

# Chapter 12

## Doing Business in a See-Through Society

Karri Väänänen

# The era of data detectives

- Basically computer-assisted reporting
- Government & corporations vs the public
- It is harder than ever to hide
- Provides 3<sup>rd</sup> party oversight
- Fight to increase transparency
- US courts seem to be in favor of Open Data

# History time

- The Watergate scandal
- It could be said that data-driven journalism surfaced in 1973
- Bob Woodward and Carl Bernstein won Pulitzer
- Eventually led to the resignation of the president Nixon

# Some drivers for Open Data

- Fear of financial bubbles encourages transparency
- The financial crisis of 2008
- Highly-complex corporations need open data to understand the business

# Where does it take us?

- Open Data and possible data leaks or court orders to free data is part of corporations' risk management now
- Forces businesses to do business in a fair, legal, and ethical way
- New legislation to mandate open data transparency in financial institutions, and industries

# Question time!

Could you see Open Data as some sort of a self-driving force for ethics in business (or governmental) world and to what extend?