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Data Ethics 4

For this assignment, I find it interesting to read and easy to follow. I am not the biggest baseball fan, so I did not think about the data analysis that coaches and players have utilized. However, the more I reflect on it, the more I realize such methods are applied to not only baseball but other sports as well. I do think sports are beneficial from those technology applications, especially modeling and prediction. With statistical data, athletes can know precisely what areas they need to improve or focus more on, while viewers can give predictions easier on their favorite team's performance. However, not every domain is beneficial from such modeling. For example, in matters related to education, using modeling in some cases might not be a wise choice. A teaching model built on average children's performance cannot suit or be as effective when used on disabled or autistic children. In those cases, we might need to develop an entirely new approach to better fit our targets.

The application of modeling and prediction applies much further than sports. In an article by Alex Hern named "How TikTok's algorithm made it a success: 'It pushes the boundaries,'" published in *The Guardian*, the writer quoted that TikTok's algorithm was so complicated that "[I] don't think even the algo[rithm] team have the answer to." TikTok has a "For You Page" (FYP), which is similar to Facebook's "News Feed," that suggests videos to users. The algorithm is so robust that even when you do not follow or consent to give TikTok any of your data, it can progressively improve its knowledge about your sociogram and pop up more accurate

suggestions. I do not know exactly what TikTok uses to fine-tune its users' experience. Still, this is a kind of regression data analysis since it depends on the user's past interactions to update its recommendation constantly. Furthermore, I do not think TikTok's FYP algorithm is WMD since it does not check all of Ms. O'Neil's boxes. The algorithm is surely opaque and scalable, but it does not work against its user interest. It provides a way for everyone to approach news and entertainment more easily just by having an internet connection. Regardless, though TikTok FYP does not create immediate damage or destruction to anyone, it still poses some threats if misused. For instance, extremist groups might use the suggested content to cement their beliefs on some matters, also known as confirmation bias. I think this is an inevitable problem with any social media, so there is no way to get around it. However, as TikTok is very welcomed our suggestions to improve their algorithm better and remove harmful content from their database, I reckon we can be assured that there is a procedure in place to protect us from those imminent bad effects. Besides, I also find how Ms. O'Neil mentioned North Korea in her hypothesis example of modeling funny: that smile does help me further understand her opinion. Overall, the reading was very decently written and made it enjoyable to go over it.

Works Cited

Hern, Alex. "How TikTok's Algorithm Made It a Success: 'It Pushes the Boundaries.'" *The Guardian*, 24 Oct. 2022, www.theguardian.com/technology/2022/oct/23/tiktok-rise-algorithm-popularity.