

## Index

- A/B experimentation 21, 27
- abuse
  - copyright 78
  - definition and examples 145–146
  - motivations for 172
  - music recommendation systems 67
  - reproducibility in scientific applications 170
  - resistance to 145–149
  - traffic speed estimation 75
  - see also* dependability
- academia, place of data science within 268–270
  - see also* transdisciplinarity of data science
- access control 135
- accountability
  - ethics 222–223
  - Health Insurance Portability and Accountability Act 128
- action, bias for 185
- ad brokers 201
- addition, bias for 185–186
- adversarial change 119
- adversarial data attacks 147–148
- advertising
  - balancing benefit across parties 191–193
  - confidentiality policies 134
  - targeted or personalized 80–82
  - targeting subpopulations 116–117
  - via the Internet 35
- advertising click fraud 146
- alcohol–vehicle accidents study 165–166
- algorithmic fairness 98, 101
- algorithmic modeling culture 15, 26
- algorithms
  - definition 42
  - foundational fields of data science 19
  - using to solve problems 271–273
- AlphaFold2 software 54–55
- American Statistical Association (ASA) 37–38
- amino acids 54–55
- Analysis Rubric
  - applying 74–75, 266–267
  - challenges 109
  - ethical, legal, and societal implications (ELSI)
    - element 62
    - implementation-oriented elements 61
    - purpose of 2, 61
    - quality and care 259–260
    - requirements-oriented elements 61–62
    - in summary 72
- Analysis Rubric applications
  - COVID-19 mortality rates 71–72
  - financial services 90–95
  - healthcare records 69–71
  - medicine and public health 84–88
  - music recommendation 66–68
  - protein folding 68–69
  - science-oriented 89–90
  - social, political, and governmental 95–99
  - speech recognition 64–66
  - spelling correction 62–64
  - transport and mapping 75–78
  - web and entertainment 78–84
- anchoring bias 180
- anomaly detection 149
- anonymized data 103–104
  - see also* privacy issues
- anti-money-laundering 93
- antibody tests 115–116
- app use patterns 222
- Apple 141
- applications *see* data science applications
- artificial intelligence (AI)
  - data science as distinct from 20
  - definition 20, 42
  - “from algorithms to data to needs” 271–273
  - regulatory landscape 216
  - terminology 27
- AT&T 132
- attrition controls 162
- auditability 154–158
- authority, appeals to 183–184
- automated speech recognition (ASR) 49–51
- automatic data, as term 27
- automatic translation 208–209

- automation
  - impact on being human 202–203
  - of jobs 219, 233
  - societal impacts 219
- autonomous cars *see* self-driving cars
- availability bias 172
- averages, setting objectives 191
- Babbage, Charles 18
- bagging 122–123
- base rate fallacy 180–181
- baseline treatment 163
- batch mode 19
- behavioral retargeting 201
- behavioral targeting 196
- Belmont Principles
  - acting ethically 222
  - application to data science 39–40
  - commission and *Belmont Report* 38–39
  - principlist approach 100–105
  - see also* beneficence; justice; respect for persons
- beneficence
  - criminal sentencing and parole decision-making 101
  - definition 43
  - mobility reporting 104
  - news feed recommendations 102
  - as principle 38, 39–40
  - underwriting and insurance 105
  - vaccine distribution optimization 103
- bias
  - cognitive biases 172–173, 180–186
  - criminal sentencing and parole decision-making 98–99, 101–102
  - inductive bias 121–124
  - role of information consumers 180–186
  - selection bias 115–116
  - social biases 121, 193–196
  - underwriting and insurance 105
- big data
  - computing hardware 22
  - data quality 115–116
  - definition 42
  - “from algorithms to data to needs” 271–273
  - and machine learning 113–114
  - scale 13
  - terminology 27
- biometric identification 131, 132, 245
- Bitcoin 149
- Boeing 737 Max crashes 150
- boosting 123
- bots 173
- bottom-up approach 62
- Breiman, Leo 15–16
- Cambridge Analytica/Facebook scandal 141
- cars *see* alcohol–vehicle accidents study; self-driving cars
- casualty insurance 93–94
- causal relationships 8–9
  - definition 42
  - statistics 121
  - understandability 158–168
  - variable selection 167–168
  - visualization 17
- census data 136
- chain of trust 140
- child pornography 113, 141
- city noise levels monitoring 190
- classifications
  - definition 11
  - machine learning 24
- clear box 12
- climate change 166, 235
- clinical trials 130
- clustering
  - definition 12
  - machine learning 24
- clustering illusion 183
- cognitive biases 172–173, 180–186
- collaborative filtering 52–53
- communicating data science results 171–186
  - examples 173–174
  - organizational ethics 225–226
  - role of information consumers 179–186
  - role of journalists 177–179
  - role of scientists 174–177
- COMPAS (Correctional Offender Management Profiling for Alternative Sanctions) 194–195
- competitive development 235–236
- computer engineering 20
- computer security 142–145
  - see also* privacy issues
- computer vision (CV) 25
- computing
  - in the curriculum 237–240
  - definition 14
  - as foundational field of data science 19–24
  - key terms 43
  - machine learning 24–26
  - transdisciplinary research 255
- computing hardware 22, 124, 138
- concept drift 118–120, 207
- conclusions (defining data science)
  - data science as field 20
  - definition 42
  - music recommendation systems 53–54
  - types of 7, 11–12
- confidence interval 207
- confidentiality 126–127, 134, 233
  - see also* privacy issues
- confirmation bias 173, 175
- conflict of interest 221–222
- confounding variables 159–160
- conjunction fallacy 182
- consensus-building institutions 251–254

