ABOLISH BIG DATA
An Open Letter to Facebook from the Data for Black Lives Movement

Give Black researchers, data scientists and Black communities access to our data.

Over the past several years, Cambridge Analytica harvested the data of 87 million active Facebook users. We may never know what would have happened if this data did not land in the hands of individuals seeking to steer the country in the direction it is now. What we do know is that it’s not too late to do the right thing. This data, which would not exist without the 2.1 billion people who use Facebook, can and should be used to achieve a level of progress that fulfills the true promise of technology. Mr. Zuckerberg, I believe the world is ready for Facebook to live up to its mission—"a tool for building community and bringing the world closer together." But you won’t be able to do this alone.

We urge you to work with the Data for Black Lives Movement and make a commitment to the following:

• Commit anonymized Facebook data to a Public Data Trust.
• Work with activists, technologists, and data ethicists to establish a Data Code of Ethics.
• Hire Black Data Scientists.

It is simply not enough for Facebook to make sure this never happens again. We see this as an opportunity for Facebook to use its data to defend the civil and human rights of everyone in this country, especially those whose lives will never be the same because of the actions of this current administration.

These data, that would not hold any value if not for the 2.1 billion people who use Facebook, should be used to achieve a level of progress that fulfills the true promise of technology. Mr. Zuckerberg, I believe that the world is ready for what Facebook can actually be—a tool for building community and bringing the world closer together. But you won’t be able to do this alone.
Facebook Already Has Our Data. Can It Use It to Combat Racism?
A conversation with the founder of Data for Black Lives.

By APRIL GLASER and WILL OREMUS

APRIL 13, 2018 - 3:53 PM
Booker Urges Facebook to Enact Broader Reforms
Calls for public data trust, ethical framework, improved diversity
May 14, 2018

WASHINGTON, D.C. — U.S. Senator Cory Booker (D-N.J.) today called on Facebook to enact a number of additional reforms on the heels of its recent announcement that it would undergo a civil rights audit and political bias review. Specifically, Booker pushed Facebook to use its data as a resource for good, by creating a public audit trust and establishing industry-wide ethical frameworks.

"Announcing plans for a civil rights and safety audit is an important and significant step," Booker wrote in a letter sent today to Facebook Co-Founder and CEO Mark Zuckerberg. "However, the audit is one element among many Facebook should take to protect its users in a more inclusive, equitable, and safe platform. I urge Facebook to partner with outside organizations to use Facebook's vast trove of data as a force for positive change."

"I also strongly suggest that Facebook work with journalists, activists, technologists, and data ethicists to establish..."
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**Example Direction Four**

**Just the Label**

*This algorithm most likely discriminates against PoC*
Ramsey County’s big data plans come under fire as profiling
St. Paul mayor, superintendent join in opposing “profiling” on new joint powers board.

By Anthony Lemnion Star Tribune | JANUARY 4, 2015 | 9:30PM

A project calling for the use of data to identify students who could someday face a stint in the law may be in jeopardy.

Opposition is growing among critics who say the St. Paul effort — designed to help steer kids away from the criminal justice system — could actually push children into the very system they are intended to help.

Last spring, city, county and school officials in Ramsey County agreed to form a joint powers board to oversee the collection and sharing of data from the respective jurisdictions in order to predict which students could be at risk — and put them on the help-their-final.

How community members in Ramsey County stopped a big-data plan from flagging students as at-risk

By Carrie Pomeroy | 5 hours ago
NEXT STEPS

Public Data Trust

Call for Proposals 2020
Towards a shared code of ethics for algorithmic bias across the globe
THANK YOU!