AI, Data, & Privacy 10

1. What is privacy

* the right to control others’ access to one’s personal world, and also by regulating one’s own output in communication with others
* Types: Phisycal, Psychological, Social, Informational

1. The Privacy Paradox

* describes the opposition between reported user intentions to protect their online privacy versus their actual behavior, which may compromise their privacy

1. Privacy Calculus

* if the anticipated benefits of data sharing exceed the costs, a user is expected to willingly give their data away. Typical benefits of sharing personal data online may include social ties, self-presentation, financial discounts, increased convenience

1. The big data scheme:

* The three Vs:

1. **Data Volume**: Makes analysis more powerful as the model or algorithm has more data to learn from
2. **Data Velocity**: Facilitates analysis in real-time. The predictions are based on real time data rather than old data or observations
3. **Data Variety**: Allows AI models to make more accurate predictions when presented with new data that was not seen before
4. The General Data Protection Regulation (GDPR EU law)

* Main principles: **Lawfulness, fairness and transparency; Purpose limitation; Data minimization; Accuracy; Storage limitation; Integrity and confidentiality; Accountability**

1. Ethical Measures by the EU commision

* Data Protection By Design, targeted towards **companies and organisations**
* Four measures in this law:
  + Pseudonymization
  + Anonymization
  + Data Minimization
  + Applied Cryptography

1. Online Disinhibition Effect

* Loss of self-control in online communication, which occurs in the context of phenomena such as hate speech
* Causes: Anonymity, Asynchrony, Lack of non-verbal comms, Minimized Authority