
4
5
6
10
20
30
40
50
60
70
80
90
Income (in Thousands of Dollars)


Income of Two Neighborhoods, V1
Neighborhood 1
Neighborhood 2
0
1
2
3
4
5
6
10
20
30
40
50
60
70
80
90
Income (in Thousands of Dollars)


Income of Two Neighborhoods, V2
Neighborhood 2
Neighborhood 1
0
2
4
6
8
15
40
65
90
Income (in Thousands of Dollars)

ephemerality of videos and photos users send to one another. Users may not be aware of the sort of data that Snapchat can store, however. In 2014, the **Federal Trade Commission fined Snapchat** for failing to disclose that the company collected, stored, and transmitted geolocation data.

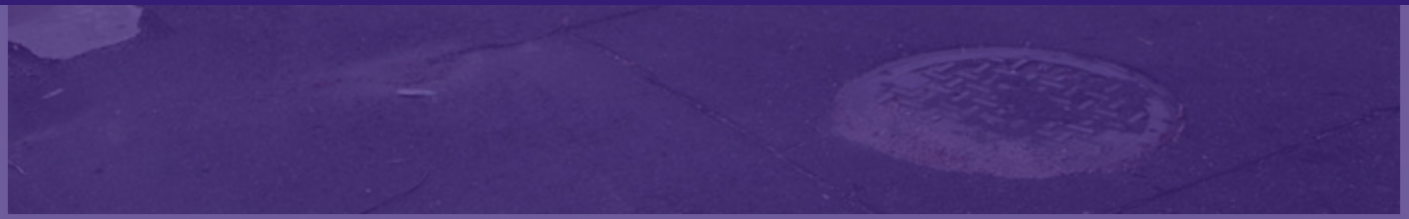


help with customer reports, comply with laws, and to enforce the network's terms and policies, employees have used data access processes for illegitimate reasons to spy on users, according to two former employees.

Adam Ferriss

The Secretive Company That Might End Privacy as We Know It

A little-known start-up helps law enforcement match photos of unknown people to their online images — and "might lead to a dystopian future or something," a backer says.



Is a crime scene gang-related? A new computer program may have the answer. ISTOCK.COM/DENISTANGNEYJR

Artificial intelligence could identify gang crimes—and ignite an ethical firestorm

By M

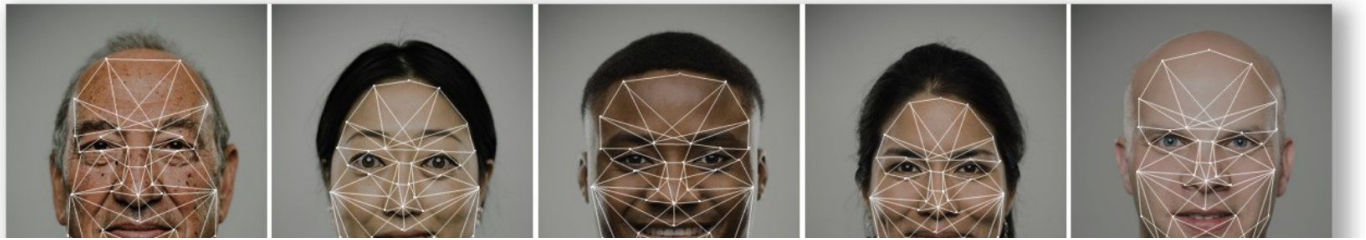
responded that he couldn't be sure how the new tool would be used. "I'm just an engineer," he said. Lemoine quoted a lyric from a song about the wartime rocket scientist Wernher von Braun, in a heavy German accent: "Once the rockets are up, who cares where they come down?" Then he angrily walked out.

