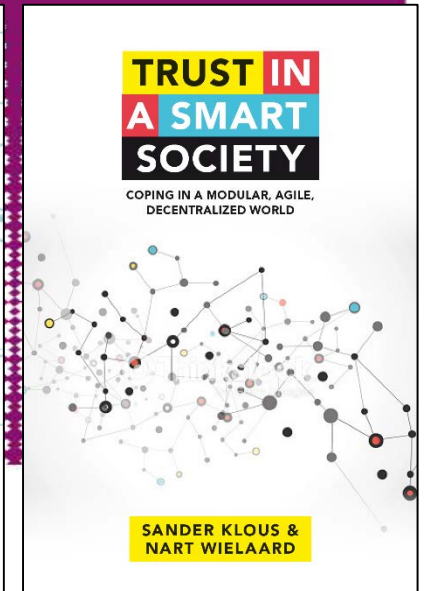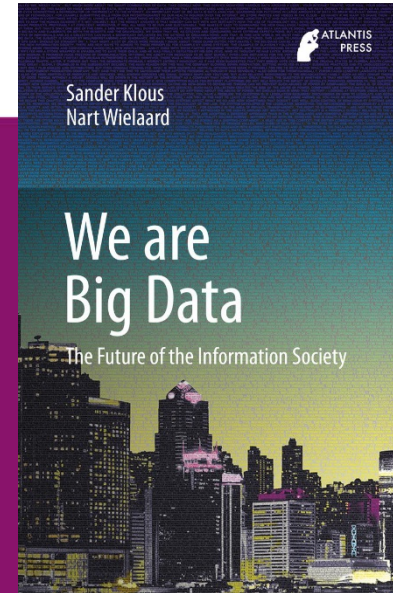**prof. dr. Sander Klous**
Big Data Ecosystems in Business and Society
University of Amsterdam

Partner in charge of Data & Analytics
KPMG Advisory
klous.sander@kpmg.nl

@sanderklous
http://nl.linkedin.com/in/sanderklous

Trusted Analytics

The future of our smart society

Extreme expectations

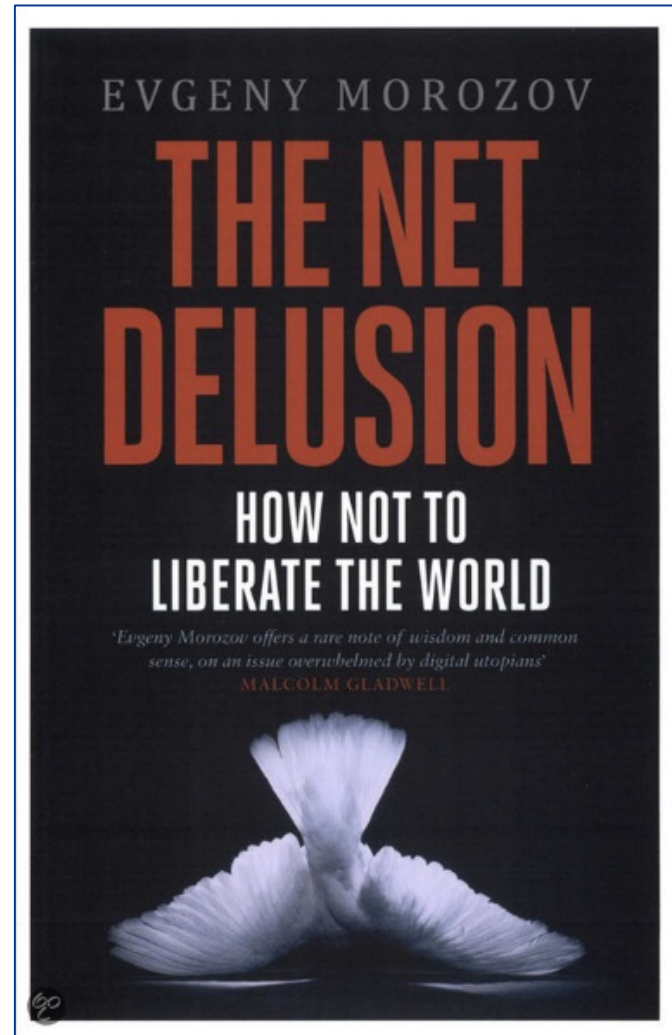https://www.youtube.com/watch?v=2vXyx_qG6mQ

