

Datenschätze

und wie leicht man sich davon blenden läßt

Prof. Dr. Frauke Kreuter
Universität Mannheim - University of Maryland - IAB

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Datenschätze

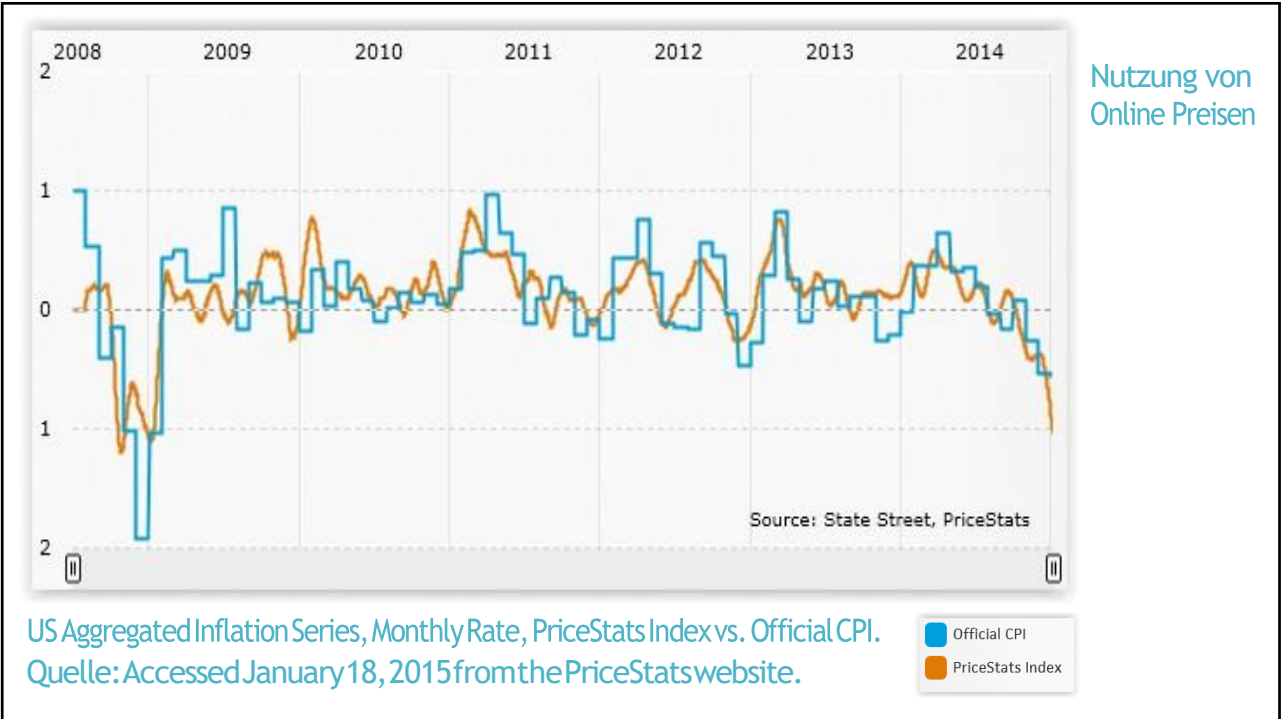
und wie leicht man sich davon blenden läßt



