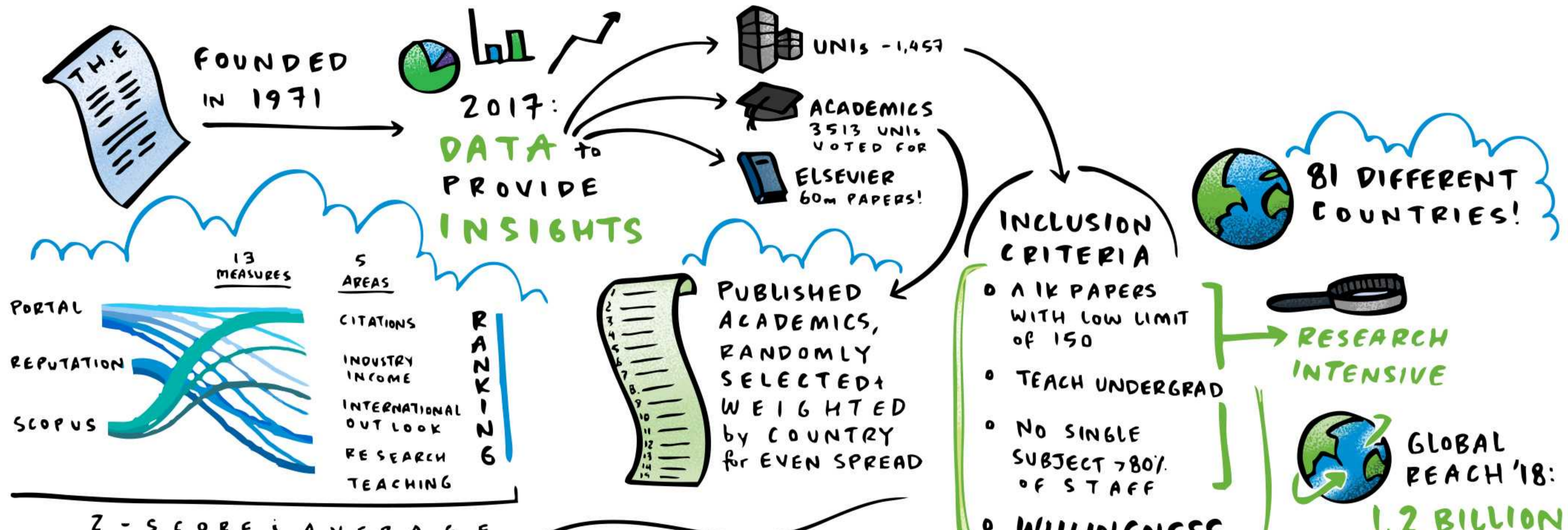


# UNIVERSITIES AND THE ETHICAL DATA SCIENTIST

## - INSIDE THE TIMES HIGHER EDUCATION WORLD UNI. RANKINGS -

DUNCAN ROSS



ASIA'S #1  
**NUS**

AUSTRALASIA'S #1  
**MELBOURNE**



ASIA + INDIA  
CONTINUE TO GROW  
... SOUTH AMERICA  
& AFRICA BEHIND

SINGAPORE +  
NETHERLANDS  
ARE LEADERS

### TOP COUNTRIES for STUDENT IMMIGRATION

- #1 USA
- #2 UK
- #3 AUSTRALIA
- #4 FRANCE

BIG GROWTH  
IN CANADA

### WHAT'S CHANGED?

RESEARCH +  
TEACHING REP  
↑ CITATIONS

THEY SHOULD MATCH





# EDUCATION: USING BIG DATA for GOOD (NOT EVIL)

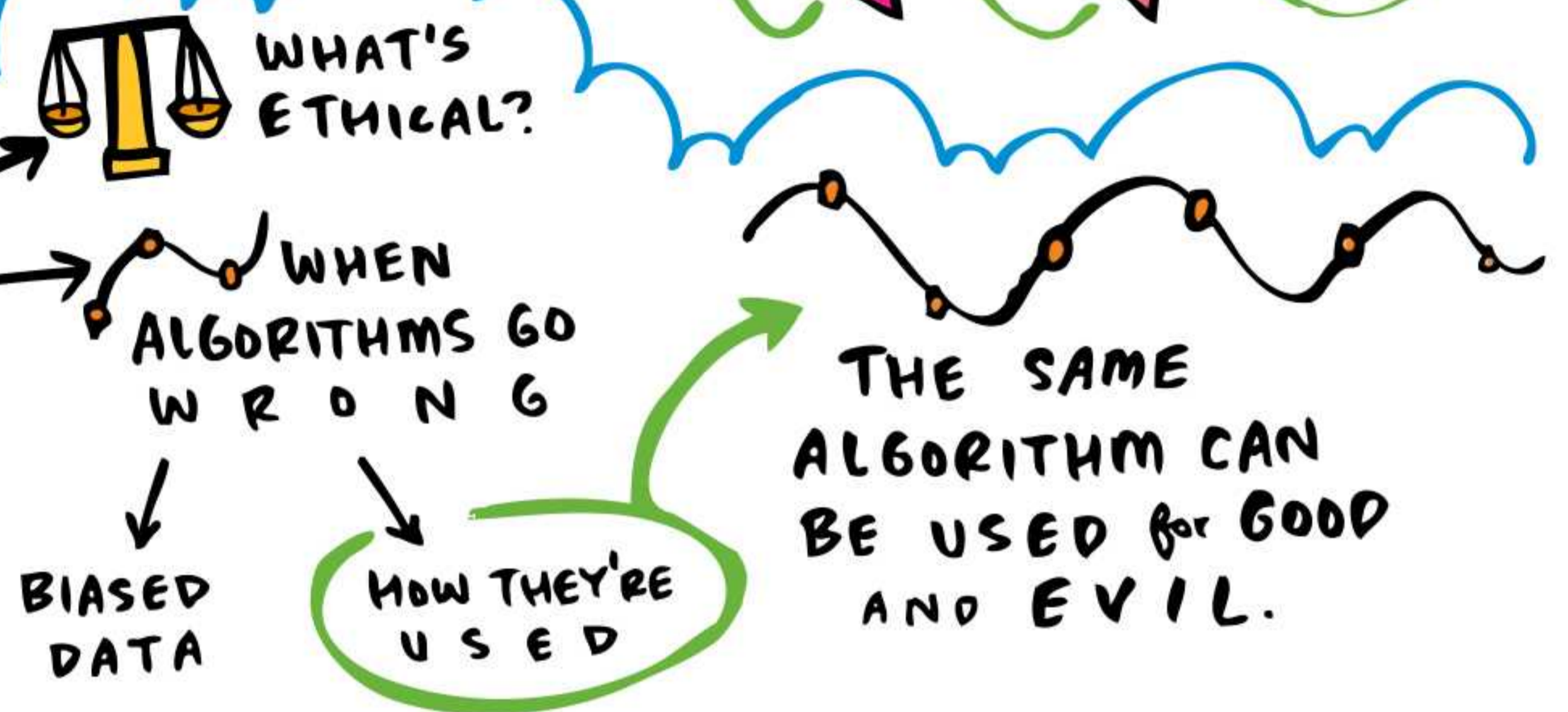
BRIDGING THE GAP

NOT ALL DATA is **BIG**.  
 NOT ALL LEARNING is **DEEP**.  
 NOT ALL DECISIONS ARE **FAIR**.

THINK BEFORE ANALYSE  
 THINK ABOUT DECISIONS  
 UNDERSTAND HOW TO COMMUNICATE DATA  
 TAKE PERSONAL RESPONSIBILITY

... IT ISN'T A LEGAL CONSTRUCT  
 ... OR A MEASURE OF ACCURACY  
 ... OR CAPTURE INTERSECTIONALITY

- WHY DATA SCIENCE?**
- PEOPLE ARE INCONSISTENT
  - PEOPLE ARE BIASED
  - PROCESS LARGE VOLUMES
  - RAPID DECISIONS
  - BETTER DECISIONS



- WHAT CAN YOU DO?**
- MAKE PREDICTIONS
  - GROUP THINGS
  - GAIN INSIGHTS
  - TAKE DECISIONS
  - DO IT AT SCALE + SPEED

DATA HELPS US DO NEW stuff...

**FRAMEWORK for USING DATA**

UNDERSTAND BASELINE      RIGHT COMMUNICATION

**GUIDELINES**

ENGAGE      VALIDATE THE MODEL      BE OPEN ABOUT THE MODEL

... MAKE IT good stuff!