

# Digital Voodoo Dolls

**Marija Slavkovik**

University of Bergen, Norway

**Clemens Stachl**

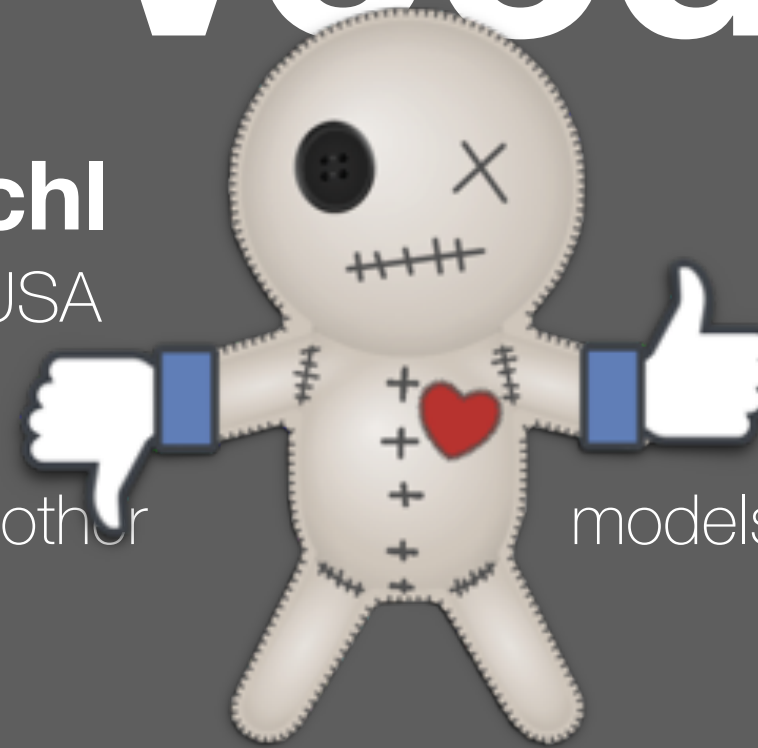
Stanford University, USA

**Caroline Pitman**

The Catholic University, USA

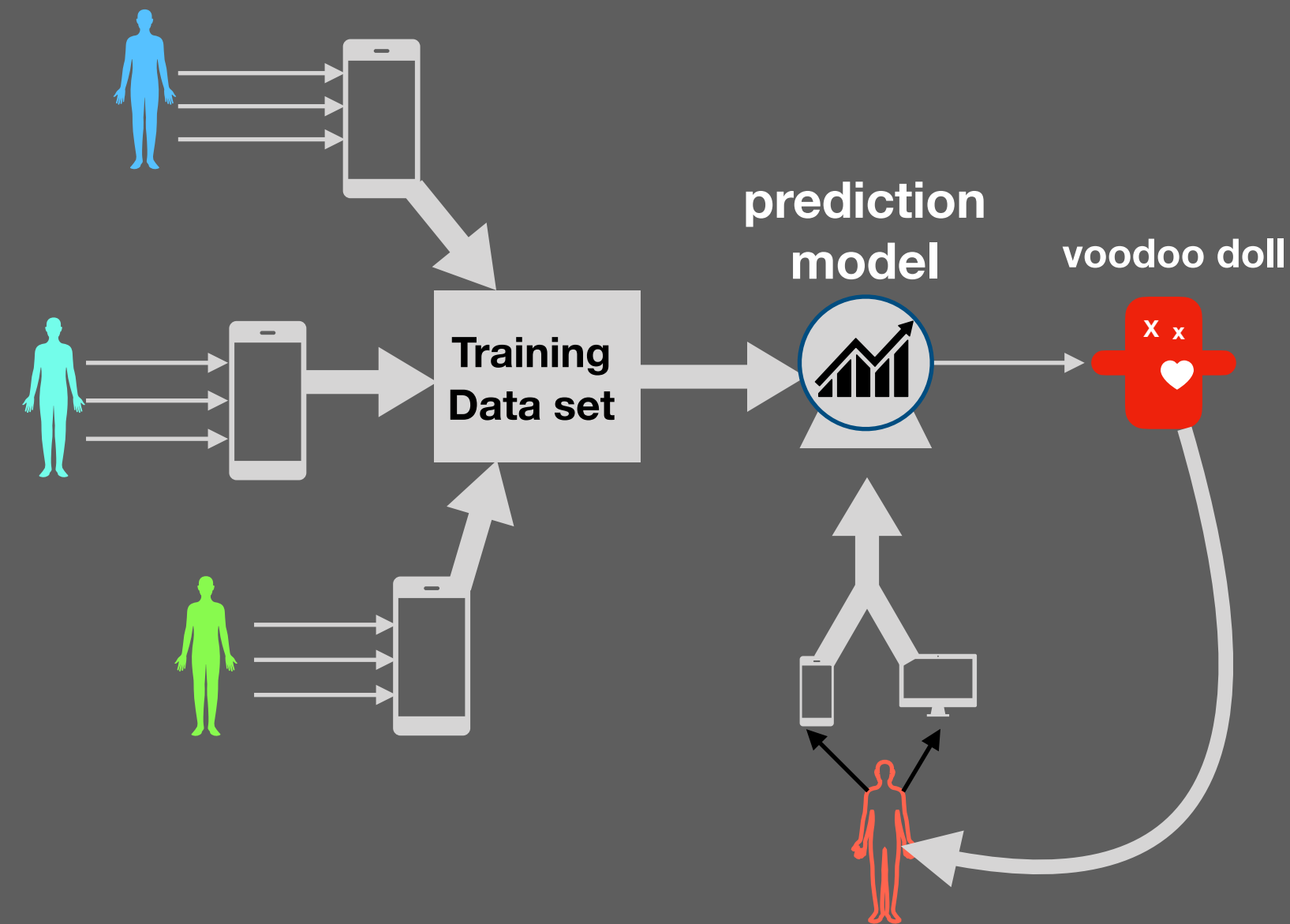
**Jonathan Askonas**

The Catholic University, USA



We define the concept of a **digital voodoo doll**. This is a dynamically generated digital information construct that models a person and their intentions. By clearly distinguishing digital voodoo dolls from other models currently in operation, we hope to initiate a discussion of how to avoid their negative side effects and empower people.

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For **example** a digital voodoo doll is needed to calculate expected behaviour from a possible customer, which is then used to offer different type of a service or to deny a service to the modelled person.

	User model	Look-a-like audience	Digital voodoo doll
Person-institution Relationship	many-to-many	many-to-one	one-to-one
Can edit	institution/person	institution/person	no one
Purpose	personalisation	targeted content	nudging/choice architecture

The table shows **how different** a digital voodoo doll is as a model from some of the other personality models we encounter today. More models and properties are discussed in the paper.

A digital voodoo doll is **generated** on demand. Features of many people are used to construct a training data set that is then used by one or more prediction models to predict a future behaviour or choice of a person. The prediction model is used on features of a specific person of interest to predict that person's behavior, choice or interests.