content regulation 212  
 contextual integrity 127  
 continual optimization 19  
 control group 161  
 copyrighted material identification 78–79  
 corner cases 191  
 corner condition 76  
 corpus data 48–49  
 correlation 8–9, 42  
     *see also* causal relationships  
 counterfactual 158  
 country-wide economic predictions 94–95  
 courses *see* data science courses  
 COVID-19  
     Analysis Rubric 71–72  
     communicating results 225–226  
     healthcare records 56  
     location data 141–142  
     predicting mortality 58–60  
     role of science 30–32  
     visualization 9–11  
 COVID-19 vaccinations  
     communicating results 173–174  
     media reporting 178–179  
     vaccine efficacy 173–174  
     visualization 9–11  
 criminal sentencing 98–99  
     fairness 194–195  
     legal regulation 245  
     principlist approach 101–102  
 crowdsourcing 56–57  
 cryptography 137–138  
 curriculum, data science in 237–240  
     *see also* education  
 cybersecurity 142–145  
 CyberSecurity Bill of Rights 143  
 cyclic models 121–122  
  
 dark patterns 222  
 data analysis 27  
     *see also* Analysis Rubric  
 data attacks 146–149  
 data deluge 234  
 data generation and collection  
     privacy issues 126, 128–131  
     sources 111–112  
 data-intensive approaches 48–49  
 data minimization 133  
 data modeling culture 15, 26  
 data poisoning 148  
 data privacy *see* privacy issues  
 data processing 112–114  
 data provenance 115  
 data publication norms 253  
 data quality 115–117  
 data retention 131–134  
 data science  
     AI as distinct from 20

    “as coherent field” 265–266  
     conclusions, types of 7, 11–12  
     definitions 7–8, 42  
     foundational fields 2, 13–14  
     *see also* computing; historical perspective;  
         operations research; statistics  
     “from algorithms to data to needs” 271–273  
     future of 276–277  
     insights 7, 8–11  
     models 7–8  
     opportunities and challenges 266  
     “post-modern Prometheus” 274–276  
     “rethinking responsibility and  
         success” 270–271  
     scale 12–13  
     terminology 27, 41–43  
     “where does data science fit in  
         academia?” 268–270  
     *see also* transdisciplinarity of data science  
 data science applications 1–4, 45–46  
     academic research areas 30–34  
     challenges 109, 275–276  
     COVID-19 mortality rates 58–60, 71–72  
     economic sector 30  
     financial services 90–95  
     healthcare records 55–58, 69–71  
     legal challenges 214–216  
     medicine and public health 84–88  
     music recommendation 51–54, 66–68  
     protein folding 54–55, 68–69  
     science-oriented 89–90  
     social, political, and governmental 95–99  
     speech recognition 49–51, 64–66  
     spelling correction 48–49, 62–64  
     teaching 240–241  
     technical, contextual, and societal challenges 3  
     transport and mapping 75–78  
     web and entertainment 78–84  
     *see also* Analysis Rubric; societal concerns  
 data science courses  
     demand for 22–24  
     post-secondary 238–240  
     primary and secondary curriculum 237–238  
 data science skills 218–219  
 data storage 114–115, 126  
 data volume  
     scale 12–13  
     virtuous cycle 12  
 data wrangling 112  
 datasheets 114–115  
 de-identification 134  
 de jure regulation 244–250  
     *see also* legal issues in data science  
 deep fakes 146  
 deep learning 20, 26, 27  
 DeepMind, AlphaFold2 software 54–55  
 democratizing data 140–142  
 demographic data 136

