

Student Activity Choices

Making an Analytics Impact

Researchers featured in Using Data to Protect and Serve are passionate about using data and statistical analysis to spotlight and address social challenges, including bias in police work, human trafficking on the dark web, and bias in the media. How will you bring data analysis to social problem-solving? Choose a public policy issue that inspires you – food insecurity, gun violence, the unhoused, financial education, anti-bullying initiatives, or any other. Researching online and at the library, **create 5 slides** introducing your topic, why it matters to you, how data is being used to make progress, and what and how you hope to add to this discussion for a greater social impact. Who is your collaborator? Present your slides to the class.

Perspective-taking

Wharton's Duncan Watts believes that while fake news is far less common than people think, bias in the news is prevalent. The stories journalists choose to tell and the way they frame them can impact our worldview and decision-making. He is creating a huge dataset of almost everything that is published on a given day so we can analyze the news. Now it's your turn to experiment. Sample different types of news media published in one day. Choose a story on Instagram, another few on mainstream media sources like The New York Times or CNN, and possibly a radio or podcast broadcast. How biased is one publisher compared to another? Did you discover fake news? In what ways were the mainstream media stories subtly biased? Could another story have been told that gave you a different impression? **Create 5 slides** and present your "One Day of Media Bias" findings to your class. (Prep: Read Wharton Magazine's [article about PennMAP](#) for a deeper understanding of media bias.)

Creative Analytics

Choose at least **15 words** from the vocabulary provided on the PDF worksheets with each Using Data to Protect and Serve video segment to create a poem, chant, rap, short story, video, or digital or visual artwork. What message do you want to convey about the use of data and analytics to improve society and the world we live in? Choose one theme or many. Be creative! Perform (or present) your final creation for the class. And please send a clip to globalyouth@wharton.upenn.edu or hit us on social media @WhartonYouth.

Cutting-edge Concepts

While business may seem like a sea of technical jargon, from CEOs to Debt-to-Equity Ratios, other more typical concepts are essential to business. In the Using Data to Protect and Serve mini-site, you encountered the concepts of bias, accountability and transparency. If you study other Global Youth mini-sites on ESG and The Business of Race, you will find these concepts, as well. Write a **400-word essay** on the meaning of these terms in relation to Using Data to Protect and Serve. Also touch on the broader business context. How else can these concepts improve the business landscape? And finally, consider how they apply to your own life. How can you adopt these strategies to make *your* world a better place?

Call the Police

The deaths of George Floyd, Breonna Taylor, Philando Castile and a number of other Black citizens who have lost their lives during interactions with law enforcement officers have put the topic of police reform atop the U.S. agenda. Dr. Dean Knox studies the oversight of police organizations and believes that data transparency will shed light on the issues and open channels for reform. Many police departments, he says, are willing to share data. How about yours? Contact your local PD and ask if you can gather data for a project on data-driven police reform. Interview an officer on how officers are assigned to patrol, what neighborhoods they're in, how often they're on the street, who they stop, who they arrest, who they use force against. Do they have policing data to share? Who do they share it with? **Create 5 slides** to present your quantitative and qualitative research to the class.

So Many Questions

Academic researchers like the professors featured in Using Data to Protect and Serve are often hoping their analysis will open entirely new channels of inquiry. What new insights and questions does their work inspire? Choose one of the three panelists – Hamsa Bastani, Dean Knox, or Duncan Watts -- and write them a 250-word letter, plus 5-10 questions that learning about their work sparked in you. Begin by introducing yourself and explaining why you found their work fascinating (or not). Then ask thoughtful questions about gaps in their work you don't understand or how you would hope they plan to build on their research. Do you have a personal connection to their research that might enrich their understanding? For example, a personal experience or a relative who works in policing or the media? Share that too! Send your letter to globalyouth@wharton.upenn.edu and you might just get a response.