

Chapter 10

Marketing research: Data ethics

What happens when an algorithm labels you as mentally ill? (alternative link)

“Social media platforms such as Twitter, Facebook and Instagram have also implemented or been used to deploy algorithms attempting to identify or even prevent people at risk of suicide from self-harm by directing them to the appropriate health services.”

For week 7 discussion, think about:

1. Pros of this use of data
2. Cons about this use of data
3. Do you think this use of data is ethically correct?