- denominator neglect 173–174
- dependability 126
  - Analysis Rubric 61
  - autonomous cars 77
  - balancing corporate, individual, and government concerns 131–134
  - COVID-19 mortality rates 71
  - genome-wide association studies (GWAS) 87
  - healthcare records 70
  - location data 139–140
  - music recommendation systems 66–67
  - and privacy 126–127
  - privacy regulation: unintended consequences 140–142
  - privacy versus usage rights 128–131
  - protein folding 69
  - resilience 149–153
  - resistance to abuse 145–149
  - security 142–145
  - speech recognition 65
  - spelling correction 63
  - targeted advertising 81
  - technologies for privacy 134–139
- designers 36
- dictionary approach (spelling) 48
- differential privacy 136
- disciplinary foundations of data science 2, 13–14
  - see also* computing; operations research; statistics
- discounts, anchoring bias 180
- discrimination 193–196
  - see also* fairness
- discriminative models 24
- disease diagnosis 85
- disease outbreaks 85
- diseases, causes of 88
- disparate impact 193
- disparate treatment 193
- divisiveness 234
- DNA evidence example 181–182
- double-blinding 162
- dynamic programming 18
- earthquake prediction 89–90
- economic impacts (data science) 216–220, 233
- economic sector
  - algorithmic investment 92–93, 120
  - data generation and collection 112–113
  - data science applications 30
  - financial services 90–95
- economics, contribution to data science 36, 256
- economies of scale 248–250
- education
  - data science applications 97
  - data science courses 22–24
  - data science in the curriculum 237–240
  - importance of 237
  - school testing results 175
- transdisciplinary research 256
  - use of data science in improving education 240–241
  - vocabulary/definitions 241–243
- efficiency *see* optimization
- email spam detection 113
- empirical computing 20–21, 22–24
- employment, automation of jobs 219, 233
- enclave-enabled services 138
- encryption 135–136
  - homomorphic 138–139
  - end-to-end 138
- energy usage data 134–135
- engineering 33
- ensemble models 122–123
- entertainment
  - application of data science 78–84
  - music industry 78, 257
  - music recommendation systems 51–54, 66–68
  - video game personalization 79, 198
- environment
  - climate change data 166
  - data science applications 235
  - nudging 198
- errors *see* failures, toleration of; uncertainty
- estrogen replacement therapy study 166
- ethical, legal, and societal implications (ELSI) 62, 212
  - acting ethically 220–226
  - COVID-19 mortality rates 72
  - economic impacts 216–220
  - genome-wide association studies (GWAS) 88
  - healthcare records 71
  - legal issues 212–216
  - music recommendation systems 68
  - news feed recommendations 83
  - protein folding 69
  - speech recognition 65–66
  - spelling correction 64
  - targeted advertising 81–82
  - traffic speed estimation 76
- ethical principles 4
  - acting ethically 220–226
  - addressing societal concerns 260–261
  - Belmont, application to data science 39–40
  - Belmont Commission 38–39
  - frameworks 37
  - key terms 43
  - philosophers 35
  - professional ethics 37–38
  - success criteria 267
  - see also* principlist approach
- ETL (Extract, Transform, and Load) 111
- European Union
  - Ethics Guidelines for Trustworthy AI* 39

