The future of FaceBook

Responsible Innovation
Understanding and Identifying Risk

by: Coen, Lennert, Stevan, Arianna, Anna and Edwin

Board introduction

Marketing: Lennert

Surveillance: Coen

Legal: Anna

Social civic: Arianna

Research and development: Stevan

Money: Edwin

Today’s schedule

- How to deal given an uncertain future
- interaction
- the precautionary principle
- interaction
- pitch to the board

Technology assessment

- evaluation of new technologies
- ELSI:
  - Ethical, Legal and social implications
- Impact assesment:
  - aimed at identifying the future consequences
- Technology assessment evolved

Technology Assessment Approaches:

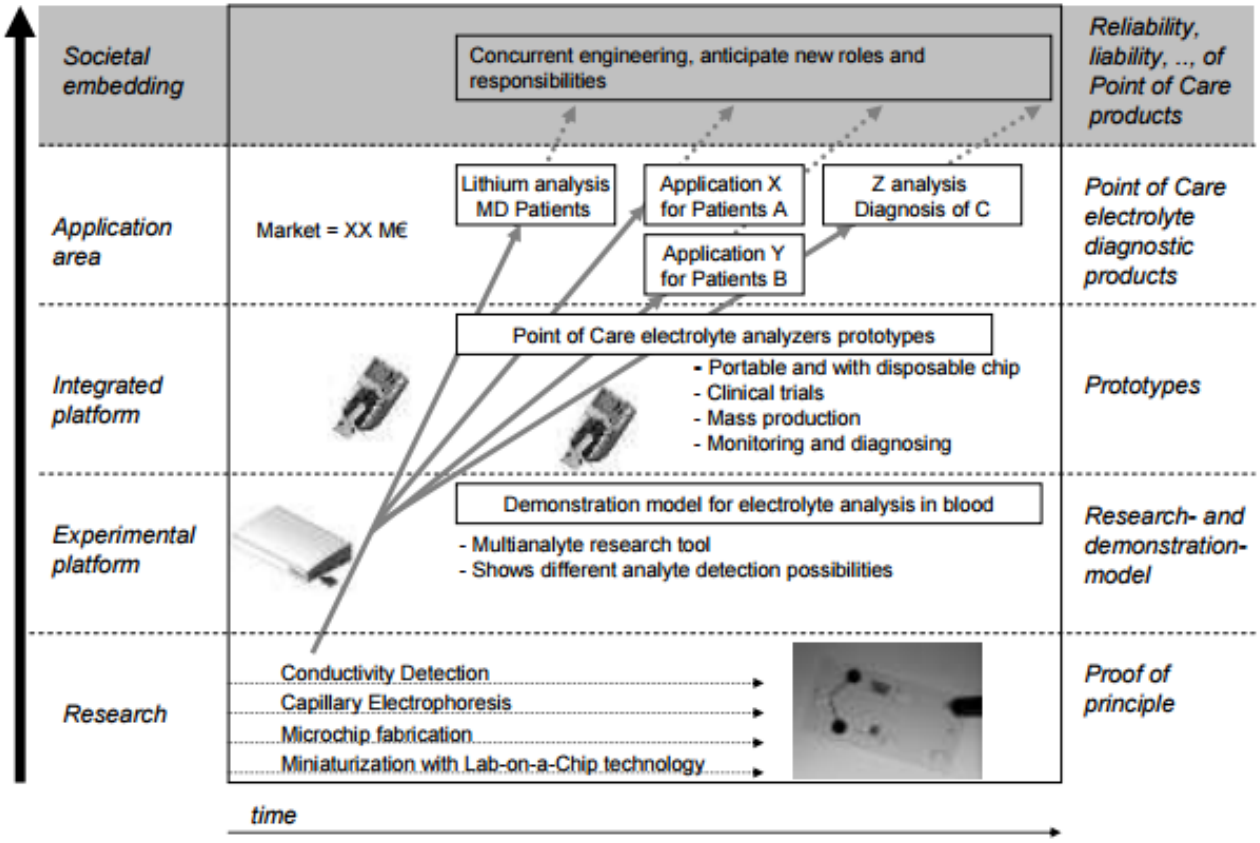
- Constructive Technology Assessment (CTA)
- Midstream Modulation
- Network Approach for Moral Evaluation

Constructive Technology Assessment

- Developed in NL in the 80s
- Aims to reduce the (human) cost of learning by trial & error
- Anticipate future developments and their impacts
- Feedback insights into the design process

