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Lawyering in the Information Age: Revolutionizing the Practice of Law through Data Science

Information is Everything

A lawyer's most essential resource

is information

It is also our most fundamental product



Every Company is an Information Company



Information is Overwhelmingly Electronic





Office 365

Dropbox



salesforce

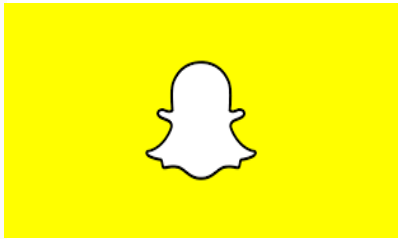
Google docs

twitter

facebook



Instagram



And is coming from more sources than ever















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Insight into Human Conduct to Unparalleled Degree



Unparalleled Market Efficiency

- The Right (Public or Private) Product or Service
  - Right time
  - Right place
  - Right consumer
  - Right cost
  - Right price



Unparalleled Potential for Disruption and Misuse



How Analytics Work

- Every point of data has characteristics about it
  - How it was created
  - When it was created
  - Who created it
  - Its transmission
  - Its content



Leveraging Analytics in the Legal Space

- Once you find an example of what you're looking for, analytics will find more like it.



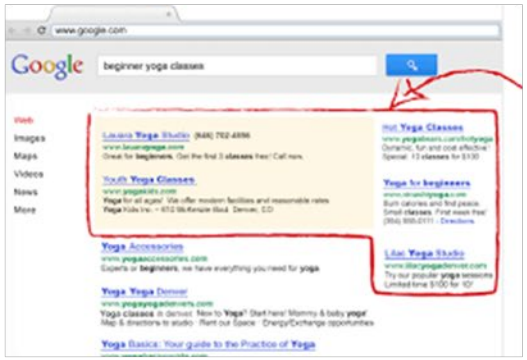


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The Future of Analytics and the Law



Analytics in the Market Place



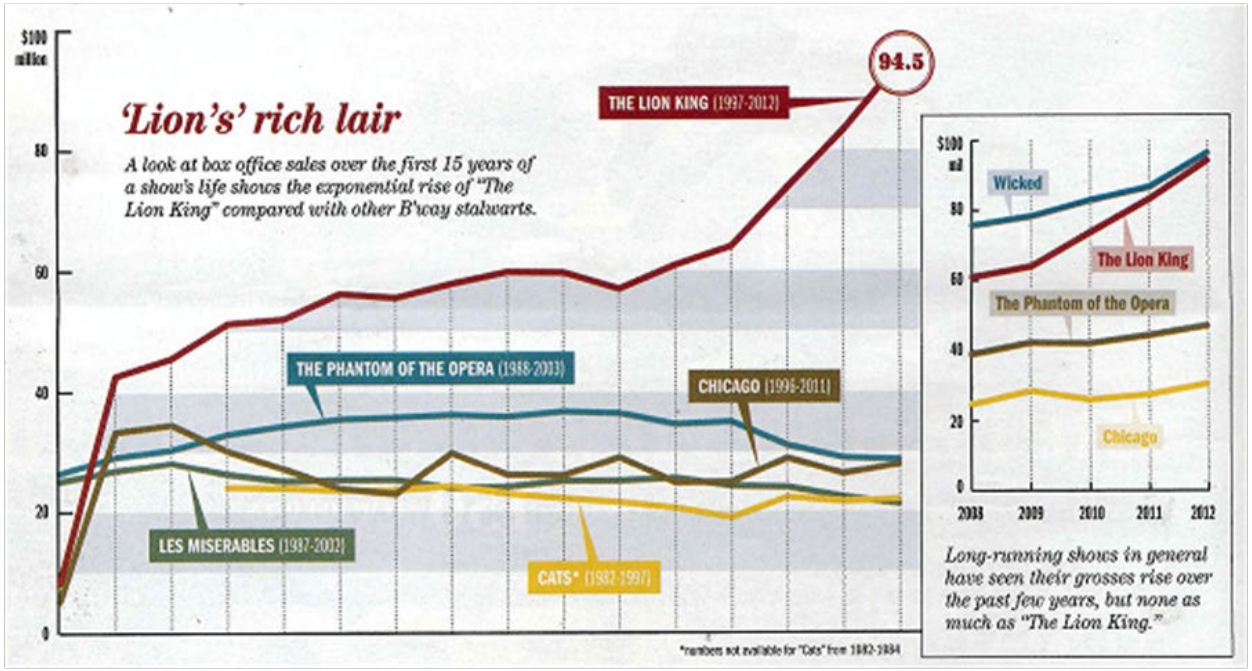






Why "The Lion King" Roars So Loud: Business Analytics at Disney

Wednesday, December 11, 2013 - 15:21 | Robert Phillips | Disney Revenue Management The Lion King




