Course Companion

International Baccalaureate · IB Diploma · Digital Society · SL

Every topic handout in one volume

全部专题讲义合集

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Data, algorithms and digital power

International Baccalaureate · IB Diploma · Digital Society · SL

IB Diploma Programme Digital Society SL (first assessed in 2024). The course looks at how **digital systems** 数字系统 change people's lives. It joins three parts: seven **concepts** 概念 (the questions you ask), seven **content** 内容 areas (the technology you study) and seven **contexts** 情境 (the parts of life where it matters). This topic covers the concepts and the first two content areas, data and algorithms. They are examined in Paper 1 (2 hours 15 minutes, 35% at HL; 1 hour 30 minutes, 40% at SL), where questions ask about the course and about **real-world examples** 真实例证.

In 2020 the COVID-19 pandemic cancelled England's A-level exams. Instead, a formula decided students' grades. It took each school's results from earlier years and each teacher's ranking of their students, and fitted this year's class to the old pattern. On results day, almost 40% of the grades that teachers had predicted were lowered. A strong student in a school with weak past results could not get the top grade, because the school "never" got it. Students protested in the streets with signs against "the algorithm", and four days later the government dropped the formula and used the teachers' grades instead. A few lines of rules had decided the futures of thousands of young people. This is what digital society studies.

Must-know for data, algorithms and digital power:

Area	Key content
course structure	concepts, content and contexts, joined through inquiry
concepts	change, expression, identity, power, space, systems, values and ethics
data (3.1)	data and information; collecting, processing and storing; privacy
algorithms (3.2)	inputs, rules and outputs; bias in, bias out
inquiry	concept + content + context + real-world example = a focused question
Paper 1	questions on the course, always with real-world examples

The course: concepts, content and contexts

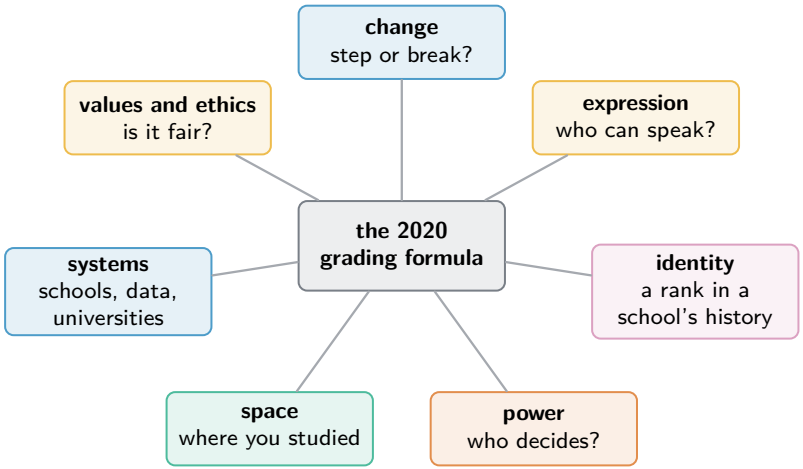
Concepts (2.1–2.7)	Content (3.1–3.7)	Contexts (4.1–4.7)
change	data	cultural
expression	algorithms	economic
identity	computers	environmental
power	networks and the internet	health
space	media	human knowledge
systems	artificial intelligence	political
values and ethics	robots and autonomous technologies	social

You do not study these 21 items one by one. Every inquiry takes one or two from each column and joins them to a real case.

Seven concepts as questions

A concept is a question you ask about a case:

Concept	The question it asks	Asked about the 2020 grades
change 变化	is this a small step (evolution) or a big break (transformation)?	was a formula a new way to grade, or the old exam system in a new form?
expression 表达	who can speak, and how far does it travel?	how did students' protests reach the government in four days?
identity 身份	how does it shape who we are?	a student became "a rank in a school's history"
power 权力	who decides, and who benefits?	teachers, the exam board or the formula's designers?
space 空间	how does it change places and distances?	where you went to school mattered more than what you did
systems 系统	how do the parts work together?	schools, data, the formula and universities as one chain
values and ethics 价值观与伦理	is it fair, right and acceptable?	is it fair to judge a person by other people's past results?