Content

Systems determine our behavior

Slavishly following algorithms

Invisible barbed wire

Content

1. Living in a Smart Society

2. **Analytics in Ecosystems**

3. Trusted Ecosystems

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Traffic lights

Standards

Access

Conflict resolution
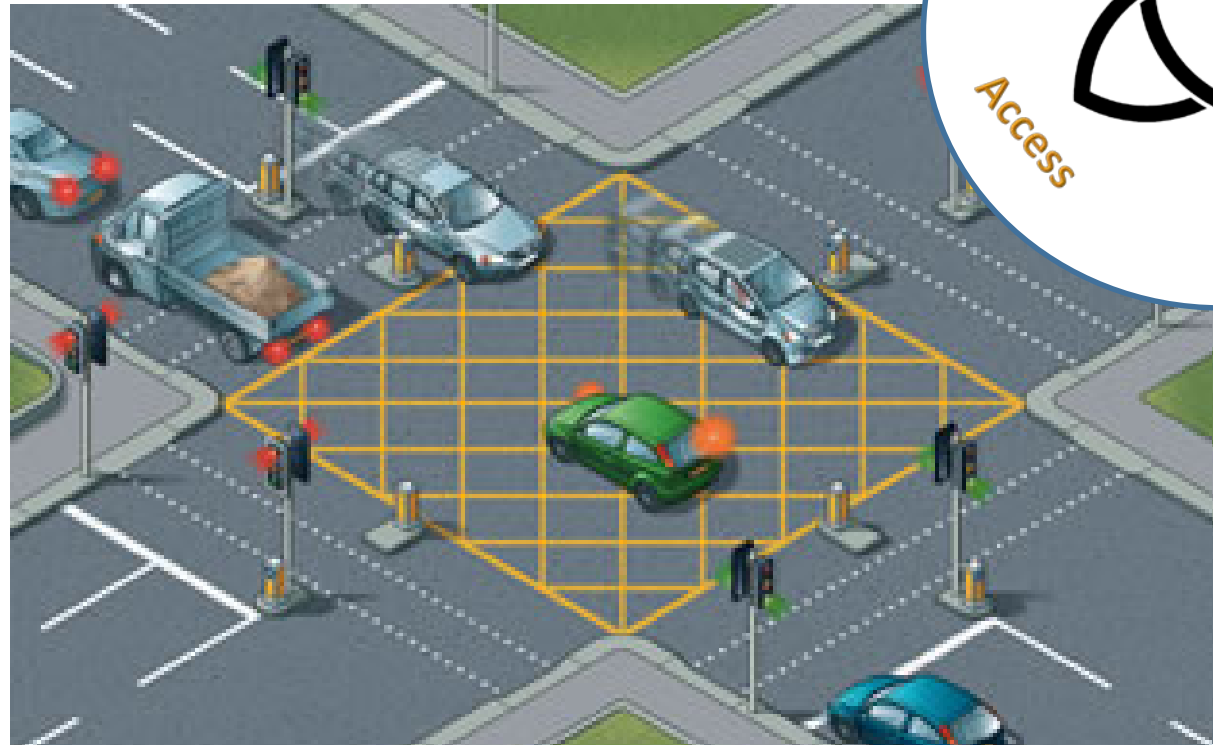
Roundabouts

Google, Apple
Amazon, Etc.

The Internet
The World Wide Web

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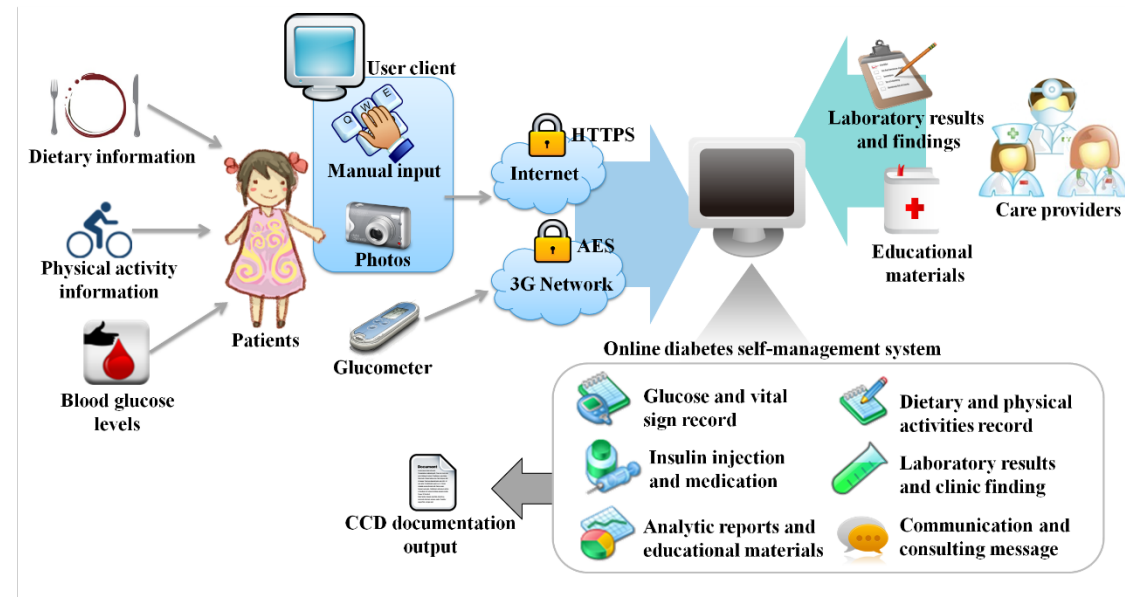**The Google Fact Checker: from traffic lights to roundabouts**

