

**ABOLISH BIG DATA**

The screenshot shows a web browser window displaying a Medium article. The browser's address bar shows the URL: <https://medium.com/@YESHICAN/an-open-letter-to-facebook-from-the-data-for-black-lives-movement-81e693c6b46c>. The Medium logo is visible in the top left. The article title is "An Open Letter to Facebook from the Data for Black Lives Movement". Below the title is a subtitle: "Give Black researchers, data scientists and Black communities access to our data." The author's name is "Yeshi" with a "Follow" button. The date is "Apr 4, 2018" and the estimated reading time is "10 min read". The main text of the article begins with: "Over the past several years, Cambridge Analytica harvested the data of 87 million active Facebook users. We may never know what would have happened if this data did not land in the hands of individuals seeking to steer the country in the direction it is now. What we do know is that it's not too late to do the right thing. This data, which would not exist without the 2.1 billion people who use Facebook, can and should be used to achieve a level of progress that fulfills the true promise of technology. Mr. Zuckerberg, I believe the world is ready for Facebook to live up to its mission—as "a tool for

It is simply not enough for Facebook to make sure this never happens again. We see this as an opportunity for Facebook to use its data to defend the civil and human rights of everyone in this country, especially those whose lives will never be the same because of the actions of this current administration.

These data, that would not hold any value if not for the 2.1 billion people who use Facebook, should be used to achieve a level of progress that fulfills the true promise of technology. Mr. Zuckerberg, I believe that the world is ready for what Facebook can actually be - a tool for building community and bringing the world closer together. But you won't be able to do this alone.

**We urge you to work with the Data for Black Lives Movement and make a commitment to the following:**

- Commit anonymized Facebook data to a Public Data Trust.
- Work with activists, technologists, and data ethicists to establish a Data Code of Ethics.
- Hire Black Data Scientists.

# Facebook Already Has Our Data. Can It Use It to Combat Racism?

A conversation with the founder of Data for Black Lives.

By APRIL GLASER and WILL OREMUS

APRIL 19, 2018 • 3:53 PM





HOME / PRESS RELEASES

## Booker Urges Facebook to Enact Broader Reforms

Calls for public data trust, ethical framework, improved diversity

May 14, 2018

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WASHINGTON, D.C. – U.S. Senator Cory Booker (D-NJ) today called on Facebook to enact a number of additional reforms on the heels of its recent announcement that it would undergo a civil rights audit and political bias review. Specifically, Booker pushed Facebook to use its data as a source for good by creating a public data trust and establishing industry-wide ethical frameworks.

"Announcing plans for a civil rights and safety audit is an important and significant step," Booker wrote in a letter sent today to Facebook Co-Founder and CEO Mark Zuckerberg. "However, the audit is one action among many Facebook should take to provide its users a more inclusive, equitable, and safe platform. I urge Facebook to partner with outside stakeholders to use Facebook's vast trove of data as a force for positive change."

"I also strongly suggest that Facebook work with organizers, activists, technologists and data ethicists to establish

## NUTRITION LABELS FOR ALGORITHMS

CAR INSURANCE  
 COLLEGE ADMISSION  
 GOOGLE SEARCH  
 FACEBOOK NEWSFEED  
 CHILD WELFARE  
 PREDICTIVE POLICING  
 FICO CREDIT SCORES  
 HEALTH INSURANCE

1

Experian		
D	Fair process	C
	Fair outcome	F
	Precision	B
	Privacy	F

3

Experian		
D	Fair process	C
	Fair outcome	F
	Precision	B
	Clarity of what is predicted	↓
	Solve problems for all	↓
	Legitimate peer review	↓
	Representation of all groups	↓
	Adequate data w diverse outcomes	↓
	Privacy	F

2

Experian		
D	Fair process	C
	Fair outcome	F
	Precision	B
	Clarity of what is predicted	↓
	Solves problems for all	↓
	Legitimate peer review	↓
	Representation of all groups	↓
	Adequate data and diverse outco	↓
	Privacy	F

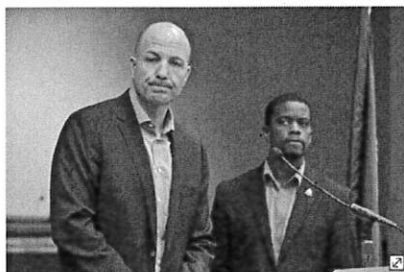
Example Direction Four
Just the Label

The screenshot shows a Facebook interface. The main content is a post from Madeline Kaye about the New York Times metro section. A dark overlay is placed on the right side of the post, containing the text: "This algorithm most likely discriminates against PoC". Below the text is a circular logo with a crosshair. At the bottom of the overlay, it says "Learn More D4BL.org".

### Ramsey County's big data plans come under fire as profiling

St. Paul mayor, superintendent join in ordering "pause" on new joint powers board.

By Anthony Lonetree Star Tribune | JANUARY 4, 2019 - 9:40PM



St. Paul Public Schools Superintendent Joe Gothard, left, and Mayor Melvin Carter.

