

Sara M. Watson

Technology Critic and Senior Analyst

Big data, algorithms, and personal data: “Taking Personalization Personally,” exploring the human impacts of data as it is collected, interpreted, and used for decision making and personalization in our lives. Advocating for consumer protection and human agency.

Big Tech, Antitrust, Platform Politics, and the Tech Backlash: “Towards a Constructive Technology Criticism,” on the evolution of criticism in tech coverage, emerging global policies and governance models to regulate technology.

Artificial Intelligence: “The AI Story So Far,” on the dominant apocalyptic narratives we focus on about AI, and why we need more grounded, practical stories to understand our human-machine relationships with AI. Algorithmic decision making, ethics of AI.

5G: Global adoption trends, on-the-ground user experience realities.

Wearables and the Quantified Self: What consumers do with data, and what we can learn about making data accessible and manageable for users.

Moderating and Interviewing: Leading discussions for conference panels, fireside chats, and book talks. Passionate about facilitating insightful conversations on a wide range of technology and society subjects.