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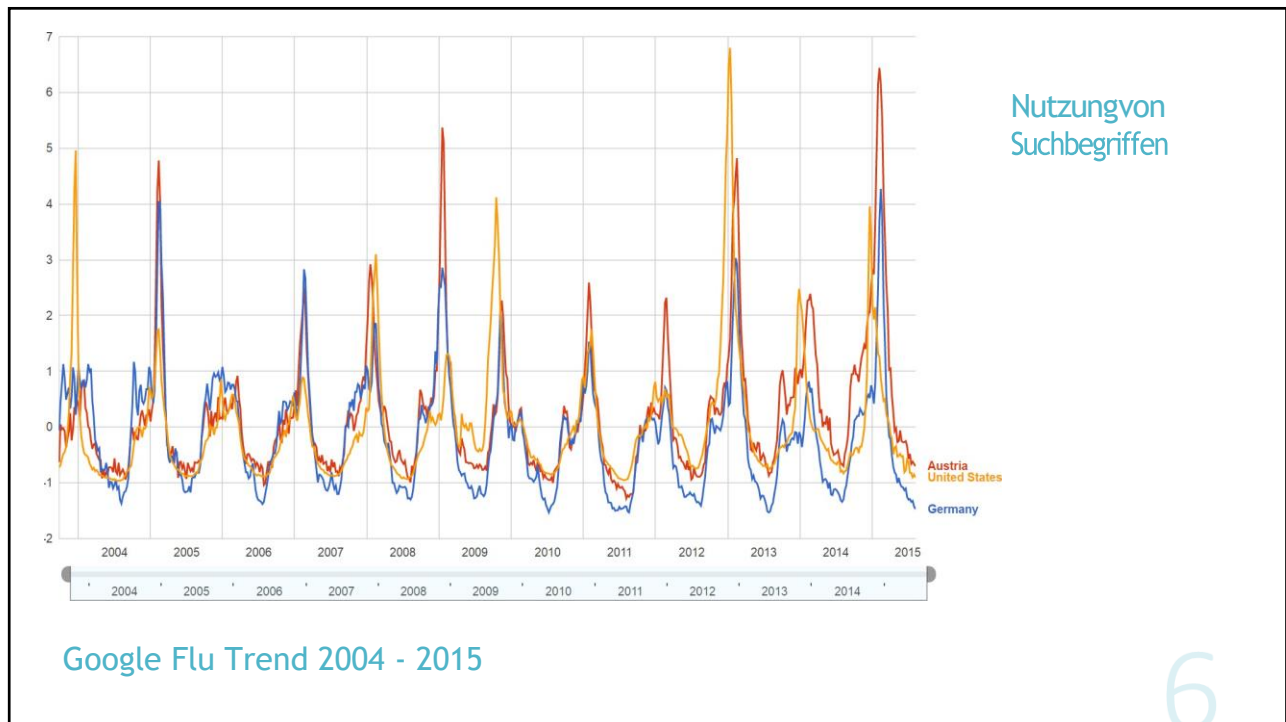
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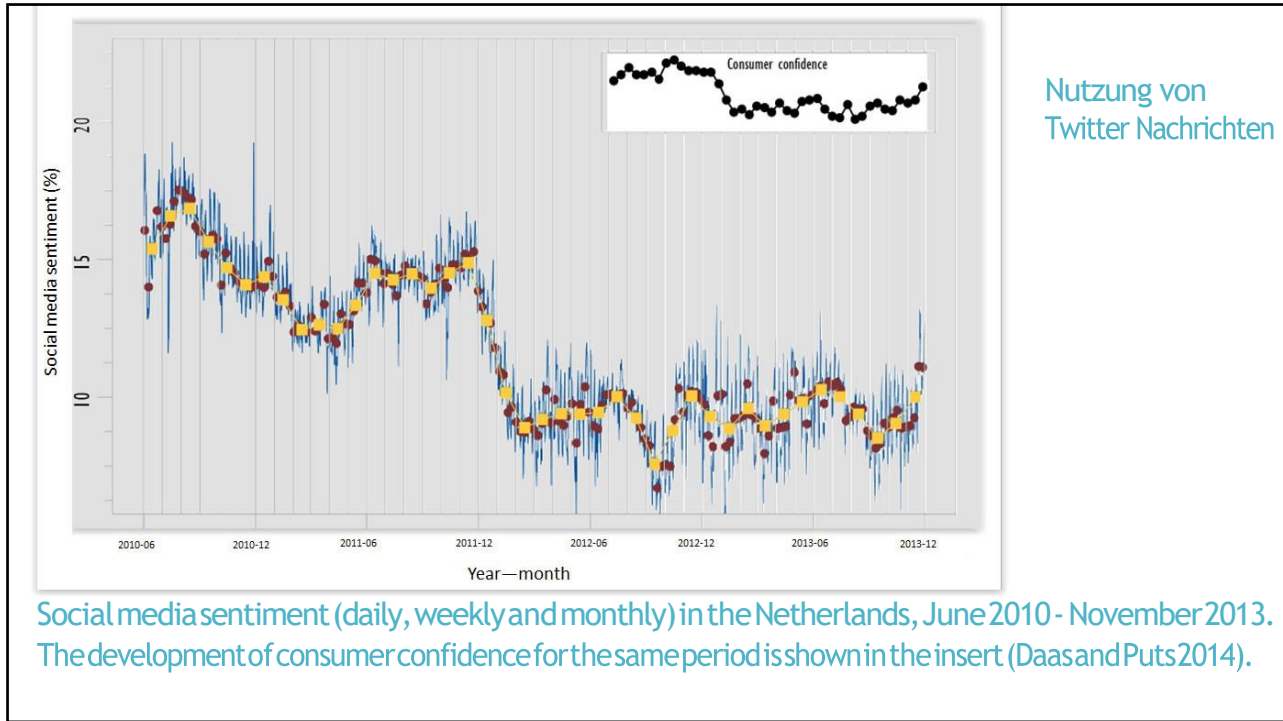
