

Global Big Data Conference

GLOBAL

ARTIFICIAL INTELLIGENCE

CONFERENCE

BOSTON

OCT 1st, 2nd, 3rd 2019

Boston Convention & Exhibition Center

www.globalbigdataconference.com

Twitter : @bigdataconf
#GAIC

ACROYOGA



“Big data analytics allows individual and dynamic risk assessment, and a continuous feedback loop to customers.”

“Digital monitoring provides real-time insights to policyholders on their risk behaviour, and individual incentives for risk reduction.”

- Benno Keller, *Digital Innovation*, GA



Acroyoga



All

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Tools

About 864,000 results (0.50 seconds)

According to Wikipedia, **Acroyoga** is a physical practice which combines yoga and acrobatics. ... Needless to say, any exercise which combines the stretching of yoga with the balancing of acrobatics is more vigorous than many traditional yoga practices and this may lead to more **injuries**.

[Acrobatics & Yoga. What Can Go Wrong? | Texas Back Institute](#)

<https://texasback.com> › combining-acrobatics-with-yoga-what-could-possibl...

About Featured Snippets


Feedback



June Quah,
*Assistant Vice President,
Integrated Analytics
Munich Reinsurance
Canada Branch (Life)*

Wearables might have the largest appeal to Millennials who are connected to one another via their devices and who seek more personalized experiences.

One likely impact is improved “stickiness” of the life insurance relationship, including improved persistency. Another is potentially improved health outcomes, as insurers can help our customers make better choices. Some early adopters have begun health and fitness based rewards programs that incentivize customers to make healthy lifestyle choices by winning rewards or points that can be redeemed for prizes, coupons, or even reduced premiums.



AI INSURANCE PARADOX

Conventionally, insurance is life-enabling: by covering the ER visit, it allows experimentation with vivid, injury-prone experiences like acroyoga. But AI price differentiation compensates risk minimization and incentivizes tedious safety. A life-enabling tool becomes life-draining

PREDICT AND PREVENT AND TIME



“Big data analytics and AI enabled insurance evolves from *understand and protect* to *predict and prevent*.”

NOT FAST/EFFICIENT, BUT: INJURY CURED *BEFORE* HAPPENED

ALWAYS ALREADY CURED...

PREDICTIVE ANALYTICS ACROSS THE CONSUMER SPECTRUM ALWAYS ALREADY...

Or a future in which a company could send a coupon to a potential customer before she even leaves for a shopping trip she didn't even know she was going to take.

That future is now. In fact, it's so now it is almost yesterday already.

Names: Ghose, Anindya, author.

Title: Tap : unlocking the mobile economy

Description: Cambridge, MA : MIT Press, [2017]

SATISFACTION *ALWAYS ALREADY* DELIVERED

AMAZON/NETFLIX AUTO START

- Viewer not choosing content
- Viewer not choosing *whether* to choose content or do something else

WANTING ANNIHILATED (COUCH POTATO)



Starts in 0 seconds

ALWAYS ALREADY AS EUPHORIA CONVENIENCE

THOUGHT EXPERIMENT IN BIG DATA REALITY

Served before seeing menu

(“Looks like I’m a pasta person...”)

Satisfaction before suffering hunger

Getting *before* wanting

EUPHORIA CONVENIENCE DEFINED

GETTING ALL YOU WANT *BEFORE* KNOWING YOU WANT IT

PARADOXES

- *Only* way you know you want something is you already have it
- If *do* want, that means not want
- (Can getting something never wanted be satisfying?)

ALWAYS ALREADY HAVING = IMPOSSIBLE TO CONCEPTUALIZE
THE PLEASURE

CONCLUSION #1

THE EUPHORIA OF BIG DATA AND AI

SAFETY, CONVENIENCE & PLEASURE SO IMMERSIVE
THEY CAN ONLY BE UNDERSTOOD AS EXPERIENCED



DILEMMA

TRADED FOR ALWAYS ALREADY SAFETY, CONVENIENCE & PLEASURE:

