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UNIVERSITÄT LÜNEBURG

CBS COPENHAGEN BUSINESS SCHOOL
HANDELSHØJSKOLEN
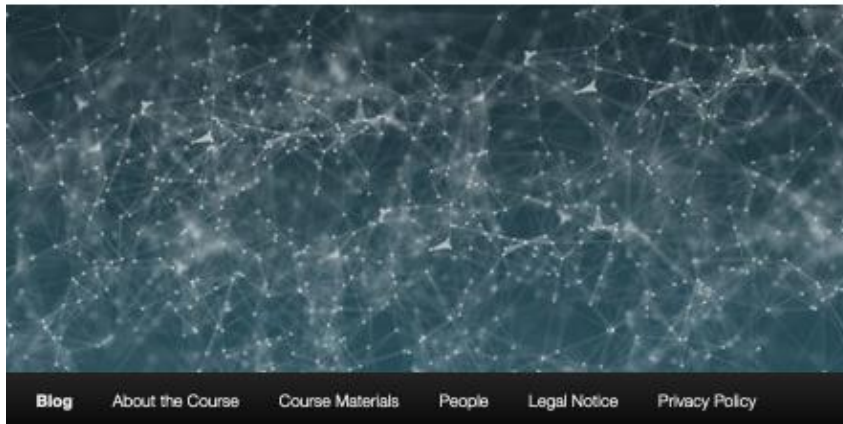
# Welcome!

# Challenges and Opportunities of Datafication: Interdisciplinary Perspectives

## https://dataandorganisations.org/

# Data and Organisations

A Collaborative Open Online Course

## Welcome to Data and Organizations

Posted on **28. August 2020**

Welcome! This weblog is part of the global classroom project between Leuphana University Lüneburg (Germany) and Copenhagen Business School (Denmark). The projects aims to bring together a group of students from Leuphana and CBS and to study together datafication in the winter term 2020/21. We will use this weblog to post regularly news and information that is relevant, thought-provocing and informative for this course, but also for understanding the implications of the increasing availability of data in and around organizations. We will regularly add content to this page, so check back frequently for updates!

# Security and law enforcement





**BUSINESS**

## Palantir: The darling of secret services goes public

One of the most secretive data-mining companies in the world, Palantir Technologies, has listed its shares in New York. The firm provides secret services with information — but stands accused of violating human rights.



Source: https://www.dw.com/en/palantir-the-darling-of-secret-services-goes-public/a-55107199

# Marketing

# Governance



Image: Iris scanning at an Aadhaar registration centre in Delhi.
*Credit: Sonali Campion*

## Forsker: Data-profilering af arbejdsløse kan ikke både være effektiv og gennemsigtig



(Illustration: STAR)

Det er svært at forene krav om gode spådomme med regler om gennemsigtighed og GDPR-lov, siger forsker om værktøj, som skaber dataprofiler af arbejdsløse.

Tania Andersen 🐦 @AndersenTania  Onsdag, 28. august 2019 - 5:04  **17**

🔵🔵🔵🔵🔵 f FOLG

Det er svært at få kunstig intelligens til at give et godt bud på, om en arbejdsløs borger er i risiko for langtidsledighed.

I hvert fald, hvis algoritmen også skal kunne give borgeren og sagsbehandleren en god forklaring på, hvorfor den pågældende er i risikogruppen.

Det er den paradoksale situation omkring et værktøj, som skal skabe dataprofiler af arbejdsløse på baggrund af personoplysninger.

Værktøjet kom offentligheden til kende, da Version2 skrev om sagen i maj måned i år i forbindelse med en ny lov om en aktiv beskæftigelsesindsats.

Læs også: Ny lov: Arbejdsløse skal dataprofileres og samkøres i landsdækkende register

Værktøjet har dog eksisteret i en eller anden form siden 2014. Det er frivilligt at anvende, både for borger og sagsbehandler, og dets spådom står ikke alene i bedømmelsen.

I første omgang havde Datatilsynet - efter vejledning fra Styrelsen for Arbejdsmarked og Rekruttering (STAR) der står bag værktøjet - ikke taget stilling den del af lovforslagets bemærkninger, hvori det nævnes - nemlig på side 212.



## DANSK POLITI ADVARER FORBRYDERE: VI ER KLAR MED ET »SUPERVÅBEN«

Politiet udruller et nyt IT-system, som ved hjælp af data skal intensivere jagten på kriminelle og på længere sigt forudse kriminalitet. En »revolution«, siger politiet selv, mens andre rejser tvivl om bl.a. datasikkerheden.