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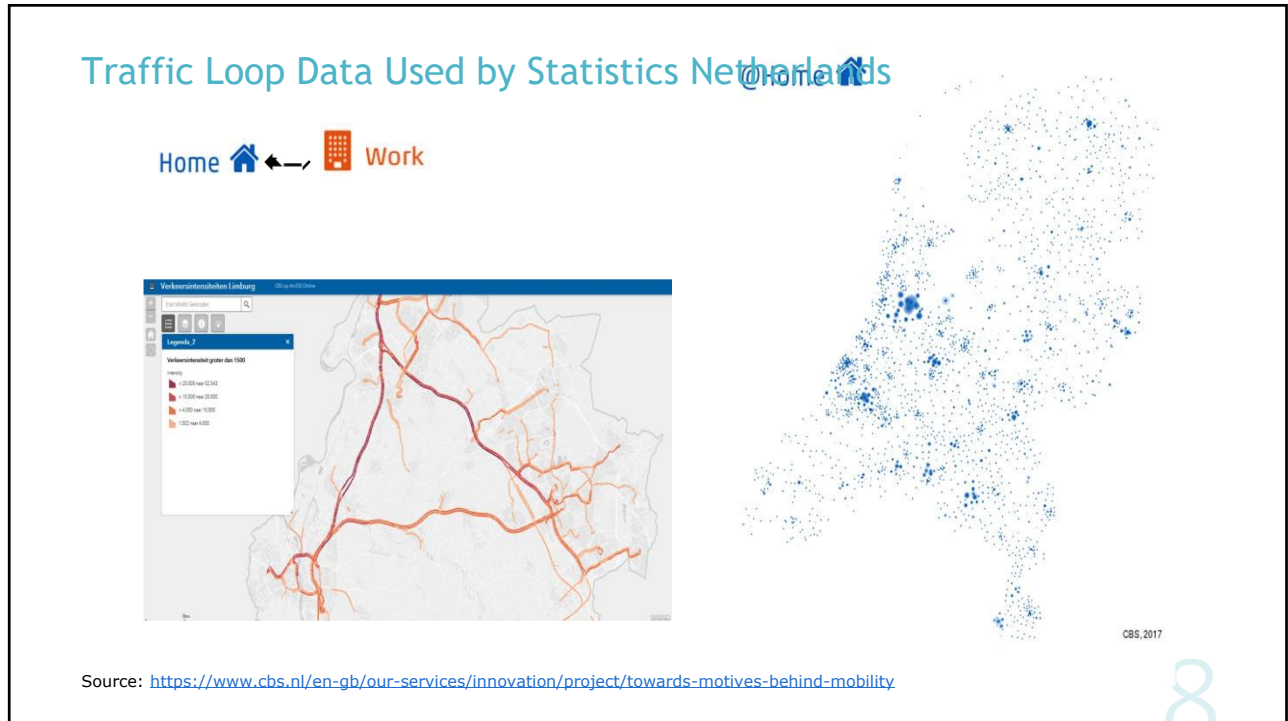
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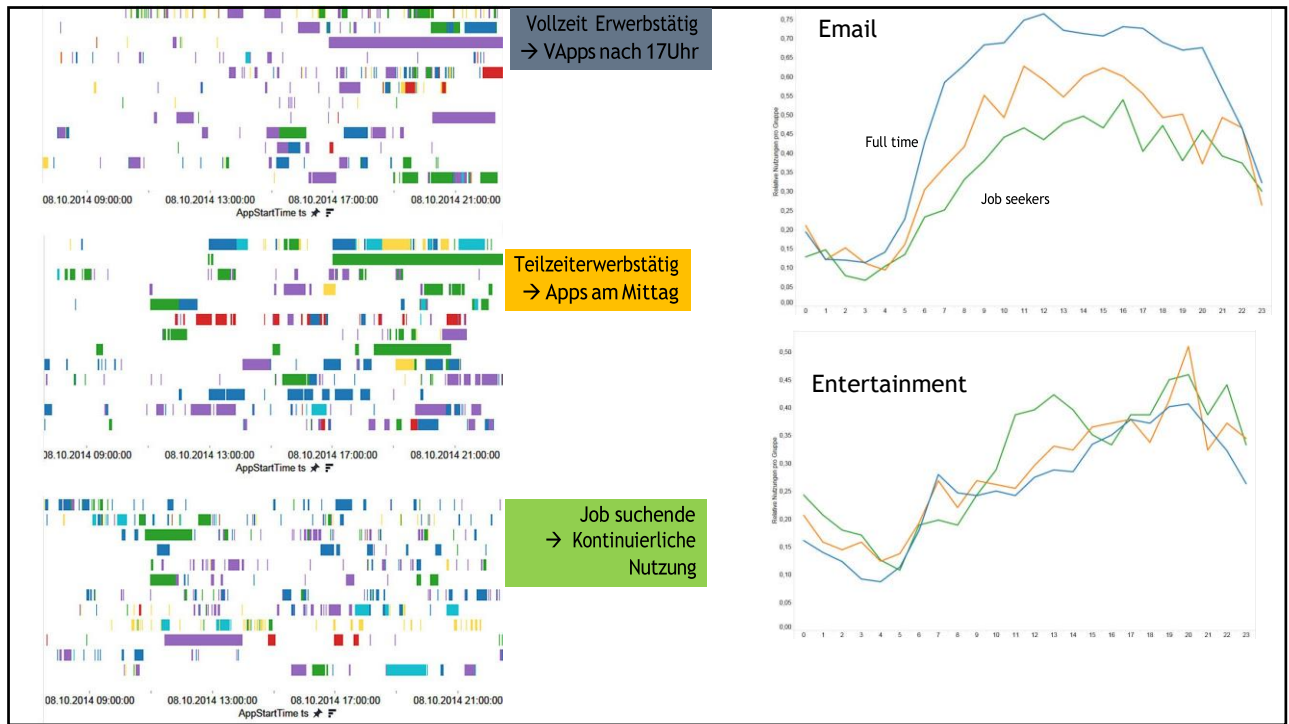
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