

Privacy in the Era of Big Data and Learning Analytics: Ethical Considerations and Positions

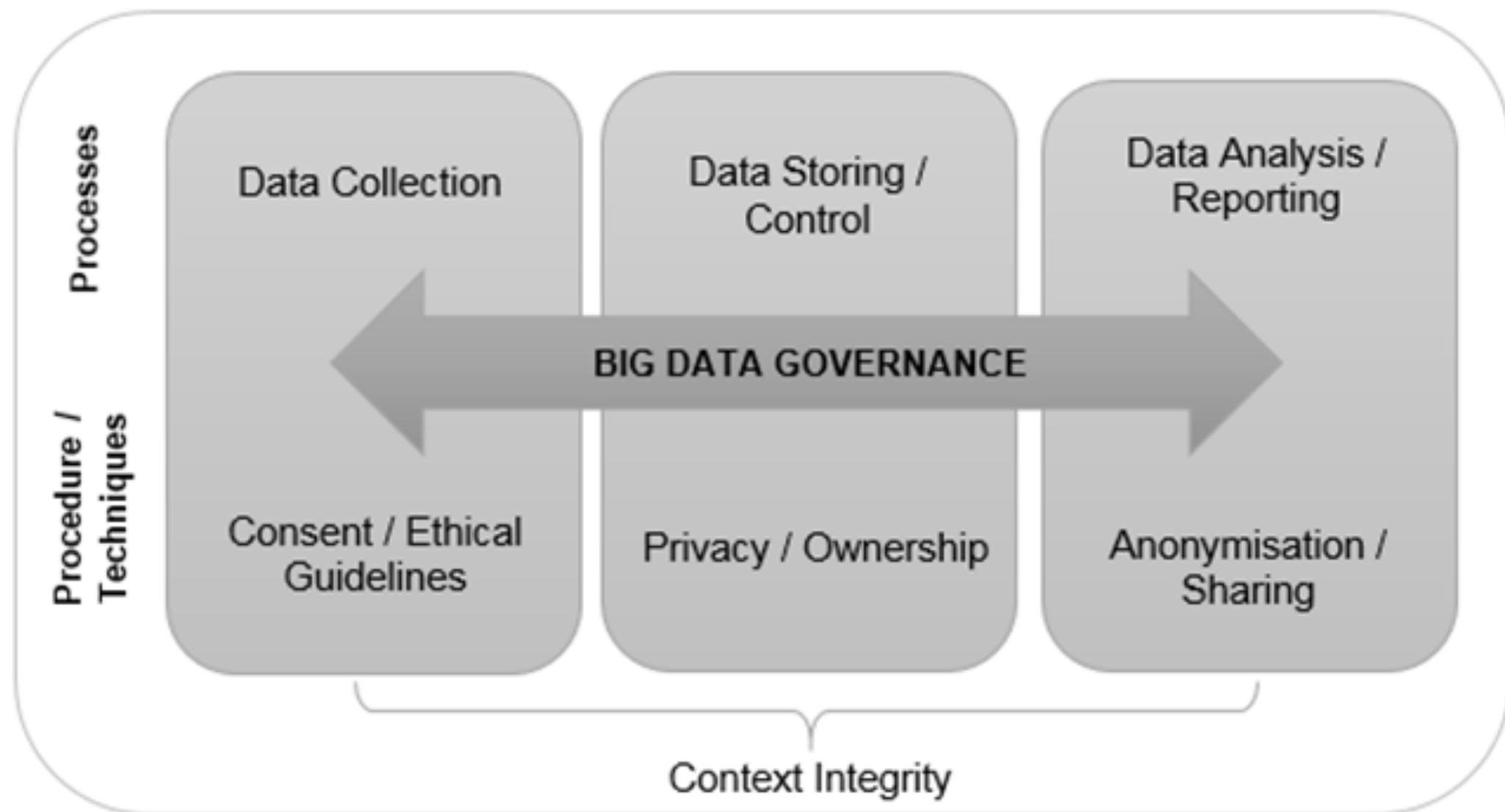
Marianna Vivitsou, PhD Candidate
Mohsen Saadatmand, PhD Candidate

CICERO Learning, Faculty of Behavioural Sciences
University of Helsinki

Context Integrity

The social context where research is conducted and challenges to privacy come up;
therefore, context and privacy are intertwined

(Nissenbaum, 2010; Ohm, 2014)



Aspects of context integrity

- Ethical principles
 - Trust
 - Transparency
 - Power relations
 - Surveillance
- Disruption of information norms
 - University [services](#) (e.g. student and staff logins)
 - [Blended](#) learning environment
 - Open online learning environment (e.g., [MOOCs](#))

Issues to consider

When it comes to user privacy:

- How are consent practices shifting?
- How the notion of anonymity changes?
- Is computer science-based research targeting human or non-human systems?
- What mechanisms should validate research conduct?

Some suggestions...

- The role of Advisory Boards should be expanded in order to fit current needs arising from the developments in big data and learning analytics
- Technological systems and research design should consider that computer science-based research is targeting humans
- Massive data analytics should integrate insights from the social sciences and the humanities and all interested parties should be involved in the design and decision making processes
- University curricula should enable scholarly expertise in research ethics in relation to conducting internet-based research
- Raising the awareness of possible risks of participation in MOOCs (e.g., by providing informed consent in the time of enrolment)

Thank you for your attention!

- Marianna Vivitsou, marianna.vivitsou@helsinki.fi
- Mohsen Saadatmand, saadatmand.m@gmail.com
Twitter: @saadat_m

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