Constructive Technology Assessment

Example



Source:CONSTRUCTIVE TECHNOLOGY ASSESSMENT AND SOCIO-TECHNICAL SCENARIOS, A. Rip and H. te Kulve, University of Twente, 2008

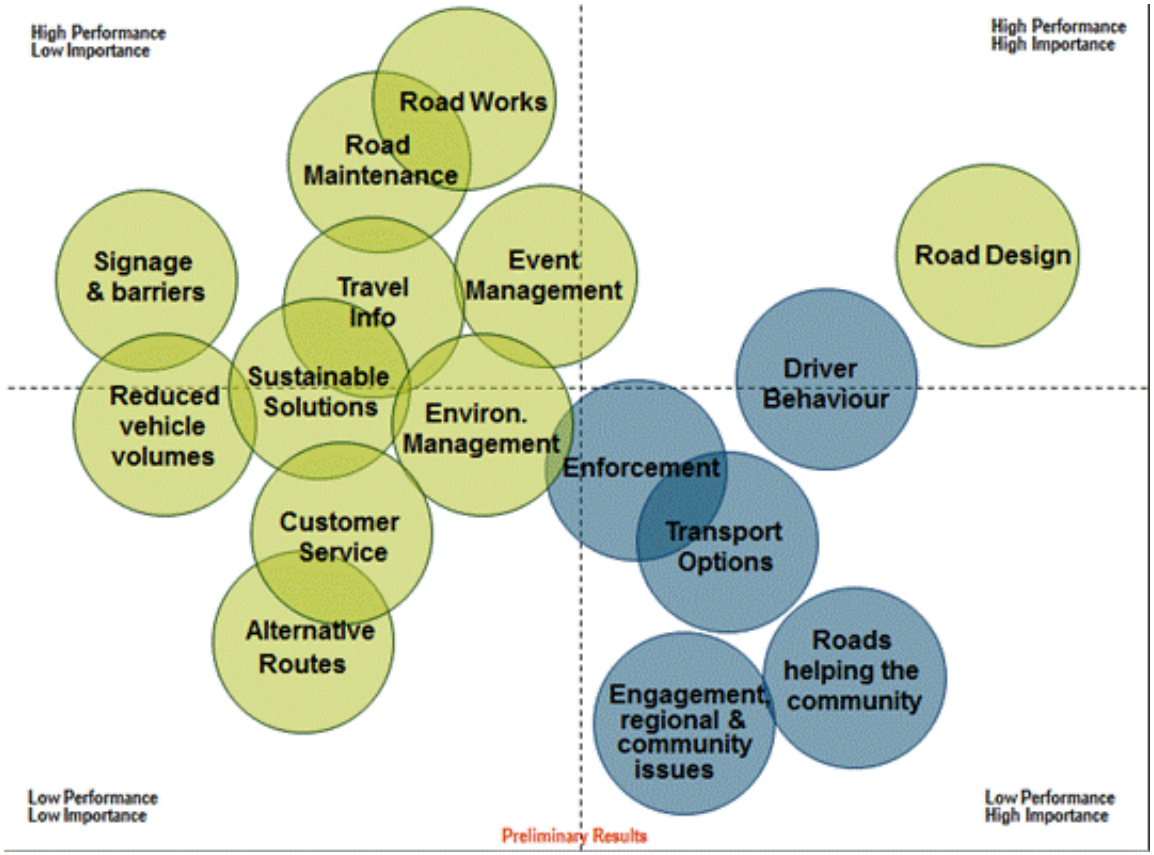
Constructive Technology Assessment

Bad Example

Constructive Technology Assessment

Example

Application – Possible Scenario Matrix



Application – Possible Scenario Matrix

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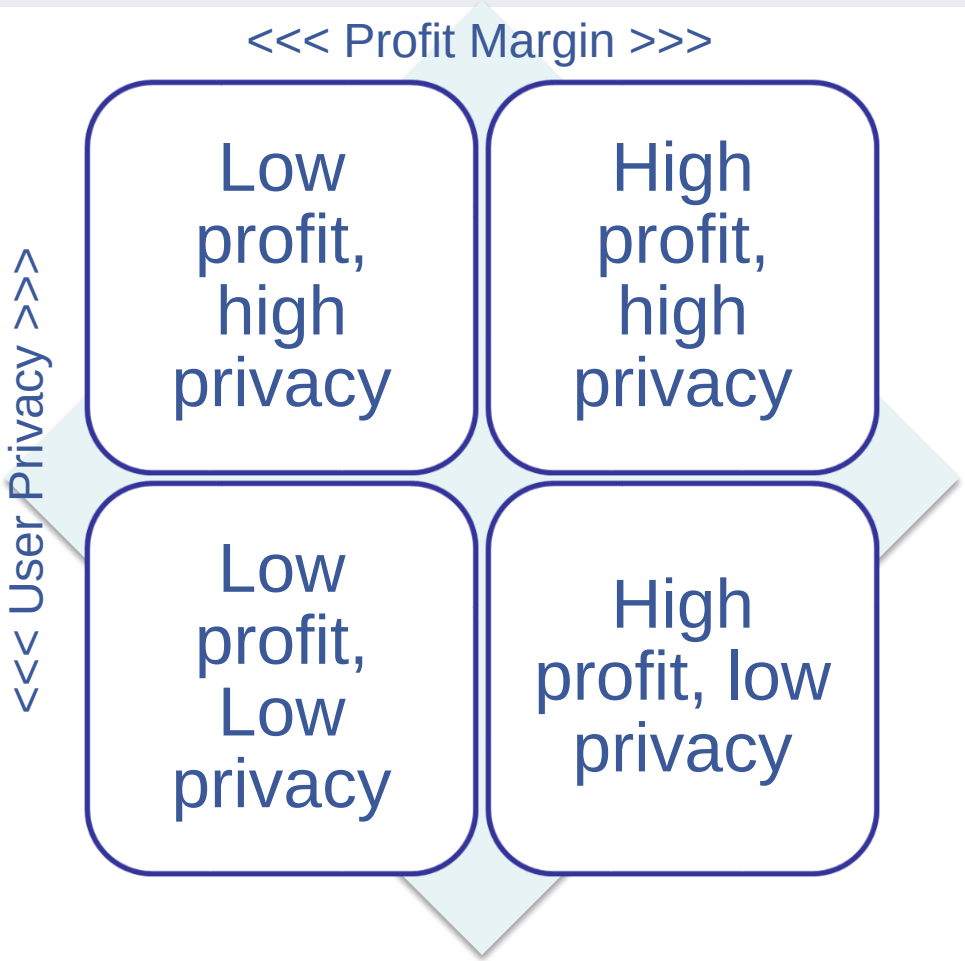