Seven concepts, seven questions about one case.

Data

Data 数据 are raw facts: numbers, words, times, places. **Information** 信息 is data that has been organised so that it means something. A smartwatch records your heart rate as data (72, 75, 140, 138...); "your heart rate rose sharply during your run" is information.



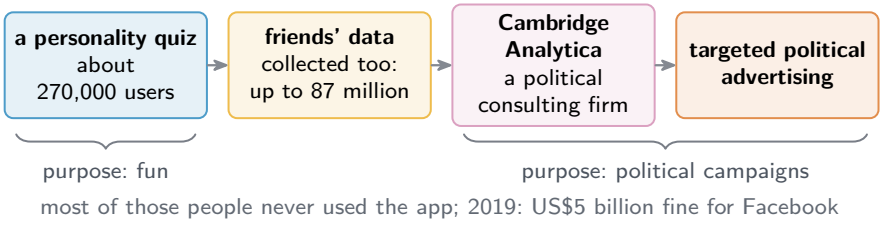
A CCTV control room: collecting data about people trades safety gains against privacy

Every dataset has makers, who decided three things:

- **Collection** 收集: what is recorded, and what is left out. A ranking records the teacher's order of students, not how hard each one worked during the pandemic.
- **Processing** 处理: cleaning, joining and analysing the data.

- **Storage** 存储: who keeps the data, where and for how long.

Data about people raises questions of **privacy** 隐私. In 2014 a personality-quiz app on Facebook was used by about 270,000 people, but it also collected data about their friends. The data of up to 87 million people reached the political consulting firm Cambridge Analytica, which used it to target political advertising. Most of those people had never used the app. In 2019 the US Federal Trade Commission fined Facebook US$5 billion for its privacy failures. Data collected for one purpose (a fun quiz) was used for another (political campaigns).



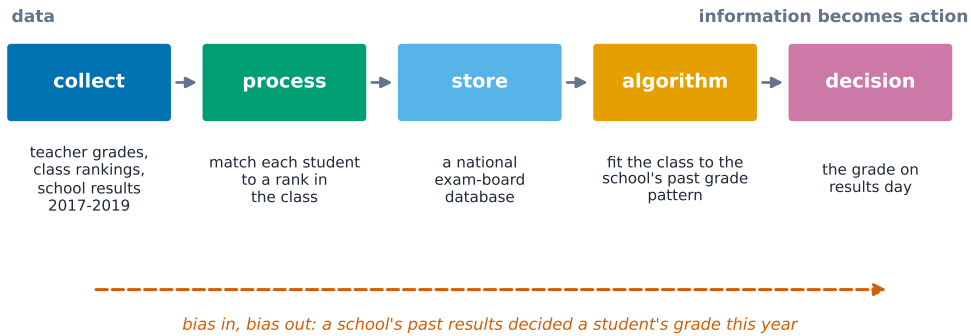
Purpose drift: data gathered for fun ended up in political campaigns.

Algorithms

An **algorithm** 算法 is a set of step-by-step rules that turns inputs into outputs, like a recipe. Algorithms decide what appears in your video feed, which route a map app suggests and whose job application is read.

