

Data is People:

Ethics and Education for Data Science



stuff I do

- online communities & governance/law
- research ethics
- public perceptions of technology ethics
- ethical speculation in design
- computing ethics education
- marginalized online communities
- broadening participation in computing

things I'm going to talk about

- some* ethical controversies you've heard about
- some studies about data scraping
- my research ethics hill to die on, featuring "but the data is public"
- my ethics education hill to die on, featuring ethics integration across computing curriculum

* every time I give a talk like this there's more.

Q: What is "ethics" for a researcher?

WRONG A: What the IRB tells me I can do.

U.S. § 46.102

- (f) Human subject means a living individual about whom an investigator (whether professional or student) conducting research obtains
 - (1) Data through intervention or interaction with the individual, or
 - (2) Identifiable private information.





70,000 OkCupid Users Just **Had Their Data Published**

WRITTEN BY JOSEPH COX

May 12, 2016 // 01:44 PM EST

A st **TECHNOLOGY**

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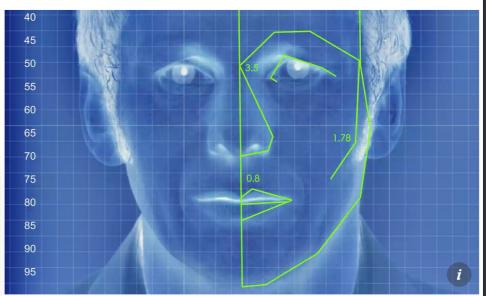
YouTube Videos Are a Gold Mine for Health Researchers

"Digital exhaust" from online life could be transformed into health insights. Should it be?

SIDNEY FUSSELL SEP 9, 2019

New AI can guess whether you're gay or straight from a photograph

An algorithm deduced the sexuality of people on a dating site with up to 91% accuracy, raising tricky ethical questions



Artificial intelligence can accurately guess whether people are gay or straight based on photos of their faces, according to new research that suggests machines can have significantly better "gaydar" than humans.



REPORT \ TECH \ ARTIFICIAL INTELLIGENCE

Transgender YouTubers had their videos grabbed to train facial recognition software

In the race to train AI, researchers are taking data first and asking questions later

By James Vincent | Aug 22, 2017, 10:44am EDT

22

- What defines "public" data?
- Is consent sometimes appropriate for use of public data?
- Is it acceptable for researchers to violate TOS? If research breaks TOS, are there additional oversights needed to mitigate risk?
- How do we account for user expectations even if we find them unreasonable?
- How do we address the use of stolen, leaked, or deleted data?
- What are proper anonymization practices for online data?
- Should we have shared expectations of ethical oversight?
- What precautions should we take for studying vulnerable populations online?
- What are our obligations to the communities we study?



How do you decide whether it's okay to collect data?

- Do the Terms of Service prohibit it?
- Is the data public?



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Fiesler, C., Beard, N., and Keegan, B.C. No Robots, Scrapers, or Spiders: Legal and Ethical Regulation of Data Collection Methods in Social Media Terms of Service, ICWSM 2020.





ABOUT

BLOG FAQS

Unauthorized Activities

When using the Services, you agree not to:

Create a handle for the purpose of preventing others from using that handle.

Sell or buy handles.

Impersonate another person in a manner that is intended to or does mislead, confuse or deceive

We analyzed 116 of these. on with the servise v

on without their express authorization and p lerwise violate the legal rights of others.

Use racially or <u>nically</u> offensive language.

Discuss or incl. 1 activity.

Post or share Subn that contain pornography or graphic violence.

Post or share anything ploits children or minors or that depicts cruelty to animals.

Post or share Submission e any third party right, including any copyright, trademark other intellectual propert tary right.

Disseminate any unsolicited of thorized advertising, promotional materials, 'junk mail', 'sp solicitation.

Use any robot, spider, crawler, scraper or other automated means to access the Services.

Take any action that imposes an unreasonable or disproportionately large load on our infrastruc

Use or develop any third party applications that interact with the Services or Submissions with

Alter the opinions or comments posted by others on the Services.



