



Engaging Content  
Engaging People



# Persisting through a Ph.D.

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European Union  
European Regional  
Development Fund



## Bachelor of Engineering (Computers)

- First exposure and interest in 'research'
- Develop a semantic virtual file system

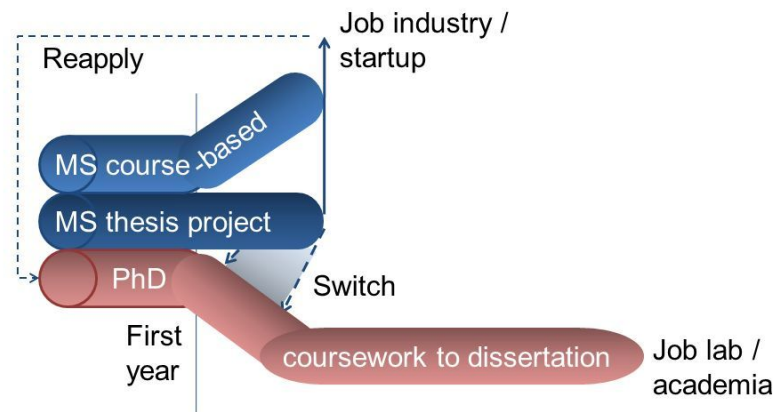
## MSc by Research

- almost like a mini-PhD
- topic: enable sharing 'knowledge' in smartphone apps to create smart assistants
- Testing whether I really want to do 'research'

## How I ended up at ADAPT?

1. They had funding
2. Interesting area, Good reputation
3. Large research group → More opportunities

## Grad School Paths



## PhD Researcher in Theme E

Focus areas: Data Protection and Privacy

Specific focus on: **General Data Protection Regulation**



But what specific area to research on?



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New regulation, replaces previous Data Protection Regulation  
In effect from 25th May 2018

Fines up to 20 million euros or 4% of global turnover, whichever is  
HIGHER

Requires 'informed' and 'explicit' consent that specifies -

What data is going to be collected?

For what purposes?

For how long?

Shared with whom and why?



AI  
Machine Learning  
NLP  
Blockchain  
Cloud  
Big Data

- Define privacy terms and conditions using LOD
- Machine readable - so it can be reasoned over
- Track provenance for processes
- What happens when services change?
- User withdraws consent?
- Effect on services?
- How to visualise changes to the user?



## Data

User data  
Generated  
Archived  
Anonymity  
Metadata

## Permissions

Granular  
Specificity  
Broad  
Abstract  
Third-party

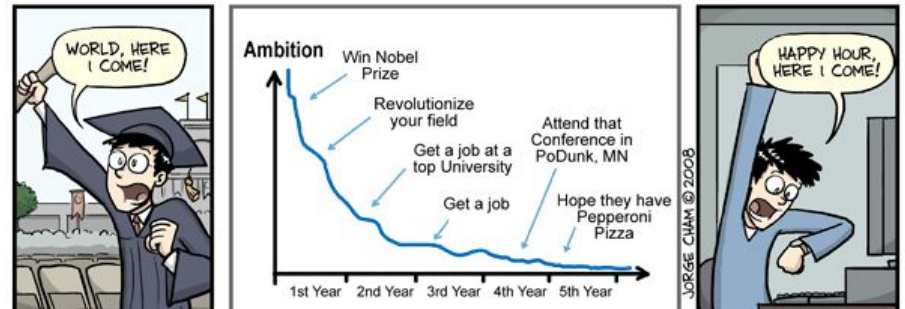
## Services

Advertising  
Third-party  
Product betterment  
Tracking  
Profiling



1. Finding my own strengths and weaknesses
2. Experiment with what kind of work I 'like' to do
3. Confidence & Independence
4. Research skills - asking the right questions
5. Discipline

## YOUR LIFE AMBITION - What Happened??

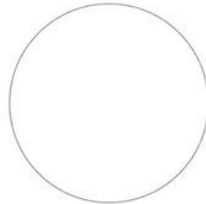


# Should you do a PhD?

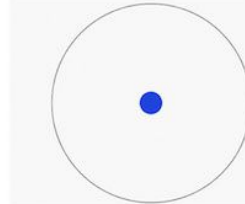
- It's a very very personal choice - only you can answer that
- Would you really like to do 'research'?
- We also have 'industry' PhDs which are more hands-on

1. Talk with as many people as you can
2. Try to understand what work you find interesting
3. Check the people you want to work with

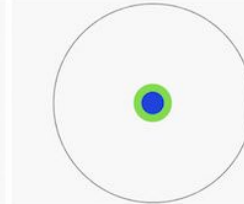
Imagine a circle that contains all of human knowledge:



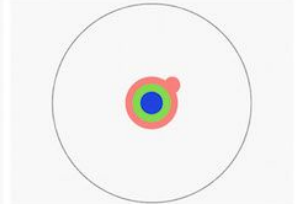
By the time you finish elementary school, you know a little:



By the time you finish high school, you know a bit more:



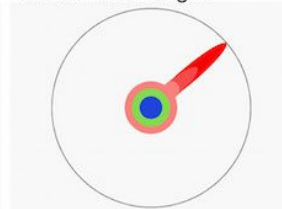
With a bachelor's degree, you gain a specialty:



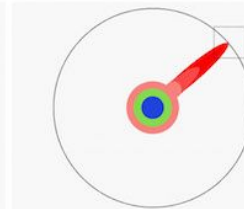
A master's degree deepens that specialty:



Reading research papers takes you to the edge of human knowledge:



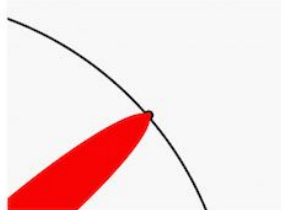
Once you're at the boundary, you focus:



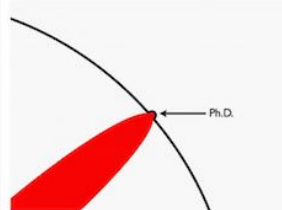
You push at the boundary for a few years:



Until one day, the boundary gives way:



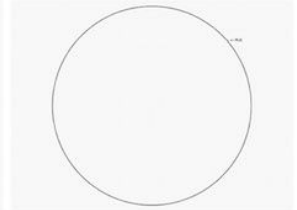
And, that dent you've made is called a Ph.D.:



Of course, the world looks different to you now:



So, don't forget the bigger picture:



Keep pushing.