

Data Justice

Lina Dencik @LinaDencik

Data Justice Lab @DataJusticeLab

Cardiff University, UK

Data Justice Lab

Exploring social justice
in an age of datafication



Lina Dencik



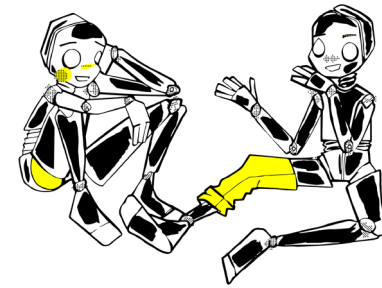
Arne Hintz



Joanna Redden



Emiliano Treré



Cate Hopkins



Jess Brand



Harry Warne



Isobel Rorison



Philippa Metcalfe



Fieke Jansen



Javier Sanchez



Ina Sander

• • • • **Data**
• — • **Justice**
• • • • **Lab**

- Public launch: March 2017
- Situated within the School of Journalism, Media and Culture (JOMEC), Cardiff University, UK
- Expanding team (PhDs, post-docs, established scholars)

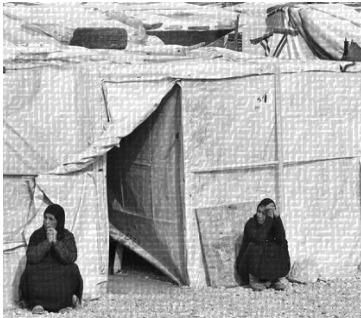
Projects:

- DATAJUSTICE (European Research Council, 2018-23)
- Data Scores: Investigating uses of citizen scoring in public services (Open Society Foundations, 2017-18)
- Data Policies: Regulatory Approaches for Data-Driven Platforms in the UK and EU (ITforChange/IDRC, 2017-18)
- Data Harms Record (ongoing)
- Big Data from the South (ongoing)
- Towards Democratic Auditing: Participation in the Scoring Society (Open Society Foundations, 2018-20)

Events/workshops:

- Data Justice Conference 2018 / 2020 (May 28-29)
- Fact-finding and stakeholder workshops – practitioners and civil society
- Public events – policy-makers
- Critical data journalism / data justice journalism training

The datafied society....



Refugee or Terrorist?
IBM Thinks Its Software
Has the Answer. *Defense*
One



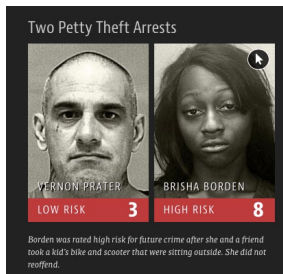
When your boss
is an algorithm.
Financial Times

Exclusive: Use of algorithms to identify families for attention
 raises stereotyping and privacy fears

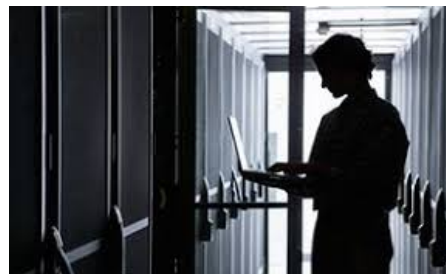


▲ At least five councils have developed or implemented a predictive analytics system to safeguard children.
 Photograph: Alamy Stock Photo

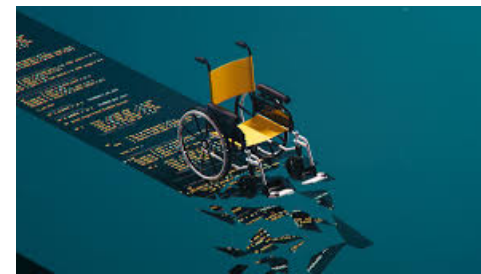
Councils use 377,000
people's data in efforts to
predict child abuse. *The*
Guardian



Machine Bias: There's software
used across the country to
predict future criminals.
Propublica



