

Societal Impacts

① ad-revenue + search

- echo chamber
- only biggest news outlets are featured
- most \$ gets highest priority

② self-driving car

- liability
- ethical decision making in tricky situations
- redesign of interior
- safer
- democratizing / elderly

③ medical diagnosis

- might bias doctor's thinking (good? bad?)
- increase/reduce racial bias

Task	Performance Metric	Experience
Determining drunkenness	Success at preventing drunkenness as measured by slurred speech, or gait	gather public data from bars in some sort of user study; "personal" experience
Predicting the spread/decline of deserts	accuracy on historical data	satellite images and historical desert behavior
Predicting 10-30% of student performance	comparison against ground truth	historical data (very well anonymized)

Student performance

1.1.1.1

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