European Union (cont.)  
     General Data Protection Regulation of 2016 (GDPR) 128–129, 133, 215  
     Right to Be Forgotten 215, 251  
 experiments  
     causality 158–168  
     communicating results 171–186  
     design of 161–167  
     reproducibility 168–171  
 experts, trust in 183–184, 260–261  
 explainability 154–158  
     *see also* communicating data science results  
 Facebook  
     Cambridge Analytica scandal 141  
     influence of positive and negative posts 197  
     user data 146  
 facial recognition 131, 245  
 failures, toleration of 206–207  
     Analysis Rubric 61–62  
     COVID-19 mortality rates 72  
     healthcare records 71  
     liability 209–211  
     music recommendation systems 68  
     protein folding 69  
     risk 208–209  
     route finding 77  
     speech recognition 65  
     spelling correction 64  
     traffic speed estimation 76  
     uncertainty quantification 207–208  
     web search 83  
 fair selection of subjects 39–40  
 fairness  
     criminal sentencing 98, 101  
     objectives 193–196  
     societal concerns 233  
     statistics 120–121  
     terminology 242  
 false positives 169, 180–181, 189  
 federated learning 136–137  
 filter bubbles 199–200  
 financial services  
     data generation and collection 112–113  
     data science applications 90–95  
 firms, self-regulation 251  
 fractional factorial test 163  
 framing bias 180  
 fraud detection 91  
 freedom of expression 234  
 full factorial test 163  
  
 gambler’s fallacy 182–183  
 game theory 35  
 General Data Protection Regulation of 2016 (GDPR) 128–129, 133, 215  
 generalization (inductive bias) 121–124

generative models 24  
 genome-wide association studies (GWAS) 86–88, 167–168  
 geofence warrants 132  
 GitHub 131  
 Global Positioning System (GPS) 139–140, 141–142  
 global warming 166  
 Goodhart’s Law 184  
 Google  
     Bitcoin mining 149  
     data requests to 132  
     failure tolerance 83  
     healthcare records 131–132  
     mobility reporting 85, 103–104  
     personal data 129  
     privacy regulations 141  
     release of data logs 170–171  
 Google Flu Trends 133, 171  
 Google Research 34  
 Google Takeout 129  
 Google Translate 209  
 governance  
     impacts of data science on 234  
     innovation in data science 235–236  
     large companies 250  
 government  
     data requests 132  
     data science applications 95–99  
     dependability and privacy 131–134  
     legal challenges from 212–214  
 gradual change 119  
 graphs  
     historical perspective 16  
     insights into COVID-19 data 9–11  
     *see also* information visualization  
 Gray, Jim 32  
 greenhouse gas emissions 166  
  
 hardware 22, 124, 138  
 Health Insurance Portability and Accountability Act (HIPAA) 128  
 healthcare  
     clinical trials 130  
     data science applications 84–88  
     Google Flu Trends 133, 171  
     hormone replacement therapy study 166  
     liability 210–211  
     medical records 55–58, 69–71, 131–132  
     pharmaceutical treatment effects 167–168  
     transdisciplinary research 256  
     vaccine distribution optimization 85, 103  
 heterogeneity of subjects 168  
 heterogeneous treatment effects 167–168  
 higher education *see* universities  
 historical perspective  
     emergence of data science 27–28  
     foundational fields of data science 2

