

PDAT 625G
Spring 2026
Jessica Lopez

Link to Ted Talk: <https://youtu.be/XNF-rGiGb50?si=erGjRAb9CCyudlOB>

Instructions

In data science circles, Big Data brings into effective action human and technological resources towards the transformation of different forms of data into actionable insights. These insights, in turn, serve as veritable tools for minimizing the uncertainties under which tactical, strategic, and operational decisions are made for business and/or organizational efficiency. For this reason, some have dubbed data the new gold in town. But if data is the new gold in town, who are the thieves?

This question was the subject of one TEDx Talks. Please watch the video [here](#). Based on what you have watched and your personal experiences, complete a 200 - 300 word reflective write-up. You are welcome to include other sources that help to drive home salient points of interest to you as well. Ensure that your references are well cited.

If you need help with writing a reflective write-up, you may find this [link](#) useful.

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M1 Assignment

Tijmen Schep from SETUP media lab, uses his TedTalk of 16 minutes to demonstrate why society needs to understand their own data privacy better and how personal data is similar to oil but not necessarily gold. Also, while technology seems initially perfect and great, society needs to understand the issues with technology better.

Personal data such as gender, height, ID or phone number, can create detailed pictures of a person's life. Social media posts from Facebook, for example, can also identify people and obtain personal yet public data. It's important to protect this personal data.

Schep's team from SETUP started a fake coffee mug company, Koppie Koppie, that takes a picture of a child and their name and prints it onto a coffee mug as a gift. This is one way a scam company can steal and reveal personal information. The other project he brought up is the National Birthday Calendar which asks for name, address, birthday and more. Both test projects were created to teach information about data security and data testing. I found the example projects to be real, relatable and understandable. It makes me question online scams and personal data protection and how it relates to their topic of "everyone's a spy".

The last thing he talked about was how data relates to new gold or oil. The title of the video shows data as a similarity to gold because of its ideal worth. However, he ends the TedTalk with saying that data is not similar to gold in worth but is more closely related to oil. The personal data we have is valuable but can have security issues.

The Ted Talk then ends with the statements of, "Privacy is the right to be imperfect, let's keep breaking our own rules, but less human."

Count 297 words