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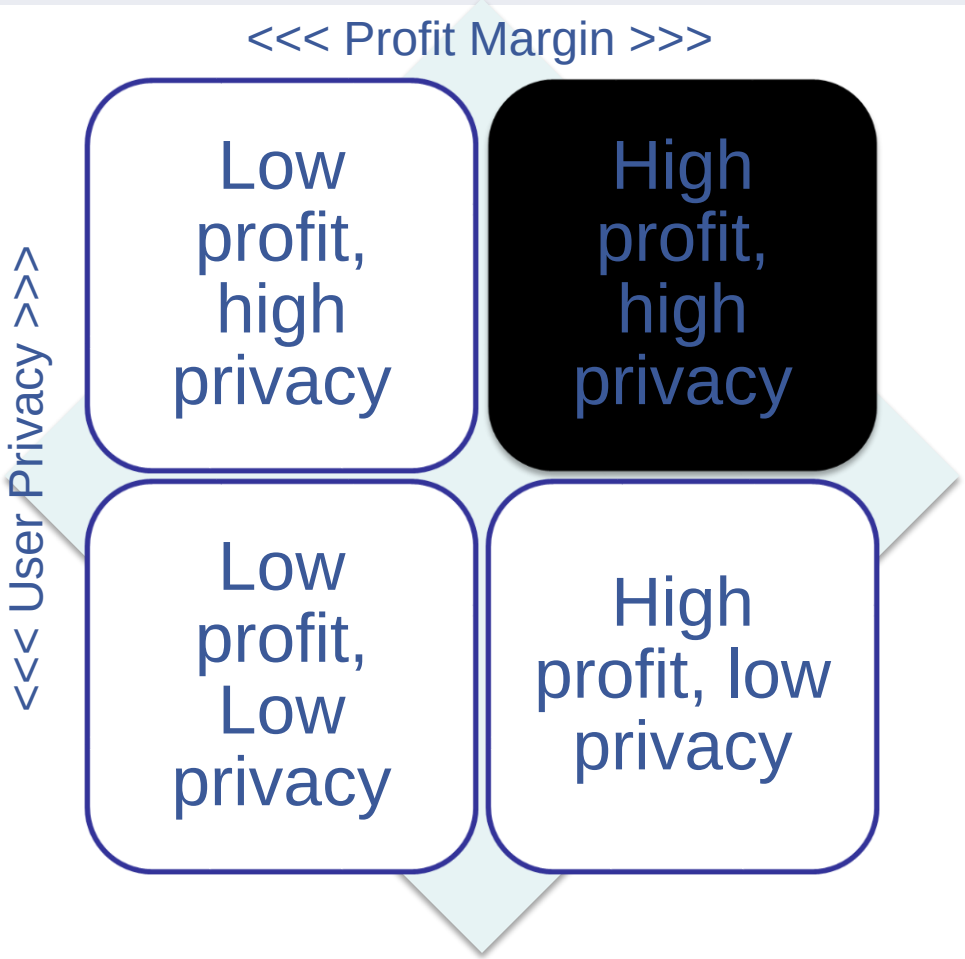