Expedia


Hotels.com


American Airlines


DELTA
AIR LINES


HILTON
WORLDWIDE


Hertz

Cumulative Economic Impact



Putting people into groups and offering them stuff



This is the definition of discrimination

How do we decide who gets what?

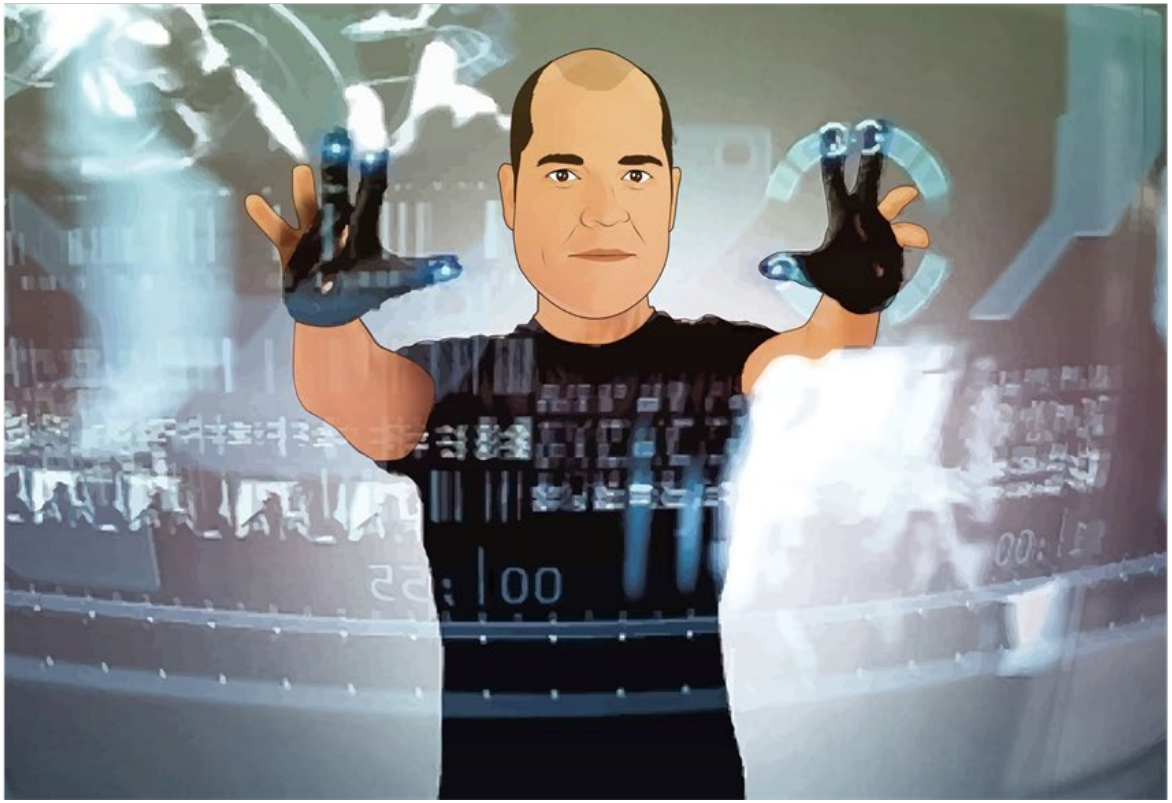
- College admissions
- Financial Aid
- Street Repair
- Snow and Trash Removal
- Electricity Distribution
- Voting Districts
- Health Care Resources
- And many many more….



Predicting Misconduct



Anything Tom Cruise can do….

