Companies can use advanced analytics to take seemingly innocuous surface data about people and infer highly sensitive information from it with high levels of accuracy.

Data scientists can employ advanced analytics to infer people’s vulnerabilities. This can allow bad actors to manipulate, or even exploit, these individuals.

Businesses can use advanced analytics to achieve highly accurate insights into their customers and so build their advantage over them.

Most people lack an understanding of and opportunities to challenge the corporate algorithmic determinations that can shape their life opportunities.

Inaccurate data or faulty algorithms can produce erroneous predictions.
Advanced analytics facilitates increased automation which, in turn, can **displace human labor.**

Individuals may feel pressure to conform to behaviors that they think will please the algorithmic decision-maker.

Companies can produce analytic tools that their customers may utilize for morally problematic ends.

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