- graphs 16
- legal precedents 212
- History Lab Project 34
- homomorphic encryption 138–139
- hormone replacement therapy study 166
- house prices 93–94
  - principlist approach 104–105
  - quantifying uncertainty 208
- HTTPS (HyperText Transfer Protocol Secure) 135–136
- human–computer interaction (HCI) 21–22
- humanities 34, 256
- humanity, impact of data science on being
  - human 202–203
- humility 153
- IBM Research 111
- image classification 189
- incentives 221–222
- individual protections 213
  - see also* privacy issues
- inductive bias 121–124
- inferences 14–15, 42
- information cascades 184
- information consumers, role in understanding
  - results 179–186
- information retrieval 21
- information visualization
  - as field 16
  - historical perspective 16
  - insights into COVID-19 data 9–11
  - journalists' role 178
  - in statistics 16–17
  - understandability 156
- informed consent 39–40
  - news feed recommendations 102
  - vaccine distribution optimization 103
- innovation
  - competition between countries 235–236
  - fostering 256–258
  - societal concerns 235–236
  - use of data science in improving
    - education 240–241
- insights 7, 8–11
  - COVID-19 case study 9–11
  - data science as field 20
  - definition 42
  - visualization 17
- institutional review boards (IRBs) 221–222, 223
- institutional scale 233
- instrumentation 111–112
- insurance 93–94, 104–105
- intellectual property (IP) 130–131
- international governance 235–236
- Internet
  - advancing data science 35
  - advertising 35
  - data science applications 78–84
  - data volume 13
  - online shopping 220
  - value of web services 129–130
- interpretability 154–158
  - see also* communicating data science results
- interventions 159
- introspection, lack of 182
- inverse uncertainty quantification 207
- investment, algorithmic approaches 92–93, 120
- journalism
  - communicating data science results 177–179
  - data publication norms 253
  - novelty versus robustness in experiments 169
  - role of journalists 36
  - transdisciplinary research 256
- judicial decisions *see* criminal sentencing
- judicial interpretation 247–248
- jurisdictional issues 214
- justice
  - criminal sentencing and parole decision-making 101
  - definition 43
  - mobility reporting 104
  - news feed recommendations 102
  - as principle 38–39, 40
  - underwriting and insurance 105
  - vaccine distribution optimization 103
- know-your-customer (KYC) compliance
  - regulations 93
- known-unknowns 151
- $L_1$  regularization 123
- Lake Woebegone effect 175
- language use 175
  - see also* communicating data science results
- law enforcement 247
- lawyers 35
- leadership skills 218
- legal issues in data science 212–216, 244
  - Analysis Rubric 62
  - anti-money-laundering 93
  - balancing corporate, individual, and government
    - privacy concerns 131–134
  - de jure regulation 244–250
  - explainability of results 157–158
  - financial services 91
  - General Data Protection Regulation of 2016 (GDPR) 128–129, 133, 215
  - other guiding forces 250–254
  - privacy 128–131, 214–215
  - privacy: unintended consequences of
    - regulation 140–142
  - Right to Be Forgotten 215
  - underwriting 93–94
  - see also* ethical, legal, and societal implications (ELSI)

- Level-5 (fully autonomous) cars *see* self-driving cars
- liability 157–158, 209–211
- linear models 121–122, 123
- linear programming 18
- location data 139–140, 141–142
- machine learning 24–26
  - and big data 113–114
  - definition 20, 42
  - “from algorithms to data to needs” 271–273
  - internships and courses in 22–24
  - statistics as distinct from 26
  - terminology 27
  - see also* models
- maintenance needs 97
- management skills 218
- mapping, data science applications 75–78
  - see also* Global Positioning System (GPS); self-driving cars
- mastery learning 97
- McNamara’s Fallacy 184, 190–191
- measurability 184, 190–191
- media reporting *see* journalism
- medical records 55–58, 69–71, 131–132
  - see also* healthcare
- meritocracy 218–219
- metadata 114–115
- military technology 245
- mobility reporting 85, 103–104
- model stealing 148–149
- models
  - building and deploying 118
  - clear box or opaque box 12
  - COVID-19 mortality rates 58–60
  - data modeling culture 15
  - definition 42
  - healthcare records 57–58
  - inductive bias 121–124
  - operations research 19
  - practical considerations 124–125
  - theoretical limitations 118–121
- money laundering 93
- Moore’s Law 124
- multi-armed bandit experiment 163–164
- multi-party computation 137–138
- multidisciplinarity *see* transdisciplinarity of data science
- Multivariate testing 163
- music industry 78, 257
- music recommendation systems 51–54, 66–68
- national security 212
- national sovereignty 234
- natural experiments 165
- natural language processing (NLP) 25
- nearest-neighbor models 121–122
- Netflix 66, 134
- neural network models 26
- neural networks 22, 27
- news feed recommendations 83, 102–103, 196–198
- news reporting *see* journalism
- newsvendor problem 18–19
- noise levels monitoring 190
- non-governmental institutions 251
- non-stationarity 118–120, 207
- non-parametric models 123–124
- normal distributions 123
- nudging 198
- numerical errors 207
- NYU’s SONYC (Sounds of New York City) 190
- objective function 14, 43, 96
- objectives
  - Analysis Rubric 61–62
  - autonomous cars 78
  - balancing benefit across parties 191–193
  - challenges 203–205
  - clarity of 188–191
  - concerns to the individual 196–203
  - COVID-19 mortality rates 72
  - fairness 193–196
  - healthcare records 70
  - how to set 187–188
  - music recommendation systems 67–68
  - protein folding 69
  - route finding 77
  - speech recognition 65
  - spelling correction 64
  - targeted advertising 81–82
  - traffic speed estimation 76
  - transparency 203
- objectivity 175
  - see also* communicating data science results
- observational studies 165
- online communities *see* usage communities
- online mode 19
- online shopping 220
- opaque box 12
- operations research
  - definition 14
  - as foundational field of data science 17–19
  - key terms 43
  - large-scale problems 125
  - optimization 14, 17
  - transdisciplinary research 255
- optimization
  - definition 43
  - economic benefits 216, 219–220
  - in machine learning 120
  - meaning of 11
  - operations research 14, 17
- optimizer’s curse 164
- ordering bias 182
- organizational ethics
  - example challenges 225–226



