Candidate for Councilor

Natasa Milic-Frayling
Microsoft Research Ltd., Cambridge UK

BIOGRAPHY

Academic Background:

Professional Experience:
Principal Researcher, Microsoft Research Ltd., Cambridge UK, 1998 – present;
Director of Research, Partnership Programme, Microsoft Research Ltd., Cambridge UK, 2005 – 2010;
Director of Research, Claritech Corporation, Pittsburgh, USA, 1993 – 1998

Professional Interest:
Transparency of computing design and online privacy; Digital obsolescence and preservation of legacy software; End user programming through natural interaction; Social networks analysis; Structured queries in information retrieval.

ACM Activities:
Member of the ACM Europe Council, 2014 – present.

STATEMENT
Throughout my 25-year professional career I have been part of the digital revolution and its transformational effects on our lives, including education, arts, sciences, and engineering. I am both enthralled and beleaguered by the power of computing, its profound impact on the socio-economic
ecosystem and the societal and ethical issues it raises. ACM can ensure these issues are not ignored. I am happy to contribute to two specific aspects:

- **End-user empowerment.** Lack of transparency and control over computing systems causes issues with privacy intrusion by companies that trade individuals’ data. That, in turn, causes distrust among citizens in contexts that would benefit from data contribution for the sake of societal benefits. Policies are often shaped without participation of independent CS experts. ACM can make a concerted effort to ensure that policy debates are informed by CS experts.

- **Safeguarding digital future.** The flexibility, agility and rapid innovation of digital technologies causes serious risks to valuable digital assets. Hardware and software obsolescence prevents access and reuse of digital information. In collaboration with UNESCO, we have taken steps towards an international bank of all legacy software. ACM is uniquely positioned to mobilize experts towards long-term preservation of digital technologies.