View "Dansk politi advarer forbrydere: Vi er klar med et »supervåben«"



## Big data og adfærdsanalyser skal vise vej gennem krisen

f 🐦 in

ONSDAG 25 MAR 20  |  Af Jesper Spangsmark

Københavns Universitet, Aarhus Universitet og DTU skal bidrage til corona-krisehåndteringen med analyser af store mængder data, der kan vise, om offentlige tiltag virker, og om der skal gøres

Kontakt

Sune Lehmann

# We even find datafication in our own institutions ...



HIGHER EDUCATION

**New Ownership for an LMS Giant: Private Equity Firm to Buy Instructure for $2 Billion**

By Jeffrey R. Young   Dec 4, 2019

| Section | Role | Last Activity | Total Activity | |
|---------|------|---------------|----------------|---|
| Challenges and Opportunities of Datafication: Interdisciplinary Perspectives (LA E20 CKOMV1707U) | Student | 1 Sep at 9:40 | 02:13 | ⋮ |
| Challenges and Opportunities of Datafication: Interdisciplinary Perspectives (LA E20 CKOMV1707U) | Student | 7 Sep at 8:40 | | ⋮ |
| Challenges and Opportunities of Datafication: Interdisciplinary Perspectives (LA E20 CKOMV1707U) | Student | | | ⋮ |
| Challenges and Opportunities of Datafication: Interdisciplinary Perspectives (LA E20 CKOMV1707U) | Hidden Administrative Support | 24 Aug at 14:00 | 03:16 | ⋮ |
| Challenges and Opportunities of Datafication: Interdisciplinary Perspectives (LA E20 CKOMV1707U) | Hidden Administrative Support | | | ⋮ |
| Challenges and Opportunities of Datafication: Interdisciplinary Perspectives (LA E20 CKOMV1707U) | Student | 3 Sep at 10:08 | | ⋮ |
| Challenges and Opportunities of Datafication: Interdisciplinary Perspectives (LA E20 CKOMV1707U) | Student | 1 Sep at 13:04 | | ⋮ |
| Challenges and Opportunities of Datafication: Interdisciplinary Perspectives (LA E20 CKOMV1707U) | Teacher | 8 Oct at 13:55 | | ⋮ |
| Challenges and Opportunities of Datafication: Interdisciplinary Perspectives (LA E20 CKOMV1707U) | Observing Teacher | | | ⋮ |

# BUT BIG DATA HAS A MUCH LONGER HISTORY

CAROLI LINNÆI

EQUITIS DE STELLA POLARI,
ARCHIATRI REGII, MED. & BOTAN. PROFESS. UPSAL.;
ACAD. UPSAL. HOLMENS. PETROPOL. BEROL. IMPER.
LOND. MONSPEL. TOLOS. FLORENT. SOC.

