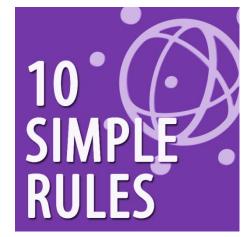
Ten simple rules for responsible big data research

- 1. Acknowledge that data are people and can do harm
- 2. Recognize that privacy is more than a binary value: privacy is contextual
- 3. Guard against the re-identification of your data
- 4. Practice ethical data sharing
- 5. Consider the strengths and limitations of your data; big does not automatically mean better
- 6. Debate the tough, ethical choices
- 7. Develop a code of conduct for our organization, research community or industry
- 8. Design your data and systems for auditability
- Engage with the broader consequences of data and analysis practices
- 10. Know when to break these rules



Zook M, Barocas S, Boyd D, et al. Ten simple rules for responsible big data research. *PLoS Comput Biol*. 2017;

13(3)