NEW

Facial recognition: It's time for action

Dec 6, 2018 | Brad Smith - President

Microsoft



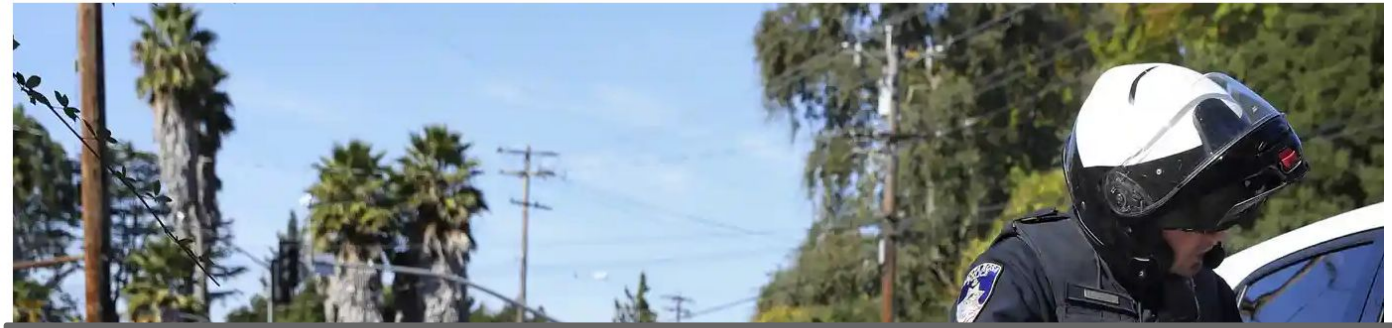
As a company, Microsoft has brought four lawsuits against the U.S. government since 2013 to protect people's privacy rights in an era when new technology can enable mass surveillance. We repeatedly have sought to preserve longstanding protections – and in our view timeless values – that are embodied in the First and Fourth Amendments to the Constitution. From our vantage point, it's important to act before an excessive use of

“How do you sustain a business model in which users don’t pay for your service?” Sen. Orrin Hatch (R-UT) asked Zuckerberg early on in the hearing.

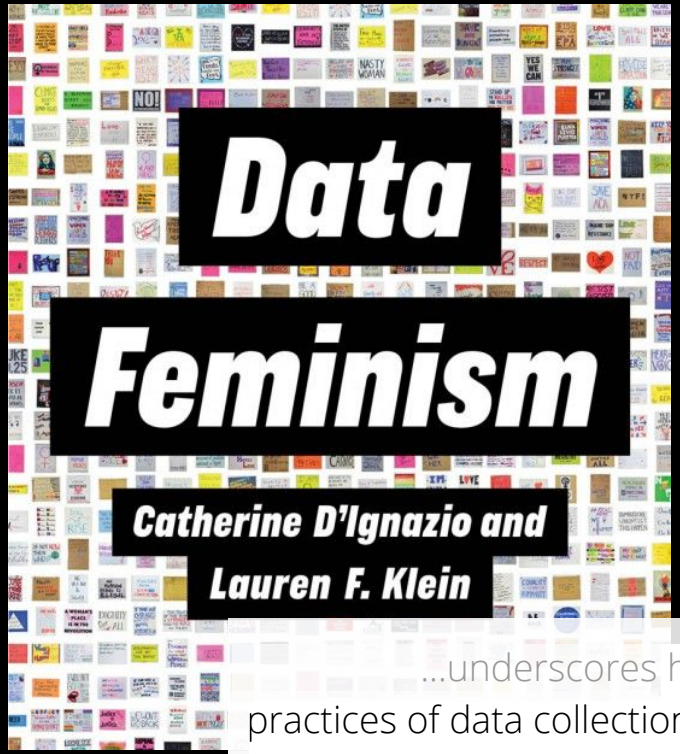
“Senator, we run ads,” Zuckerberg replied.

Photo credit Michael Reynolds/EPA-EEE/REX/Shu

Black people in California are stopped far more often by police, major study proves



“People usually use data against us,” he added. “Now is the time to use it in the people’s interests.”



...underscores how it is ***people*** who end up affected by the choices we make in our practices of data collection, analysis, and communication. More than that, it's almost always the bodies of those who have been disempowered by forces they cannot control, such as sexism, racism, or classism—or, more likely, the intersection of all three—who experience the most severe consequences of these choices.

Data is.

Individuals

Expect privacy
Use data (well!)
Educate yourself

Government

Open data
Protect *people*
Prepare legislators

Data is.

Organizations

Models for Action
Transparency
Privacy is default

Individuals

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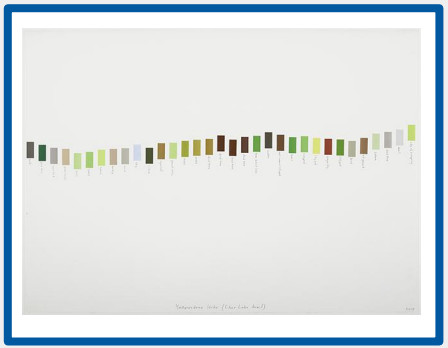
Data is.

Data for Justice Symposium
March 28, 2020



Organizations

Models for Action
Transparency
Privacy is default

bit.ly/data_is
Sources
Resources
Slides
Code