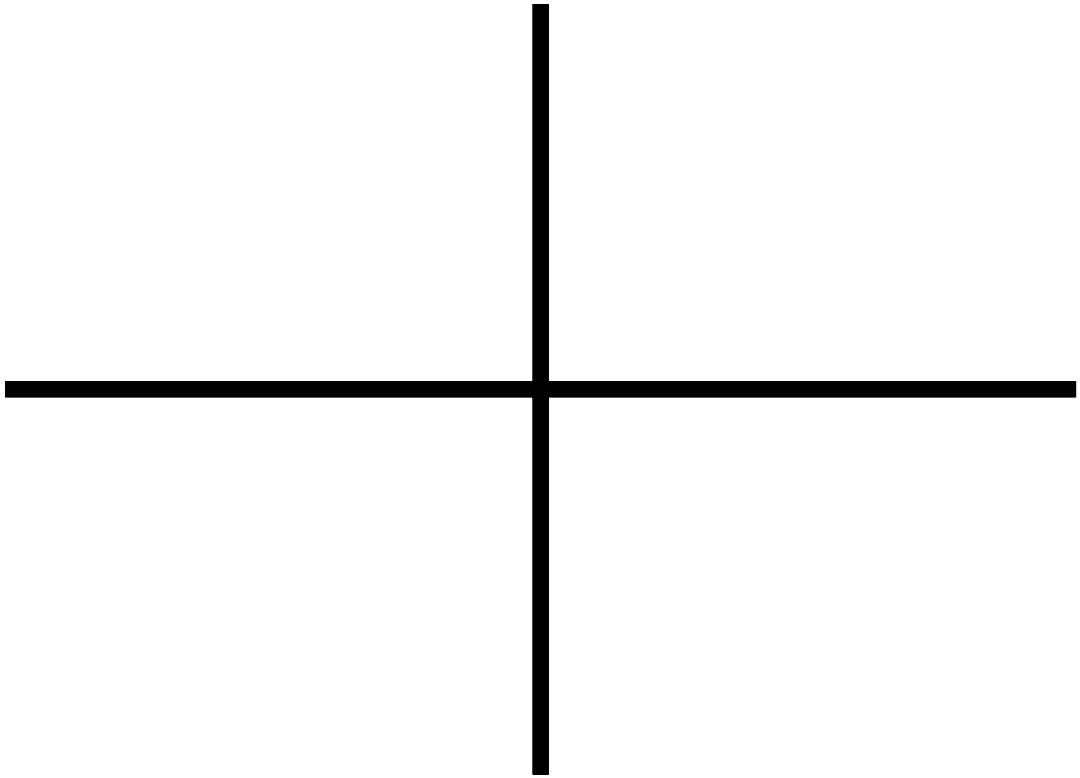
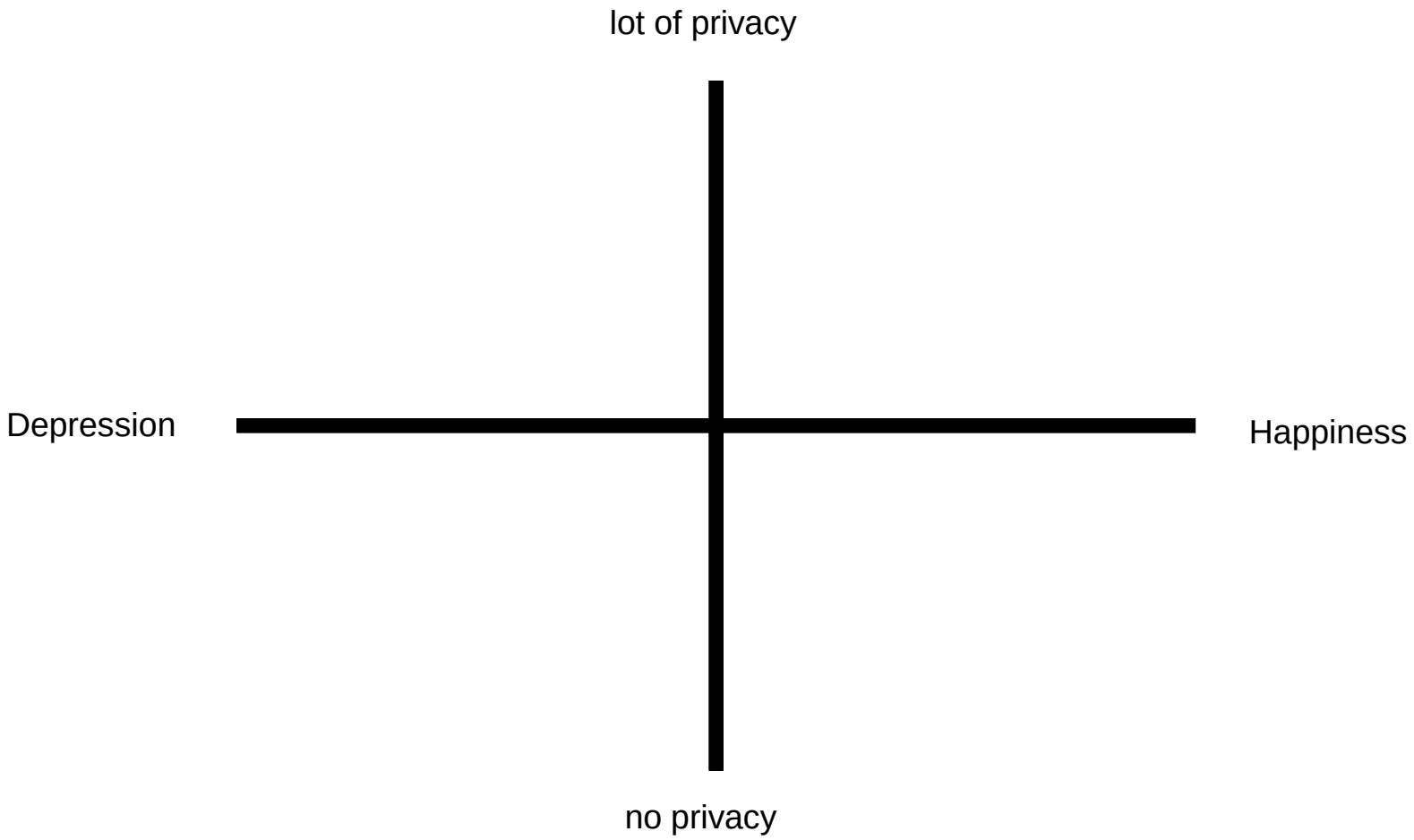