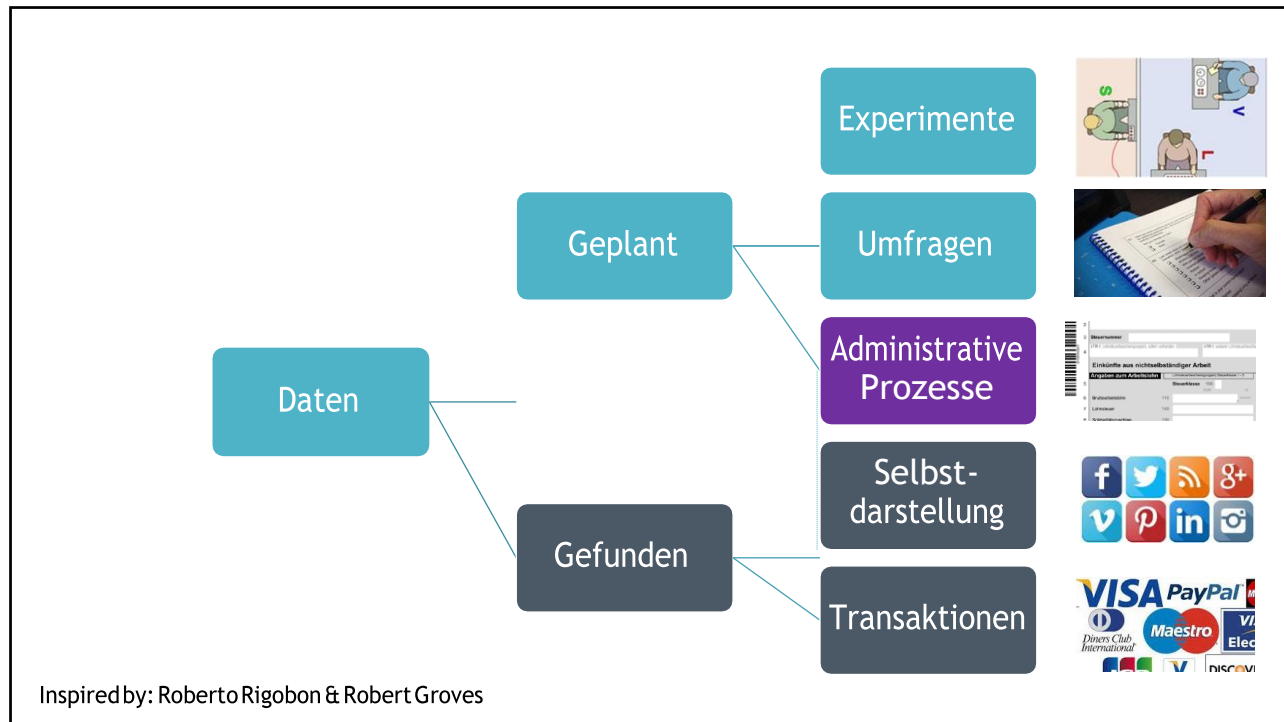
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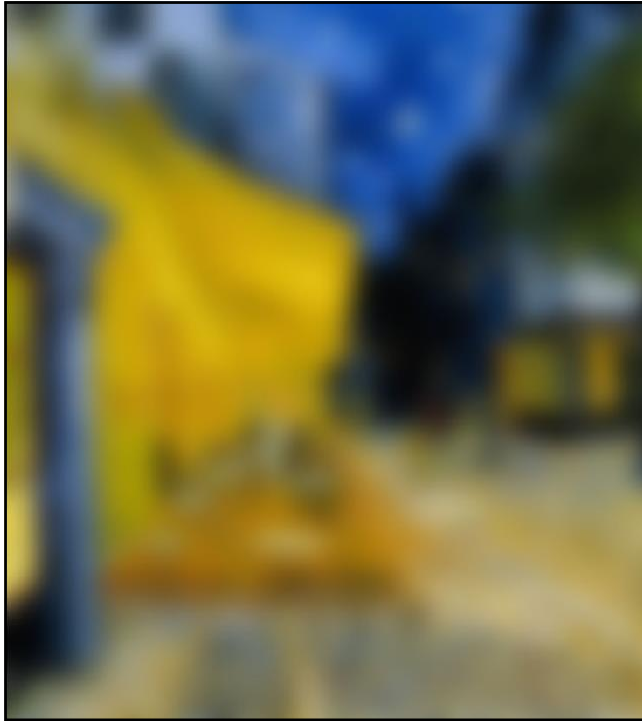
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VINCENTVANGOGH