- governance 222–223
- incentives 221–222
- principled decision-making 261
- from principles to policies 221–222
- outcome measures (design of experiments) 161
- overfitting 122
- p*-values 176–177
- pair-matching 162
- parametric models 123
- Pareto frontier 190
- parole decision-making 98–99
  - fairness 194–195
  - legal regulation 245
  - principlist approach 101–102
- passwords 143
- pattern detection 183
- periodic change 119
- personal data 126–127
  - see also* privacy issues
- personal implications to data 233–234
  - see also* societal concerns
- personalization
  - in advertising 80–82, 116–117, 196–199, 201
  - filter bubbles 199–200
  - news feed recommendations 83, 102–103, 196–198
  - organizational ethics 225–226
  - privacy issues 201
  - pros and cons 196–199
  - reading tutors 97
  - video games 79, 198
- personally identifiable information (PII) 128
- pharmaceutical treatment effects 167–168
- philosophy, contribution to data science 35, 256
- polarization 199–200
- political polling 174
- political scientists 35
- politicians 35
- politics
  - criminal sentencing and parole decision-making 98–99, 101–102, 194–195
  - filter bubbles 199–200
  - news feed recommendations 83, 102–103, 196–198
  - targeting in political campaigns 96–97
  - Twitter bots 173
- polynomial models 121–122
- post-modern Prometheus 274–276
- post-secondary education 238–240
- pre-screen 167
- precision 189
- prediction, meaning of 11
- pricing of property *see* house prices
- primary education 237–238
- principle of least privilege 135
- principlist approach 100–105
- criminal sentencing and parole decision-making 101–102
- mobility reporting 103–104
- news feed recommendations 102–103
- organizational ethics 223–225, 261
- role of data scientists 260–261
- underwriting and insurance 104–105
- vaccine distribution optimization 103
- privacy issues
  - balancing corporate, individual, and government concerns 131–134
  - data generation and collection 113
  - differential privacy 136
  - explainability of results 157
  - healthcare records 57–58, 59
  - legal regulation 128–131, 214–215, 245–246
  - location data 139–140
  - mobility reporting 85, 103–104
  - personalized advertising 201
  - reproducibility 170–171
  - statistics 120–121
  - technologies for 134–139
  - terminology 242
  - traffic speed estimation 75
  - unintended consequences of privacy regulation 140–142
  - versus usage rights 128–131
  - user-generated data 117
- Private Aggregation of Teacher Ensembles (PATE) 148
- professional ethics 37–38
  - see also* ethical principles
- Prometheus (Greek mythology) 274–276
- property prices *see* house prices
- prosecutor's fallacy 181–182
- protein folding 54–55, 68–69
- provenance (metadata) 115
- psychologists 36
- public health 84–88
  - see also* COVID-19; healthcare
- quality in data science 115–117, 259–260
- quant trading 92–93
- quasi-experiments 165
- race
  - census data 136
  - fairness 194–195
- randomized controlled trial (RCT) 161–167
- randomness 207
- reading tutors 97
- recall 189
- recency bias 172–173
- recommendations
  - filter bubbles 199–200
  - meaning of 11
  - news feed 83, 102–103, 196–198