The key idea: **bias in, bias out**. An algorithm learns from or uses data from the past, so it can repeat the unfairness of the past. Two examples:

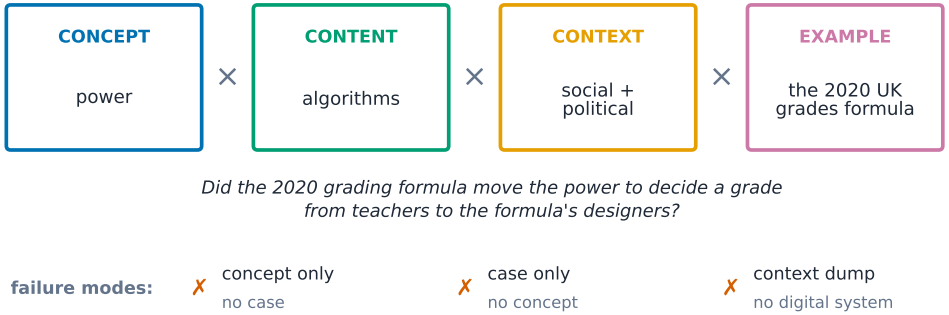
- The 2020 grading formula used each school's past results as an input, so students at schools with weaker histories were held down, whatever their own work.
- Amazon tested a computer system for choosing job applicants, trained on ten years of CVs, most of them from men. It learned to give lower scores to CVs that included the word "women's" (as in "women's chess club"). Amazon stopped using it (Reuters reported this in 2018).



Each stage has makers; bias that enters at the start reaches the decision at the end.

Focusing an inquiry

A good inquiry joins all four parts: a **concept**, a **content** area, a **context** and a real-world example. Together they make a focused question.



All four parts at once make a question worth asking; drop one and the inquiry fails.

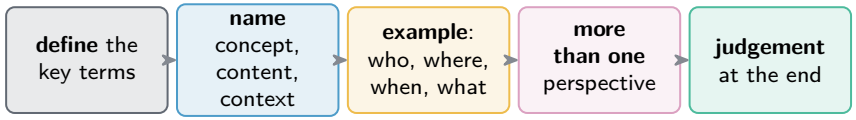
> **Worked example.** Power (concept) + algorithms (content) + social and political contexts + the 2020 UK grading formula = "Did the formula move the power to decide a grade from teachers to the formula's designers?"

Three common mistakes:

- **Concept only**: an essay about power in general, with no real case.
- **Case only**: the story of 2020, with no concept to explain it.
- **Context dump**: a lot about schools and politics, but no digital system in view.

Answering Paper 1

Paper 1 questions range from short answers to extended responses. The IB's own examples:



The shape of a long Paper 1 answer.

Command term	Example question
identify	identify different types of existing AI
outline	outline the ways that data is different from information
describe	describe a context and real-world example in which collecting data about online activity may pose privacy concerns for young people
examine / discuss / evaluate	examine the claim that online social media fosters greater tolerance for diverse backgrounds and experiences

For a long answer: define the key terms; name the concept, content and context you are using; explain one or two real-world examples in detail (who, where, when, what happened); give more than one perspective; and end with a judgement.

Worked plan. *Describe a context and real-world example in which collecting data about online activity may pose privacy concerns for young people.*

- Context: political (or social).
- Example: the Cambridge Analytica case: a quiz app collected data about its users' friends, who never agreed.
- Concern: young people share likes and friend lists freely; they may not know that the data can be moved and used to target them.
- Link: data collected for one purpose was used for another (data, 3.1), which is a question of power and of values and ethics.

Checklist

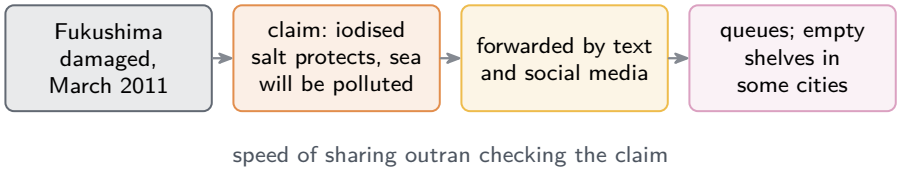
- Concepts, content and contexts: seven of each, joined through inquiry.
- Each concept as a question, applied to the 2020 grades.
- Data and information; collection, processing, storage; privacy and Cambridge Analytica.
- Algorithms as rules; bias in, bias out; the grading formula and Amazon's hiring system.
- The four-part focused question and the three common mistakes.
- Paper 1 command terms and the worked plan.