PRIVACY

DESIRE

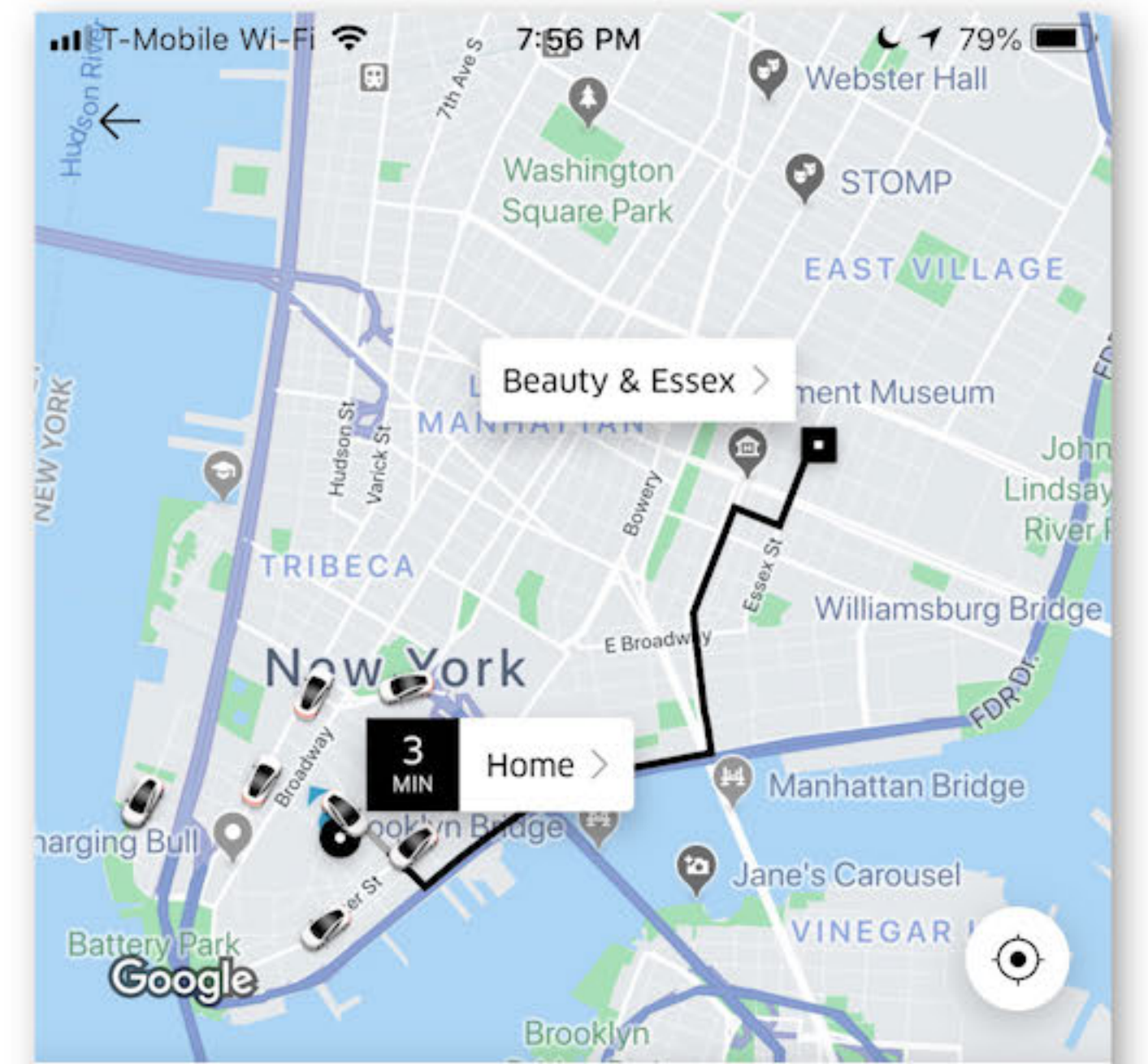
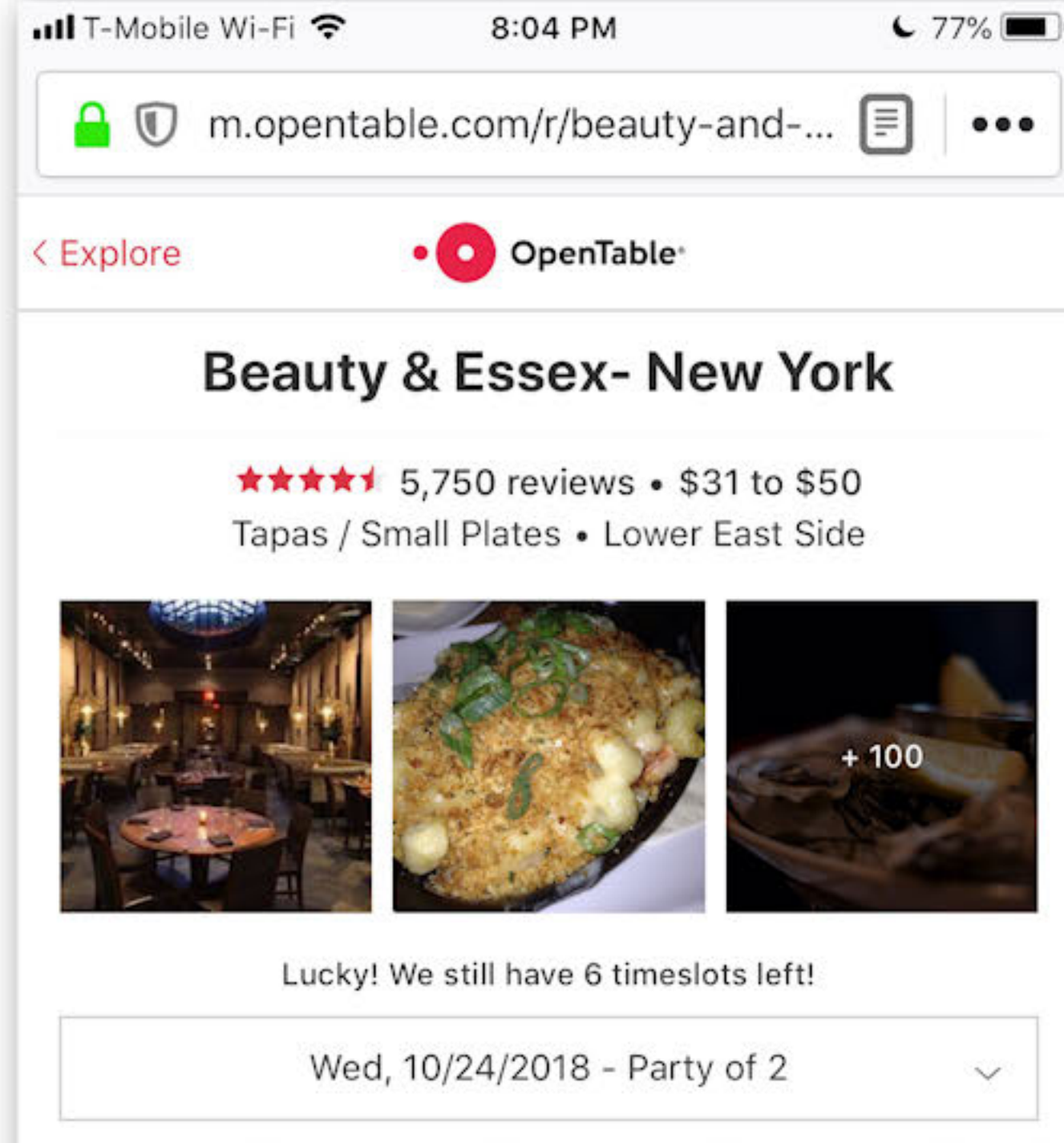
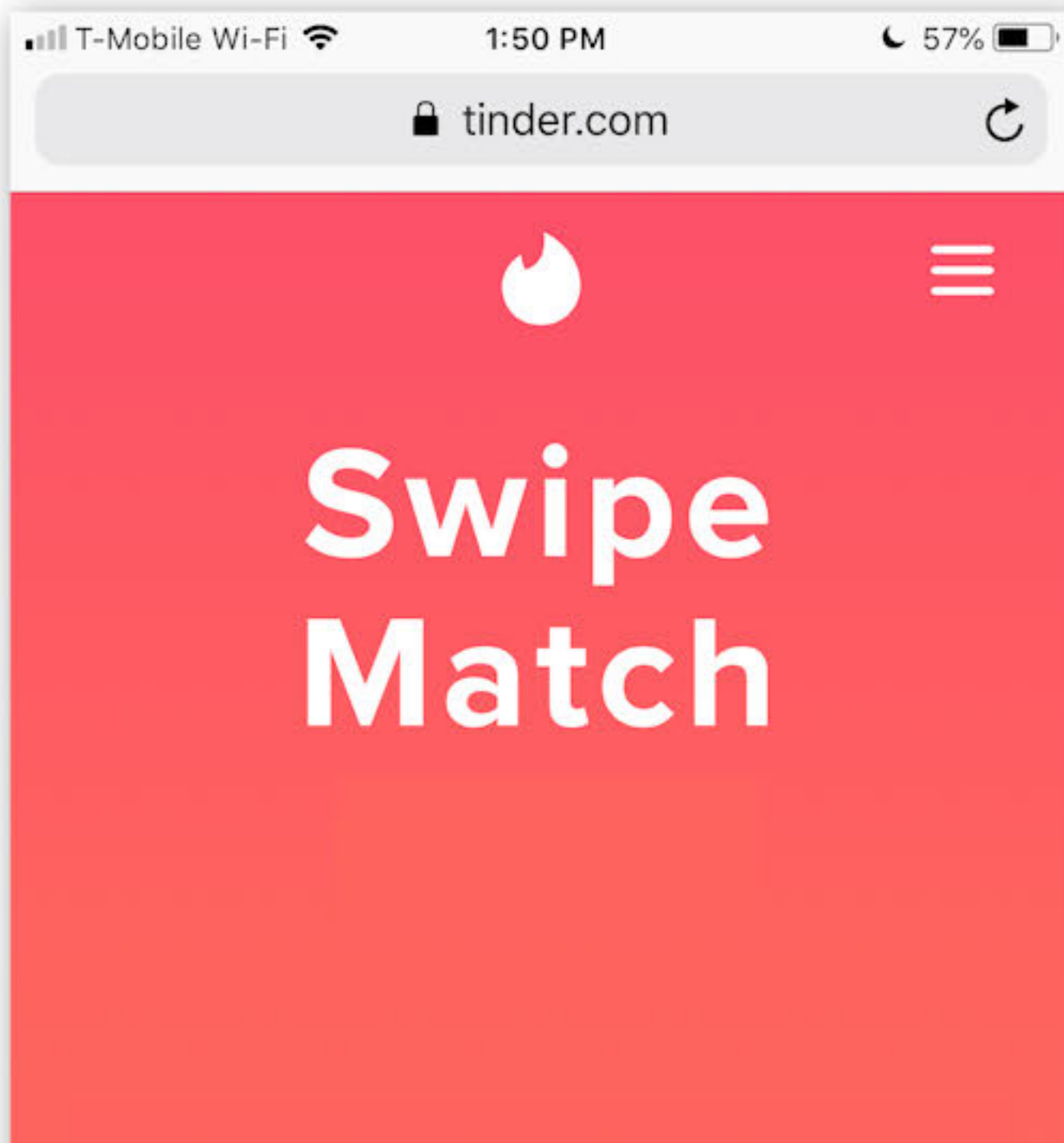
FREEDOM

