



Universität Hamburg  
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FAKULTÄT  
FÜR MATHEMATIK, INFORMATIK  
UND NATURWISSENSCHAFTEN

## TAMING THE MACHINES

# GROWING UP IN THE MIDST OF THE AI GOLDRUSH:

## FROM DATA SCARES TO DATA SCARS

PUBLIC LECTURE  
SERIES

### PROF. DR. ANDRA SIIBAK (UNIVERSITY OF TARTU, ESTLAND)

#### About the lecture

Present day children's futures are decided by algorithms predicting their probability of success at school, their suitability for a job position, their likely recidivism or mental health problems. Advances in predictive analytics, artificial intelligence (AI) systems, behavioral- and biometrics technologies, have started to be aggressively used for monitoring, aggregating, and analyzing children's data. Such dataveillance happening both in homes, schools, and peer networks has a profound impact not only on children's preferences, social relations, life chances, rights and privacy but also the "future of human agency - and ultimately, of society and culture " (Mascheroni & Siibak 2021: 169).

Building upon the findings of my different empirical case studies, I will showcase how the popular digital parenting practices and the growing datafication happening in the education sector, could create not only hypothetical data scares but also lead to real data scars in the lives of the young.

**Tuesday, 11. June 2024**  
**18:15–19:45 (CEST)**

**Flügelbau West, 2. OG, Raum W 221**  
**Edmund-Siemers-Allee 1**  
**20146 Hamburg**

ETHIK IN DER  
INFORMATIONSTECHNOLOGIE

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If you like to join us virtually, register at [uhh.de/inf-eit](https://uhh.de/inf-eit).