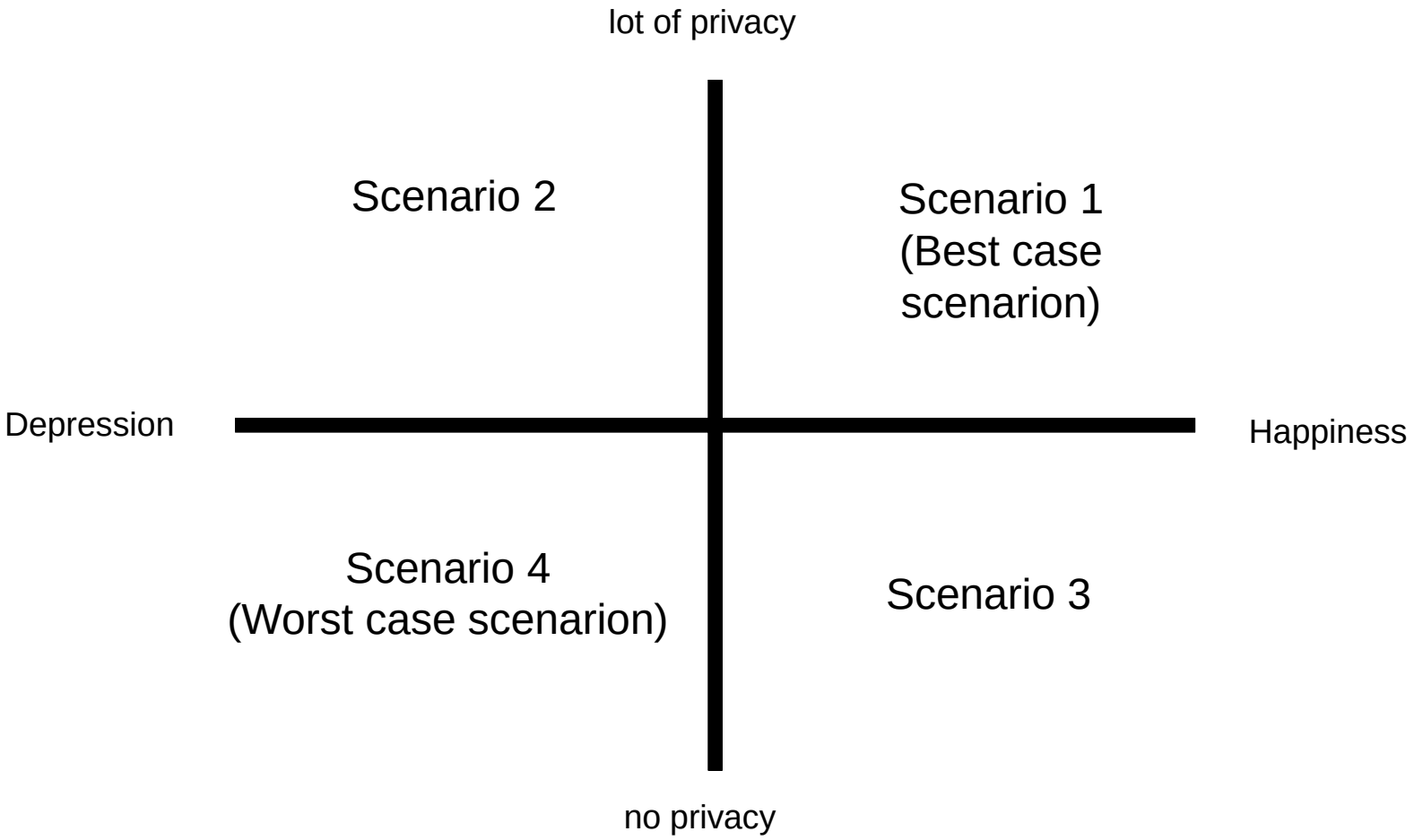
Values

for example: freedom, accountability, privacy, safety and security etc.

https://www.stevepavlina.com/articles/list-of-values.htm




lot of privacy
Depression
Happiness
no privacy


lot of privacy
Scenario 2
Scenario 1
(Best case
scenarion)
Depression
Happiness
Scenario 4
(Worst case scenarion)
Scenario 3
no privacy

facebook

Managing uncertainty and ignorance

- Definition Risk
- Interdisciplinary construct
- Risk, uncertainty and ignorance
- Objective & subjective probability
- Precautionary principle

Definition risk

- Risk as a harm
- Risk as a probability/ uncertainty

Interdisciplinary construct

Risk, uncertainty & ignorance

	Risk	Uncertainty	Ignorance
Probability	Known	Unknown	Unknown
Probability space	known	known	Unknown

Objective & subjective probability

- Objective view: probability as relative frequency
- Subjective view: probabilities to be grades of belief

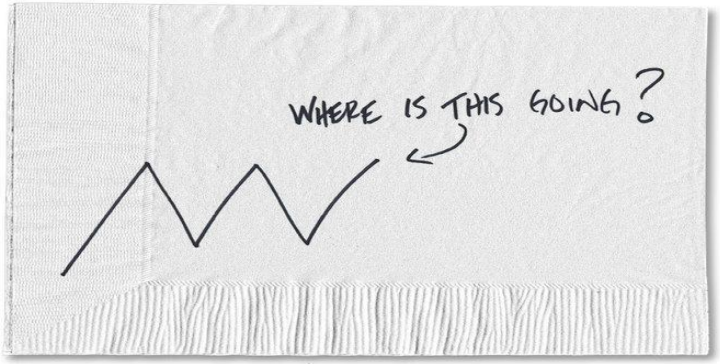
Precautionary principle

‘In its simplest formulation, the precautionary principle has a dual trigger: If there is a potential for harm from an activity and if there is uncertainty about the magnitude of impacts or causality, then anticipatory action should be taken to avoid harm’

The future is hard to predict

- Collingridge Dilemma: A double-bind problem

- Try to make the unpredictable , predictable.