# SYSTEMA NATURÆ

PER

## REGNA TRIA NATURÆ,

SECUNDUM

CLASSES, ORDINES,
GENERA, SPECIES,

CUM
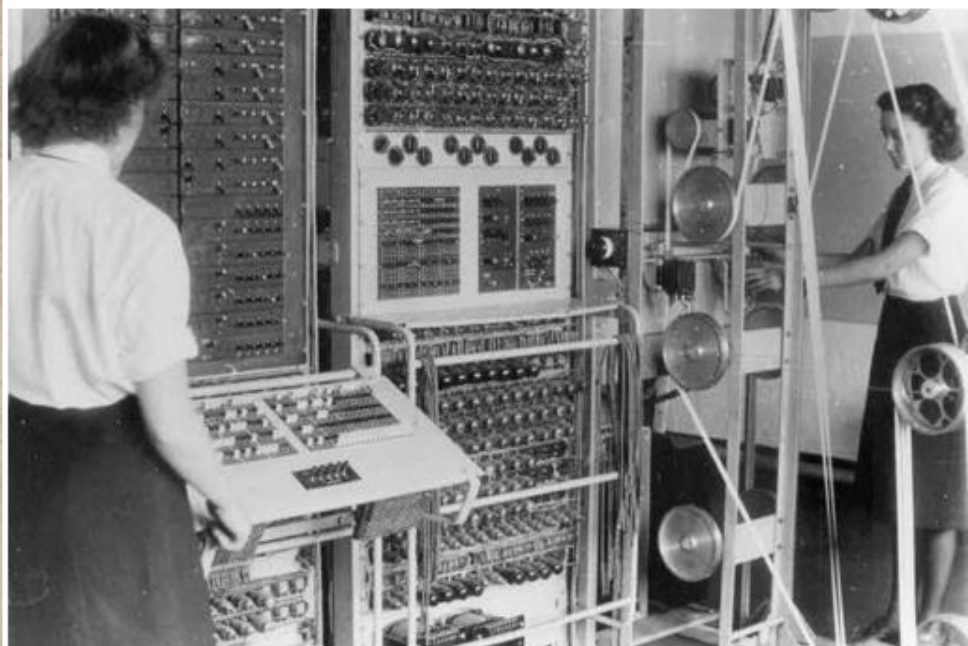
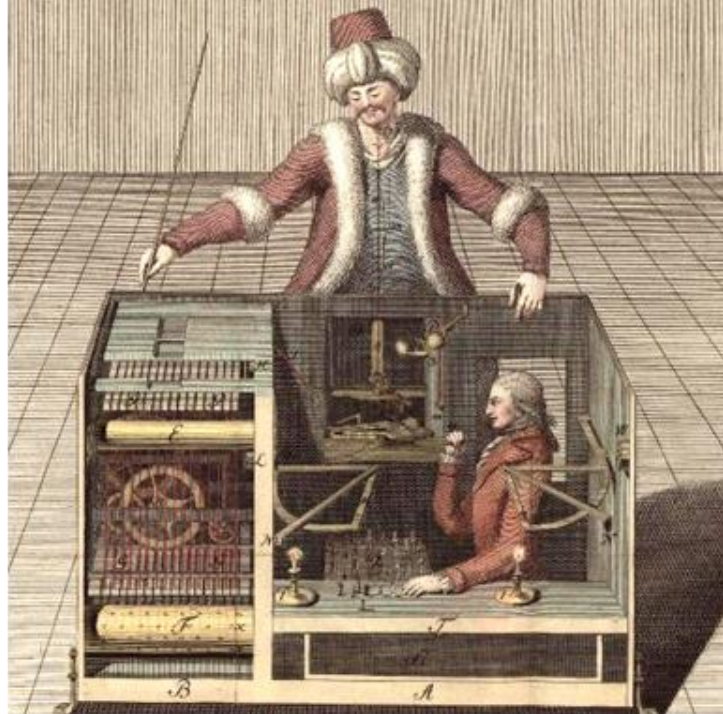CHARACTERIBUS, DIFFERENTIIS,
SYNONYMIS, LOCIS.

TOMUS I.

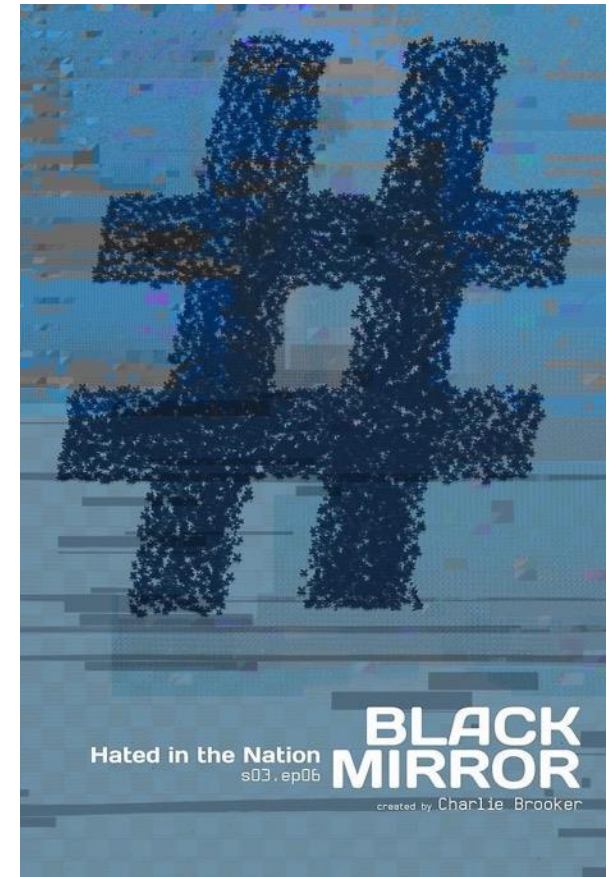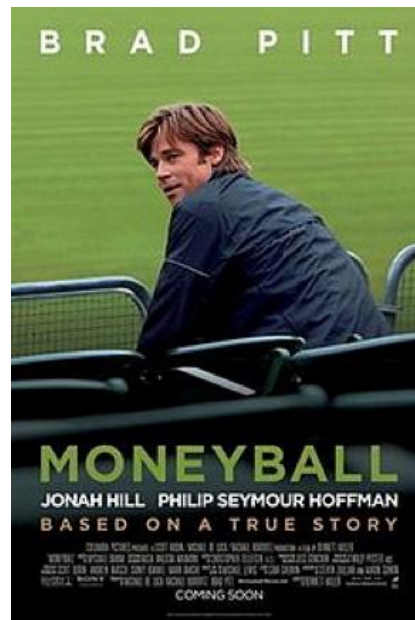EDITIO DECIMA, REFORMATA.