PRIVACY PREDICTIVE ANALYTICS FUELED BY PERSONAL INFORMATION



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0000000 0000 0001 0001 1010 0010 0001 0004 0128
0000010 0000 0016 0000 0028 0000 0010 0000 0020
0000020 0000 0001 0004 0000 0000 0000 0000 0000
0000030 0000 0000 0000 0010 0000 0000 0000 0204
0000040 0004 8384 0084 c7c8 00c8 4748 0048 e8e9
0000050 00e9 6a69 0069 a8a9 00a9 2828 0028 fdfc
0000060 00fc 1819 0019 9898 0098 d9d8 00d8 5857
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00000a0 d61f 7abd 8818 8888 467c 585f 8814 8188
00000b0 8b06 e8f7 88aa 8388 8b3b 88f3 88bd e988
00000c0 8a18 880c e841 c988 b328 6871 688e 958b
00000d0 a948 5862 5884 7e81 3788 1ab4 5a84 3eec
00000e0 3d86 dcb8 5cbb 8888 8888 8888 8888 8888
00000f0 8888 8888 8888 8888 8888 8888 8888 0000
0000100 0000 0000 0000 0000 0000 0000 0000 0000
*
0000130 0000 0000 0000 0000 0000 0000 0000
000013e
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To provide *always already*,
the algorithms must know you *completely*

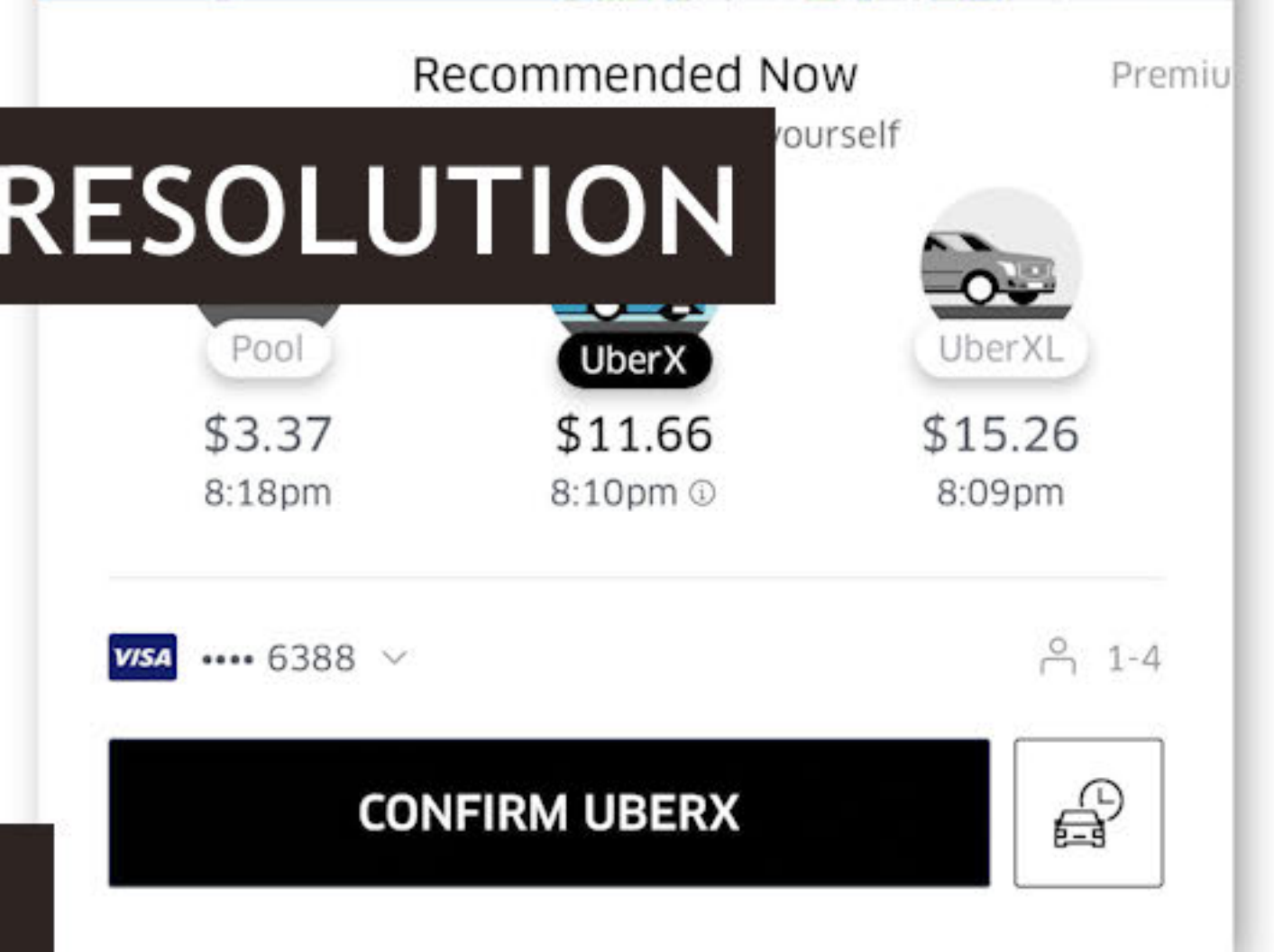
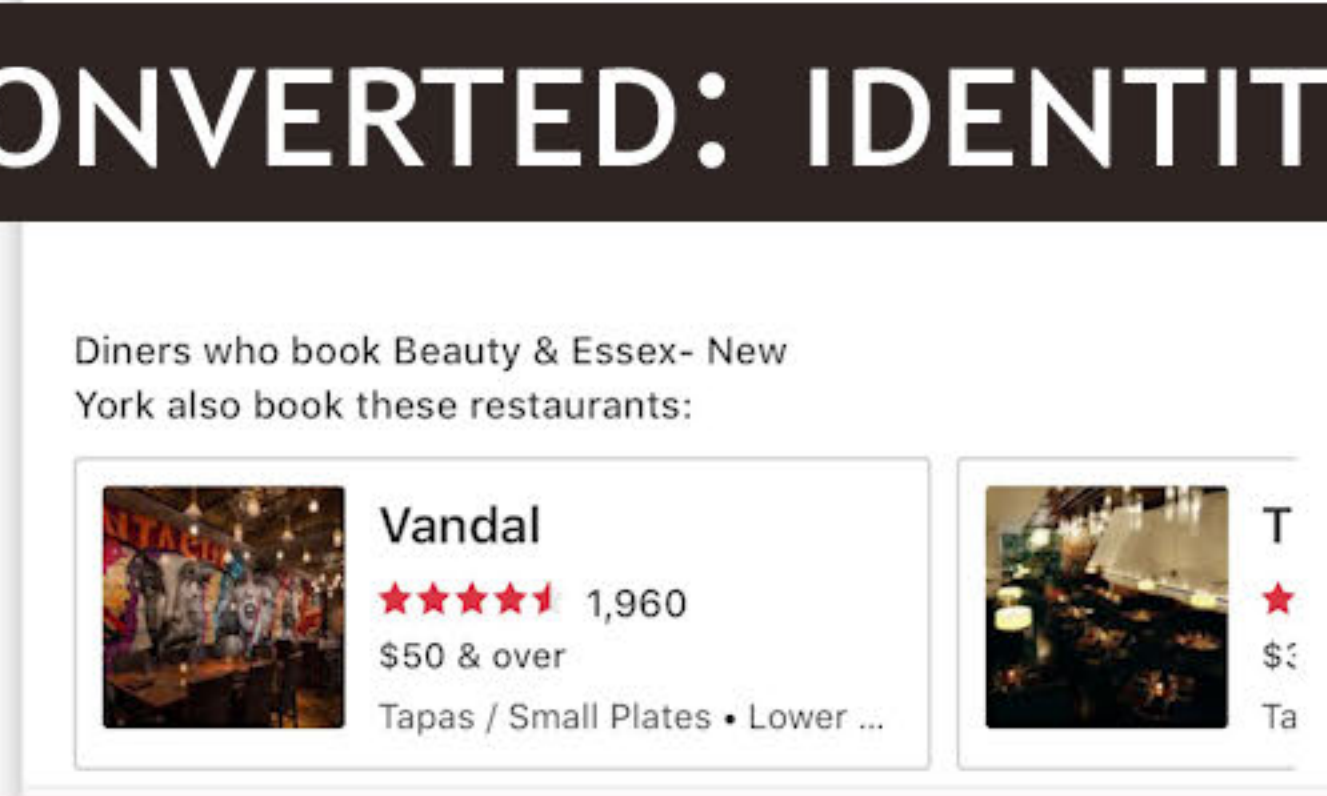