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Networks, media and automation

International Baccalaureate · IB Diploma · Digital Society · SL

IB Diploma Programme Digital Society SL (first assessed in 2024). This topic covers the other five content areas: **computers** 计算机 (3.3), **networks and the internet** 网络与互联网 (3.4), **media** 媒体 (3.5), **artificial intelligence** 人工智能 (3.6) and **robots and autonomous technologies** 机器人与自主技术 (3.7). It also teaches how to work with **sources** 来源, which you need for Paper 2 (1 hour 15 minutes; 20% at HL, 30% at SL), a paper of questions on sources you have not seen before.



Sharing outran checking.

In March 2011 an earthquake and tsunami damaged the Fukushima nuclear power station in Japan. Within days, a rumour spread across China by text message and social media: iodised salt protects you from radiation, and soon the sea would be polluted, so there would be no more salt. People queued outside shops and bought bags and bags of salt; in some cities the shelves were empty. The rumour was false: eating salt does not protect against radiation, and China had large salt reserves. A false claim had travelled faster than the truth through a network of phones. This topic asks how that happens.

Must-know for networks, media and automation:

Area	Key content
computers (3.3)	hardware and software; more power, less size and cost
networks (3.4)	the internet as a network of networks; cables, data centres, platforms
media (3.5)	everyone can publish; feeds ranked by engagement; misinformation
AI (3.6)	machine learning; narrow and general AI
robots (3.7)	machines that sense, decide and act; who is responsible?
sources	claim, perspective and origin; Paper 2

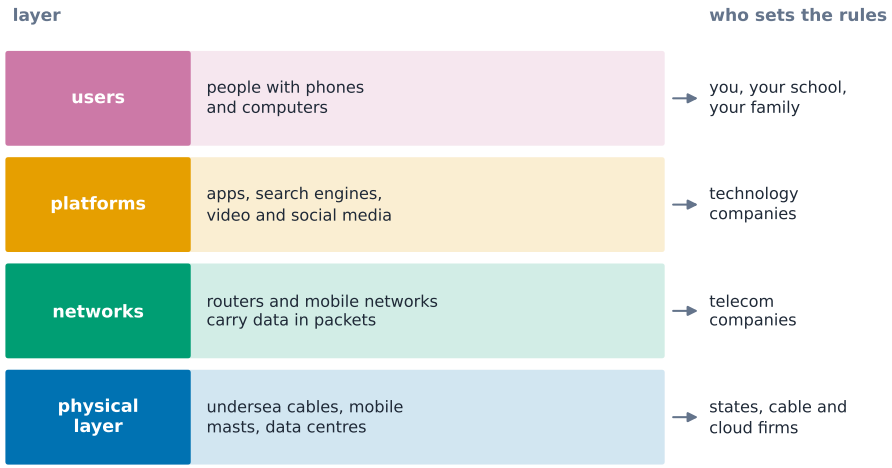
Computers and networks

A computer runs **software** 软件 (instructions) on **hardware** 硬件 (the physical machine). For decades the number of transistors on a chip roughly doubled every two years, so computers became smaller, cheaper and more powerful. A smartphone today is a powerful computer that most people carry everywhere.



Data-centre server racks: the cloud is physical computers in buildings like this

The **internet** 互联网 is a network of networks. Data travels in small packets through routers, and almost all data between continents travels through cables on the sea floor. At each layer someone has control: the companies that own the cables and **data centres** 数据中心, the platforms (the apps and websites people use) and the governments that make rules. Whoever controls a layer can set its rules, and that is a question of power.



