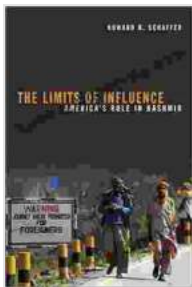


Unleash Hidden Power: Discover the Limits of Influence in Our Data-Driven World

In today's data-saturated age, it's tempting to assume that the more information we possess, the greater our control over the world around us. However, renowned scientist and author Kai-Fu Lee challenges this notion in his thought-provoking book, "The Limits of Influence." Lee argues that while data analytics and artificial intelligence (AI) have undoubtedly transformed our lives, their power is not limitless. Comprehending the boundaries of influence is crucial for harnessing technology ethically and effectively.



The Limits of Influence: America's Role in Kashmir

(Adst-dacor Diplomats and Diplomacy) by Howard B. Schaffer

★★★★☆ 4.8 out of 5

Language : English

File size : 2392 KB

Text-to-Speech: Enabled

Screen Reader: Supported

Word Wise : Enabled

Print length : 272 pages

Item Weight : 10.6 ounces

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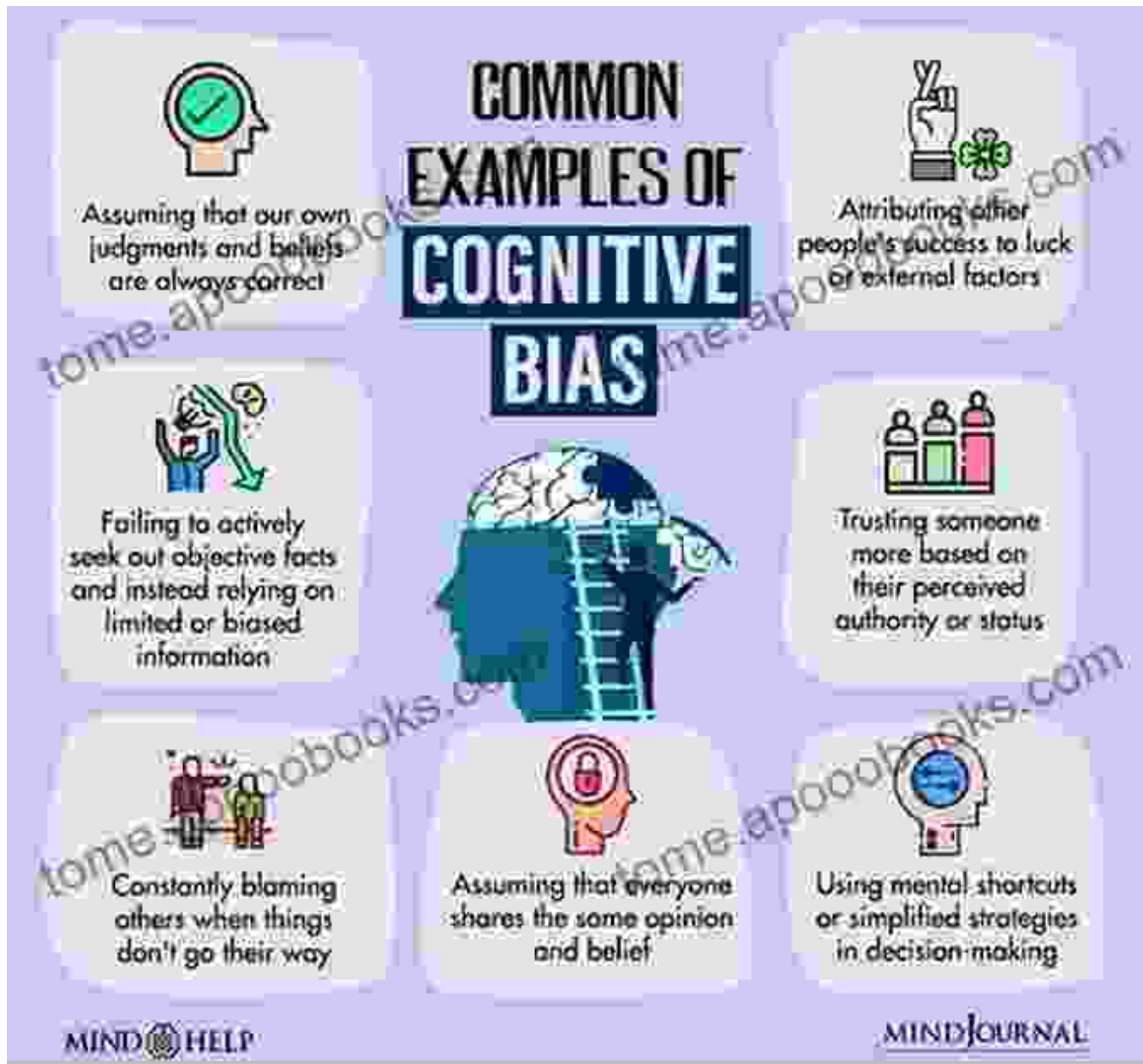