Site	P	ND	NM	NA
About.Me			1	1
Academia.edu			1	1
aNobii	1	1		
AsianAve.com		1		1
aSmallWorld		1	1	1
Bebo		1		
Biip.no				
BlackPlanet				1
Busuu		1		
Buzznet		1		
Cafemom				1
Care2		1		
CaringBridge			1	1
Classmates	1		1	1
Cloob				1
CouchSurfing	†			1
Crunchyroll	†	1		1
Cyworld				
DailyStrength		1		
Delicious	1	1		1
DeviantArt		1		
Diaspora		1		
Dol2day				
douban				
Doximity	1		1	1
Dreamwidth				
DXY.cn	1			
English, baby!				
eToro				1
Facebook	1			1
FetLife		1		1
FilmAffinity				
Filmow		1		
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LifeKnot	
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LiveJournal 🗸	1
Meetup 🗸	
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MocoSpace	
MouthShut 🗸	1
MyHeritage / / / /	√
MyLife 🗸	1
MySpace 🗸	√
Nasza-klasa.pl	1
Netlog (Twoo)	
Nexopia	
Ning / / /	√
Partyflock /	-

Site	P	ND	NM	NA
PatientsLikeMe	1			1
Pinterest		1		1
Plurk				
Quechup				
Quora	1			1
Qzone				1
Raptr		1		1
Ravelry		1		
Renren				
Reverbnation				1
RoosterTeeth				
Sgrouples				1
Sina Weibo	1			
Skoob				
Skyrock		1		
SoundCloud				1
StudiVZ				1
StumbleUpon	1			1
Tagged		1		
TalkBizNow				1
TermWiki		1		
TravBuddy.com		1		
Travellerspoint	1	1	1	1
Trombi				1
Tuenti				
Tumblr			1	1
Twitter	1			1
Untappd		1		1
VampireFreaks				1
Viadeo	1			1
VK		1		1
Wattpad		/		1
WriteAPrisoner				1
Xanga		1		
XING		1		1
Xt3				1
Yammer				
Yelp		1		1
Total	24	47	14	63



Site	P	ND	NM	NA	Site	P	ND	NM	NA	Site	P	ND	NM	NA
About.Me			✓	✓	Gapyear	✓	✓	✓		PatientsLikeMe	✓			✓
Academia.edu			✓	/	Gays.com				✓	Pinterest		✓		✓
aNobii	1	✓			Geni.com		1		✓	Plurk				
AsianAve.com		✓		/	Gentlemint					Quechup				
aSmallWorld		1	1	1	GirlsAskGuys	1			✓	Quora	1			✓
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Dreamwidth		i											1	1
DXY.cn	1	i												1
English, baby!					acro			- 1				7		1
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Facebook	1				acio									1
FetLife														✓
FilmAffinity					MyHeritage	1	1	1	✓	Wattpad		1		<u> </u>
Filmow		1			MyLife	+	•	•	/	WriteAPrisoner		-		
Flickr		1			MySpace				/	Xanga		1		_
Flixster	1	1	1	/	Nasza-klasa.pl	1	1		/	XING		1		✓
Fotki	_	•	<u> </u>		Netlog (Twoo)		-		-	Xt3		-		<u> </u>
Fotolog		/		 	Nexopia					Yammer				
Foursquare			1	1	Ning	1	1			Yelp		1		
Gaia Online		1		1	Partyflock	+	1		-	Total	24	47	14	63
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Most data collection provisions are context-agnostic.

- What kind of data you're collecting
- What the expectations and norms of the users are
- Who you are
- What you're going to do with it

Fiesler, C., Beard, N., and Keegan, B.C. No Robots, Scrapers, or Spiders: Legal and Ethical Regulation of Data Collection Methods in Social Media Terms of Service. ICWSM 2020.



TOS-based decisions assume:

- Violating TOS is inherently unethical
- Violating TOS is the *only* thing that could make data collection unethical

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of the dating site Ok and more. And critics published data.

The situation is raising allowed to collect en



usernames? Was any work at all done to anonymize it?



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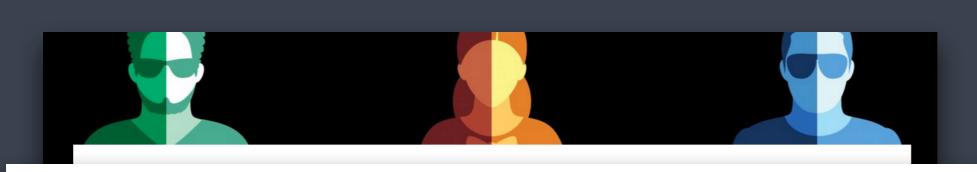




Follow

Emil OW Kirkegaard @KirkegaardEmil

@esjewett No. Data is already public.



