



# Humanizing Analytics

Putting Society at the center of AI Innovation



#AUBWiDS18

# It's a great time to be a Data Scientist



And a great time to diversify our industry



# How do we ensure our systems “do no harm”?



# Observation 1: Collecting & analysing people data creates valuable insight for organization & individual



Optimal **information flows**  
critical for organizational  
effectiveness w/ brittleness  
a challenge for many companies

**Information brokers** play a key role and are  
frequently unknown and under-valued



Changes in employee  
engagement (patterns,  
volume, activity) are highly  
predictive of **Attrition** event

Optimally engaged employees **120%** more  
likely to generate measurable **Innovation**



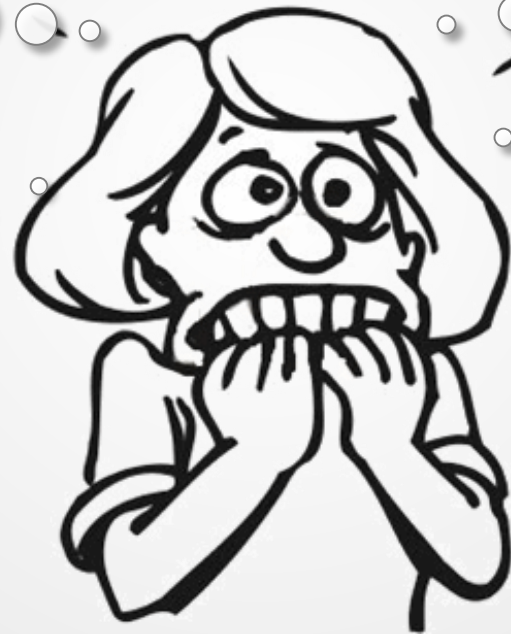
And **150%** more likely to  
show **Customer Advocacy**



## Observation 2: People don't like being watched & analysed

What are they going to do with my data?

I'd better be careful what I do online...



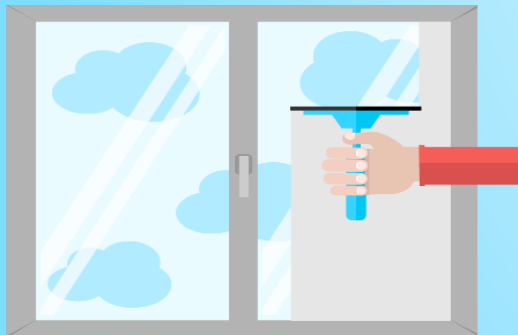
Why is my company spying on me?

What is the analysis saying about me?

# Observation 3: Unless they feel in control & trust their privacy is being respected



Informed Consent



Transparency



Privacy is Personal



Trust



Mutual Respect



Dialog



Relationship

# Observation 4: We need to consider economics of data



Imbalance



Ownership

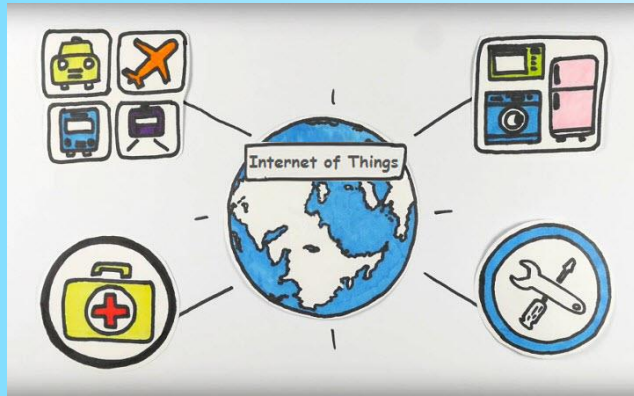


Marketplace





Data & Analytics  
has huge potential



As technology gets more  
tightly integrated into our lives



But raises societal challenges  
that we all need to consider



To prevent a societal tug-of-war



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# Thank you!

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