SEMINAR

DIGITAL DATA DONATION: A PRIVACY-PRESERVING APPROACH FOR STRUCTURED DATA COLLECTION

11 DECEMBER 2025

16:00-18:00

ROOM 34

CU002 building – fourth floor
Dept. of Statistical Sciences

Imagine capturing a decade's worth of rich digital behavior over multiple decades. Sites like Facebook and X certainly do! Since 2018, companies are required to share the data they capture about their users available. These data aren't just fun, they're critical for looking at the increasingly important role played by digital orgs.

The raw data are often highly sensitive and also contain lots of irrelevant data. In this seminar, we tackle this issue and get hands-on experience working with real Data Download Packages.

This seminar is delivered within the series of lectures of the M.Sc. program Statistical Methods and Applications – Official Statistics curriculum (with EMOS label), and can be used for credits recognition in the exam units AAF1149 or AAF1965.

Danielle McCool

Methodology and Statistics

Utrecht University
Utrecht, Netherlands

EUROPEAN
MASTER IN
OFFICIAL
STATISTICS
EMOS