

# When Public Data Shouldn't Be Public:

A Case Study on the Ethics of using Twitter Data in Big Data Research

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*Secondary research use and privacy*

The background features a complex network of glowing blue lines and nodes, resembling a circuit board or data network. A central, semi-transparent padlock icon is positioned in the middle, symbolizing security and privacy. The overall aesthetic is futuristic and technological.

# Motivation

- Arab Spring

# Challenge

- Use Big Data Analytics to contribute to better understanding of how *citizen trust* in government and state institutions influences citizens' collective behavior e.g., *social protest* in the context of the 2014 Brazilian World Cup protests.

**Arab Spring** refers to the democratic uprisings that arose independently and spread across the **Arab** world in 2011. The movement originated in Tunisia in December 2010 and quickly took hold in Egypt, Libya, Syria, Yemen, Bahrain, Saudi Arabia, and Jordan.



Arab Spring - SourceWatch  
[www.sourcewatch.org/index.php/Arab](http://www.sourcewatch.org/index.php/Arab)

More about

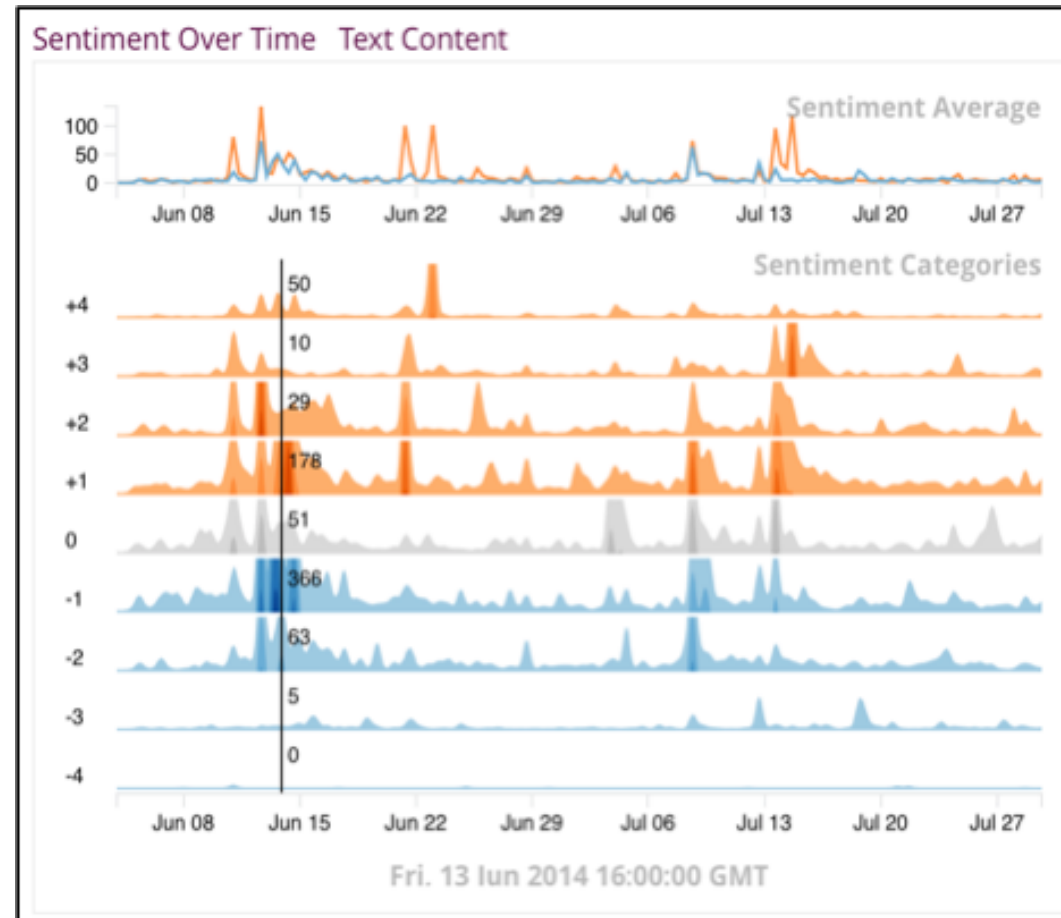


Today @ [User] Goodie is of favela w/ someone playing soccer—assuming next one will be favela in rubble so that a stadium can be constructed.

