

Big Data Workshop Tweets

On Sept. 15, 2014, the FTC held a workshop titled: [Big Data: A Tool for Inclusion or Exclusion?](#) in Washington to explore the use of big data on American consumers. Staff from the Office of Public Affairs and the Division of Privacy and Identity Protection live-tweeted the day-long workshop from the [@TechFTC](#) Twitter account. We used the hashtag: #BigData.

The following is transcript of the workshop tweets sent from @TechFTC. All tweets in their original order remain publicly available on Twitter as long as Twitter allows.

Workshop Tweets

Today's the day for our #bigdata workshop: <http://go.usa.gov/p3hQ> Watch live & tweet us your Qs.

You can find the agenda, speakers' bios, and learn more about our #BigData workshop here: <http://go.usa.gov/VACj>

Opening Remarks – FTC Chairwoman Edith Ramirez

Chairwoman @EdithRamirezFTC delivers opening remarks at the #bigdata workshop & thanks organizers & speakers: pic.twitter.com/aYtLy0HuFi

#Bigdata has capacity 2 save lives, improve ed, enhance gov, increase marketplace efficiency & boost econ productivity. - @EdithRamirezFTC

Analytic power also has capacity to reinforce disadvantages faced by low-income & underserved communities, says @EdithRamirezFTC #bigdata

Please note: We're hearing reports of tech difficulties w/webcast of our #bigdata workshop - staff is working on it. Thanks for patience.

.@EdithRamirezFTC: Is segmenting consumers 4 marketing purposes & tailoring customer service discrimination? Unfair? Biased? #bigdata

██████████ Hi, staff is working on it. Will have more info soon. Thanks for your patience. #bigdata

██████████ Hi, staff is working on it. Will have more info soon. Thanks for your patience. #bigdata

██████████ Hi, staff is working on it. Will have more info soon. Thanks for your patience. #bigdata

██████████ Hi, staff is working on it. Will have more info soon. Thanks for your patience.
#bigdata

██████████ @FTC Hi, we're having some technical details, but you can find link here:
<http://t.co/yHbKmJFXym> #bigdata

We have ability 2 shape #bigdata's development & outcome - ensure it becomes tool for economic inclusion, not exclusion. -@EdithRamirezFTC

By combining offline & online data, biz can accumulate virtually unlimited amounts of info & store indefinitely. - @EdithRamirezFTC #bigdata

Chairwoman highlights @FTC's #privacy series seminars & #bigdata study. Copy of May 2014 study here: <http://go.usa.gov/VAJk>

Goal = explore whether & how #bigdata helps include or exclude certain consumers from full opps in marketplace. - @EdithRamirezFTC #bigdata

Please note: You can call 877-336-1274 to access audio for today's #bigdata workshop. Use access code: 8998408 Thank you.

Going forward, we shld ID where #bigdata practices may violate law. Where it does, @FTC committed to rigorous enforcement. -@EdithRamirezFTC

.@EdithRamirezFTC: I hope workshop fosters discussion abt industry's ethical obligations as stewards of consumers' detailed info. #bigdata

.@EdithRamirezFTC: Encourage biz 2 guard against bias / disparate impact in designing analytics, algorithms, & predictive products. #bigdata

██████████ We will do our best to get webcast archive up as soon as possible with transcript, etc. Thank you! #bigdata

#Bigdata consequences either can be enormously beneficial to individuals & society or deeply detrimental, says Chairwoman @EdithRamirezFTC.

It is responsibility of @FTC & others to ensure we max power of #bigdata for good while ID'ing & minimizing its risks. - @EdithRamirezFTC

Big Data Presentation

Solon Barocas, Princeton, frames the conversation for today's #bigdata workshop. Describes how data mining can discriminate.

██████████ You can call 877-336-1274 to access audio for today's #bigdata workshop. Use access code: 8998408 Thank you.