The Illusion of Control



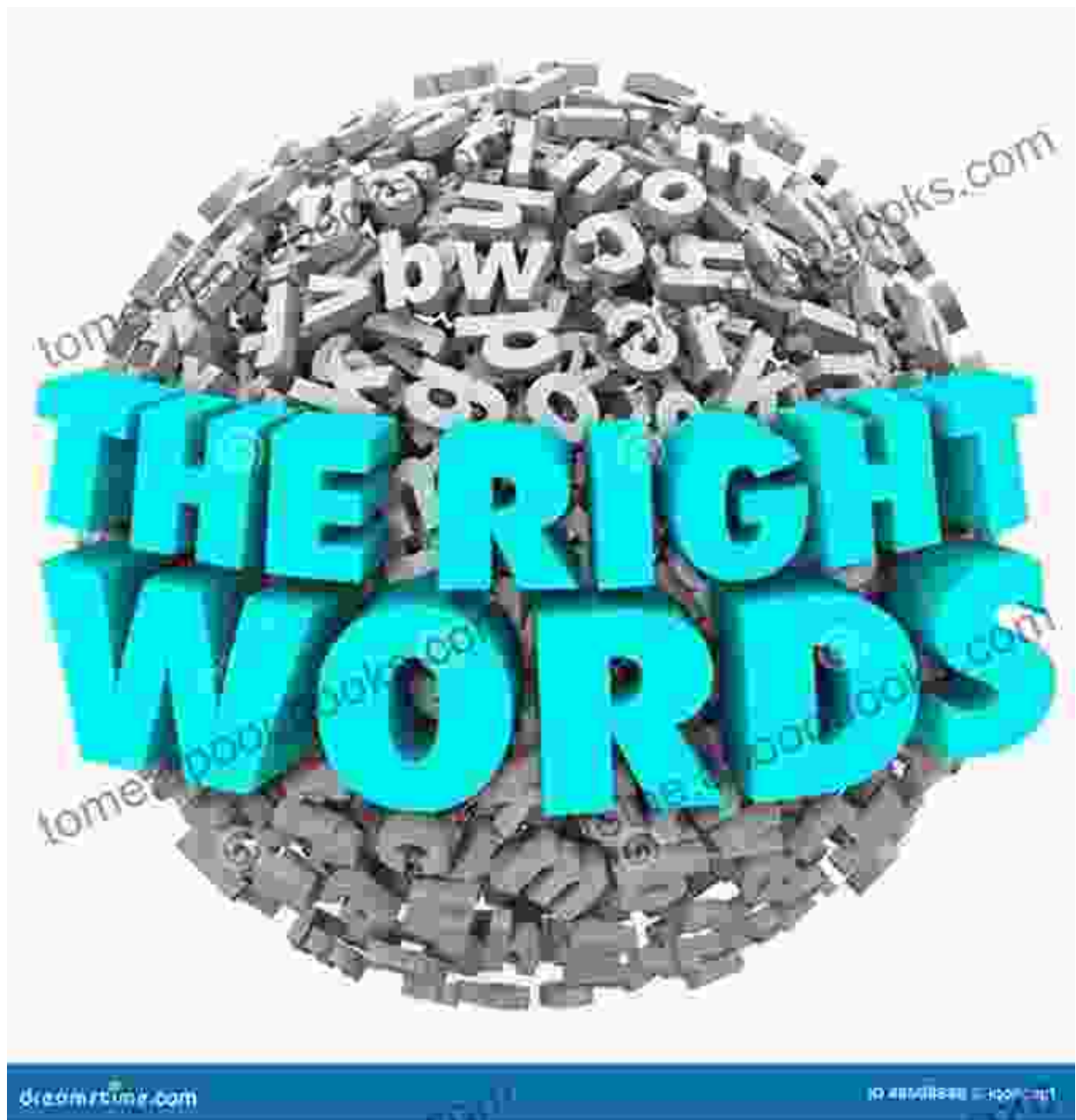
Lee begins by exposing the illusion of control that data can create. By collecting and analyzing massive datasets, we gain unprecedented insights into human behavior, trends, and preferences. However, this abundance of information can lead us to believe that we can predict and manipulate outcomes with precision. Lee warns that this overconfidence can result in flawed decisions and ethical quandaries.

