Participation Quiz

The main thing the world needs to know about Joseph Kony is:

A. That he’s the world’s worst war criminal
B. Why we’re all suddenly talking about him
C. That he stopped posing a major threat in 2006, the same year he left Uganda
D. I have no idea what you’re talking about
Data Mining

• Data mining
  – Searching for patterns or relationships in one or more databases
  – This info typically provided by the customer for another purpose

• Many internet services are essentially provided as an opportunity to gather valuable data
  – Google
  – Facebook
  – Free online courses

• Also performed by the government
  – Efforts to detect terrorism via phone, bank, travel records
  – Tax audits

• Questions:
  – Ownership: do you have any rights over information arising from transactions in which you participated?
  – Ethics: what data mining activities are unethical? Which are ethical?
  – Quality: will we end up in a “personalization bubble”?

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Identity Theft

• Identity theft: misuse of another person’s identity to take actions permitted the owner
  – Credit card fraud #1 type of identity theft
  – About 10 million U.S. victims in 2008
  – Typical for a victim to spend 100s of hours cleaning up problem

• How does it happen?
  – 43% of cases involve stolen wallet, other physical document
  – 13% of cases are “friendly thefts” (friend/family member)
  – Dumpster diving, shoulder surfing, 19% skimmers
  – Phishing: gather personal information via fraudulent email
  – Pharming: fraudulent but authentic-looking Web site
  – Steal info in bulk from a large organization
Government-Issued ID

- Government-issued ID is needed for many activities
  - Getting into a bar
  - Flying on a plane
  - Renting a car
  - Opening a bank account
- Advantages:
  - reduce illegal activities
  - Hard for people to change identities
- Disadvantages:
  - Facilitates fraud (easier to assume my identity)
  - Facilitates data mining (provides a unique key)
- **Questions:** Should everyone be required to have a government ID card? Should there be rules about what I’m allowed to do without showing government ID?