*Cum Privilegio S:æ R:æ M:tis Sveciæ.*

HOLMIÆ,
IMPENSIS DIRECT. LAURENTII SALVII,
1758.

# And we find it in popular culture too…

# So digital transformations are not new; but what's different now?

- Pace and nature of tech innovation
- Increasing complexity of tasks can be automated
- Faster adoption
- Higher percentage of jobs automated
- Impacts high and low workers
- Technological change spreads more broadly through society

# NETFLIX: A CONCRETE EXAMPLE OF DATAFICATION IN POPULAR CULTURE
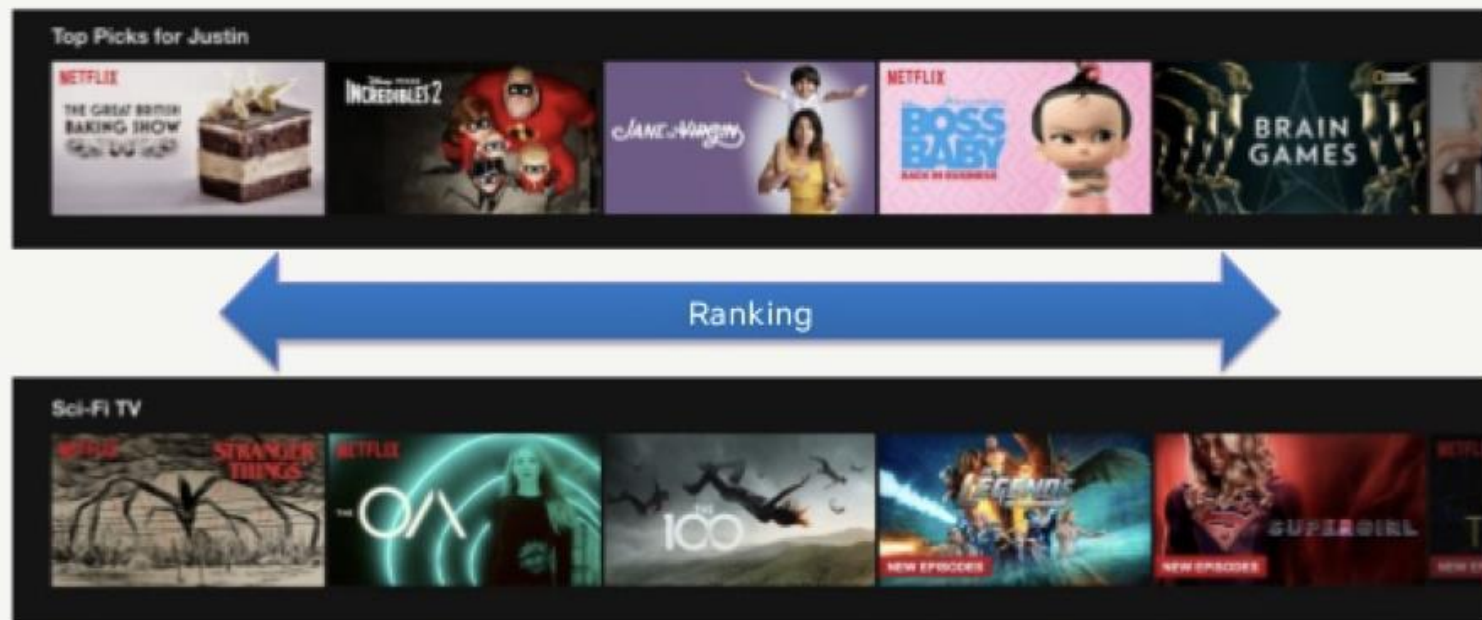
# Datafication allows for personalization

Why does Netflix personalize?