Credit: Ralph Klüber, umlaut

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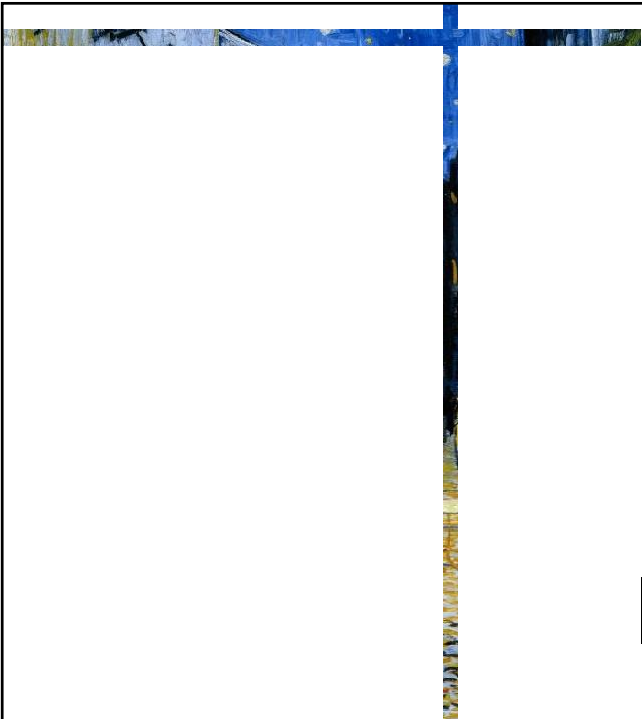


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Digitale Datenspuren

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Surveys

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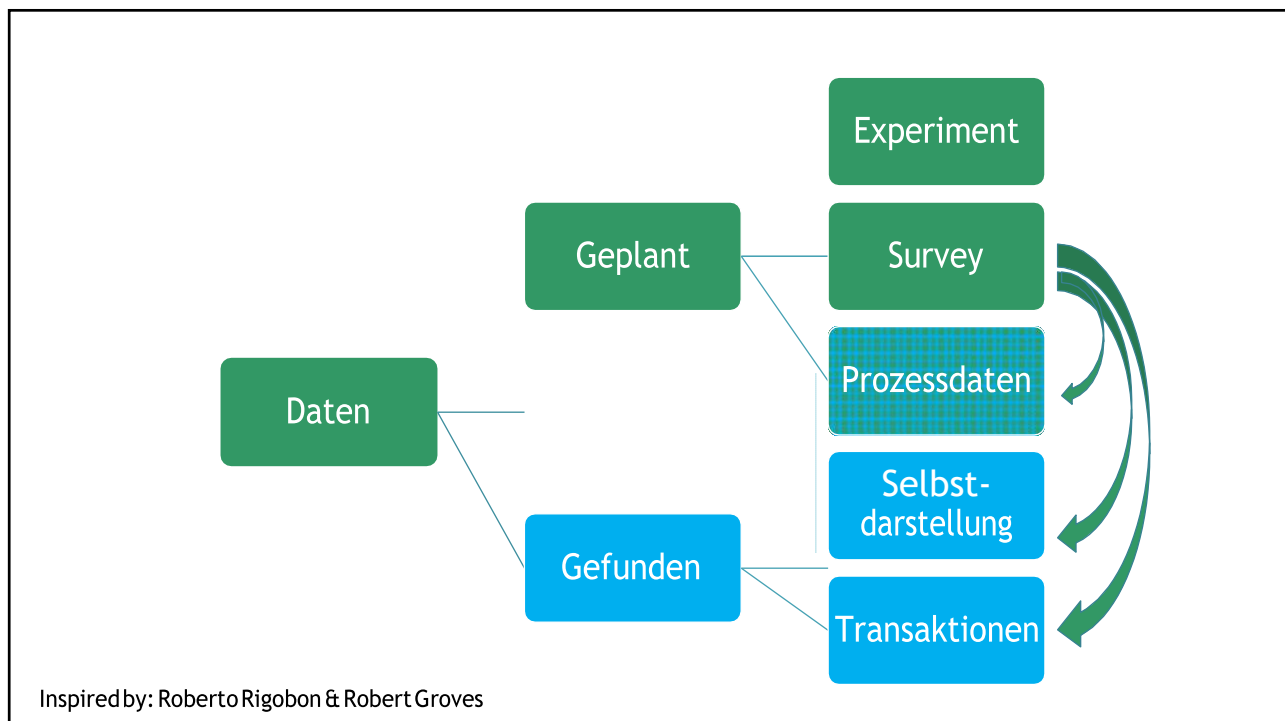


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Kombinierte Produkte

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Boston StreetBumps



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Fehler im Daten generierenden Prozess

Wer? Was? Wann? Warum?