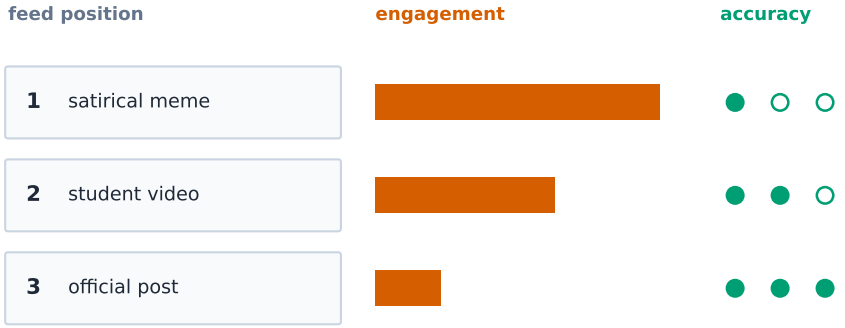
Each layer has owners, and each owner can set rules for the layers above it.

Media

Digital media changed three things:

- **Creation**: anyone with a phone can publish text, photos and video.
- **Distribution**: a feed is ranked by an algorithm, usually by **engagement** 参与度 (likes, shares, comments, time watched), not by date or by accuracy.
- **Participation**: users comment, share, remix and join campaigns.

Misinformation 错误信息 is false information shared by people who believe it, like the salt rumour. **Disinformation** 虚假信息 is false information spread on purpose to deceive. A 2018 study in the journal *Science* looked at about 126,000 stories shared on Twitter: false stories spread further and faster than true ones, and true stories took about six times as long to reach 1,500 people. False news is often new and surprising, so people share it.



The ranking rule reads engagement only, so the least accurate version travels furthest (schematic).

The feed ranks by engagement, so the least accurate version rises to the top.

Artificial intelligence

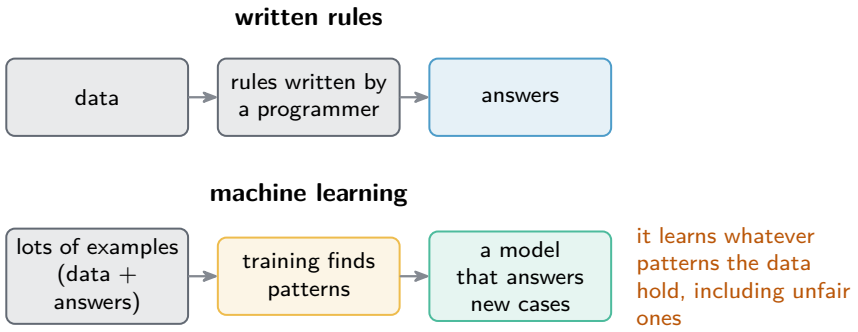
Artificial intelligence is computer systems doing tasks that usually need human intelligence, such as recognising faces, translating or writing. Most modern AI uses **machine learning** 机器学习: instead of following rules written by a programmer, the system finds patterns in large amounts of data.



A self-driving car uses cameras, lidar and machine learning to read the road

Type	What it can do	Example
narrow AI 弱人工智能	one task, or one kind of task	face unlock on a phone; a translation app; AlphaGo, which beat the Go champion Lee Sedol 4–1 in 2016
generative AI 生成式人工智能	produces new text, images or sound from patterns in its data	ChatGPT (2022), image generators
general AI 通用人工智能	any task a human can do, at human level	does not yet exist