Ethics Inf Technol (2010) 12:313–325 DOI 10.1007/s10676-010-9227-5

"But the data is already public": on the ethics of research in Facebook

Michael Zimmer

published data.

The situation is raisir allowed to collect en



@esjewett No. Data is already public.



Follow

RQ: How do Twitter users feel about the use of their tweets in research?

Fiesler, C. & Proferes, N. "Participant" Perceptions of Twitter Research Ethics. Social Media + Society 4(1).



610/ had no idea that researchers use tweets in research

47% think researchers are not permitted to without permission



Regardless of whether you want them to use your tweets specifically, do you think that researchers **should** be able to use tweets in research without permission?

35% "Yes" 65% "No"

"I would not want my tweets to be used in a study unless I was informed."

"I would like to know if the research would serve a greater purpose."

"If my tweets were being used in a large scale study, I really wouldn't care. If anything was being personally picked out about me in a small study, I would care."

How would you feel if a tweet of yours was used in a research study and...

	Very uncomfortable	Somewhat uncomfortable	Neither uncomfortable or comfortable	Somewhat comfortable	Very comfortable
you were not informed at all?	35.1%	31.7%	16.4%	13.4%	3.4%
you were informed about the use after the fact?	21.3%	29.1%	20.5%	22.0%	7.1%
it was analyzed along with millions of other tweets?	2.6%	18.7%	25.5%	30.0%	23.2%
it was analyzed along with only a few dozen tweets?	16.5%	30.3%	24.0%	20.2%	9.0%
it was from your "protected" account?	54.9%	20.5%	13.8%	6.0%	4.9%
it was a public tweet you had later deleted?	31.3%	32.5%	20.5%	10.4%	5.2%
no human researchers read it, but it was analyzed by a computer program?	2.6%	14.3%	30.5%	32.3%	20.3%
the human researchers read your tweet in order to analyze it?	9.7%	27.6%	25.0%	25.4%	12.3%
the researchers also analyzed your public profile information, such as location and username?	32.2%	23.2%	21.0%	13.9%	9.7%
the researchers didn't have any of your additional profile information?	4.9%	15.4%	25.1%	34.1%	20.6%
your tweet was quoted in a published research paper, attributed to your Twitter handle?	34.3%	21.6%	21.6%	13.1%	9.3%
your tweet was quoted in a published research paper, attributed anonymously?	9.0%	16.8%	26.5%	28.4%	19.4%



Data collection decisions **should not be** context-agnostic.

- What kind of data you're collecting
- What you're going to do with it
- Who you are
- What the expectations and norms of the users are

Fiesler, C. & Proferes, N. "Participant" Perceptions of Twitter Research Ethics. Social Media + Society 4(1).



"publicness" is not the only context that matters.*

* my research ethics hill to die on



72% of PubMed articles using Twitter data quoted at least one tweet, leading to a Twitter user 84% of the time.

Ayers, John W., Theodore L. Caputi, Camille Nebeker & Mark Dredze. 2018. Don't quote me: Reverse identification of research participants in social media studies. *npj Digital Medicine* 1(1), p. 30.



What u eat for breakfast I'm hungry?

10:12 AM - 19 Sep 2018

13 Retweets **225** Likes





















please help me. being 19 and HIV positive is so hard. How can I eat well to be healthier if I can't afford food?



What about vulnerable communities?

"A Tumblr user was mentioned in an article recently without his permission, citing some posts he's made. Through this, his identity has been revealed to a much broader audience..."

"They can only be who they are online. They can't be who they are in real life because they would get thrown out of their houses or killed...! definitely know that **being outed for what you are and how you act** has caused problems."

Dym, Brianna & Casey Fiesler. Ethical and Privacy Considerations for Research Using Online Fandom Data. *Transformative Works & Cultures*, 2020.



What about vulnerable communities?

"I think that there is definitely--people come into the community, they parachute in, they don't really look around, and they leave."

Dym, Brianna & Casey Fiesler. Ethical and Privacy Considerations for Research Using Online Fandom Data. *Transformative Works & Cultures*, 2020.