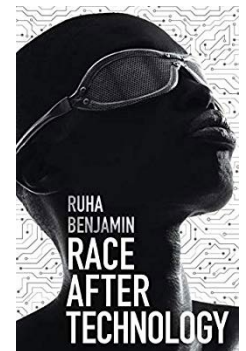
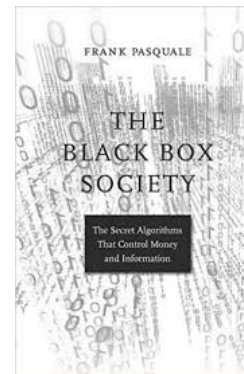
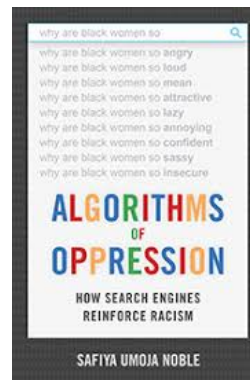
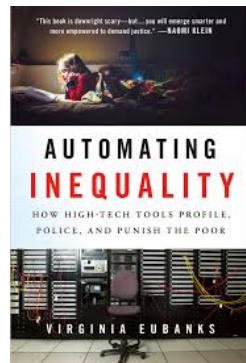
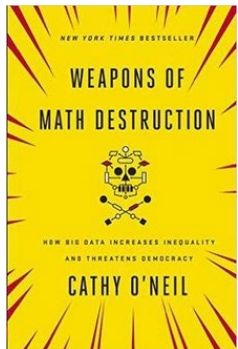
New Zealand experts warn
Australia data-driven welfare
'abuses and brutalises'. *The*
Guardian



What happens when an
algorithm cuts your health care.
The Verge

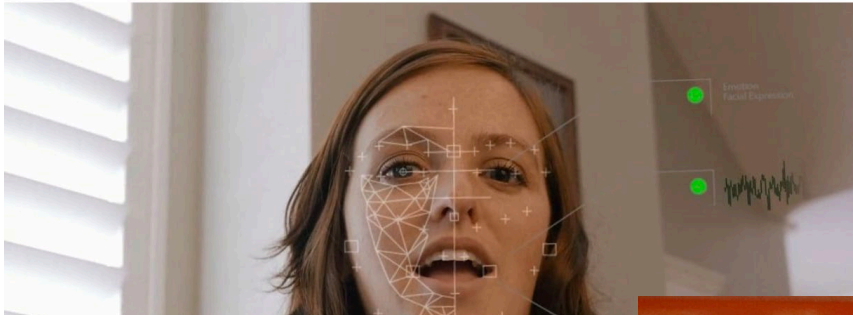
The premise of 'dataism' (Van Dijck 2014)

1. Relationship between data and people (abstraction and reduction)
2. Optimisation and scale (personalization)
3. Prediction and pre-emption ('operationalism' Andrejevic 2019)



The datafied workplace

AI used for first time in job interviews in UK to find best applicants



Major UK companies preparing to microchip employees



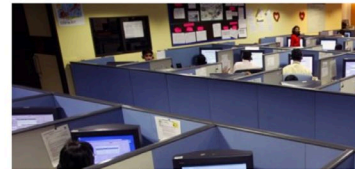
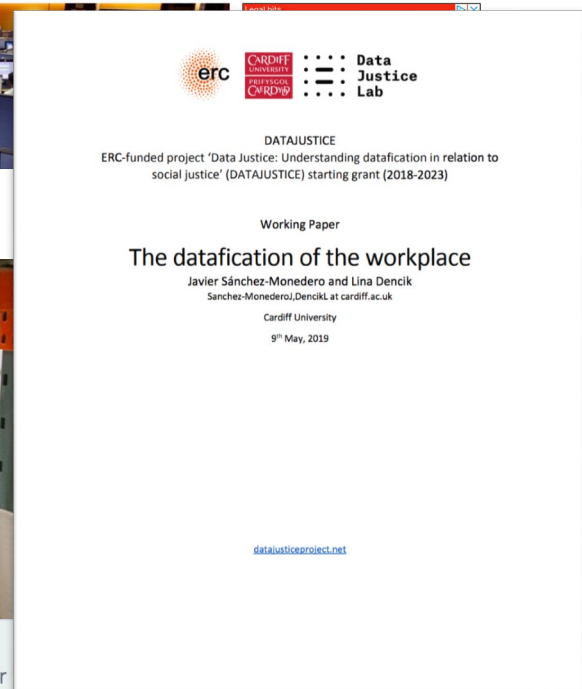
Jowan Österlund the founder of Biohax CREDIT: JOWAN ÖSTERLUND /JOWAN ÖSTERLUND