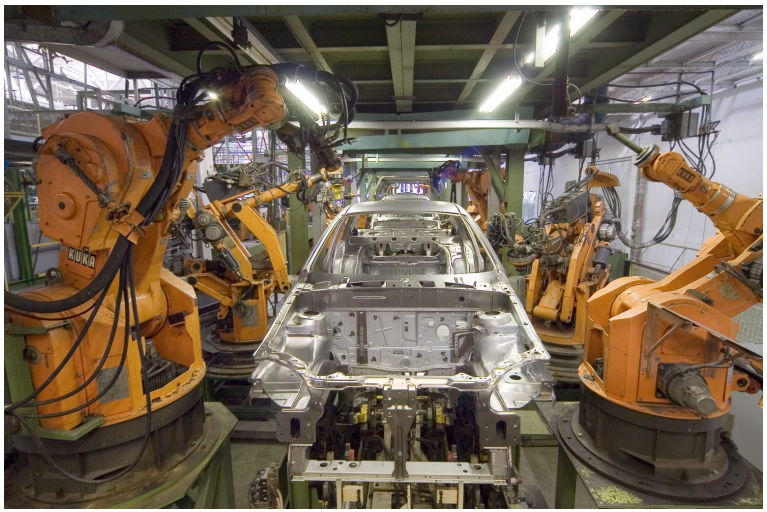
AI raises questions in every context: who owns the data it learned from (economic), whether its answers are true (human knowledge), and whether it treats groups fairly (social).



Rules are written; machine learning finds patterns, fair or not.

Robots and autonomous technologies

A **robot** 机器人 is a machine that senses its surroundings, makes decisions and acts in the physical world. An **autonomous** 自主的 technology acts without a human controlling each step: a warehouse robot, a delivery drone, a self-driving car. Since 2022 Baidu's Apollo Go robotaxis have carried passengers with no safety driver in parts of Wuhan and other Chinese cities.



Industrial robot arms on a production line: automation changes which jobs people do

When an autonomous machine makes a mistake, who is responsible? In March 2018 a self-driving test car run by Uber hit and killed a woman crossing a road in Tempe, Arizona. The car's sensors detected her seconds before the crash but the system did not brake, and the safety driver in the car was looking at a phone. Was the fault the driver's, the company's, the programmers', or the car's? Autonomy moves decisions away from people, but responsibility still has to land somewhere.

Working with sources

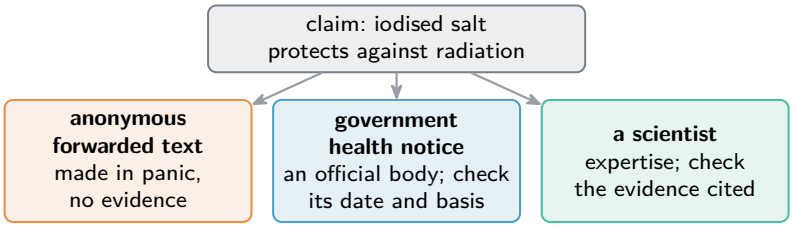
Paper 2 gives you sources: texts, images, charts and data. Read each one for three things:

Ask	Question	Salt rumour example
claim 观点	what does the source say?	a message says iodised salt protects against radiation
perspective 视角	who made it, and what are their interests?	an anonymous forwarded text; a government health notice; a scientist
origin and purpose 来源与目的	where, when and why was it made?	made in panic, to warn friends, with no evidence

Then compare: where do the sources agree or disagree, and which is more reliable? Diverse sources means really different perspectives (users, companies, governments, researchers), not several sources that all say the same.

Paper 2 questions usually move from finding information in one source, to explaining

and comparing sources, to a longer answer that uses the sources together with your own knowledge and real-world examples.



diverse sources = really different perspectives, then compare reliability

Same claim, three sources, three perspectives to weigh.

Worked plan. *Using the sources and your own knowledge, discuss whether social media makes false information more dangerous.*

- Sources: the 2018 *Science* study (researchers: false news spreads faster); a platform statement about labelling false posts (company: the problem is under control).
- Own example: the 2011 salt panic, which spread by text message as well as social media, so the problem is older than today's apps.
- Judgement: social media makes false information faster and wider, but ranking by engagement is the main cause, and it can be changed.

