

COMBATting CREEPINESS IN BIG DATA

JUSTIN KOPLOW
33RD ANNUAL TECHNOLOGY LAW CONFERENCE
MAY 22, 2020

CREEPY IS ALL AROUND US...

The collage features three news articles:

- Washington Post:** "To Escape Lockdown, Don't Be Creepy With Health Data" by Alex Webb | Bloomberg. Published May 6, 2020. The article discusses the challenges of contact-tracing apps and the need for user trust.
- New York Times:** "What if We All Just Sold Non-Creepy Advertising?" by Gabriel Weinberg. Published June 18, 2019. The article explores the tension between user privacy and the business models of ad-tech companies.
- New York Times:** "A 'Creepy' Assignment: Pay Attention to What Strangers Reveal in Public" by Kate Klonick. Published March 8, 2019. The article discusses the risks of privacy in everyday life, illustrated by an image of a person with a backpack.

TODAY'S AGENDA



3

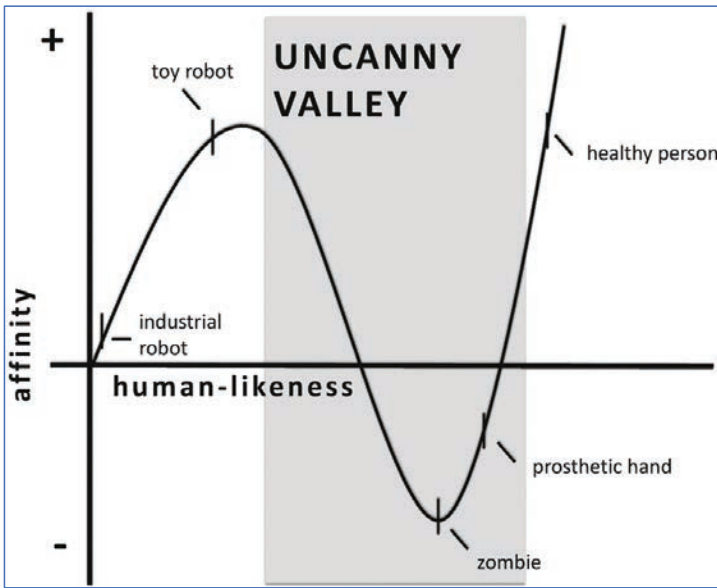
CREEPY IN CONCEPT

"CREEPY" IS:

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

4

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.

5

CREEPIEST EXAMPLES



Cambridge Analytica



Face app



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

6

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](https://utcle.org/elibrary)

Title search: Combatting Creepiness in Big Data

Also available as part of the eCourse

[Hooked on CLE: November 2020](#)

First appeared as part of the conference materials for the
33rd Annual Technology Law Conference session

"Combatting Creepiness in Big Data"