RETWEET 1 FAVORITES 2

2:29 PM - 18 Jun 2014

# Sentiment of Brazilian tweets



# *Panopticon*





*Dictatorship of the They*



Magritte



Reality TV



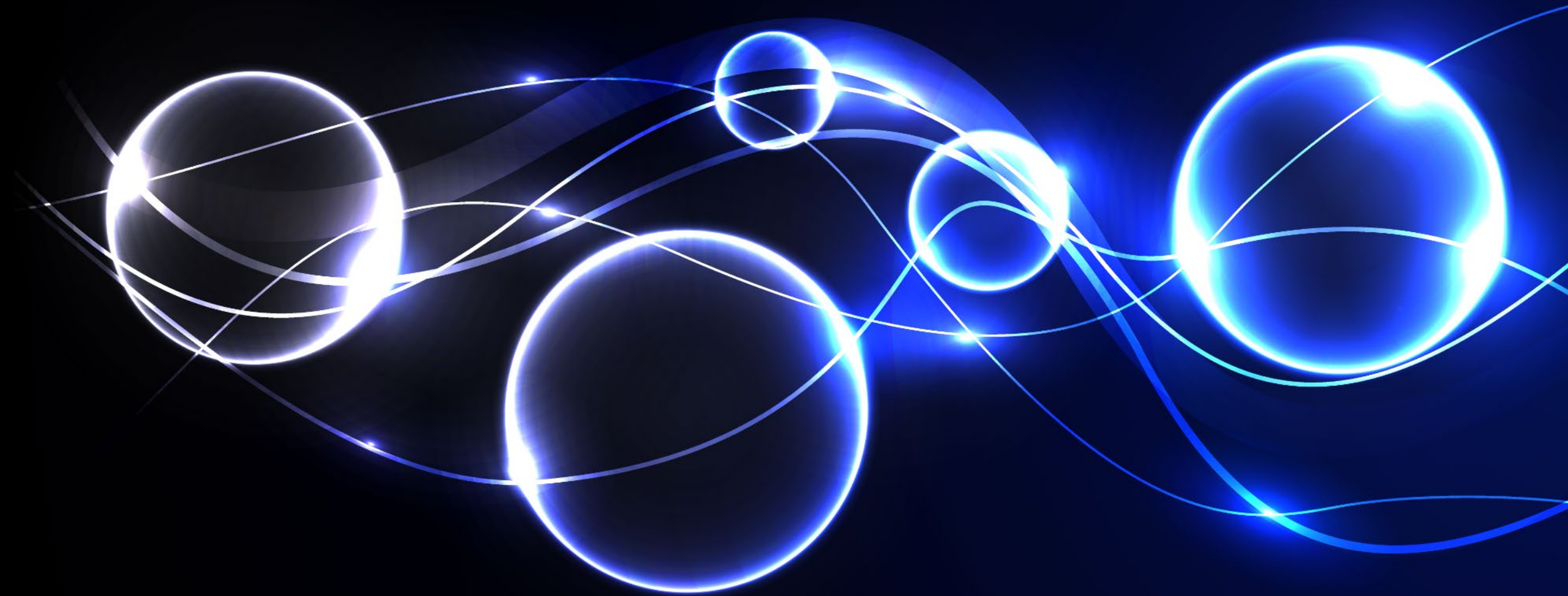
The right to be forgotten

ERASE PAST

A close-up photograph of a computer keyboard. The central focus is a white key with the text "ERASE PAST" printed on it in a dark, sans-serif font. The key is slightly raised and has rounded corners. Surrounding it are other keys, including one with a downward-pointing arrow and another with an upward-pointing arrow, all in a similar white color. The background is a dark, textured surface, likely the keyboard's base, which is out of focus.



*Infosphere*



*Self-definition of privacy*