Wer fehlt? Wer ist mehrfach drin?

Was wurde nicht gesagt / gemessen? Warum?

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offered through the University of Mannheim and the Joint Program in Survey Methodology (Universities of Maryland and Michigan, Westat)

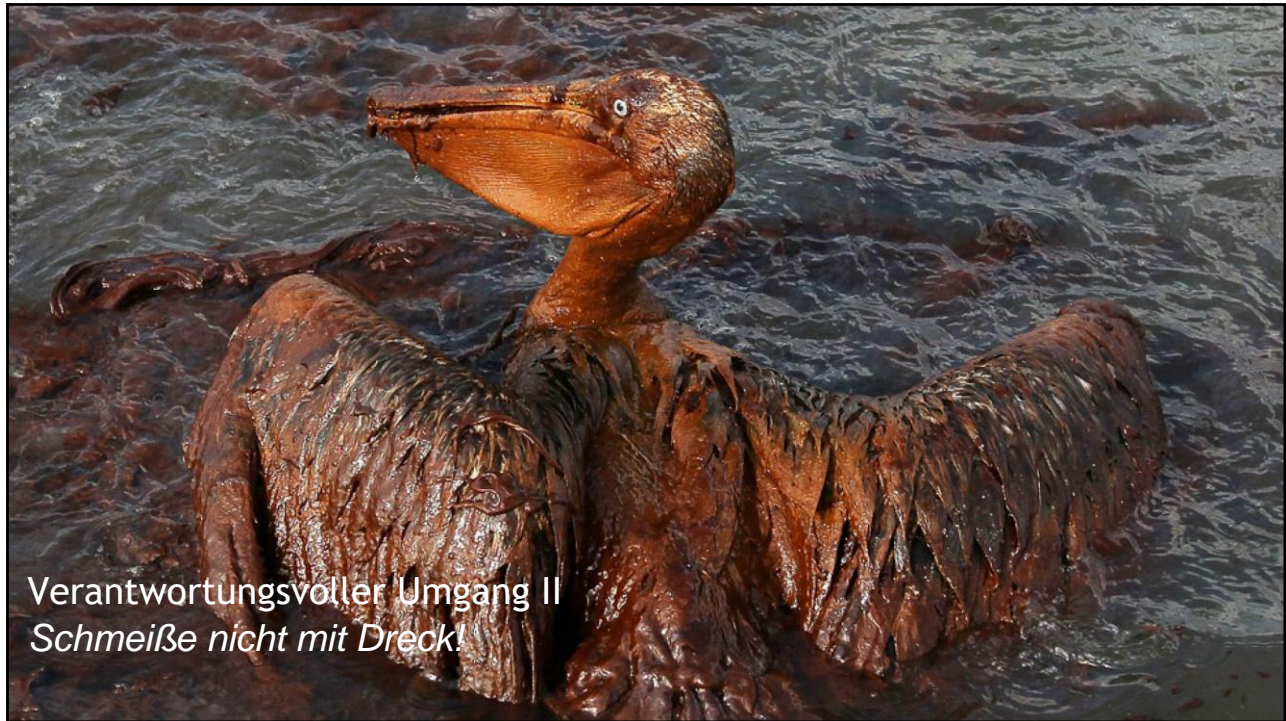
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We are pleased to announce the launch of the International Program in Survey and Data Science (IPSDS). Fundamental changes in the nature of data, their availability, the way in which they are collected, integrated, and disseminated are a big challenge for all those working with designed data from surveys as well as organic data. IPSDS was developed in response to the increasing demand from researchers and practitioners for the appropriate methods and right tools to face these changes. We offer a multidisciplinary curriculum, world-class faculty, and a web-based learning environment that allows you to take courses from anywhere in the world.