Anticipation

- Predicting : 1. risk approach
  2. precautions

Risk = probability x consequences

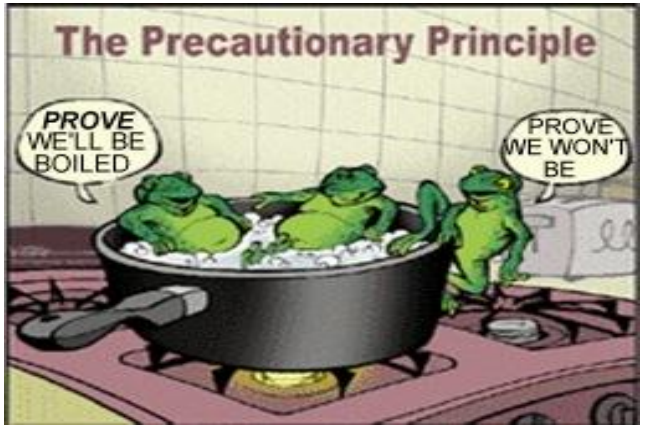
Without probability, there is uncertainty

Without consequences, there is ignorance

Anticipation

Precautionary principles

- No establishment of probabilities, so uncertainties can be dealt with.
- Set backs:
  - Conflicting advice
  - Ignorance can not be dealt with

