

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
9. 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)