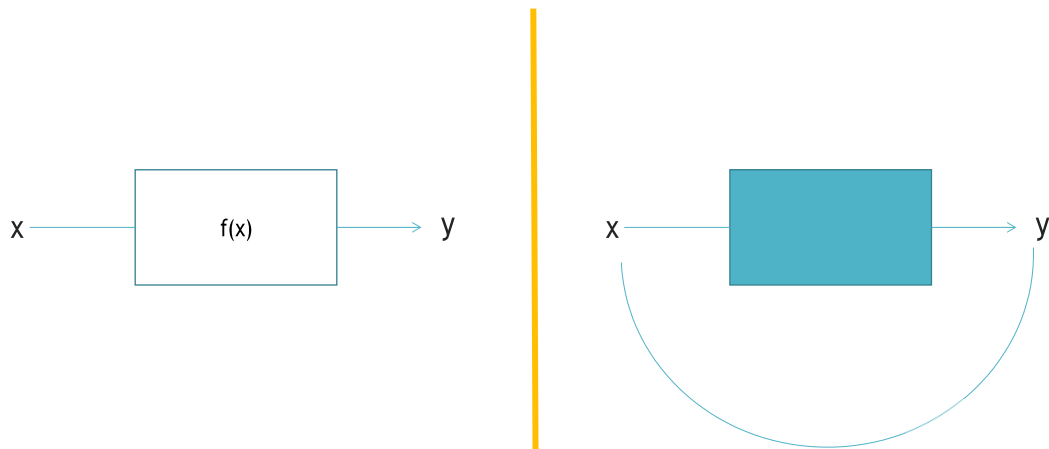
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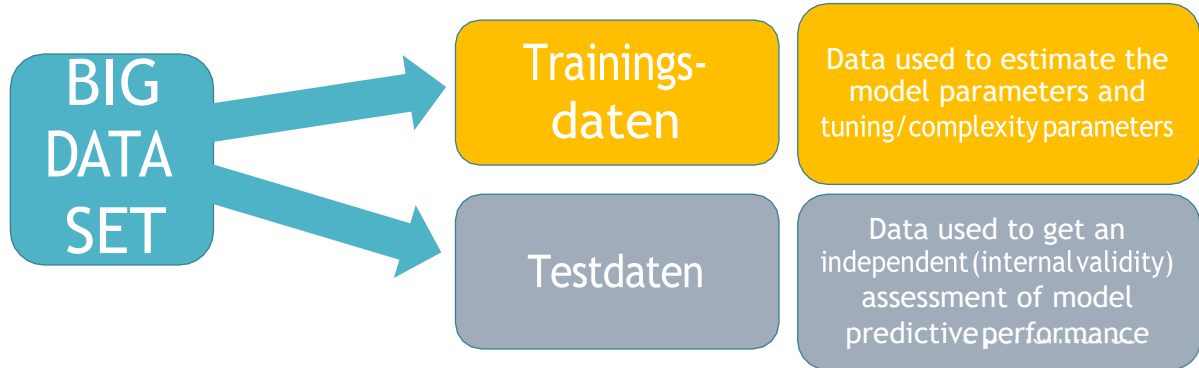
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Maschine Learning - auf 2 Folien



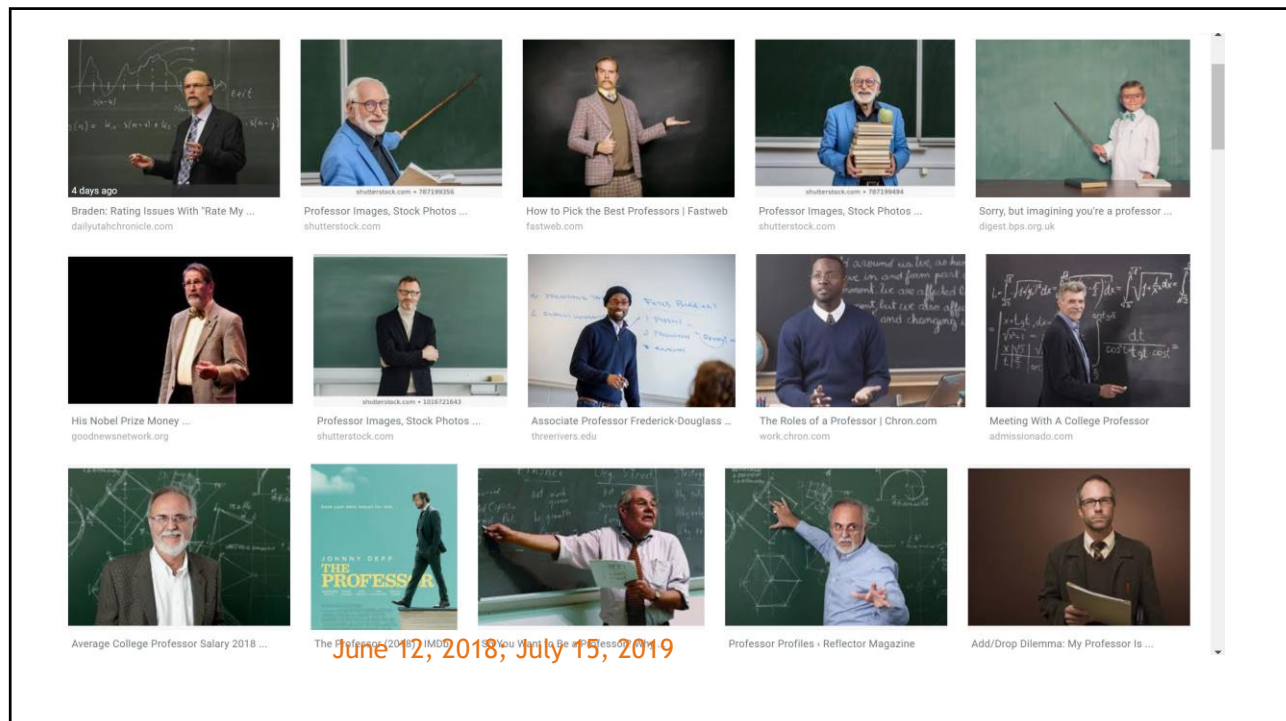
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Model Evaluation Strategy: SplitSample