AA TEXT SIZE

42



A project calling for the use of data to identify students who could someday run afoul of the law may be in jeopardy.

Opposition is growing among critics who say the St. Paul area effort — designed to help steer kids from the criminal justice system — could racially profile children as "future criminals" through the use of information they say is biased.

Last spring, city, county and school officials in Ramsey County agreed to form a joint powers board to oversee the collection and sharing of data from the respective jurisdictions in order to predict which students could be at-risk — and get them the help they need.

## How community members in Ramsey County stopped a big-data plan from flagging students as at-risk

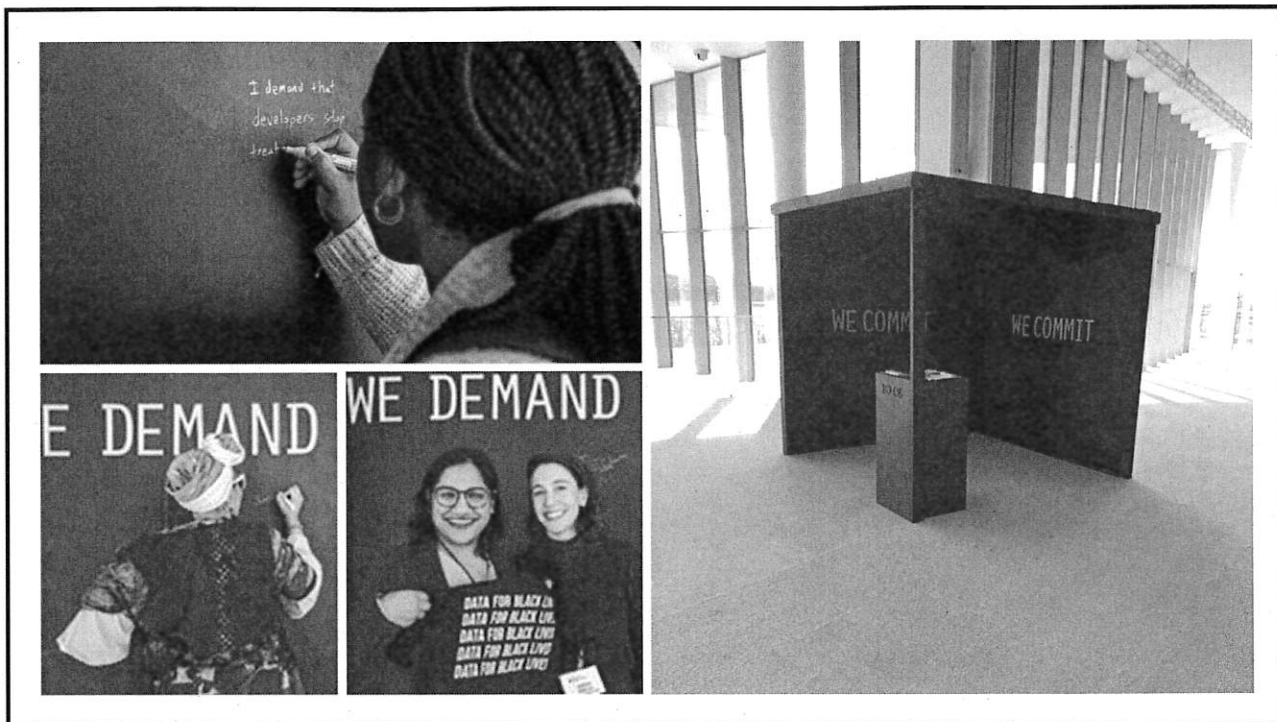
By Carrie Pomeroy | 5 hours ago



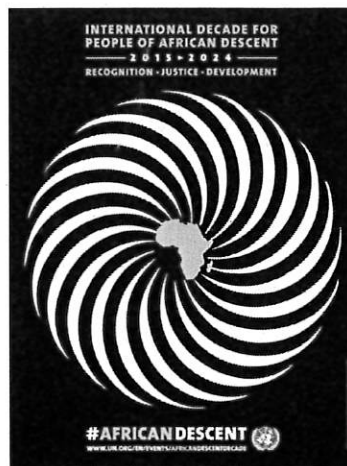
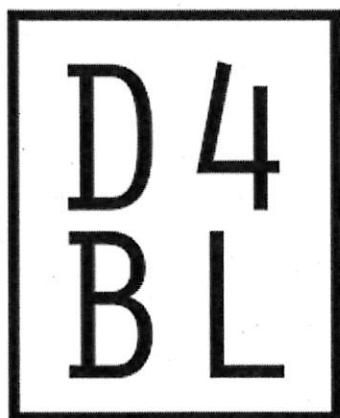
# **NEXT STEPS**

**Public Data Trust**

**Call for Proposals 2020**



## Towards a shared code of ethics for algorithmic bias across the globe





**THANK  
YOU!**

