

Purdue Lectures In Ethics, Policy, and Science

Can Ethics Help Shape Big Data?

**Tuesday, March
10th
MJIS 1001
4 PM – 5:30 PM
Free Pizza!**



As smart technologies (i.e. smart phones, smart watches, smart T.V.s, smart refrigerators, etc.) “thingify” the internet and entirely infuse it in our everyday lives, we become immersed in a world in which everything about our lives is being tracked and recorded. This tracking and recording produces large amounts of data: raw, quantifiable bits of human behavior and existence. Rather than asking: *what can we do with this data?* Perhaps we should consider the pointedly ethical question of: *what **ought** we do with this data?*



Dr. Nina Atanasova is a lecturer at the University of Toledo in Toledo, Ohio. Her talk will focus on the ethics of big data, with particular attention to what some are calling the fifth industrial revolution – an economic revolution that takes into account the moral and ethical implications of big data.

The Purdue Lectures in Ethics, Policy, and Science are supported with the generous sponsorship of:

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