

**Seattle Pacific University**

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**From the Selected Works of Michael J. Paulus, Jr.**

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October 23, 2019

# Your Data Primer

Michael J. Paulus, Jr.



Available at: [https://works.bepress.com/michael\\_paulus/67/](https://works.bepress.com/michael_paulus/67/)



# Your Data Primer and Panel

Michael J. Paulus, Jr., Seattle Pacific University

KCBA CLE: Seeing AI Law and Policy Through Multiple Lenses

October 23, 2019





No Dimensions  
POINTLAND

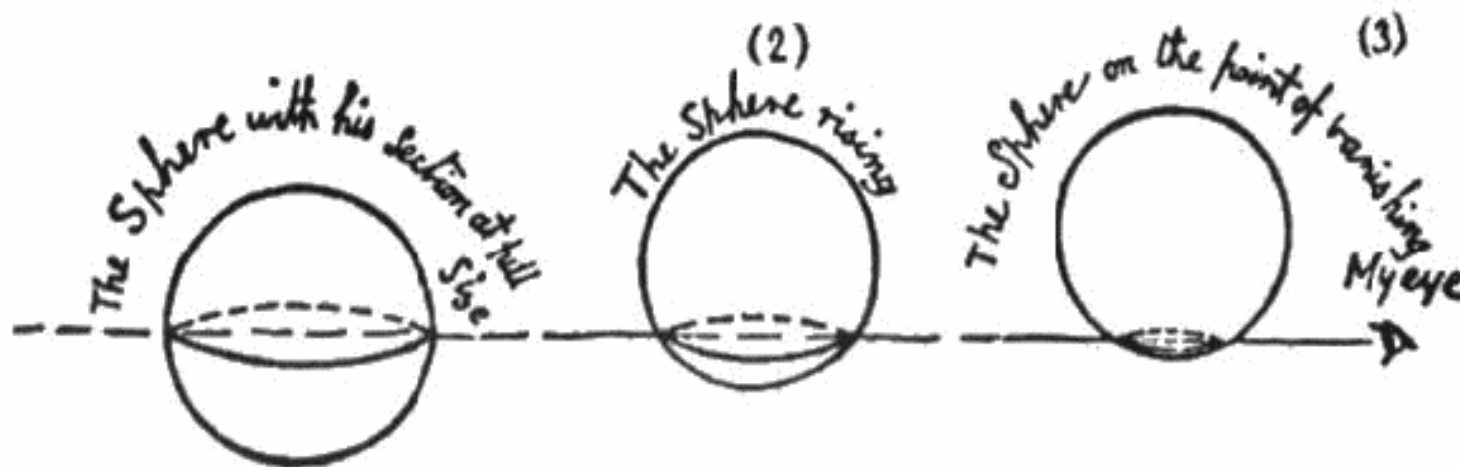
Two Dimensions  
FLATLAND

# A ROMANCE OF MANY DIMENSIONS

By A Square

One Dimension  
LINELAND

Three Dimensions  
SPACELAND





# Flatland: A Romance of Many Dimensions

*Edwin Abbott Abbott*

Multiple Editions

OVERALL RANK 3,662

APPEARANCES 409

SCORE 27

## Syllabi by Field

130 Mathematics

63 English Literature

41 Education

28 Philosophy

22 Theology

15 Physics

9 Anthropology

9 Fine Arts

9 Political Science

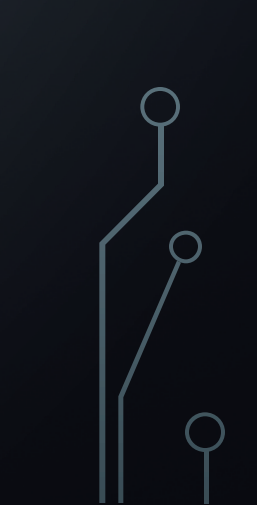
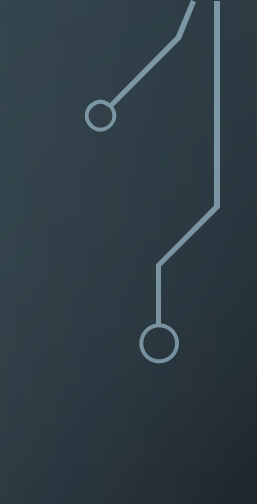

8 Sociology





# A new land called digital?

Stranger from the third dimension: “all that you speak of as SOLID (by which you mean ‘enclosed on four sides’), your houses, your churches, your very chests and safes, yes even your insides and stomachs, all [lie] open and exposed to my view.”