3 PRIVATE DATA POINTS CONVERTED: IDENTITY RESOLUTION

3 MILLION?

ACXIOM?

NEVER HARDER TO NOT REVEAL WHO YOU ARE



PRIVACY DEGREE ZERO

ASPIRATIONS,
DESIRES,
FEARS,
URGES
REVEALED:
EVEN THOSE
WE MAY NOT
RECOGNIZE
IN OURSELVES

Tweets

Tweets & replies

Media

Likes

Amazon Is Working on a Device That Can
Read Human Emotions

preview.tinyurl.com/y6bbbrep



PRIVACY DEGREE ZERO
THOUGHT EXPERIMENT IN EXPOSURE

Who we are, from every angle
Exposed to others, *and to ourselves*

DO YOU WANT TO KNOW EVERYTHING
ABOUT WHO YOU ARE?



DESIRE

**WHAT WOULD IT FEEL LIKE
TO NEVER WANT ANYTHING?**

WHO WOULD FEEL IT?



FREEDOM
YOU DON'T DO THE EXPERIENCE,
THE EXPERIENCE DOES YOU



NO EXPERIMENTING WITH YOUR OWN IDENTITY

- Matches (romantic & other) always already perfected and revealed

Heartbreak becomes a luxury item?

CONCLUSION #2
THE BIG DATA/AI CONDITION



SAFETY/CONVENIENCE/PLEASURE *or* PRIVACY/DESIRE/FREEDOM

WHAT IS BIG DATA VANDALISM?

JAMES BRUSSEAU

Philosophy Department, Pace University, NYC
Director, Data Ethics Site



BY ORDER
NATIONAL HIGHWAYS AGENCY

THIS WALL IS A DESIGNATED
GRAFFITI AREA

PLEASE TAKE YOUR LITTER HOME
EC REF. UN3A 23/366

BIG DATA VANDALISM

THWARTING PREDICTIVE ANALYTICS AND THE TIME OF THE ALWAYS ALREADY

INSTITUTIONALIZED BIG DATA PLATFORMS

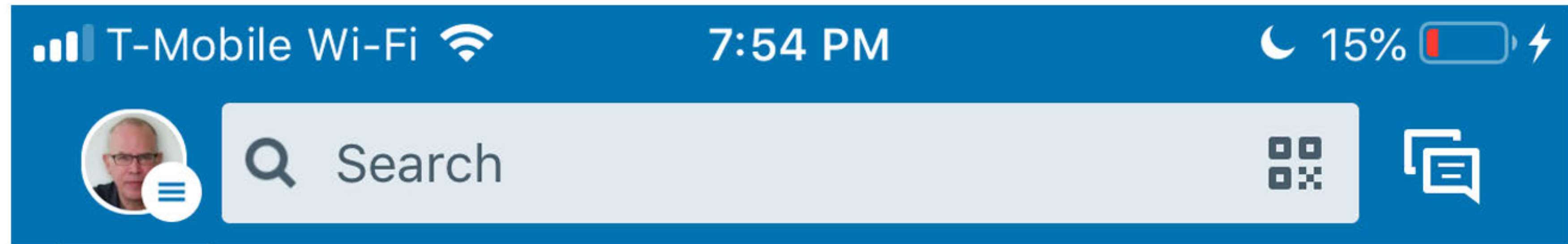
- Data source for industry
- Engines of identity resolution/prediction
- Never harder to not be revealed as who you are

VANDALIZED BIG DATA PLATFORMS

- Opportunity to disrupt identity resolution from the bottom up by connecting with unfamiliar tastes, urges, directions
- Divergence from predictive analytics
- Never easier to escape who you were meant to be

BIG DATA VANDALISM: EXAMPLE #1

ELEMENTS OF THE UNPREDICTED/IRRESOLVABLE IDENTITY



Virginia Dignum • 3rd+

Professor Ethical and Social Artificial Intelligence
3w • Edited

We are hiring two lecturers/associate professors at Umeå University on Responsible AI and human-AI interaction, with focus on but not limited to design for values, ethics, argumentation, verification, impact evaluation or explanation.