TECHNOLOGY

The Algorithms That Tell Bosses How Employees Are Feeling

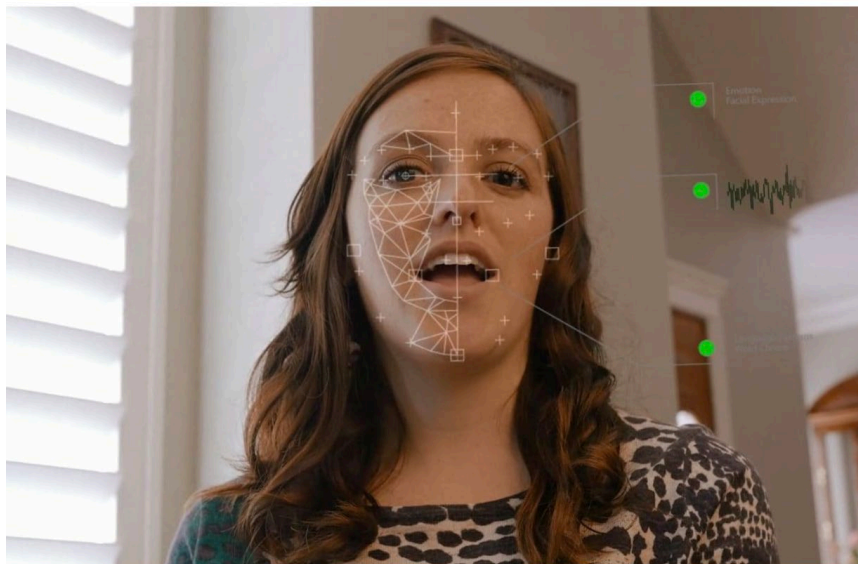
Sentiment-analysis software can help companies figure out what's bothering workers—or what they're excited about.

KAVEH WADDELL SEP 29, 2016


Warehouses Are Tracking Workers' Every Muscle Movement
 Walmart and other companies are testing a monitoring device for workplace safety made by a startup called StrongArm.
 © bloomberg.com

AI used for first time in job interviews in UK to find best applicants

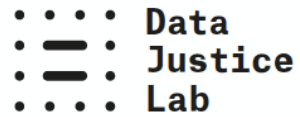


An applicant being interviewed on their phone

Sanchez, Monedero, J., Dencik, L. & Edwards, L. (2019) What does it mean to 'solve' the problem of discrimination in hiring? Social, legal and technical perspectives from the UK on automated hiring systems. Available on SSRN at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3463141

Automated Hiring Systems (AHSs)

- Selling point: efficiency, cost-savings, bias mitigation
 - Data-driven skills assessment
 - US discrimination law (debiasing based on statistical parity between protected groups)
- Technical critiques:
 - Pseudo-science
 - Premised on clear criteria of 'fit' based on current/past employees
 - Premised on clear definition of groups (ethnicity, gender, age)
 - Premised on single axis groups (no intersectionality)
- Legal critiques:
 - UK employment and equality law different to US law (no statistical definition of bias)
 - EU General Data Protection Law
- Social critiques:
 - Information asymmetry
 - Transparency/Accountability
 - Obfuscation of discrimination (harder to challenge)



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