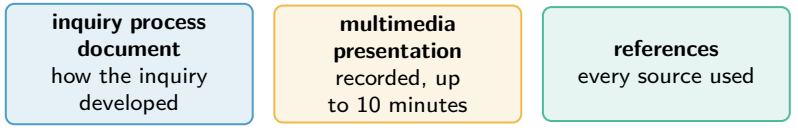
Checklist

- Computers: hardware, software, growing power.
- Networks: a network of networks; cables, data centres, platforms; who controls each layer.
- Media: creation, distribution, participation; misinformation and disinformation; the 2018 *Science* study.
- AI: machine learning; narrow, generative and general AI.
- Robots: sense, decide, act; autonomy and responsibility (Tempe 2018).
- Sources: claim, perspective, origin and purpose; the Paper 2 plan.

The inquiry project

International Baccalaureate · IB Diploma · Digital Society · SL

IB Diploma Programme Digital Society SL (first assessed in 2024). The internal assessment is the **inquiry project** 探究项目: your own investigation into the **impacts and implications** 影响与意涵 of one real digital system for people and communities. It is worth 30% at SL and 20% at HL, and the course gives about 30 hours to it. You submit three things: an **inquiry process document** 探究过程文件, a recorded **multimedia presentation** 多媒体展示 (up to 10 minutes) and a list of **references** 参考文献. The requirements are the same at SL and HL.



one real digital system; its impacts and implications for people; 30% SL, 20% HL

What you submit for the inquiry project.

During the COVID-19 pandemic, people in China showed a green health code on their phones to take a bus, enter a shop or visit a hospital. For most people this took a few seconds. But in 2020 China had about 264 million people aged 60 or over, and many of them had no smartphone, or did not know how to use the app. News reports told of older people turned away from buses and stations. In November 2020 the State Council published a plan to help older people with smart technology: places had to offer other ways in, such as paper certificates or help from staff, and to keep accepting cash. A system that made life easier for most people had shut out others. Finding out who gains, who loses and why is exactly what an inquiry project does.

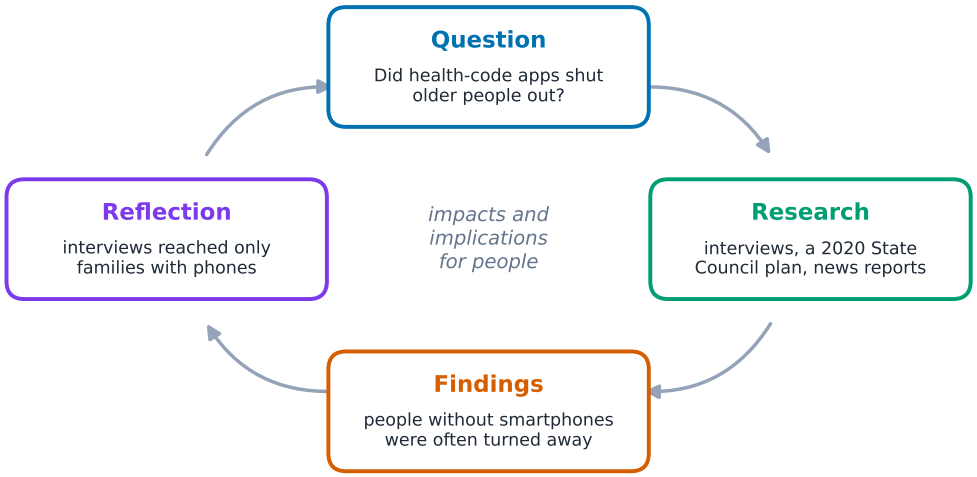
Must-know for the inquiry project:

Part	Key content
focus	one real digital system; one concept, content area and context; a focused question
research	diverse sources, primary and secondary; claim, perspective and origin
impacts and implications	what changed for whom; what it means next
process document	the record of your inquiry, written while it happens
presentation	recorded, up to 10 minutes, several modes, every claim sourced
references	every source listed

The inquiry cycle

The project follows a cycle:

1. **Question**: choose a real digital system that affects people you can find out about, and focus it with the four parts from topic 01: concept + content + context + real-world example.
2. **Research**: collect **primary sources** 一手资料 (your own interviews, surveys or observations) and **secondary sources** 二手资料 (news reports, studies, official documents).
3. **Findings**: explain the impacts (what has changed) and the implications (what follows from it, for whom).
4. **Reflection**: what your inquiry could not see, and what you would do next.