TECHNOLOGY

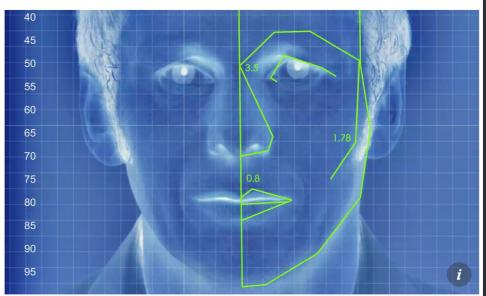
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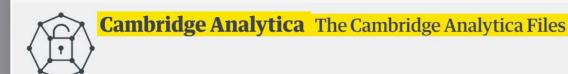
By James Vincent | Aug 22, 2017, 10:44am EDT

22

Private traits and attributes are predictable from digital records of human behavior

On the other hand, the predictability of individual attributes from digital records of behavior may have considerable negative implications, because it can easily be applied to large numbers of people without obtaining their individual consent and without them noticing. Commercial companies, governmental institutions, or even one's Facebook friends could use software to infer attributes such as intelligence, sexual orientation, or political views that an individual may not have intended to share. One can imagine situations in which such predictions, even if incorrect, could pose a threat to an individual's well-being, freedom, or even life. Importantly, given the ever-increasing amount of digital traces people leave behind, it becomes difficult for individuals to control which of their attributes are being revealed. For example, merely avoiding explicitly homosexual content may be insufficient to prevent others from discovering one's sexual orientation.





Leaked: Cambridge Analytica's blueprint for Trump victory

Facebook gave data about 57bn friendships to academic

Exclusive: Former employee explains how presentation showed

technique

DAM ROGERS SCIENCE 03.25.18 07:00 AM

Mark Zuckerberg takes out full-page newspaper ads to say 'sorry' for Cambric Analytica scandal

By Nicole Darrah | Fox News

THE CAMBRIDGE ANALYTICA DATA APOCALYPSE WAS PREDICTED IN 2007

Revealed: 50 million Facebook promes harvested for Cambridge Analytica in major data breach

Cambridge Analytica active in elections, big data projects for years

KIM HJELMGAARD | USA TODAY Updated 2:58 p.m. EDT Mar. 22, 2018

The shady data-gathering tactics used by Cambridge Analytica were an open secret to online marketers. I know, because I was one

Market researchers have used these tricks for years

By Alexandra Samuel | Mar 25, 2018, 1:19pm EDT



@cfiesler31

Zoombombing: Local government faces obscene attack on virtual meeting

Muscogee County School District students witness pornographic material during Zoom-bombing

'Zoombombing' City Hall: Online Harassment Surges As Public Meetings Go Virtual

Illinois student moons Zoom ents using Zoom for class, uses racial slur as learning larming behavior on goes remote atform

CMS class interrupted with inappropriate behavior during 'zoom bombing'



Zoombombing: Local government faces obscene attack on virtual meeting

Muscogee County School District students witness pornographic material during Zoom-bombing

The risks, the misuse, we have never thought about that."

Illinois student moorsazoos, students using Zoom for class, uses racial slarlaarinagisingalarming behavior on goes remote

CMS class interrupted with inappropriate behavior during 'zoom bombing'



Are you thinking about the possible unintended consequences of your work?

- for individuals (e.g., privacy violations, downstream harms)
- for communities (e.g., bias, discrimination)
- for science (e.g., public trust)
- for society (e.g., impacts on large social structures)
- due to bad actors (i.e., unintended uses)



Technical debt

is the implied cost of future bug fixes caused by choosing an easy solution now instead of a better approach that would take longer.



Ethical debt

is the implied cost of not considering social/ethical implications or harms now, assuming you can fix them after you find out what they are.



IDEAS | YONATAN ZUNGER

Computer science faces an ethics crisis. The Cambridge Analytica scandal proves it.

By Yonatan Zunger, March 22, 2018, 6:47 p.m.







"Software engineers continue to treat safety and ethics as specialties rather than as the foundation of all design."

What Our Tech Ethics Crisis Says About the State of Computer Science Education

If you work in tech and you're not thinking about ethics, you're bad at your job



Casey Fiesler

Dec 5, 2018 · 9 min read



ethics is not just a specialization.*

* my ethics education hill to die on



is ethics an explicit part of university AI/ML/data science classes?