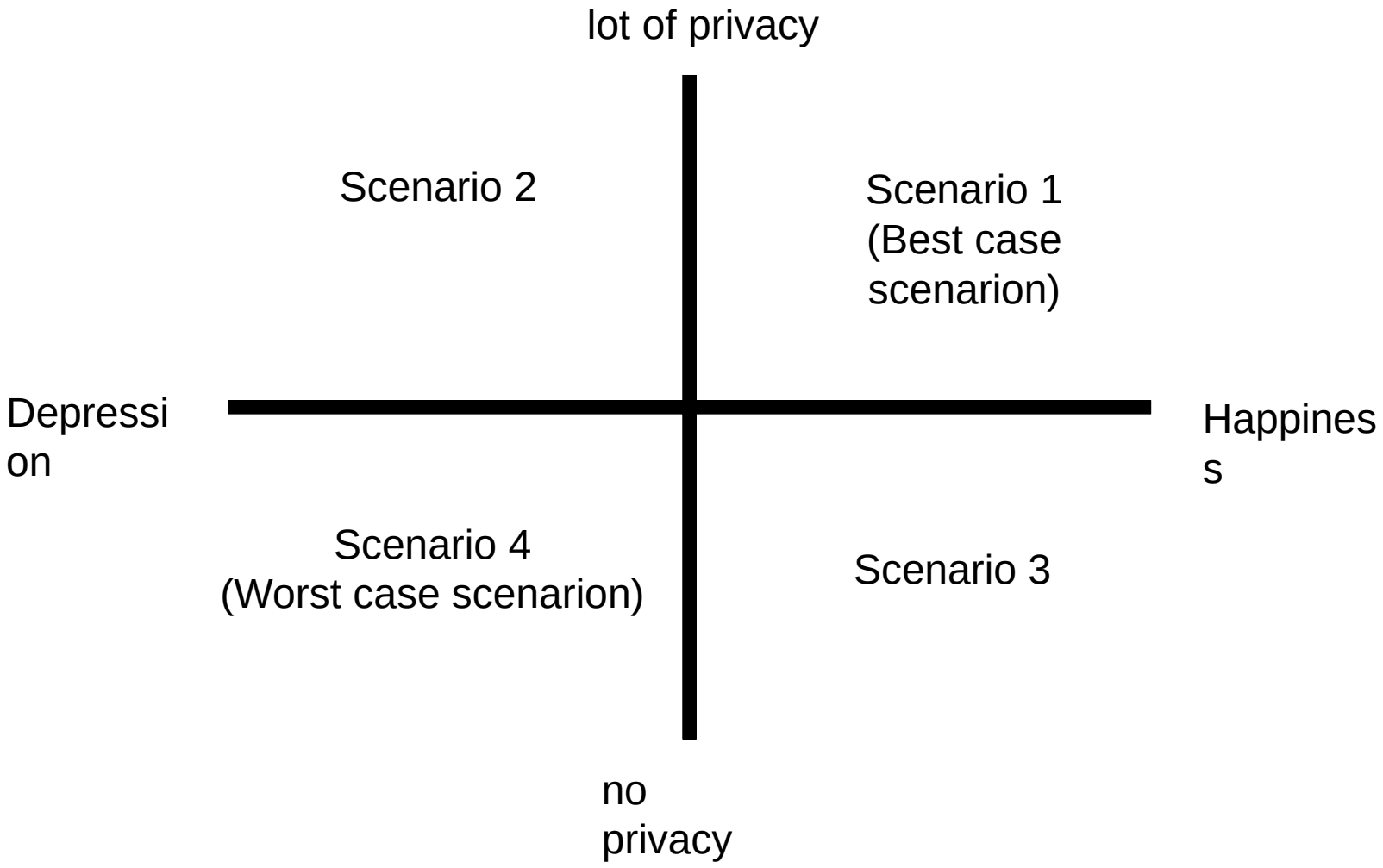


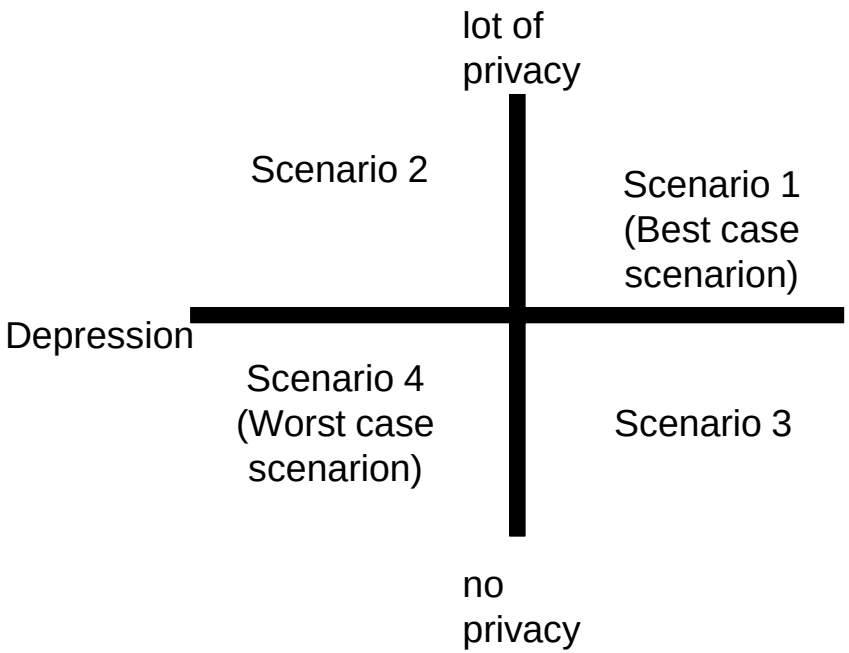
Experimenting

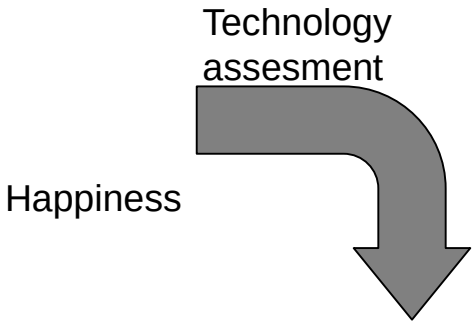
- When is an experiment acceptable?

1. absence of alternatives
2. Controllability of the experiment
3. Informed Consent
4. proportionality of risks and benefits

Application – Future Trade-off Matrix

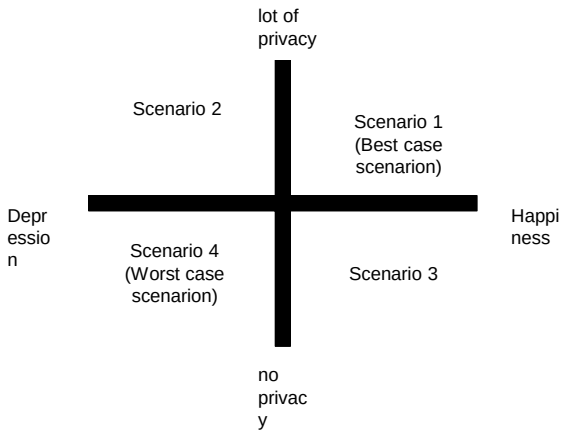






Define risks in the scenario's

scenario 1: risks
scenario 2: risks
scenario 3: risks
scenario 4: risks



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Precautionary Principle

Pitch, to the board of Facebook, how you want Facebook to be in the future