Cognitive Biases and Algorithm Limitations



Lee delves into the complexities of human cognition and the biases that can skew our analysis of data. He explains how our assumptions and preconceptions influence how we interpret information, potentially leading us to draw inaccurate conclusions. Moreover, he emphasizes the limitations of algorithms, which, despite their sophisticated design, can perpetuate existing biases and amplify them within data-driven systems.

The Power of Influence



While data and AI have their limitations, Lee acknowledges their undeniable influence on our lives. He explores how technology has impacted industries, shaped public opinion, and influenced individual decisions. By understanding the extent of this power, we can harness it responsibly and mitigate its potential risks.

Ethical Considerations

ETHICS OF BIG DATA

Big data is information that is so large and multiplying at such a rapid rate that it cannot be stored or processed by traditional processing tools. Thus, advanced computer technology is needed to make use of big data.

THE FIELD OF BIG DATA ETHICS ITSELF IS DEFINED AS:

Outlining, defending and recommending concepts of right and wrong practice when it comes to the use of data.

Big data ethics aims to create an ethical and moral code of conduct for data use.

5 AREAS OF CONCERN FOR BIG DATA ETHICS:

- 1. INFORMED CONSENT**

Informing people about their world, impactful and relevant form of consent. It requires the ability to understand the risks and benefits of a particular activity and to make a decision about whether to take part in it.

Only 35% of those surveyed knew their data belonged to their employer.

45% of internet users usually accept terms and conditions without reading them.
- 2. PRIVACY**

The speed and velocity of big data mean a massive amount of data is collected every second. This means that a massive amount of data is being collected every second.

45% of Americans have had their personal information compromised by a data breach in the last five years.

Data breaches cost US enterprises an average of \$2.8 million per breach.
- 3. OWNERSHIP**

Big data ownership is a complex issue. It is not clear who owns the data. It is not clear who has the right to use the data. It is not clear who is responsible for the data.

The email address of a single internet user is worth \$4.50.

8 in 10 adults (80%) said they were at least somewhat concerned about how companies were using the data collected about them.
- 4. DISCRIMINATION & BIAS**

There is significant evidence to suggest that human prejudice is being reinforced by technology and algorithms and is potentially impacting the lives and wellbeing of people.

45% of HR professionals state that AI-enhanced recruitment would save them from hiring through agencies.

A US Court of Appeals has ruled that software has been used to screen job applicants. It found that the software was biased against black applicants as often as white applicants (65% to 35%).
- 5. BIG DATA QUOTE**

The big data divide is a divide of data access, the processing and mining capabilities of big data is needed to make the most of a new environment. The divide is not just between big data and small data, it is between those who have the resources to access and analyse big data.

