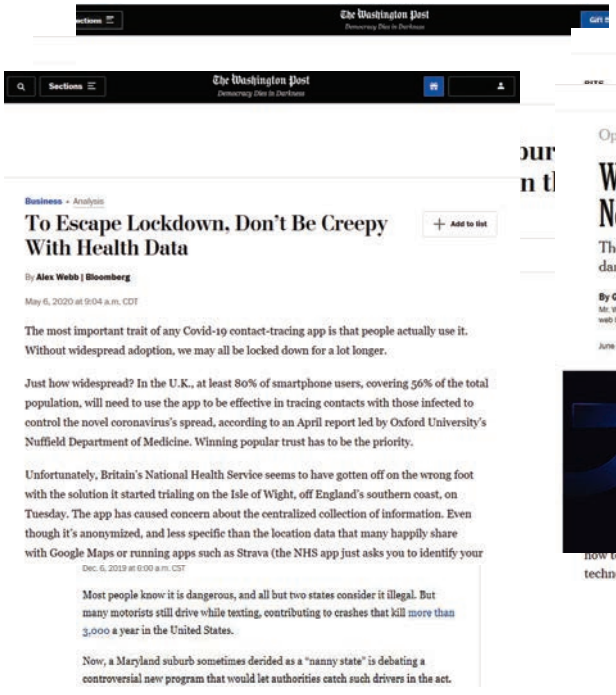
# COMBATTING CREEPINESS IN BIG DATA

JUSTIN KOPLOW

33RD ANNUAL TECHNOLOGY LAW CONFERENCE

MAY 22, 2020

## CREEPY IS ALL AROUND US…









# TODAY'S AGENDA







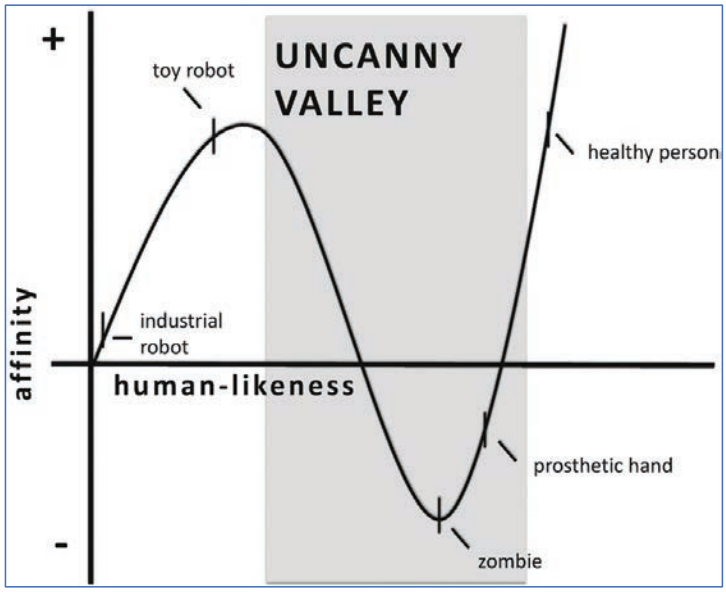


# CREEPY IN CONCEPT

"CREEPY" IS:

1. SCARY
2. BUT I DON'T KNOW.

# THE UNCANNY VALLEY




- Prof. Masahiro Mori
  - I have noticed that, in climbing toward the goal of making robots appear human, our affinity for them increases until we come to a valley, which I call the *uncanny valley*.
  - Since I was a child, I have never liked looking at wax figures. They looked somewhat creepy to me. At that time, electronic prosthetic hands were being developed, and they triggered in me the same kind of sensation. These experiences had made me start thinking about robots in general, which led me to write that essay. The uncanny valley was my intuition. It was one of my ideas.



# CREEPIEST EXAMPLES

Cambridge Analytica

Face app

COVID-19

| Event | Scary | I Don't Know |
|---|---|---|
| Target | ✗ | ✓ |
| Cambridge Analytica | ✓ | ✓ |
| Face app | ✗ | ✓ |
| COVID Location Tracking | ✓ | ✗ |
| Clearview AI | ✓ | ✓ |

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