With big data invading campus, universities risk unfairly profiling their students

BY EVAN SELINGER, CHRISTIAN SCIENCE MONITOR 1/23/15

Obama’s proposed Student Digital Privacy Act aims to limit what schools can do with data collected from apps used in K-12 classrooms. But college students are just as vulnerable to privacy violations.

csmonitor.com/World/Passcode/Passcode-Voices/2015/0113/With-big-data-invading-campus-universities-risk-unfairly-profiling-their-students
Harvard Took Secret Photos of 2,000 Students for Attendance Study

What if it had been at UCLA?

chronicle.com/blogs/ticker/harvard-took-secret-photos-of-2000-students-for-attendance-study/89171
Who benefits?
[Facebook and You comic.
If you’re not paying for it, you’re not the customer.
You’re the product being sold.]
‘While big data can be used for great social good, it can also be used in ways that penetrate social harm and render outcomes that have inequitable impacts, even when discrimination is not intended. Small biases have the potential to become cumulative, affecting a wide range of outcomes for certain disadvantaged groups. Society must take steps to guard against these potential harms by ensuring power is appropriately balanced between individuals and institutions.’

Big Data: Seizing Opportunities, Preserving Values
EXECUTIVE OFFICE OF THE PRESIDENT (MAY 2014)

whitehouse.gov/sites/default/files/docs/big_data_privacy_report_may_1_2014.pdf
Where does the analysis for possible harm and for necessary protections occur?

There’s the IRB, and then there’s … ?

Safety, evaluative purposes…
The Unizin Consortium is universities coming together in a strategic way to exert greater control and influence over the digital learning landscape. ... It will evolve to support ... an analytics service to enable research to improve learning.
Your College May Be Banking on Your Facebook Likes

nytimes.com/2015/01/25/technology/your-college-may-be-banking-on-your-facebook-likes.html?_r=0
Frank Pasquale unravels the new machine age of algorithms and bots

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www.csmonitor.com/World/Passcode/Passcode-Voices/2015/0128/Frank-Pasquale-unravels-the-new-machine-age-of-algorithms-and-bots
Charge to the UCLA Data Governance Task Force

• A consistent set of expectations/principles for the campus and the campus community about ethical and appropriate use of such data.

• A mechanism for big data governance to assure these expectations are met.