# A new dimension called digital?

Stranger from the digital dimension: “all that you speak of as SOLID (by which you mean ‘defined by physical limits’), your houses, your churches, your very chests and safes, yes even your insides and stomachs, all [lie] open and exposed to my view.”

# Our revolutionary moment

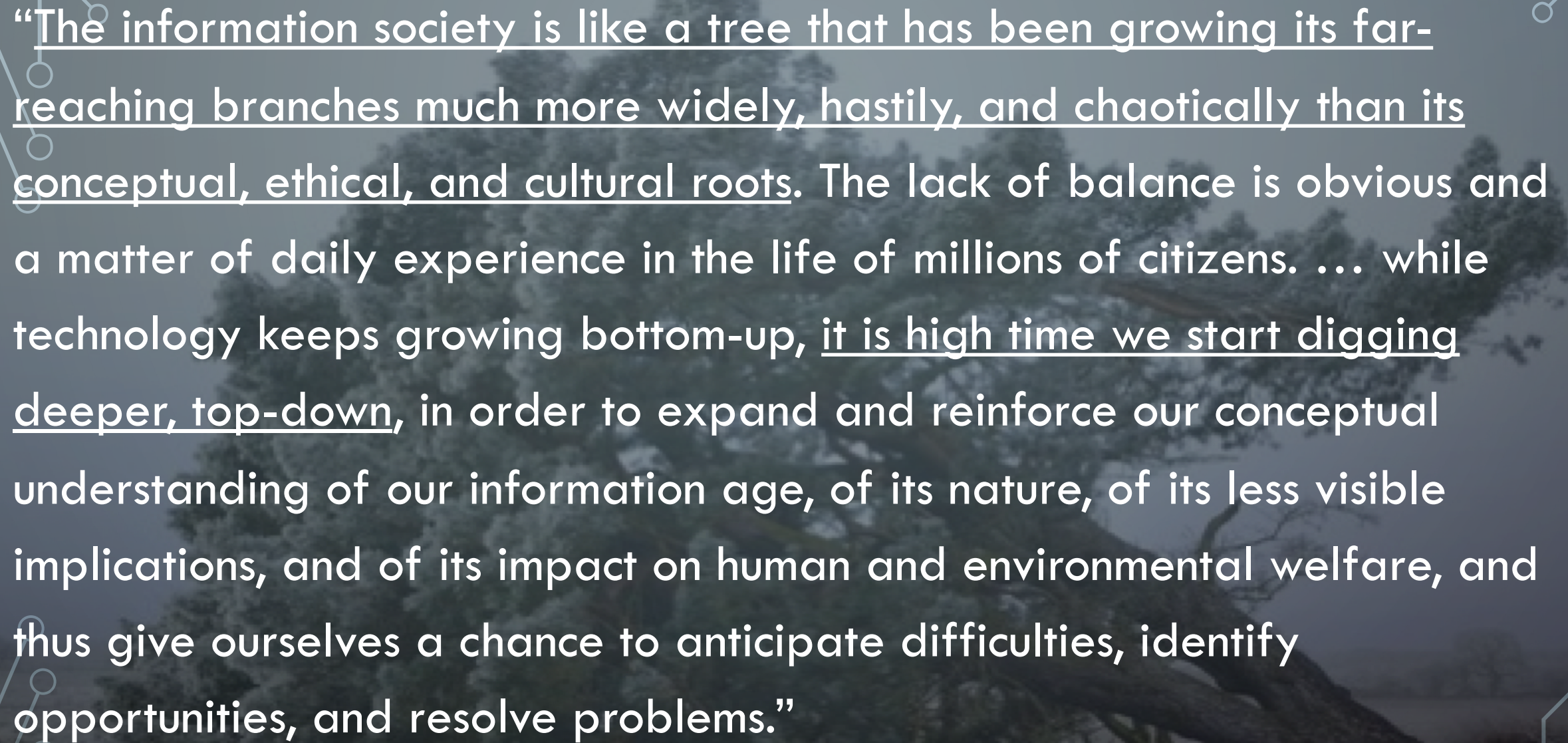
- *Digital Transformation* by Thomas Siebel (2019)
- *The Fourth Age* by Bryon Reese (2018)
- *The Fourth Industrial Revolution* by Klaus Schwab (2016)
- *The Fourth Revolution* by Luciano Floridi (2014)



