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Bio. Zuzanna is Senior Research Analyst at Trilateral Research. She leads Trilateral's work in the PREVISION project where she oversees its ethics and human rights compliance.

Zuzanna work specializes in the intersection of science, technology, ethics and human rights law. She has been involved in several national and international interdisciplinary research projects exploring the ethics of new technologies and the impact of scientific and technological progress on human rights and freedoms. Since 2011 she has cooperated with the Helsinki Foundation for Human Rights, one of the leading European non-governmental human rights organizations. Since 2019 she has been acting as an independent expert to the European Commission.

Research Background. Zuzanna passed the bar exam in April 2017 and served as the vice-president of the Human Rights Section by the Warsaw Bar Association from March 2016 until May 2017. She has been actively involved in the work of the Women's Rights Group by the Polish Bar Council. She holds a Master degree in Law and an M.A. in English Studies from the University of Warsaw. She is a PhD candidate at Chair of European Law, Faculty of Law and Administration at the University of Warsaw.

Ethical and legal challenges of machine learning for trend and weak signal detection in social networks: an overview

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Abstract. This presentation is meant to provide an overview of some of the ethical and legal challenges arising from the use of machine learning for trend and weak signal detection in social networks. While it does not exhaust the topic, the presentation's aim is to raise awareness among researchers carrying out this type of activities in order to ensure compliance with ethical and legal standards related to personal data protection applicable in the European Union. After providing an overview of basic concepts, it discusses the following issues related to personal data protection: the use of data from social networks (social media), the processing of special categories of data and the question of "explainability".

Keywords: ethics, privacy, big data ethics, GDPR, personal data protection, social media data, open data, explainability