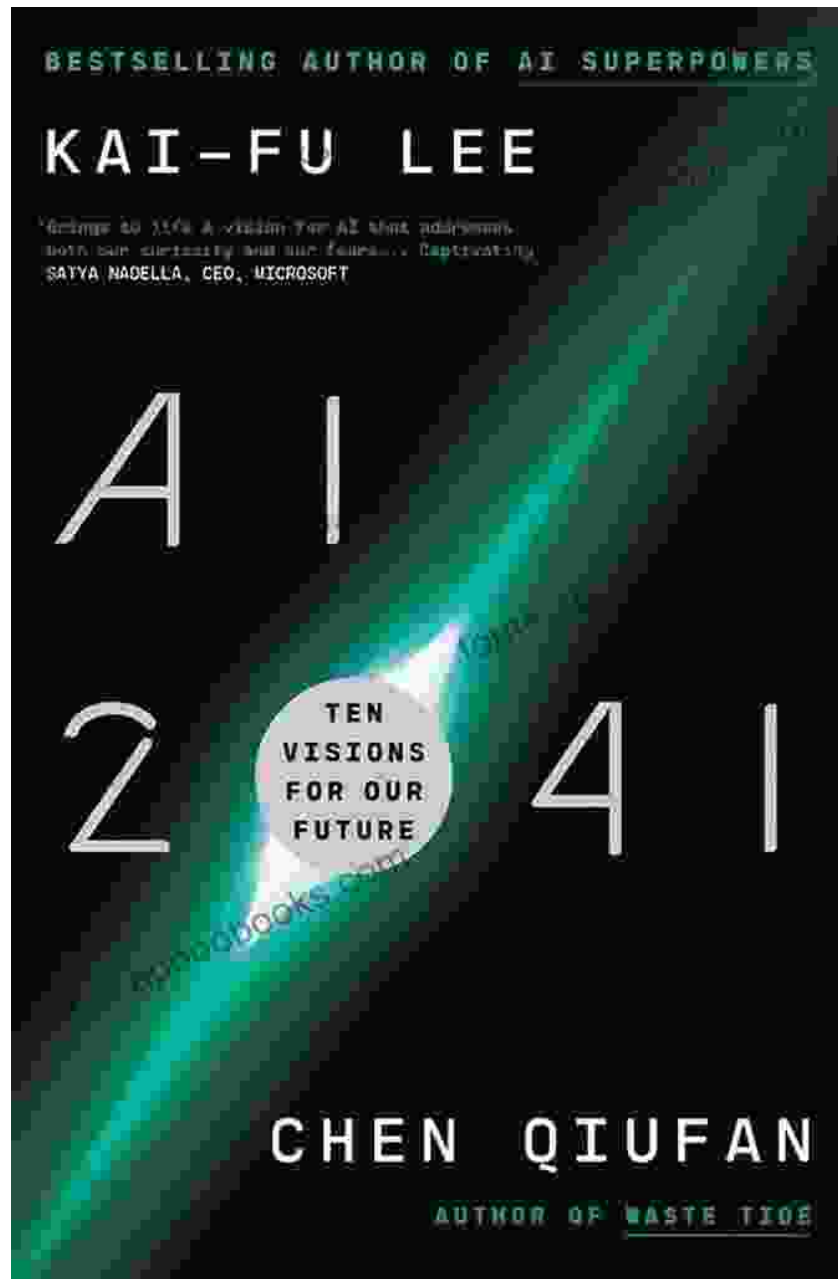
70% of executives agree that companies in NZ push ahead they embrace big data.

70% of unemployed young people in Scotland believe they would be working today if they had better computer skills.

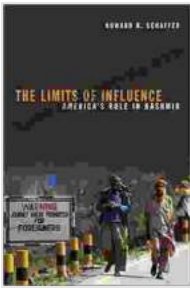
BIG DATA ETHICS:

Hurree **ETHICS OF BIG DATA** **WWW.HURREE.CO**

Lee places great emphasis on the ethical considerations that arise in the realm of data-driven influence. He examines the potential for discrimination, surveillance, and manipulation when data is used irresponsibly. By raising these concerns, Lee invites readers to reflect on the values that should guide our use of technology.



"The Limits of Influence" is an essential guide for navigating the complex and evolving relationship between data, technology, and human agency. Kai-Fu Lee provides a nuanced and thought-provoking analysis of the possibilities and pitfalls of our data-driven era. By understanding the limits of influence, we can make informed decisions, mitigate risks, and harness technological advancements to create a more ethical and equitable society.



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