...see more

BIG DATA VANDALISM: EXAMPLE #1

ELEMENTS OF THE UNPREDICTED/IRRESOLVABLE IDENTITY

→ Must be spark of connection: Without that, no bridge to different existence/experiences

→ But knowing *too much* allows calculated incorporation of incongruity into who you already are

hiring

AI

values, ethics,

...see more

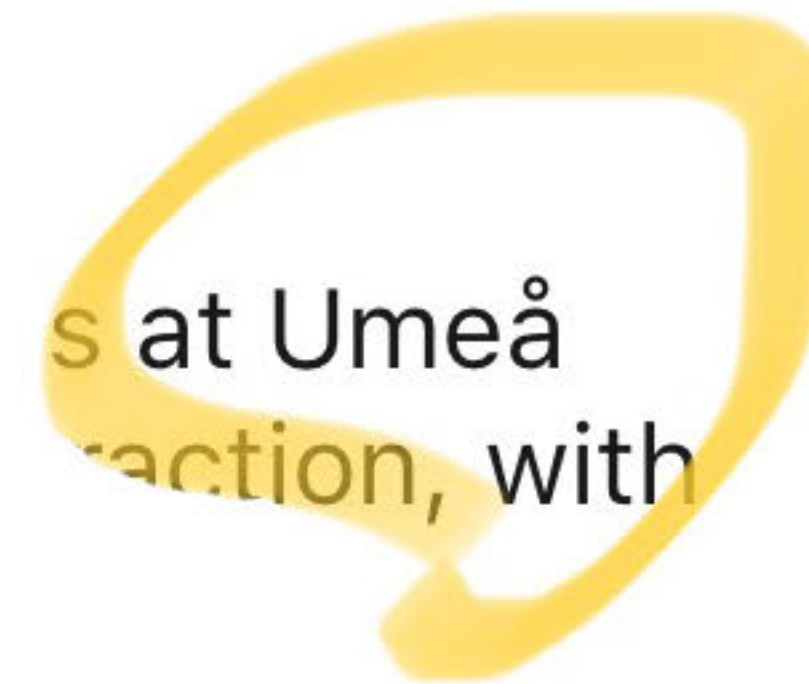
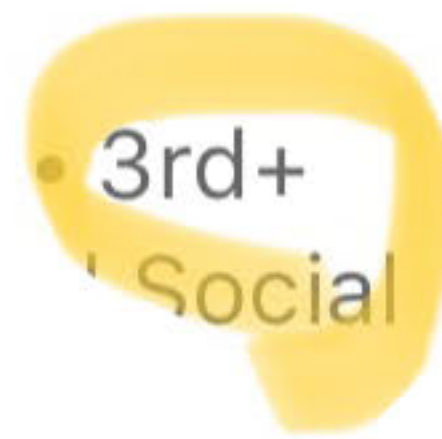
PREDICTIVE ANALYTICS & VANDALISM THEORY

- Not knowing what to expect is *why* you go
- As opposed to conformity with your past human experiences, your academic and professional preparation, your established areas of expertise/comfort/difficulty, your considered aspirations, your lived values

BIG DATA VANDALISM: EXAMPLE #1

ELEMENTS OF THE UNPREDICTED/IRRESOLVABLE IDENTITY

AUTHORIZED:
Platforms test users
with new engagements
to refine algorithms'
predictive accuracy

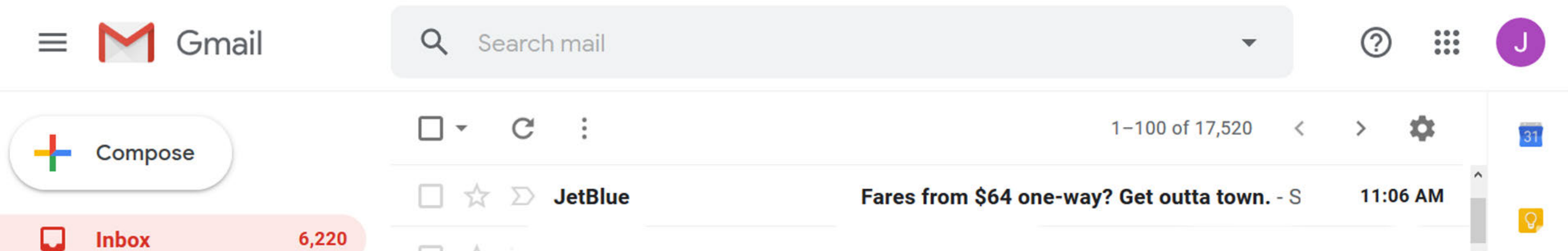


VANDALIZED:
Incongruent feed allows disruption:
impulsive, unpredicted engagement,
unresolved identity produced

BIG DATA VANDALISM: EXAMPLE #2

ELEMENTS OF THE UNPREDICTED/IRRESOLVABLE IDENTITY

A person who would live abroad (noun) \rightleftharpoons Person buys one-way ticket (verb)