The quality & representativeness of records might vary in ways that correlate with class membership, says Barocas. #bigdata

Barocas: Under- and over-representation of members of protected classes is not always evident. #bigdata

Barocas: Very same criteria that sort individuals according 2 predicted profitability may also sort 'em according 2 class mbrship. #bigdata

██████████ Yes, working as fast as possible to resolve. Call 877-336-1274 to access audio for workshop. Access code: 8998408 #bigdata

██████████ Checking into that asap. Thanks for letting us know. #bigdata

Panel 1 Tweets

Our first panel is up now: Assessing Current Environment. #bigdata

Thx for ur patience as we continue to work through tech issues. Will have @EdithRamirezFTC remarks + workshop slides posted ASAP. #bigdata

██████████ @FTC We have put a request in to fix phone beeping in ASAP. Thanks for letting us know. #bigdata

██████████ Thanks for your question. Will submit it to staff for discussion with one of our panelists. #bigdata

██████████ Working on this one now. Thanks!

#Bigdata is different because 100s & 100s of data points are used to come up with inferences about people, says Joseph Turow.

Maximizing efficiencies can conflict with our traditional notions of societal fairness. - danah boyd #bigdata

#Bigdata helps eliminate need to sample, which can cut down on historical biases. - Gene Gsell

Double-edged sword of #bigdata: Tells us things we didn't know before, but how do we give consumers transparency? - David Robinson

Good news: Our webcast and audio are now working!! Please refresh your browser. Webcast link: <http://bit.ly/1bgdyNZ> #bigdata

wooo hoo! Thanks for your patience.

Slides from our #bigdata workshop, including presentation from Solon Barocas, now posted:
<http://go.usa.gov/pcEH>

Copy of @EdithRamirezFTC's opening remarks at the @FTC #bigdata workshop are now posted:
<http://go.usa.gov/pcyW>

Kristin Amerling: Consumers aren't even aware of collection by data brokers. #bigdata

We will send a reminder to panelists. Thank you!

Consumers expect seamless experiences in online & retail spaces so that has to be squared with #privacy concerns. - Mallory Duncan #bigdata

Happening now: #Bigdata workshop. Webcast: <http://bit.ly/1bgdyNZ> Agenda:
<http://go.usa.gov/VACj> Chair's remarks: <http://go.usa.gov/pcyW>

Panelists continue to examine current uses of #bigdata in a variety of contexts & how uses impact consumers. <https://twitter.com/TechFTC/status/511523326079299585%20>

Yes. They are posted with the rest of the slides here: <http://go.usa.gov/pcEH> :) #bigdata

We are taking a short break. Thanks again for patience with our tech issues. We will have webcast archive & transcript posted soon. #bigdata

Panel 2 Tweets

We're back from break! Webcast link for our #bigdata workshop: <http://bit.ly/1bgdyNZ> (You may need to refresh your browser)

This panel will focus on potential uses of #bigdata as well as potential benefits & harms for particular populations of consumers.

Benefit of #bigdata: Use of predictive analytics in education to help identify kids who are more likely to drop out. - Mark MacCarthy

Data paradox: The exact same data can both help and hurt consumers. - Pam Dixon #bigdata

RT @FTC: #Bigdata is best when it matches a consumer with a good or service they want. - Stuart Pratt

The dearth of data from certain underserved populations could lead to less robust offers for goods and services. Nicol Turner-Lee #bigdata

Moderator: What is the role of data obscuring techniques, e.g. deidentification? #bigdata

Huge tension between regulatory protection & the information that is easily available to employers, says Alessandro Acquisti . #bigdata

As a society we must take responsibility for classification systems. - Cynthia Dwork #bigdata
Lunch break. #Bigdata workshop will resume at 1:20pm ET.