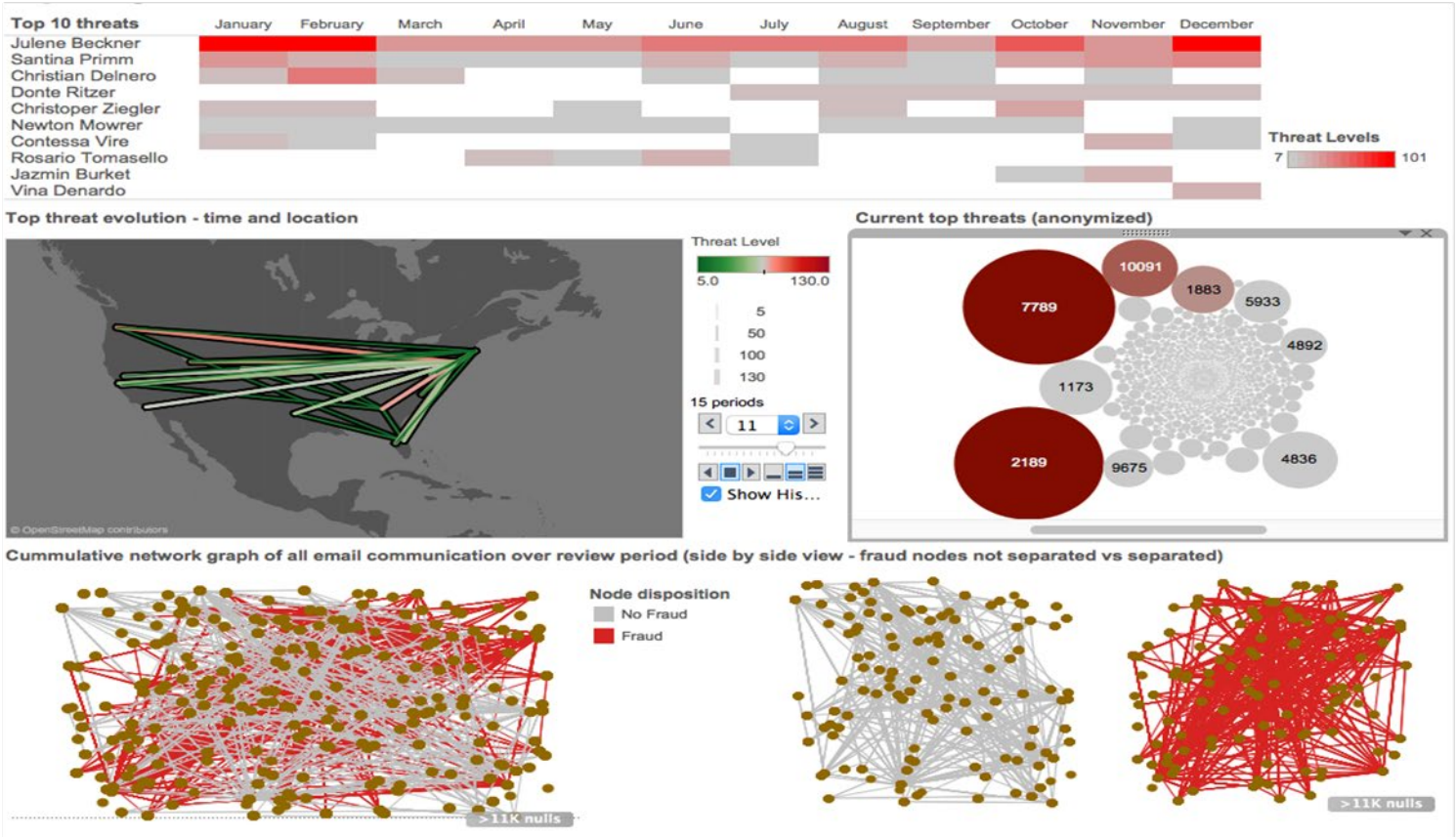


Predictive Compliance

- Identify patterns associated with misconduct
- Detect these patterns in email and unstructured data
- Develop models to be used in an early warning system to detect and prevent misconduct *as it develops*

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Predicting Misconduct



Predictive Policing

BUSINESS | JOURNAL REPORTS: LEADERSHIP

Is Predictive Policing the Law-Enforcement Tactic of the Future?

A Johns Hopkins professor says it helps reduce crime and police profiling. An attorney at Electronic Frontier Foundation says it will lead to more bias.

How far can this be taken?

