

# COMBATting CREEPINESS IN BIG DATA

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## 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. The article discusses the challenges of contact-tracing apps during the COVID-19 pandemic, noting that while 80% of smartphone users have the apps, only a small fraction use them. It mentions that the NHS app in the UK is a "zanny state" due to its controversial data collection practices.
- New York Times:** "What if We All Just Sold Non-Creepy Advertising?" by Gabriel Weinberg. An opinion piece from "THE PRIVACY PROJECT" discussing how ad-tech companies balance privacy with their business models.
- New York Times:** "A 'Creepy' Assignment: Pay Attention to What Strangers Reveal in Public" by Kate Klonick. An opinion piece discussing the risks of privacy in everyday life, illustrated by an image of a person with a backpack.

# TODAY'S AGENDA



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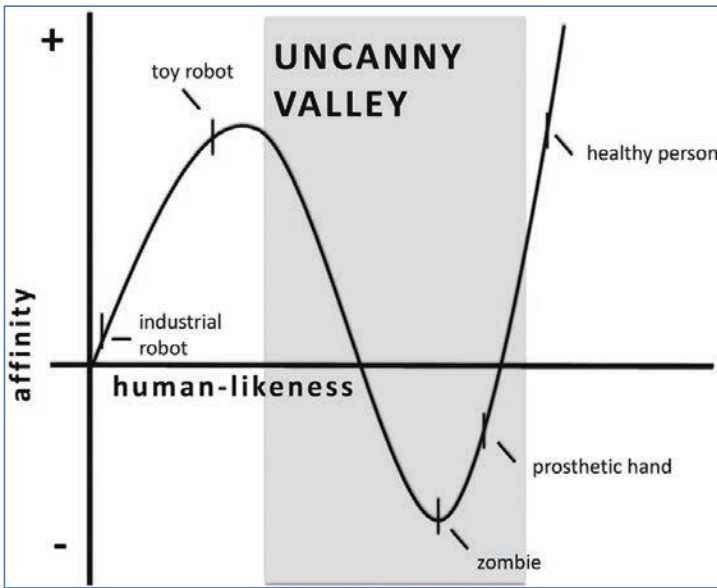
# CREEPY IN CONCEPT

**“CREEPY” IS:**

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

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# 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.

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# CREEPIEST EXAMPLES



Cambridge Analytica



Face app



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

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"Combatting Creepiness in Big Data"