And we're back to our #bigdata workshop. Watch here: <http://bit.ly/1bgdyNZ>

Remarks from Commissioner Julie Brill

Now up at FTC's #bigdata workshop: Commissioner @JulieBrillFTC. pic.twitter.com/At7lpOQkKC

To benefit consumers, we must endow #bigdata ecosystem with appropriate #privacy & #datasecurity protections. - @JulieBrillFTC

.@JulieBrillFTC: I see clear potential harm 2 low-income/vulnerable consumers by data brokers that track sensitive characteristics. #bigdata

Data brokers should be more transparent about clients' uses + make clients accountable for appropriate uses. - @JulieBrillFTC #bigdata

Data brokers should also take steps to ensure their clients' uses of data aren't discriminatory. - @JulieBrillFTC #bigdata

Comm'r @JulieBrillFTC quotes Harvard Biz Review: Where does value-added personalization / seg end & harmful discrimination begin? #bigdata

.@JulieBrillFTC says all #bigdata biz can take steps right now to address concerns about potential discriminatory impacts of algorithms.

Am hopeful that same reservoirs of data that create my #bigdata concerns will also lead 2 ways 2 get them under control. - @JulieBrillFTC

Chief Technologist's Presentation Tweets

Now up: CTO Latanya Sweeney & Research Fellow Jinyan Yang to present: Digging into the Data. #bigdata

██████████ Thx, refreshing your browser usually helps. #bigdata

Latanya Sweeney study: Does the content of the website predict which kind of ad might be shown? #bigdata pic.twitter.com/PFGZpptwZ6

Panel 3 Tweets

We're now on to Panel 3: Surveying the Legal Landscape. #bigdata

Copy of CTO Latanya Sweeney's presentation: Digging into the Data: <http://go.usa.gov/pamY>
#bigdata

██████████ Hope to have @JulieBrillFTC speech posted shortly. Stay tuned! #bigdata

Panelists discuss current laws applicable to #bigdata. pic.twitter.com/NQkq0BmBrE

Prescreening & providing firm offer of #credit can be distinguished from marketing. - C. Lee Peeler #bigdata

Montserrat Miller discusses how #FCRA is being applied to aggregate #credit scores. #bigdata

Carol Miaskoff addresses whether employers can look at social media to make employment decisions. #bigdata

Now posted: Copy of Comm'r @JulieBrillFTC's remarks this afternoon at the @FTC #bigdata workshop: <http://go.usa.gov/pC93> #privacy

Panel 4 Tweets

We're back from break and kicking off our 4th & final panel: Considerations on the Path Forward. Watch: <http://bit.ly/1bgdyNZ> #bigdata

We need to make sure the underlying technology of #bigdata is working as it should. - Jeremy Gillula

How do we allow #bigdata to deliver the greatest amount of benefit with the least amount of harm? - Michael Spadea

If #bigdata is replicating geographic segregation through marketing or #credit offers, that is problematic. - Christopher Calabrese

██████████ Yes! Will post link on Twitter, but it should be posted online usually within 24/48 hours: <http://www.ftc.gov/videos> #bigdata

Chris Wolf discusses importance of companies undertaking #privacy impact assessments for #bigdata practices.

Moderator asks: Is there a role for technology in addressing transparency issues? #bigdata

What impacts might result if certain populations are left out of #bigdata technologies, i.e., data deserts? - Dan Castro

Moderator: Is data minimization still important in the world of #bigdata?

Panelists make final recommendations for next best steps for #bigdata.

pic.twitter.com/NxggSq0UKv

Jeanette Fitzgerald: Need to educate consumers about how their data is used & to reach out to biz for info about their data. #bigdata

Closing Remarks

Jessica Rich, Director, FTC's Bureau of Consumer Protection, will now give closing remarks. #bigdata

Jessica Rich discusses benefits and risks of #bigdata. pic.twitter.com/AS6JbGDP0Y

Rich: How will new/evlving practices impact certain pops? What steps can/shld biz take 2 ensure particular grps R not neg affected? #bigdata

Have comments about our workshop? #Bigdata? File them here by Oct. 15:

<http://bit.ly/1uE7SWI>

Many thanks to everyone who followed us online today! Will let you know when we post workshop archive. Have a great day! #bigdata