CRASH! BAM! BOOM!
When Social Media Companies, Research Ethics, and Human Rights Collide

Tuesday, Feb. 19 • ATL (Bldg. 007)
11 a.m. — 1 p.m.

Dr. Mary L. Gray
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• Senior Researcher at Microsoft Research
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When it was revealed that Facebook had conducted a massive psychological experiment on close to 700,000 users, manipulating their news feeds to assess the effects on their emotions, a public backlash resulted. Yet, the experiment is an example of how technological innovations have brought computer scientists and engineers into a new human data research paradigm – once thought to be the sole domain of humanities research. Join Dr. Mary L. Gray as she discusses that paradigm for training the next generation of engineers and social researchers studying and building technology’s next wave of social worlds. This talk makes the case that it is our collective job to earn and maintain the public’s trust through mapping out a new set of actions so that future social research and technology builders have a fighting chance to learn and create more down the line.

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