# Information revolutions

- I. Information abstraction  
(~100,000 years ago)
- II. Information agencies  
(~10,000 years ago)
- III. Information artifacts  
(~5,000 years ago)
- IV. Information automation  
(~100 years ago)





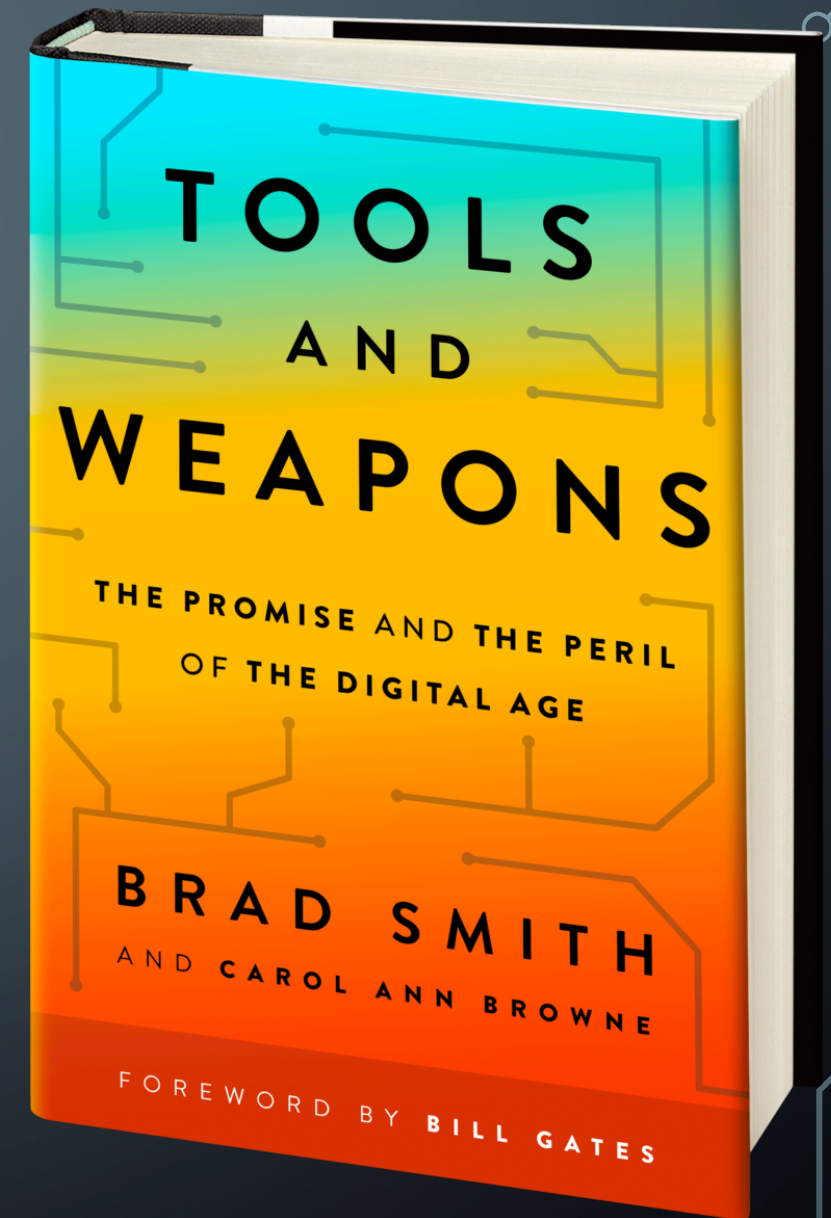
“The information society is like a tree that has been growing its far-reaching branches much more widely, hastily, and chaotically than its conceptual, ethical, and cultural roots. The lack of balance is obvious and a matter of daily experience in the life of millions of citizens. ... while technology keeps growing bottom-up, it is high time we start digging deeper, top-down, in order to expand and reinforce our conceptual understanding of our information age, of its nature, of its less visible implications, and of its impact on human and environmental welfare, and thus give ourselves a chance to anticipate difficulties, identify opportunities, and resolve problems.”

—Floridi, *Information: A Very Short Introduction* (Oxford, 2011)



“While data has always been important to society, it has never played the role it does today ... every aspect of human life is fueled by data. ...