DELEUZE: *LOGIC OF SENSE*

BIG DATA VANDALISM: EXAMPLE #2

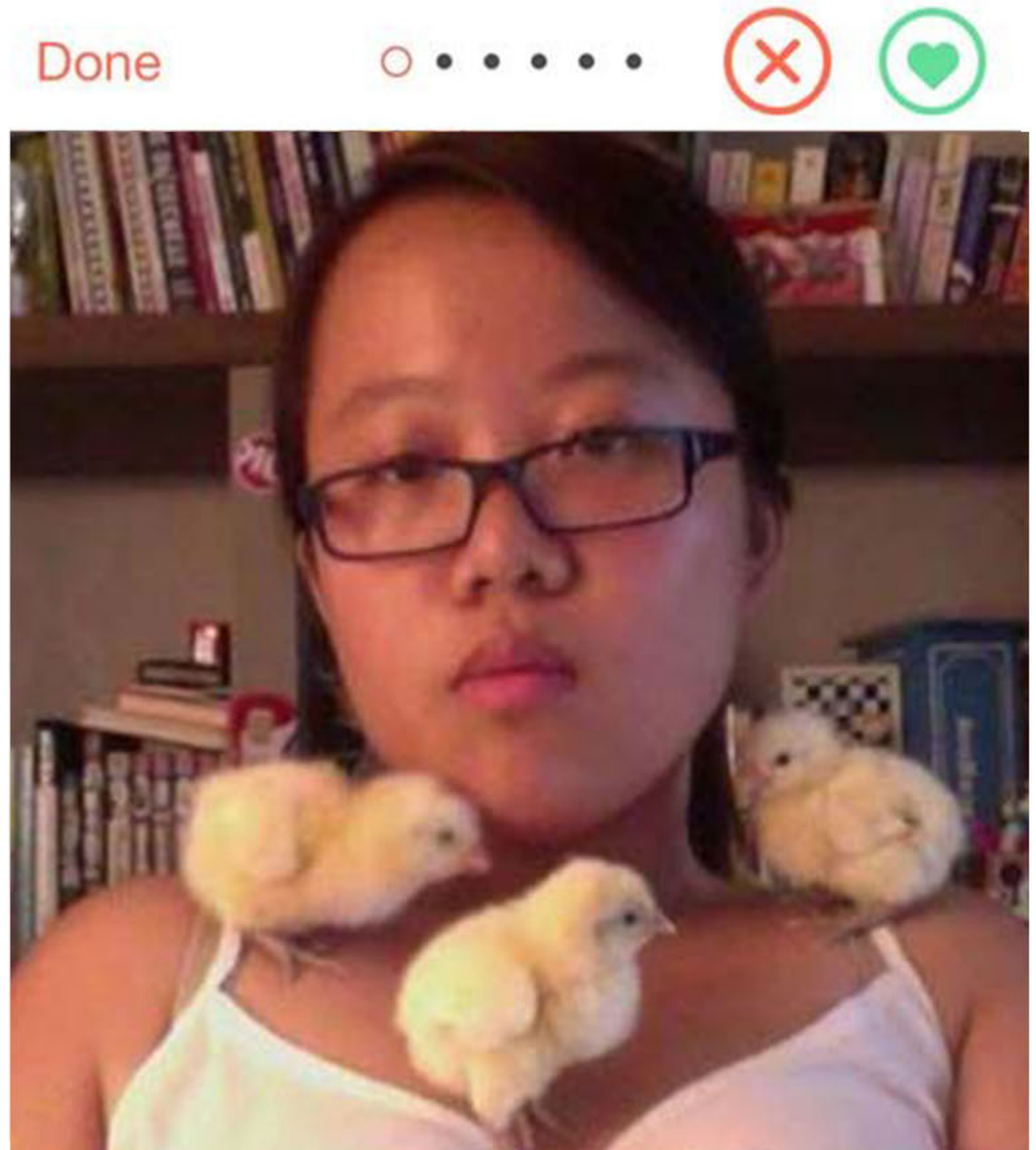
ELEMENTS OF THE UNPREDICTED/IRRESOLVABLE IDENTITY

AUTHORIZED:
Indiscriminate email blast
to prime consumer targeting

Fares from \$64 one-way?

VANDALIZED:
Short-circuit targeting with incongruous
consumption: one-way ticket only

BIG DATA VANDALISM:
EXAMPLE #3
ELEMENTS OF THE UNPREDICTED
/IRRESOLVABLE IDENTITY



Nannie, 31

The asian for any occasion. Msg if you play pokemon. I enjoy eating and sleeping.

BIG DATA VANDALISM: EXAMPLE #3

ELEMENTS OF THE UNPREDICTED /IRRESOLVABLE IDENTITY

Must be spark of connection:
Without that, no bridge to another



But cannot know *too much*:
Calculation ruins romance
as link to unexpected values
and experiences



BIG DATA VANDALISM: EXAMPLE #3

ELEMENTS OF THE UNPREDICTED /IRRESOLVABLE IDENTITY

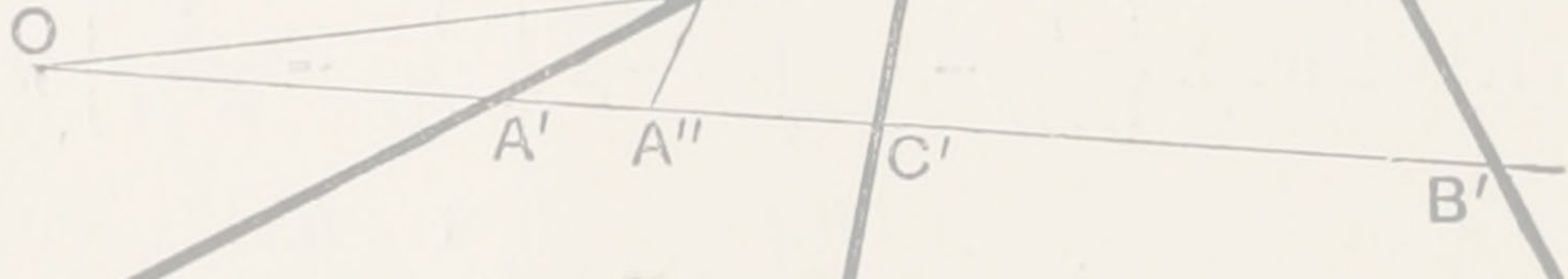
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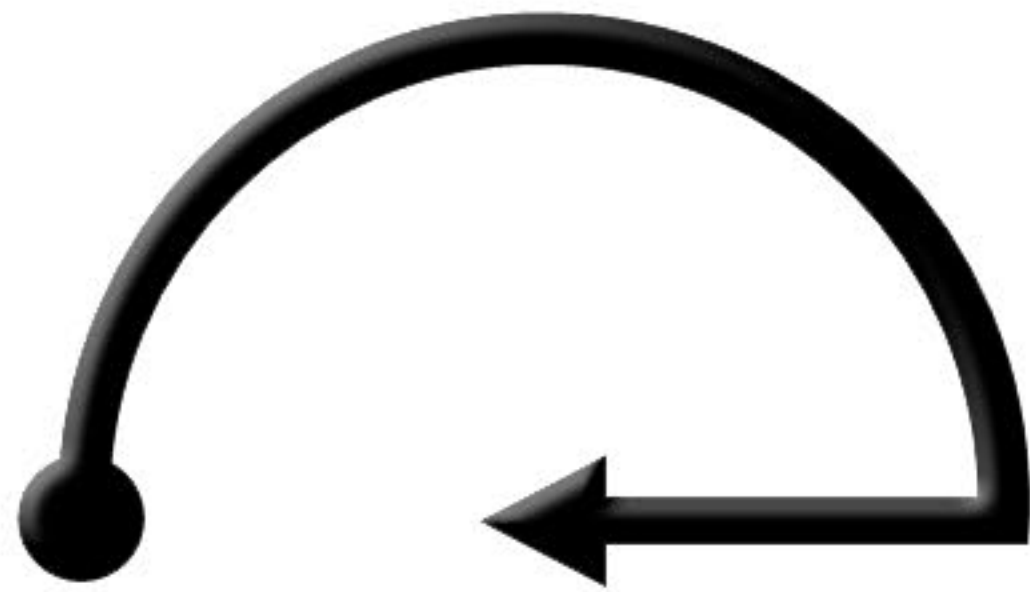