314

recommendations (cont.)  
     videos 83  
     *see also* personalization  
 record keeping 215  
 recruitment (design of experiments) 161–162  
 regime change 119  
 regression  
     insights into COVID-19 data 9–11  
     machine learning 24  
 regression discontinuity analysis 165  
 regularization 122, 123  
 regulation *see* legal issues in data science  
 reinforcement learning 24, 53  
 reliability 208–209  
 replication crisis 169  
 representativeness 182  
 reproducibility  
     Analysis Rubric 61–62  
     in scientific applications 168–171  
 reputational risk 208  
 research and development (R&D)  
     competition between countries 235–236  
     focused and transdisciplinary research 255–256  
     fostering innovation 256–258  
 resilience 149–153  
     *see also* dependability  
 resource allocation problem 18  
 respect for persons  
     criminal sentencing and parole decision-making 101  
     definition 43  
     mobility reporting 104  
     news feed recommendations 102  
     as principle 38, 39–40  
     underwriting and insurance 104  
     vaccine distribution optimization 103  
 response time 190  
 responsibilities, as data scientists 270–271  
 restriction (design of experiments) 162  
 retail, impact of optimization 220  
 retention controls 162  
 reversion 163  
 Right to Be Forgotten 215, 251  
 risk  
     autonomous cars 77  
     COVID-19 mortality rates 72  
     healthcare records 71  
     terminology 242  
     toleration of failures 208–209  
     underwriting and insurance 93–94, 104–105  
 robotics  
     automation of jobs 219, 233  
     impact on being human 202–203  
     machine learning 26  
     societal impacts 219

*Index*

robustness 152  
 route finding 76–77  
  
 sampling 115–116  
 sampling change 119–120  
 scale 12–13  
     challenges due to 125  
     cons to 249–250  
     data storage 114–115  
     economic benefits 216–218  
     economies of scale 248–250  
     healthcare records 55–58  
     legal precedents 212  
     machine learning 113–114  
     Moore's Law 124  
     research preferences 169  
 scarcity 192  
 sciences 30–32  
     data science applications 89–90  
     protein folding 54–55  
     transdisciplinary research 256  
 scientific experiments *see* experiments  
 scientists, communicating data science results 174–177  
 search engines  
     bias 172–173  
     clarity of objectives 189  
     as data science application 82–83  
     optimization 120  
 secondary education 237–238  
 secure aggregation 137  
 secure enclaves 138  
 secure multi-party computation 137–138  
 security 142–145, 234  
     *see also* national security; privacy issues  
 selection bias 115–116  
 self-critical approach 260  
 self-driving cars  
     clarity of objectives 188  
     as data science application 77–78  
     legal regulation 245  
     liability 157–158, 209–210  
 self-regulation 251  
 sensitive personally identifiable information (SPII) 128  
 sentencing decisions (criminal justice) 98–99  
     fairness 194–195  
     principlist approach 101–102  
 shopping, use of the Internet 220  
 Sinclair, John 14  
 single-subject experiment 164–165  
 skills, for data science 218–219  
 Sloan Digital Sky Survey (SDSS) 89  
 small data 13  
 social bias 121, 193–196  
 social issues  
     Analysis Rubric 62

