LINKEDIN LEARNING & DATA ETHICS
OUTLINE:

1. Theoretical grounding
2. Privacy and informed consent
3. LinkedIn learning and equity
1. Theoretical Grounding
1. Technology isn’t neutral

2. Data isn’t objective

3. Technology and data reproduce and amplify existing bias
Amazon scrapped 'sexist AI' tool

The algorithm repeated bias towards men, reflected in the technology industry.

An algorithm that was being tested as a recruitment tool by online giant Amazon was sexist and had to be scrapped, according to a Reuters report.
Gender and racial bias found in Amazon’s facial recognition technology (again)

Research shows that Amazon’s tech has a harder time identifying gender in darker-skinned and female faces

By James Vincent | Jan 25, 2019, 8:45am EST

Facial Recognition Software Regularly Misgenders Trans People

Human computer interfaces are almost never built with transgender people in mind, and continue to reinforce existing biases.

By Matthew Gault

Feb 19 2019, 12:11pm   Share   Tweet
Big Data And The Problem Of Bias In Higher Education

Audrey Murrell, Contributor
Diversity & Inclusion
Specializes in leadership, mentoring, access, and diversity

Big data is becoming more prevalent in all circles, including higher education, which raises concerns over the effects of implicit bias on student access to education. (Photo credit: Getty Images)

The explosive use of big data, predictive analytics and other modeling techniques to help understand and drive outcomes in all types of organizations has significantly increased over the past decade.

The Weaponization of Education Data

Audrey Watters on 11 Dec 2017

This is part five of my annual look at the year's "top ed-tech stories."

As in previous years, it would be quite easy to fill a whole article in this series on "data insecurity," on the data breaches and cyberattacks that continue to plague education – both schools and software. The issue extends well beyond education technology, of course, and in 2017 we witnessed yet again a number of high profile incidents (including some corporate admissions of breaches that had happened in years...
“If you’re not white, this new research may fail you.”

Genetics has learned a ton — mostly about white people. That’s a problem.

The overwhelming whiteness of genetics research is holding back medicine.

By Brian Reamick | @B_reamick | brian@vox.com | Updated Oct 27, 2016, 10:55am EDT
CRITICAL DATA STUDIES AS AN EMERGING FIELD OF SCHOLARSHIP
2. Privacy and Informed Consent
3. We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.

6. We do not advance private interests at the expense of library users, colleagues, or our employing institutions.
DATA PRIVACY IS A RESPONSE TO DATA VIOLENCE

House Committee on Un-American Activities 1969

USA Patriot Act 2001
ALA urges LinkedIn Learning to reconsider changes to terms of service that impair library users’ privacy rights

For Immediate Release
Mon, 07/22/2019

Contact:
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CHICAGO - LinkedIn Learning — formerly Lynda.com, a platform used by libraries to provide online learning opportunities to library users — plans to make substantial changes to its terms of service that would significantly impair library users’ privacy rights.

Under LinkedIn Learning’s new terms of service, a library cardholder will need to create a LinkedIn profile in order to access LinkedIn Learning. In addition to providing their library card number and PIN, users will have to disclose their full name and email address to create a new LinkedIn profile or connect to their existing profile. New users will have their LinkedIn profile set to public by default, allowing their full name to be searched on Google and LinkedIn.

ALA has long affirmed that the protection of library users’ privacy and confidentiality rights are necessary for intellectual freedom and are fundamental to the ethical practice of librarianship. ALA’s Library Bill of Rights and its interpretations maintain that all library users have the right to access library resources without disclosing their personally identifiable information (PII) to third parties, and to be free from unreasonable intrusion into, or surveillance of, their lawful library use.

“The requirement for users of LinkedIn Learning to disclose personally identifiable information is completely contrary to ALA policies addressing library users’ privacy, and it may violate some states’ library confidentiality laws,” said ALA President Wanda Kay Brown. “It also violates the librarian’s ethical obligation to keep a person’s use of library resources confidential. We are deeply concerned about these changes to the terms of service and urge LinkedIn and its owner, Microsoft, to reconsider their position on this.”

ALA has long encouraged library vendors to respect the privacy and confidentiality of library users, observe the law, and conform to the professional statements of ethics that protect library users' privacy, including the ALA Code of Ethics and the NISO Consensus Principles on Users’ Digital Privacy in Library, Publisher, and Software-Provider Systems. Libraries and librarians who wish to share their concerns about the proposed changes in to LinkedIn Learning’s terms of service and to voice their support for protecting library users’ privacy rights should communicate with Farhan Syed, Vice President of Client Solutions at fsyed@linkedin.com.
INFORMED CONSENT IS A RESPONSE TO MEDICAL VIOLENCE

Tuskegee Syphilis Experiment 1932 - 1972
The Belmont Report

Ethical Principles and Guidelines for the Protection of Human Subjects of Research

The National Commission for the Protection of Human Subjects of Biomedical and Behavioral Research

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COMIRB
The Colorado Multiple Institutional Review Board is an administrative body established to protect the rights and welfare of human research subjects recruited to participate in research activities conducted under the auspices of the University of Colorado Denver and its affiliates: Children's Hospital Colorado, Denver Health and Hospital Authority, University of Colorado Hospital, and the VA Eastern Colorado Health Care System.