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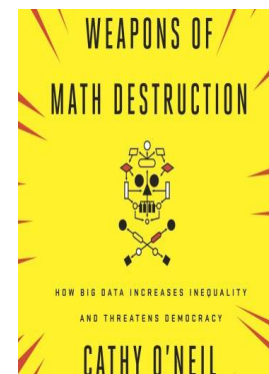
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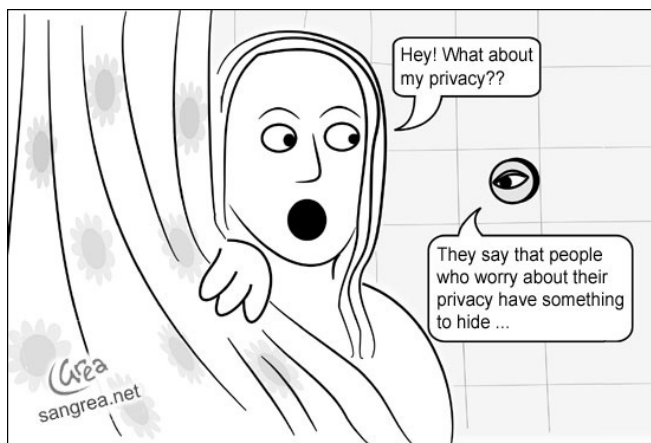
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Differential Privacy

Protecting the Confidentiality of America's Statistics: Adopting Modern Disclosure Avoidance Methods at the Census Bureau

Fri Aug 17 2018

WRITTEN BY: DR. JOHN M. ABOWD, CHIEF SCIENTIST AND ASSOCIATE DIRECTOR FOR RESEARCH AND METHODOLOGY

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The U.S. Census Bureau's commitment to data stewardship—protecting respondent privacy and confidentiality at every stage of the data lifecycle—is grounded in law that is straightforward, robust, and strong. From the time we collect the data, through processing, publication and storage, we are bound by Title 13 of the United States Code to ensure that information about any specific individual, household, or business is never revealed, even indirectly through our published statistics.



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Zustimmungsraten lassen sich leicht verändern

Phone	Front	Back	Total n
Gain	90.8	78.7	598

Die Informationen, die Sie uns im Laufe des Interviews geben werden, sind nützlicher, wenn Sie dem Zusammenspielen mit den Daten der Bundesagentur zustimmen. Sind Sie mit der Zuspielung der Informationen einverstanden?

Web	Front	Back	Total
Gain	82.6	62.4	520
Loss	86.3	75.4	489
Total	511	498	1009

Leider sind die Informationen, die Sie uns im Laufe des Interviews gegeben werden, weniger nützlich, wenn Sie dem Zusammenspielen mit den Daten der Bundesagentur nicht zustimmen.

Background: F Kreuter, JW Sakshaug, R Tourangeau - International journal of public opinion research, 2015

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Informierte Zustimmung - oft uninformiert

Phone	Consenters % richtig	Non-consenters % richtig
Antworten ans IAB?	88.3	57.8
Zusammenspielen der Daten?	93.3	36.7
Name/Adresse gespeichert?	68.3	38.8
Rückschlüsse auf Person möglich?	63.4	--
Zugriff von Extern?	85.6	--
Zugriff auf personalisierte Daten?	87.5	--

Study Design - JW Sakshaug, A Schmucker, F Kreuter, MP Couper... - Journal of Survey Statistics and Methodology, 2016

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The image shows a screenshot of the Coleridge Initiative website on the left and a collection of logos for funding partners on the right.

Website Screenshot:

- Navigation: Training, Computing, Connecting, Mailing List
- Collaboration partners: CHICAGO, NYU, MARYLAND
- URL: coleridgeinitiative.org
- Logo: COLERIDGE INITIATIVE
- Section: INTERNATIONAL PROGRAM IN SURVEY AND DATA SCIENCE
- Text: "Neues aus der digitalen Welt von Prof. Frauke Kreuter und Dr. Christof Horn"
- Podcast link: Digdeep.de
- URL: survey-data-science.net
- Podcast episodes:
 - FOLGE 89: DANIELA BERD TOM MARKOTTEN UND DIE METAMORPHOSE DER MOBILITÄT
 - FOLGE 88: DR. JOSEPHINE HOFMANN (IAO) UND DIE ARBEITSWELT NACH CORONA

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- Alfred P. Sloan FOUNDATION
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- Arnold Ventures
- NSF (National Science Foundation)
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