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Data Analytics for Managerial Leadership

WK 15: Data-driven management & ethics

PLAN FOR TODAY

Overview of core concepts

- Data ethics

READINGS

Baumer, B., Kaplan, D., & Horton, N.

- Data ethics (Ch 8 - 8.10)

Busuioc, M. (2021). Accountable artificial intelligence: Holding algorithms to account. *Public Administration Review*, 81(5), 825-836.

Soga, L., Bolade-Ogunfodun, Y., and Laker, B. (Sep 20, 2021). Design your work environment to manage unintended tech consequences. *MIT Sloan Management Review*.

Borgman, C. L., and Bourne, P. E. (Jul 28, 2022). Why it takes a village to manage and share data. *Harvard Data Science Review*.

DATA IS EVERYWHERE

Opportunities

- Behavior, opinions, and latent traits
- Interpersonal/inter-organizational networks
- Social media use
- ...

HOWEVER, SOMETHING TO THINK ABOUT...

We can still use conventional analytic tools

Big data and data science is *not* about solving all problems

It is about... *approaching questions* using different ways of collecting, analyzing, and visualizing data

DATA AND ETHICS: WHY DO WE CARE?

The way how data is collected, analyzed, and communicated affects our everyday lives

By **exacerbating existing social structures**

Unequal distribution of financial (money) & non-financial resources (power, status)

AS A RESEARCHER, SOME QUESTIONS TO CONSIDER...

Why am I interested in the data?

Where did this data come from?

How did I collect the data?

Whose attributes are represented in the data?

Who is conducting data work?

Who benefits from data work?

ISSUES TO CONSIDER...

Social, political, legal, & ethical dimensions in data mngm

- *Data literacy*
- *Algorithm bias*
- *Data transparency*
- *Data breach*
- *Data access*
- *Data privacy*
- *Data sharing*

“THEMES OF THE FUTURE”(Matthew Salganik, 2017)

“Participant-centered data collection”

“Data collection approaches of the past, which are researcher-centered, are not going to work as well in the digital age. In the future, we will take a participant-centered approach.”

“Ethics in research design”

“Ethics will move from a peripheral concern to a central concern and therefore will become a topic of research”

ETHICAL ISSUES IN DATA-DRIVEN RESEARCH

1. Data *collection* with *informed consent*
2. Data *analyzing* with appropriate use of *algorithms*
3. Data *storing* and *sharing* with *accountability*