- allowing consumers new ways of finding content to watch

- to maximize consumer satisfaction
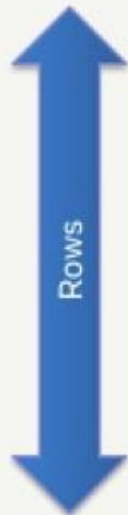
- to ensure consumer retention

# WHAT DO THEY PERSONALIZE?
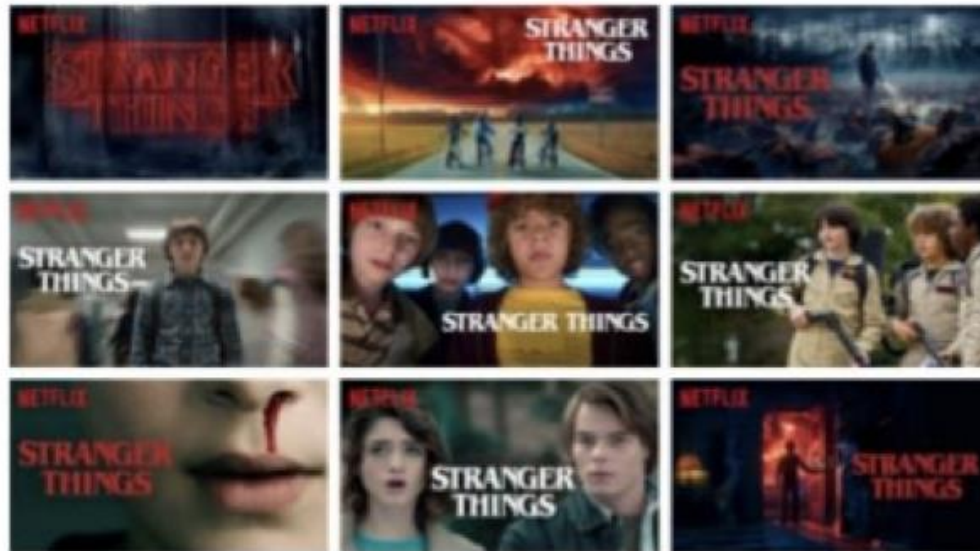
# From what we recommend



Ordering of videos is personalized
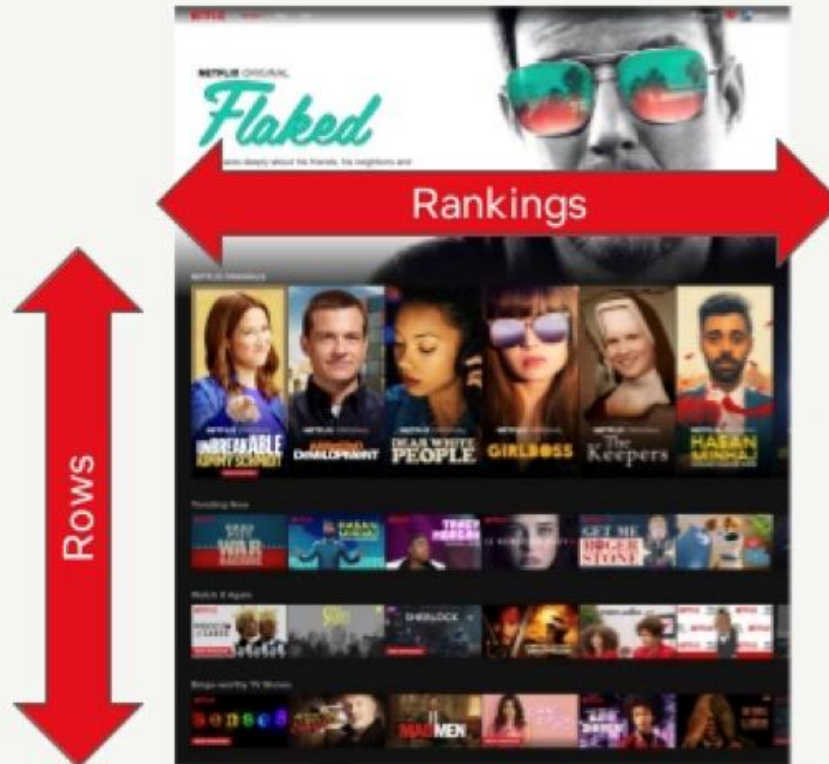
# ... to how we construct a page
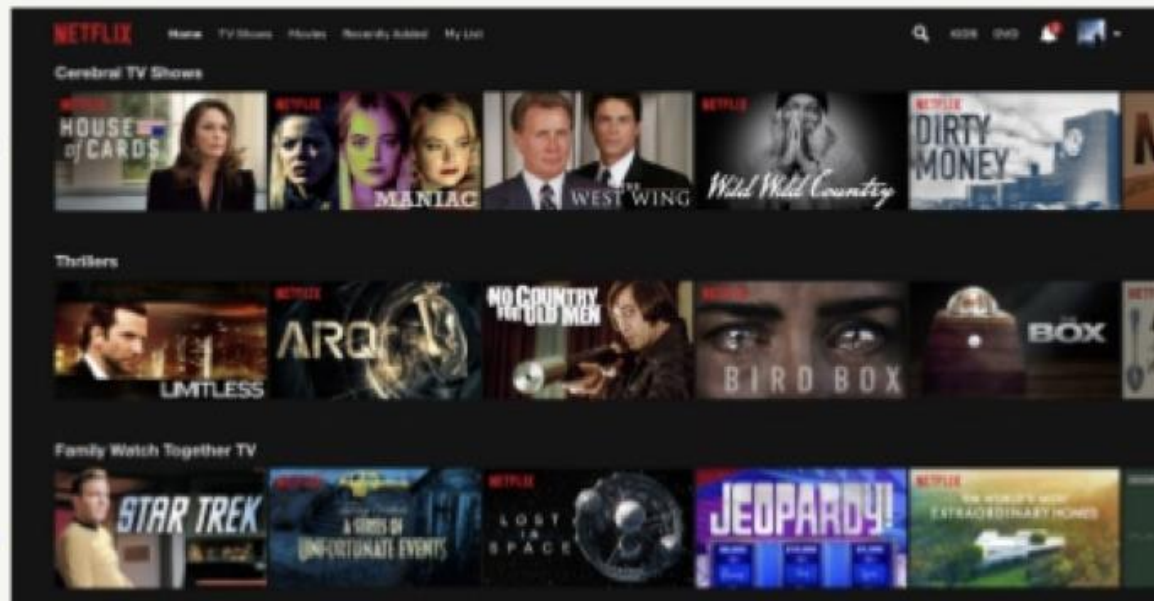


Selection and placement of rows is personalized

# Which artwork to show?

# Everything is a Recommendation



**Over 80%** of what people watch comes from our recommendations

NETFLIX

# Implications

- New methods

- New insights

- And: new clashes between traditional and datadriven approaches

# So why does datafication matter for organizations

- Organizations are becoming increasingly data-driven - or at least they aspire to be
  - Deep learning
  - Causality
  - Fairness
  - Experience personalization
  - Optimization
  - Automation
- Challenges for leadership, strategy, human resources, employees and marketing

# So why does datafication matter for organizations

- Datafication entails many positive aspects for business, but also for other organizations, like public organizations, non-governmental organizations, or political agencies.

--> Organizations as subjects or beneficiaries of datafication.

# So why does datafication matter for organizations

--> Organizations as objects (targets, victims, or recipients) of datafication.

# Post-covid - data-driven accelerations

- Three existing trends
  - A deglobalisation unpicking the business world that grew up in the 2000s
  - An infusion of data-enabled services into ever more aspects of life (e.g. work, education, public health, money etc)
  - A consolidation of economic power into the hands of giant corporations (e.g. Jeff Bezos)

# Common reaction: panic



Home

NEWS

## The digital-transformation train has left the station -- is your company on board?

'Think of it as a reboot of your company's operating model,' one analyst suggests

By Katherine Noyes
Senior U.S. Correspondent, IDG News Service | DEC 21, 2015 10:08 AM PST

# Four areas of contention in particular

- rights and ethics

- labor and automation

- bias and inclusion

- safety and critical infrastructure

# THAT'S WHAT WE WILL BE SPENDING OUR TIME ON IN THIS COURSE!

# Upcoming classes:

- Governance of/and datafication
- Transparency and the Digital Prism
- Introduction to the platform economy
- Power and resistance: Algorithmic management
- Data flows and data behavior in social media
- Data and sustainability
- Digital and Organizations: Future directions