

Chapter 16

“Social Norms and The Big Data Trade-off”

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Introduction

- Average person doesn't understand the current scope of surveillance.
 - Even if they do, they think the benefits outweigh the costs.
- Wide scale individual and social discussion is needed to re-evaluate the privacy and fears affecting it.

Recalibrating our fears

- Things to consider:
 - People are overly scared about terrorism. Either about direct harms or being blamed for them.
 - The point of terrorism is to great fear.
 - Fear is a big business.
- We should be less afraid.

Recalibrating privacy

- Definition of privacy is cultural and situational and internet is changing it rapidly.
- Humans are good at adapting, but we shouldn't adapt blindly.
 - Privacy becomes noticed only when it's gone and that might be too late.
- Privacy is basic human right and it should be viewed as such.
 - There is legislation to preserve privacy but it is often ignored or twisted.

The Big Data Trade-off

- Our data has enormous value when we put it all together.
 - Urban planning, preventing frauds and money laundering as well as research about medicine, society, education etc.
- Trade-off between individual and societal values
 - “How do we design systems that make use of our data collectively to benefit society as a whole, while at the same time protecting people individually?”

Questions

- Do you think data is the pollution of the information age?
- How big of a problem the surveillance and lack of privacy really is?