

The Societal Perspectives of ICT R&I

ICT2015 Network session

1. Opening and Introduction by the chair: Jacques Bus, Secretary General Digital Enlightenment Forum
2. Introductory Pitches by Panel members
 - Ethical and Social aspects of technology, - Heike Felzmann, National University Dublin, Ireland
 - Big Data, Privacy and Personal Data Protection - Irene Lopez de Vallejo, Digital Catapult, UK :
 - Urban Living, WIN Network - Alvaro Duarte de Oliveira, AlfaMicro, Portugal:
 - Technology for Citizens sharing life experiences - Ioannis Krontiris, European Research Centre Huawei, Germany
 - Innovation for Society in SAP (Volkmar Lotz, Dir Security Research SAP)
3. Discussion including the audience

Report

Jacques Bus, as the Chair gave short information on Digital Enlightenment Forum

This panel is one of the discussions organised by DEF. We will try to relate ICT innovation to awareness about the societal consequences. To give direction to the innovation activities. To stimulate joint projects for innovation that takes into account the societal aspects.

The Chair gave an example of the Hudson Yards Project in New York, where (data will be collected on the environment (physical, social) on inhabitants behaviour, etc. All as they say to make the area attractive, healthy for people, good to live. In a Journal article potential problems were noted concerning hacking, autonomous algorithms making decisions and judgement, strong influence of enterprises, and weak IT handling of administrations.

Heike Felzmann, National University Galway, Ireland gave comments on the ethical and social aspects. She questioned whether such project would do justice to the values people have. It seems to be reduced to rules without possibility to participate in shaping values, taking account of individuals. No real consideration for the complexity, nor room for excitement on unforeseen development.

Irene Lopez de Vallejo, Digital Catapult, UK Big Data, focused on the reality of big data handling and potential privacy innovations in industry, in particular in SME's. From her experience small enterprises do not really have good tools and experience with big data analysis, nor do they often have clear ideas on the ethical framework they work with. Although there are some interesting examples of small businesses that profit from the rising concerns on ethical and privacy issues.

Álvaro de Oliveira, Alfamicro talked about the Urban Living Labs and the WIN (Wishes, Interests and Needs) methodology to engage citizens in the co-design and co-creation of

solutions for their own problems. Human smart cities projects focus on well-being of people. Urban Living Lab supports innovation to invent tomorrow city from the existing city and town into sustainable low carbon and high quality of life. It supports the key role of cities to change lifestyles, production, consumption and environmental structures. It also actively promotes innovation in education and sustainable development, strengthen local economy and attractiveness of the territories. These labs make use of the existing Fiware platform that has been developed with EC funding.

Ioannis Krontiris, European Research Centre Huawei, Germany discussed examples of new technology for Citizens sharing life experiences anywhere. The new "experience sharing" technologies highlight the challenges from the social perspective. Privacy was the overarching topic in the discussion. Advancements in smart phones and wearable technologies uncover and share previously private elements of people's own everyday experiences (e.g., activities, social context, sports performance, dietary or health concerns). These flows happen seamlessly (in real time, without necessarily the conscious participation of the user), and they are shared with a user's family, social circles, or even publicly.

It may have a positive impact on health, or benefit community integration, or help communities make a case about inequalities, air pollution levels in communities. But there are also problems on potential discrimination, fear for control, etc.

Emphasis was given on how citizens can be helped with tools to decide on sharing their data, based on assessment of risks and trustworthiness, and on how the technology can help users with these decisions.

Volkmar Lotz, Director Security Research, Innovation for Society in SAP, explains how SAP focuses on three important aspects when developing innovative services:

- Take account of all human experiences
- Ensure good education and awareness on potential and risks of using technology.
- Develop an attitude in technologists communities to include social scientists in the designs and development of innovative products.

The short time left for discussion addressed the need for more attention to education, to use better experimentation concerning realistic human and social reactions to innovative services, and emphasis on real multi-disciplinary work in technology innovation for society