RULES OF BIG DATA VANDALISM

NEITHER FOR NOR AGAINST BIG DATA/AI REALITY: TRANSVERSAL/ESCAPIST
ORIGINATES/OPERATES *WITHIN* THE BIG DATA/AI CULTURE
MARGINAL CONVERTED INTO ESSENTIAL
TWISTS ELEMENTS OF BIG DATA/AI CULTURE: TRAJECTORY REDIRECTION



TIME OF BIG DATA VANDALISM



Past Present Future

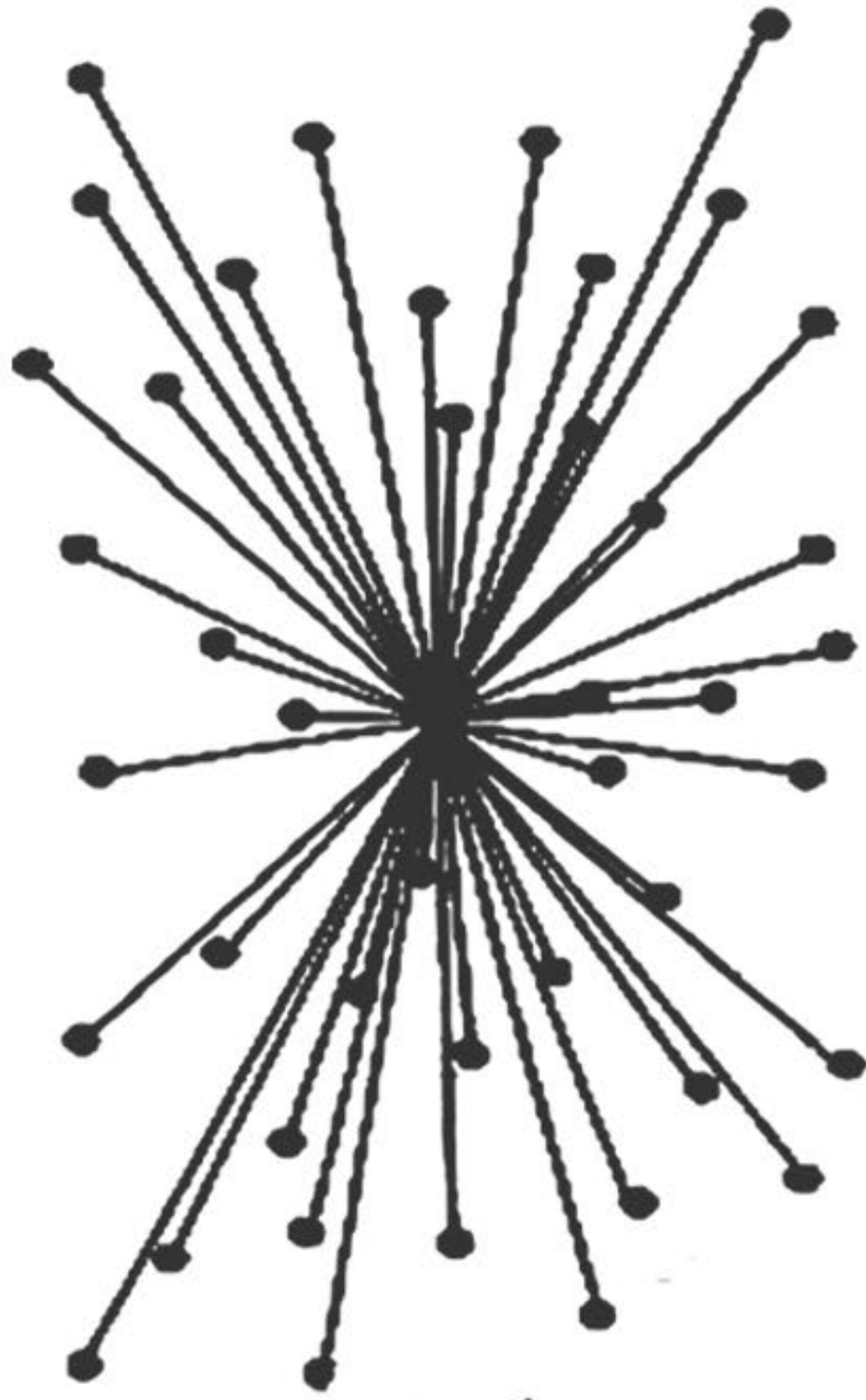
ALWAYS ALREADY



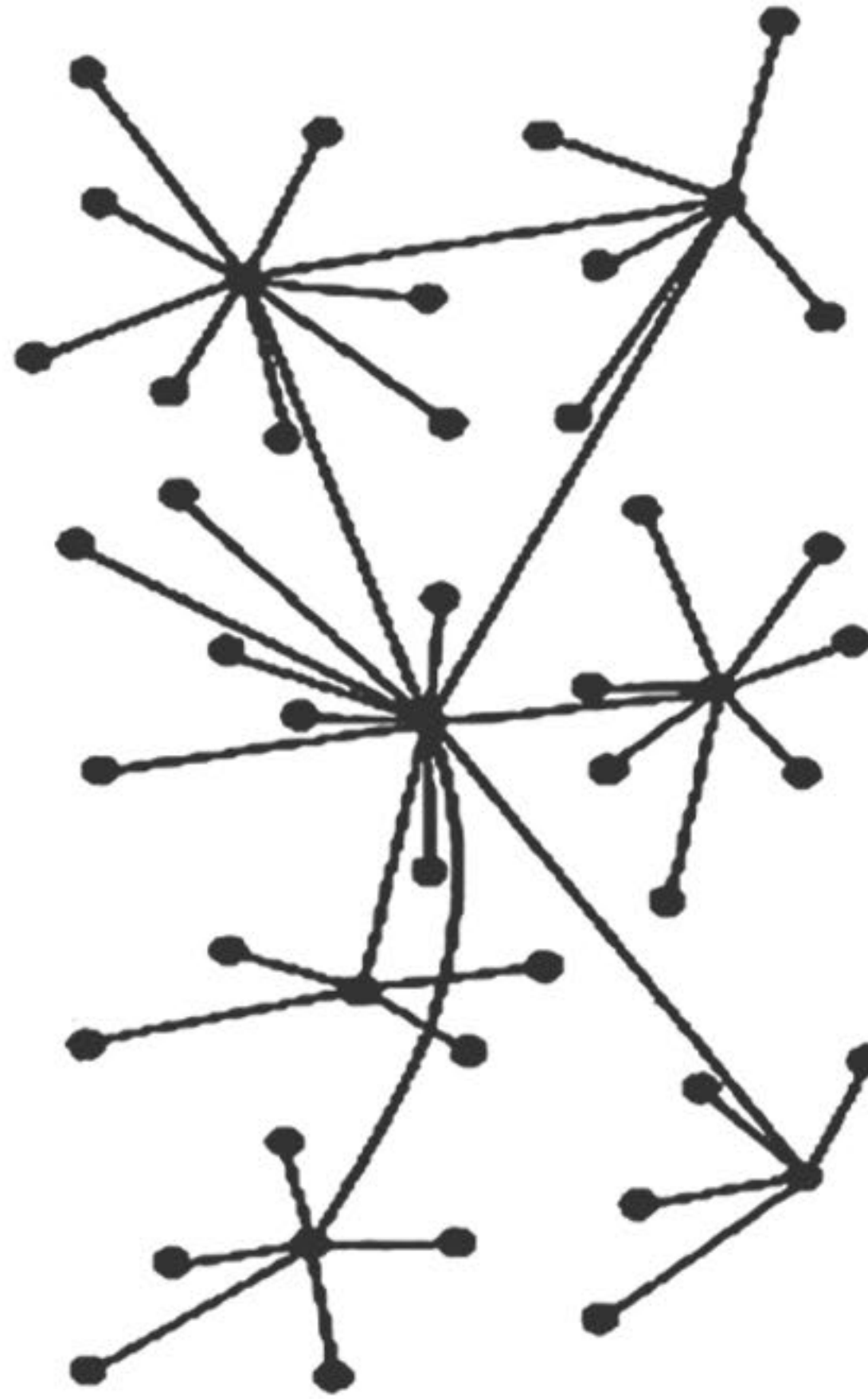
Past Present Future

VANDALISM

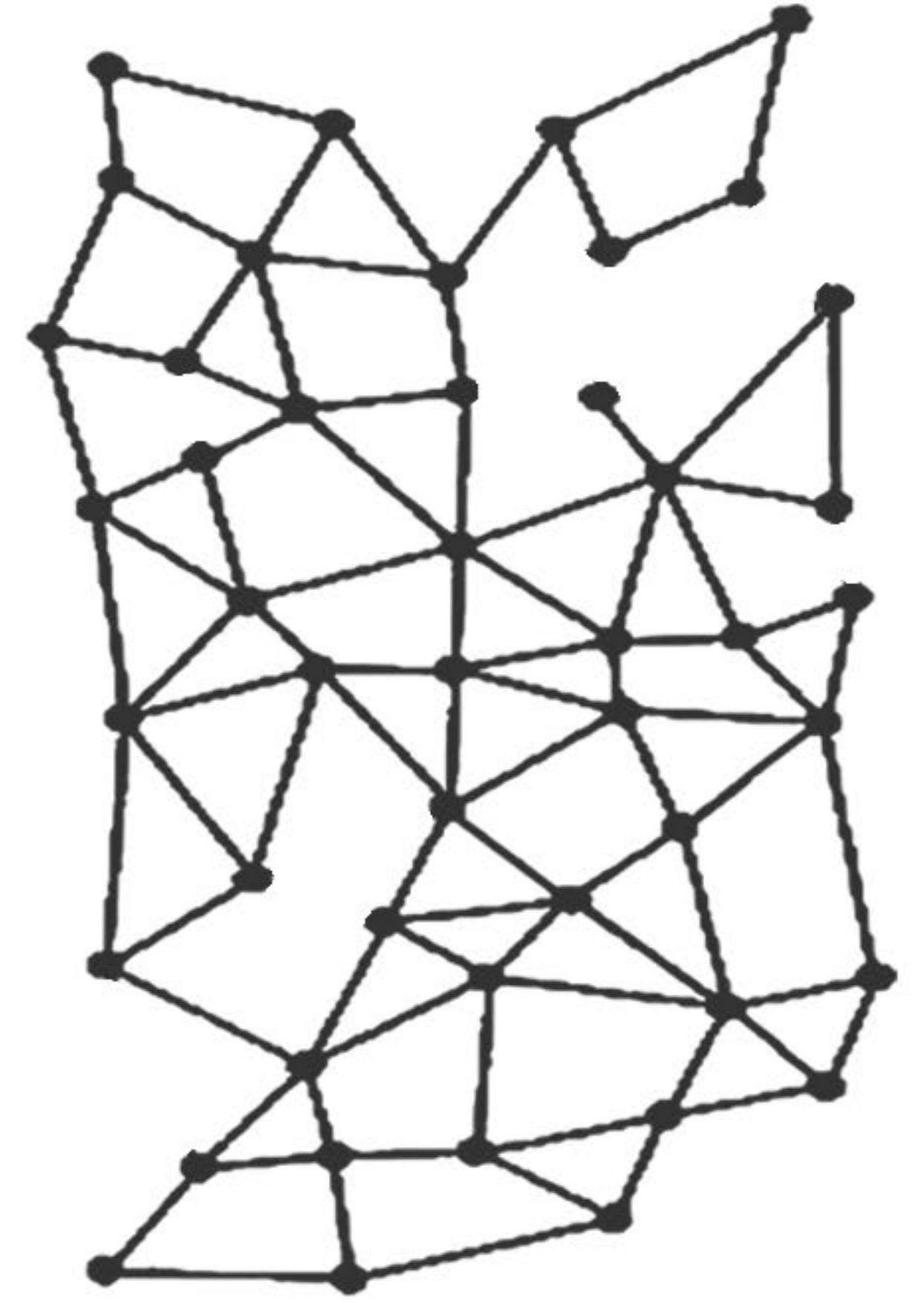
IDENTITY OF BIG DATA VANDALISM



Resolved identity
Analytics predict



Lived experience



Irresolvable identity
Predictions broken

CONCLUSION

VANDALISM IS (ONLY) ONE RESPONSE TO THE BIG DATA HUMAN CONDITION

TAKEAWAY

THE BIG DATA HUMAN CONDITION IS A DILEMMA:

SAFETY, CONVENIENCE,
& IMMERSIVE PLEASURE
LITERALLY BEYOND
UNDERSTANDING

EXPOSED IDENTITY,
ANIHILATED DESIRE &
ABBREVIATED FREEDOM



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Big Data + Human Experience: Research
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jbrusseau@dataethics.site
<https://www.youtube.com/ethicsworkshop/>

Acroyoga
Peretz Partensky
Robot Heart Dancers
CC BY SA

The insurance paradox
Peretz Partensky
Acroyoga Injury
CC BY SA

Poirot
Author
CC SA

Black Mirror
Author
CC SA

Cascade mirror
Owen Byrne
Multiple Personality Disorder
CC BY

Shrinkwrap man
Author
CC SA

Tinder: Live Lane Moore
Tinder Live With Lane Moore feat. the cast of Orange Is The New Black!
YouTube screenshot: <https://www.youtube.com/watch?v=oCPHvoHlFi0>

What is big data vandalism?
Pedro Belleza
"This wall is a designated graffiti area" - Banksy
CC BY

Tinder screenshot
Author
CC SA