School	Total ML related Courses	Ethics-Specific Courses	Technical Courses w/ Ethics	Courses without Ethics
Α	9	1	4	4
В	13	4	1	8
С	9	3	0	6
D	7	0	2	5
E	11	1	2	8
F	8	1	1	6
G	13	1	2	10
Н	9	0	2	7
ı	11	2	0	9
J	17	0	3	14
K	8	1	0	7
L	8	0	1	7
M	8	0	1	7
N	9	0	1	8
0	9	0	1	8
Р	10	0	1	9
Q	8	0	0	8
R	5	0	0	5
S	6	0	0	6
Т	8	0	0	8
Total (# Courses)	186	14	22	150
Total (# Institutions)	20	8	13	20

Saltz, Jeffrey, Michael Skirpan, Casey Fiesler, Micha Gorelick, Tom Yeh, Robert Heckman, Neil Dewar, and Nathan Beard. "Integrating Ethics within Machine-learning Courses." *ACM Transactions on Computing Education (TOCE)* 19, no. 4 (2019): 32.



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12% c	of techn	ical co	ursės ir	nclude
Н	9	0	2	7
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	8	0	1	
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	ble) syll		1	9
ivalla	olei svii		0	8
R			0	5
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More Than "If Time Allows": The Role of Ethics in AI Education

Natalie Garrett
Information Science
University of Colorado
Boulder, CO USA
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Nathan Beard
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15	3		0	-
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... the most glaring problem is that proposed subject matter is not computer science...the content of the 'strand' has no algorithms, no data structures, no mathematical analysis, neither software development nor software design, no computer science theory. In short the content is devoid of every standard element present in computer science research and education. It's hard to imagine a computer scientist teaching these things. ... Ethical and social concerns may be important, but as debating the morality of nuclear weapons is not doing physics, discussing the social and ethical impact of computing is not doing computer science.



the case for ethics integration

- emphasizes ethics as part of technical practice, not as a specialization or an add-on
- avoids isolating ethics from its context
- ensures that everyone who takes a technical class is exposed to ethics content



recommendations for ethics integration

- discussion of relevant current events
- modules developed in conjunction with experts
- explicit ethical components as part of projects/ assignments
- use real-world datasets with social implications
- re-contextualizing existing assignments to include implicit ethical components
- start at the beginning



recommendations for ethics integration

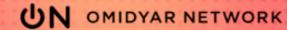
Responsible Computer Science Challenge

We must fundamentally reimagine the way we train the tech industry's future leaders during their undergraduate years.

ResponsibleCS.org

#ResponsibleCS

a partnership of





SCHMIDT FUTURES

Craig Newmark Philanthropies



start at the beginning



Tech Ethics Curricula: A Collection of Syllabi



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COURSE TITLE	CODE	UNIVERSITY	DEPARTMENT
Algorithms and Society	EECS 395 and COMMST 395	Northwestern University	Computer Science and Communication Studies
Code and Power	LIS 500	University of Wisconsin - Madison	Information School
Designing Field Experiments at Scale	SOC 412	Princeton University	Sociology, Center for IT Policy
Digital Anthropology	ANTH 4020	University of Colorado Boulder	Continuing Education
Ethical and Policy Dimensions of Information, Technology, and New Media	INFO 4601/5601	University of Colorado Boulder	Information Science
Ethical and Social Implications of Data		Marquette University	Computer Science
Ethics in Business Analytics	ITAO 40510	University of Notre Dame	IT, Analytics, & Operations
Ethics in Data Science		University of Utah	Computer Science

https://rb.gy/enfjbj



what do we teach when we teach teach teach teach teach teach tech ethics?

Casey Fiesler, Natalie Garrett, and Nathan Beard. What Do We Teach When We Teach Tech Ethics?: A Syllabi Analysis. SIGCSE 2020.

Topic	#
Law & Policy	66
Privacy & Surveillance	61
Philosophy/Ethical Theory	61
Inequality, Justice & Human Rights	59
AI & Algorithms	55
Societal & Environmental Impact	50
Civic Responsibility & Misinformation	32
Robots & Al	27
Professional Ethics	25
Work & Labor	23
Design Ethics	20
Cybersecurity	19
Research Ethics	16
Medical Ethics	12
Total Analyzed	115



- 1. Data is people.
- 2. Ethical consideration comes first, not last.
- 3. No one is just an engineer.
- 4. Teach data science based on 1-3.



RI Internet Rules Lab



Responsible Computer Science Challenge

> With Great Code Comes Great Responsibility

















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