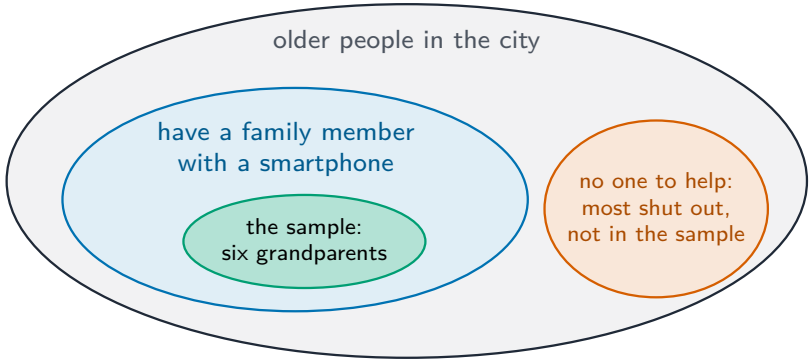


The inquiry cycle, with the health-code project at each stage.

Impact or implication? An **impact** 影响 is an effect that has happened ("older people without smartphones were turned away from buses"). An **implication** 意涵 is what it means or may lead to ("public services that need an app may leave out whoever cannot use one, so they need a non-digital option").

Worked project

- **System**: health-code apps in a Chinese city, 2020–2022.
- **Focus**: power and change (concepts) + data and networks (content) + social and health contexts. Question: "How did health-code apps change older people's ability to move around the city?"
- **Primary sources**: interviews with six grandparents (names changed, with their consent) and a bus driver.
- **Secondary sources**: the State Council's November 2020 plan; news reports; census figures on the older population.
- **Findings**: most interviewees relied on a grandchild to show the code; two stopped taking buses for some months; staff help became common after the 2020 plan.
- **Reflection**: everyone interviewed had a family member with a smartphone, so the people most shut out were not in the sample.



The reflection's point: the people most shut out were outside the sample

Working with sources

Use the same three questions as in topic 02 (claim, perspective, origin and purpose), and look for real **diversity of sources** 来源多样性: the users, the people who run the system, the government and researchers. A source that disagrees with you is useful: show you have weighed it.

Research ethics matter. Ask people for their **consent** 同意 before you interview them, do not show faces or real names without permission, and never collect private data such as ID numbers.

The process document

The inquiry process document is the record of how your inquiry developed. Write it *while* you work, not at the end:

- why you chose this system and this focus;
- the sources you found, and what you learned from each;
- the decisions you made: what you cut, changed or added, and why;
- the feedback you received (for example, from your teacher after a draft), and what you changed because of it.

The presentation and references

The multimedia presentation is recorded, and lasts up to 10 minutes. It should argue, not just show. Use several modes: your spoken explanation, a chart of your survey results, a short clip or photo of the system in use. Show the source of every claim and image on screen. The list of references gives full details for every source you used.

Common mistakes:

- a read-aloud essay with no visuals, or a montage of images with no argument;
- a topic that is too wide (“social media and young people”);
- describing the technology without its impacts on people;
- sources that all say the same thing, or no sources on screen.

Checklist

- 30% SL, 20% HL; three parts: process document, presentation (up to 10 minutes), references.
- A focused question on one real system: concept + content + context + example.
- Primary and secondary sources; diverse perspectives; consent.
- Impacts (what happened) and implications (what it means).
- The process document written during the inquiry.
- The worked health-code project.