In the review and conduct of research, actions by COMIRB will be guided by the principles of respect for persons, beneficence, and justice set forth in the Ethical Principles and Guidelines for the Protection of Human Subjects of Research (often referred to as the Belmont Report). Reviews of research will be performed in accordance with the Department of Health and Human Services (HHS) regulations at 45 CFR 46 (also known as the "Common Rule") and the Food and Drug

Announcements
Jan 10, 2020
AHRQ Guide Notice on Use of Single Institutional Review Boards
Oct 22, 2019
GDPR Guidance
Oct 9, 2019
New Guidance on Children in Research
Aug 13, 2019
New: Guidance for e-Consent
3. LinkedIn Learning and Equity

- Uses technology proven to discriminate
  - AI, Big Data, and machine learning
LinkedIn says its AI-driven search engine leverages three core datasets in ranking results: the kinds of things people post on their profiles or recruiters write in job descriptions; searches that candidates and would-be employers perform, along with people and job listings they click on; and inferred characteristics, like skills a person might not have listed on their profile but which they likely learned in a previous job. Combined, these produce predictions for best-fit jobs and job seekers.
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  - AI, Big Data, and machine learning
- Violates Data Privacy
  - Collects and shares sensitive user data
  - 2 major breaches of user data = 167 million user credentials total
“By its very nature, LinkedIn seeks to dismantle privacy with respect to personal and professional information to optimize the service for potential recruiters. They have no problem collecting any data they can get their hands on if it relates to you.”

In this episode, Dylan Curran takes us through the nitty-gritty of LinkedIn’s terms & conditions.

https://medium.com/@presearch/is-your-personal-data-safe-on-linkedin-bffdf3c46f34
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• Enables discriminatory hiring practices
  • Recruiters can target/exclude protected populations, profiles contain photos
Ad Targeting Discrimination

At LinkedIn, we prohibit any kind of discrimination on our platform. Our advertising guidelines clearly state that we do “...not allow ads that advocate, promote or contain discriminatory hiring practices or denial of education, housing or economic opportunity based on age, gender, religion, ethnicity, race or sexual preference. Ads that promote the denial or restriction of fair and equal access to education, housing, or credit or career opportunities are prohibited.” If an ad is flagged as discriminatory we will immediately take it down.

Gender and ad targeting

Within Campaign Manager, LinkedIn advertisers are required to certify that if an ad relates to employment, housing, education or credit, they will not use LinkedIn to discriminate based on gender or other protected characteristics. Only once an advertiser checks this box, the option to target by gender will become available.

Age and ad targeting

Within Campaign Manager, LinkedIn advertisers are also required to certify via a checkbox that if an ad relates to employment, housing, education or credit, they will not use LinkedIn to discriminate based on age or other protected characteristics. Only once an advertiser checks this box, the option to target by age will become available. If the stated objective for a campaign is talent leads and recruitment, the option to target by age is not available at all.

Last updated: 4 months ago
Jeff Weiner
CEO at LinkedIn
San Francisco Bay Area • 500+ connections

Join to Connect

About

Internet executive with over 25 years of experience, including general management of mid to large size organizations, corporate development, product development, business operations, and strategy.

Currently CEO at LinkedIn, the web's largest and most powerful network of professionals.
Unless we are critical, data-driven technology will reproduce and amplify historical discrimination and violence, and we will let it happen because we think data can’t discriminate or cause violence.
Diversity, Inclusion, Equity & Access

**Charge**

- To succeed, the working group must recognize the strength of diverse communities and perspectives. We must continue and enhance our commitment to creating an inclusive culture in pursuit of our goals of excellence and meeting the needs of the state, nation and world.

- Define a plan for attracting and graduating an increasingly diverse student body, embracing the university’s broad definition of diversity ([https://www.cu.edu/regents/policy-10p-diversity](https://www.cu.edu/regents/policy-10p-diversity)).
  - Identify best practices on CU campuses and nationally that attract and support a diverse student body, through performance in the following areas:
    - Attracting diverse students
    - Increase retention to year two
    - Improve 4 and 6 year graduation rates
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