

## **Preface**

How do data collectors apply data to influence user behavior?

How did the coronavirus pandemic affect construction productivity at the University of Virginia's new Student Health and Wellness Center (SHWC) jobsite? Pandemic restrictions slowed or stopped countless construction projects. Barton Malow, a construction company, had no reliable means to track the effects of worker illnesses and materials shortages. To contribute to the development of a system that Barton Malow can use to improve responses to future epidemics, the team conducted interviews with project stakeholders and used company data to study productivity trends. We found that construction quality fell as communication among project stakeholders declined. These findings may inform the development of an app to improve communication among general contractors and subcontractors.

How are social groups in the United States fighting to protect digital privacy? To promote digital privacy, privacy advocates organize protests, design inspiring symbols, engage in litigation, and develop privacy innovations. To protect their business interests, data collectors use rhetorical techniques and apply behavioral economics, for example by framing user choices in ways that promote data collection. Data collectors invoke values such as free enterprise, user responsibility, and user convenience. To fight back, privacy activists appeal to principles such as individual rights, civil liberties, personal autonomy, and basic fairness.