Enabling Personalized Interventions

Value Based Healthcare (CVA)

Diffuse Intrinsic Pontine Glioma (Childhood Brain Stem Tumor)
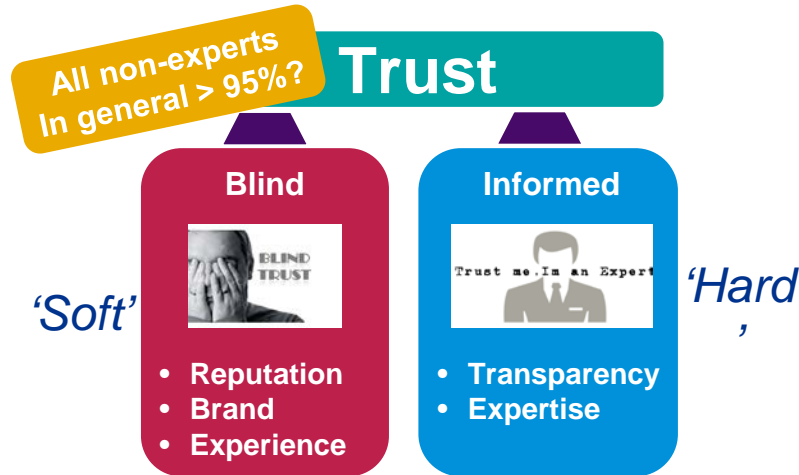

Diabetes Type 2

Whitebox

Content

1. Living in a Smart Society

2. Analytics in Ecosystems

3. **Trusted Ecosystems**

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All non-experts In general > 95%?

Trust

Blind

BLIND TRUST

'Soft'

- **Reputation**
- **Brand**
- **Experience**

Informed

Trust me. I'm an Expert
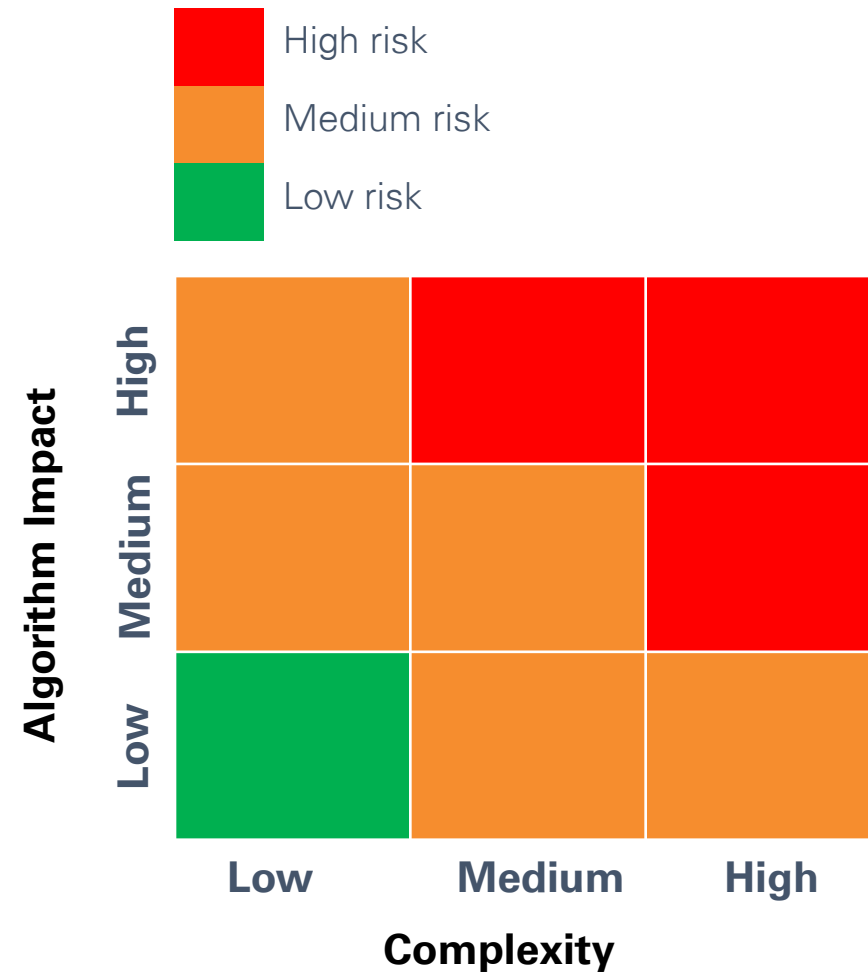
'Hard'

- **Transparency**
- **Expertise**

Auditing AI

Methodology

- Materiality (Relevance)

- Three lines of defense

- Design, Implementation and Effectiveness

Challenges

- Independence

- Explainability

- Agility

Socially impactful algorithms