Asia & Pacific

China's plan to organize its society relies on 'big data' to rate everyone

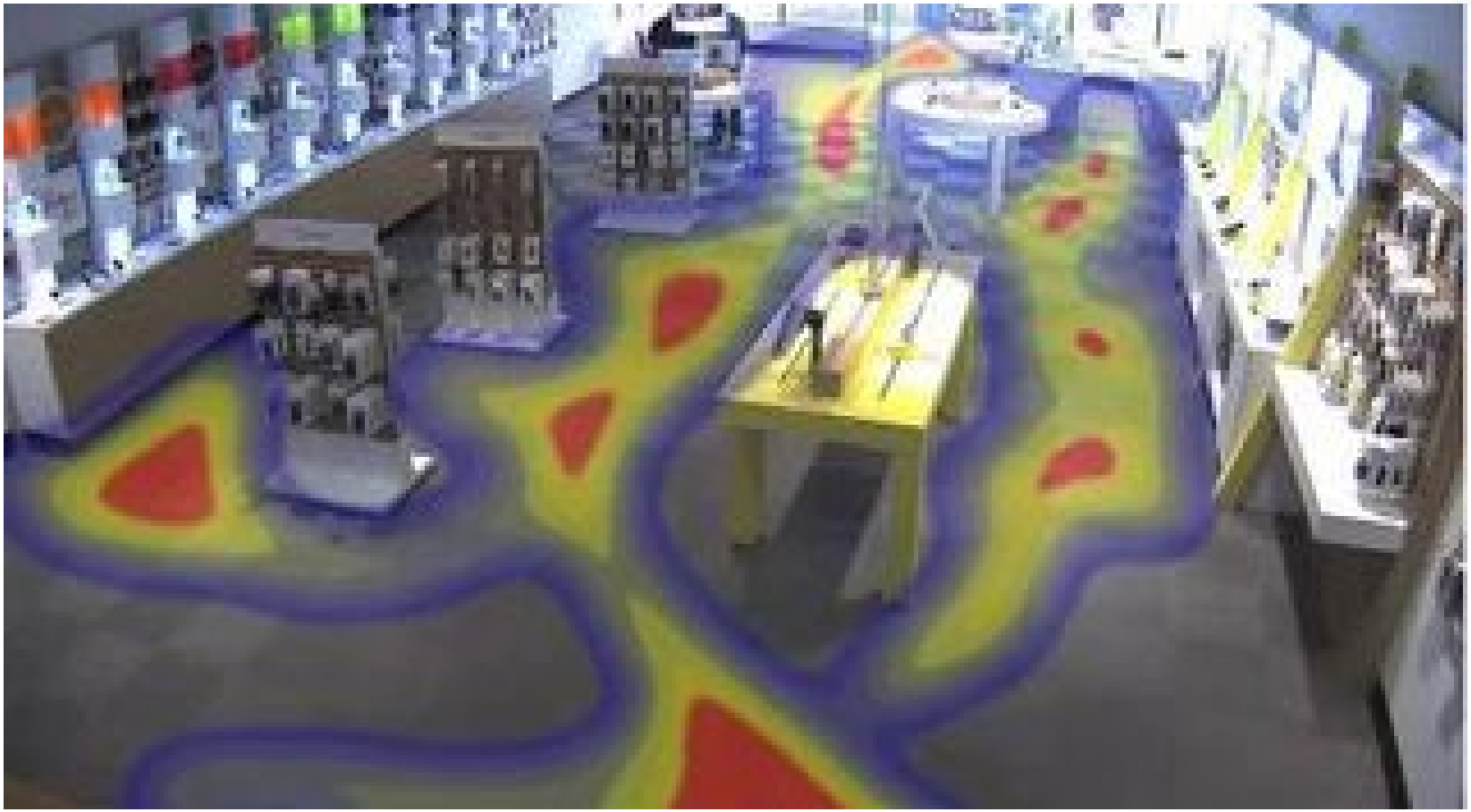
BEHIND THE FIREWALL: How China tamed the Internet |This is part of a series examining the impact of China's Great Firewall, a mechanism of Internet censorship and surveillance that affects nearly 700 million users.

Current Laws and Regulations Don't Fit Current Applications of Analytics

Facebook and Cambridge Analytica



Notice and Consent



Data Ownership



Acting in a Legal Greenfield



Hello Barbie vs. Amazon Echo

Understand the risks you are creating and act reasonably to mitigate them





The Way Forward

- The law is based on reasonable conduct
- Identify and quantify risks in analytics projects
- Identify mitigation strategies
- Include a diversity of opinion



Don’t Become Extinct



Become an Information Age Superhero



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Questions?

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