“With artificial intelligence, we’re doing more with data than ever before.”



EMILY DREYFUSS

CULTURE 07.24.2019 04:53 PM

# Netflix's *The Great Hack* Brings Our Data Nightmare to Life

The new documentary about Cambridge Analytica uses thoughtful narration and compelling visuals to create a dystopian horror movie for our times.



“If you’d rather not think about how your life is locked in a dystopian web of your own data, don’t watch the new Netflix documentary *The Great Hack*.”



# Facebook–Cambridge Analytica data scandal

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From Wikipedia, the free encyclopedia

The **Facebook–Cambridge Analytica data scandal** was a major political scandal in early 2018 when it was revealed [Cambridge Analytica](#), a company that had worked on Donald Trump's US presidential election campaign, had harvested the personal data of millions of people's [Facebook](#) profiles without their consent and used it for political purposes. It has been described as a watershed moment in the public understanding of personal data and precipitated a massive fall in Facebook's stock price and calls for tighter regulation of tech companies' use of data.

# Data values and vulnerabilities

- Personal: pampered and profiled
- Economic: new assets and asymmetries
- Public: common goods and private rights
- Data as enhancement or reductionistic

# A new data-centric branch of ethics

- **Data** (including generation, recording, curation, processing, dissemination, sharing, and use)
- **Algorithms** (including AI, artificial agents, ML, and robots)
- **Corresponding practices** (including responsible innovation, programming, hacking, and professional codes)

—Floridi and Mariarosaria Taddeo, “What is Data Ethics?,” *Phil. Trans. R. Soc. A* 374 (2016)


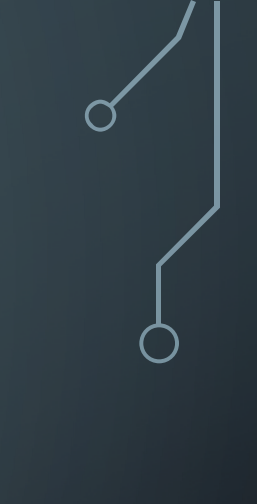
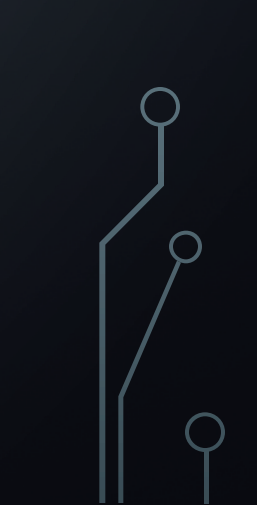


# Broadening concept of privacy rights

1. Freedom from physical intrusion into personal property or other private spaces—the right to be left alone
2. Freedom from interference into one's personal affairs—privacy connected with access to one's body, thoughts, behaviors, and communications



### 3. Informational privacy: Ability to access and control information about oneself

- Information collection: surveillance
  - Information processing: aggregation, identification, security, secondary use
  - Information dissemination: confidentiality, disclosure, exposure, accessibility, appropriation, distortion
  - Information invasion: intrusion, decisional interference
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# Data and identity

- Identity: who we are, who we think we are, who others think we are
- Data *about* us shapes all of these: our social self, self-conception, and personal identities
- Data is *part* of our more porous, digitally extended selves



# Data is ours and part of us


- An economic view: data ownership and the harm of theft (taking my hammer)
- A philosophical view: data constitutes part of a person and the harm to personal integrity (taking my hand)

“The phenomenon of personal digital data poses a challenge at an ontological level. Personal data blur and challenge many of the binary oppositions and cultural boundaries that dominate in contemporary western societies. Personal data are both private and public. They could be considered to be owned by, and part of, the people who have generated them, but these details are also accessed and used by a multitude of other actors and agencies. At a deeper level, personal data challenge the ontological boundaries between the binary oppositions of Self/Other, nature/culture, human/nonhuman, and living/dead. Discussions of how digital data about and for people are incorporated into everyday lives must therefore grapple with the problem of how we conceptualise the idea of ‘the human’ and ‘life’ in relation to the digital data that are generated by and for humans.”

—Deborah Lupton, *Digital Selves: More-than Human Perspectives* (Wiley, forthcoming in 2019)



# Panel: Current legal and policy landscape

- How did we get here?
  - Changing understanding of data as property
  - Implications for privacy
  - What's likely to happen next?
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