- data science applications
  - 95–99
  - legal protections 213
  - see also* ethical, legal, and societal implications (ELSI)
- social sciences 32–33
- societal concerns 3–4, 229–232
  - recommendations and approaches 235–236, 267–268
  - summary of issues 232–235
- sociologists 36
- software engineering 19
- software engineering skills 218
- spam filtering 119, 189
- speech recognition 49–51
  - Analysis Rubric 64–66
  - federated learning 136–137
  - mistakes in 118–121
- spelling correction 48–49, 62–64
- SSL (Secure Sockets Layer) 135–136
- stationary models 118–120
- statistics
  - causal relationships 121
  - in the curriculum 237–240
  - definition 13
  - as foundational field of data science 14–16
  - key terms 42
  - machine learning as distinct from 26
  - privacy and fairness 120–121
  - scientists' role in communicating results 174–177
  - terminology 242
  - transdisciplinary research 255
  - visualization 16–17
- stochastic optimization 53
- stock market investment selection 92–93
- stopping criteria 162
- storytelling, explaining results 156–157
- structural causal model 159
- sudden change 119
- sufficient power 161
- sunk cost fallacy 183
- superstar effects 219
- supervised learning 24
- survivorship bias 184–185
- synthetic control method 165
- Tacoma Narrows Bridge disaster 151
- Target 134
- targeted advertising 80–82, 116–117
- teaching, use of data science in 240–241
  - see also* education
- technical approach
  - Analysis Rubric 61
  - COVID-19 mortality rates 71
  - healthcare records 70
  - music recommendation systems 66
  - protein folding 69
  - speech recognition 65
  - spelling correction 63
  - traffic speed estimation 75
- technical concerns 274–275
- technological change
  - economic benefits 216, 218–219
  - economies of scale 248–250
  - legal regulation 244–246, 247–248
  - “post-modern Prometheus” 274–276
  - for privacy 134–139
  - see also* innovation
- terms-of-service, liability 209–211
- theoretical computer science 19
- third-party data 112
- TLS (Transport Layer Security) 135–136
- top-down approach 62
- TOR Project 141
- tractable data 61, 111
  - appropriate use of user-generated data 117
  - COVID-19 mortality rates 71
  - data generation and collection 111–112
  - data quality 115–117
  - data storage 114–115
  - healthcare records 70
  - music recommendation systems 66
  - processing data 112–114
  - protein folding 68
  - speech recognition 64
  - spelling correction 63
- traffic speed estimation 75–76
- transdisciplinarity of data science 29
  - advancing data science 35
  - building coalitions 35–36
  - new application areas 30–34
  - research and development (R&D) 255–256
- transformation, meaning of 12
- transistors 22, 124
- translation systems 208–209
- transparency, in objectives 203
- transport, data science applications 75–78
  - see also* self-driving cars
- traveling salesperson problem (TSP) 18, 125
- treatment group 161
- trust
  - chain of trust 140
  - data science applications 235
  - Ethics Guidelines for Trustworthy AI* 39
  - for journalists 177–179
  - reproducibility of results 170–171
  - for scientists 174–177
  - secure multi-party computation 137–138
  - transparency 203
  - understandability 154–158
- truth 191, 260
- Tukey, John 9, 27–28
- Turing, Alan 27
- Twitter bots 173

uncertainty 118–121  
     quantification of 207–208  
     resilience 151  
     terminology 242  
     toleration of failures 206–207  
 underfitting 123  
 understandability 154  
     Analysis Rubric 61–62  
     causality 158–168  
     communicating data science results 171–186  
     COVID-19 mortality rates 72  
     healthcare records 70  
     interpretability, explainability, and  
         auditability 154–158  
     music recommendation systems 67  
     protein folding 69  
     reproducibility in scientific  
         applications 168–171  
     speech recognition 65  
     spelling correction 63–64  
 underwriting 93–94, 104–105  
 universe, temperature of 89  
 universities  
     data science courses 238–240  
     transdisciplinary research 256  
 unknown-unknowns 151  
 unsupervised learning 24  
 usage communities 231

usage rights, versus privacy 128–131  
 user-generated data 117  
 users, data generation 112  
 utilities, energy usage data 134–135  
  
 V-Safe system 56–57  
 vaccine distribution optimization 85, 103  
     *see also* COVID-19 vaccinations  
 validation 152  
 value, of web services 129–130  
 variable selection (causal relationships)  
     167–168  
 variance 122  
 verification 152  
 video game personalization 79, 198  
 video recommendations 83  
 virtuous cycle phenomena 248–250  
 visualization *see* information visualization  
 vocabulary, clarity in 241–243  
  
 walled gardens (personal information) 201  
 warfare 245  
 weather prediction 89–90  
 web search *see* search engines  
 wicked problems 277  
 World Wide Web *see* Internet  
  
 Zillow 208