



Engaging Content
Engaging People

Ease and Ethics of User Profiling in Black Mirror

Harshvardhan J. Pandit, Dave Lewis

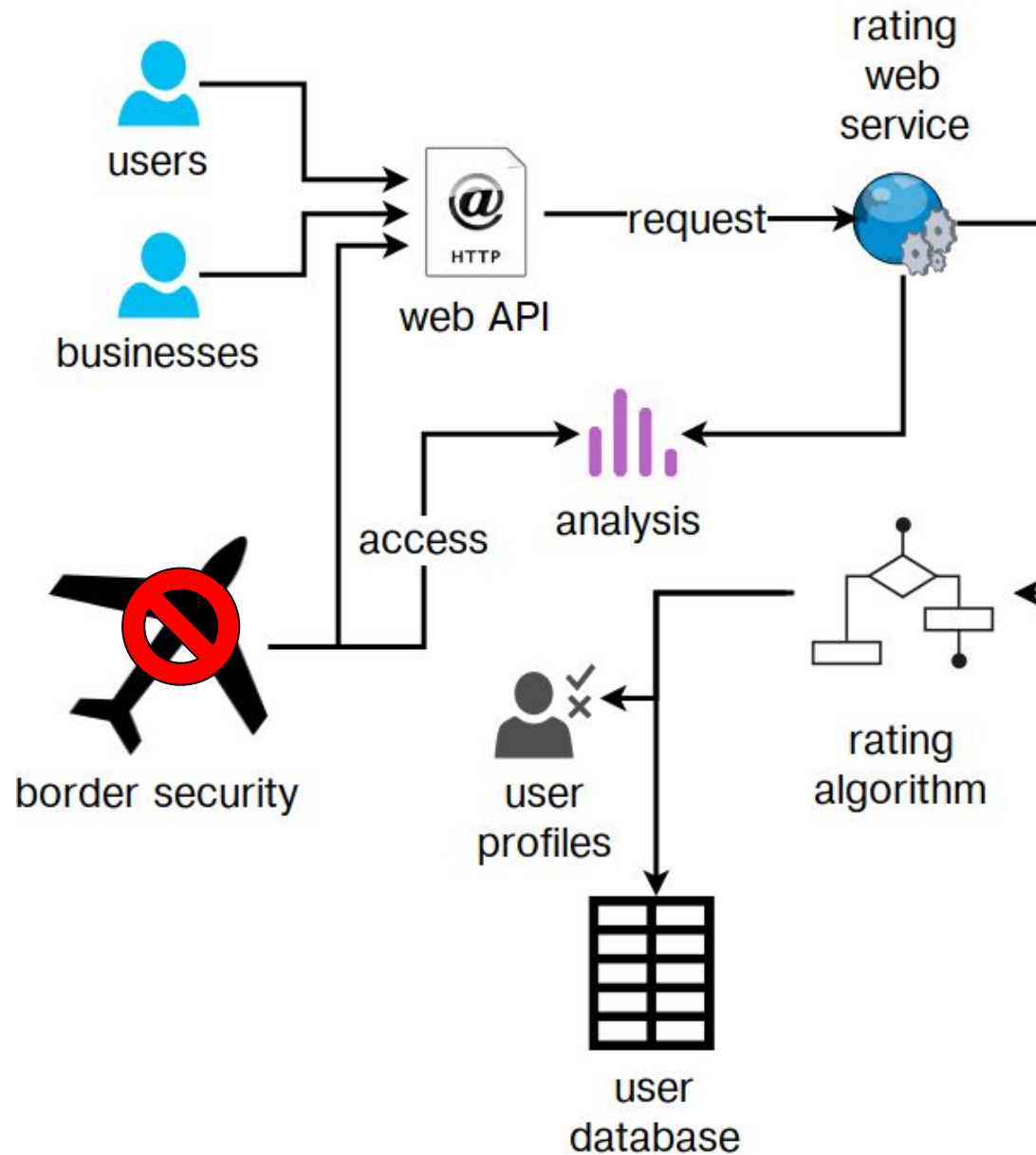


European Union
European Regional
Development Fund



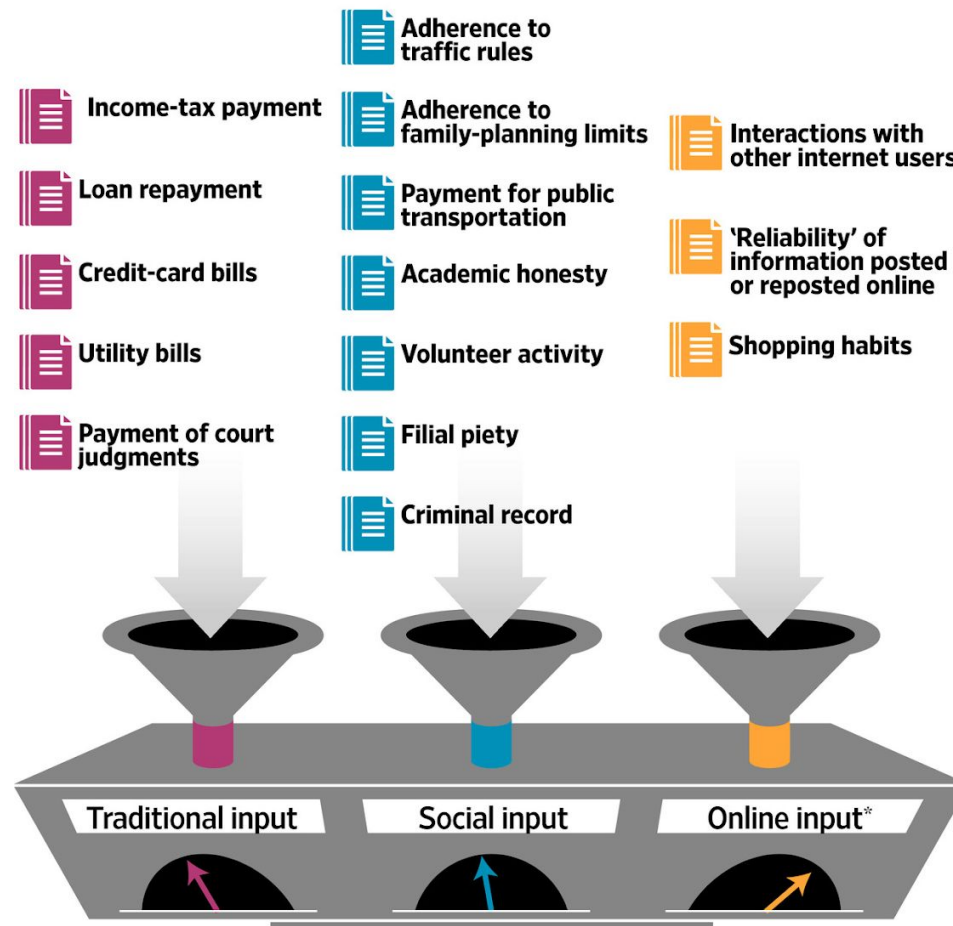
The ADAPT Centre is funded under the SFI Research Centres Programme (Grant 13/RC/2106) and is co-funded under the European Regional Development Fund.



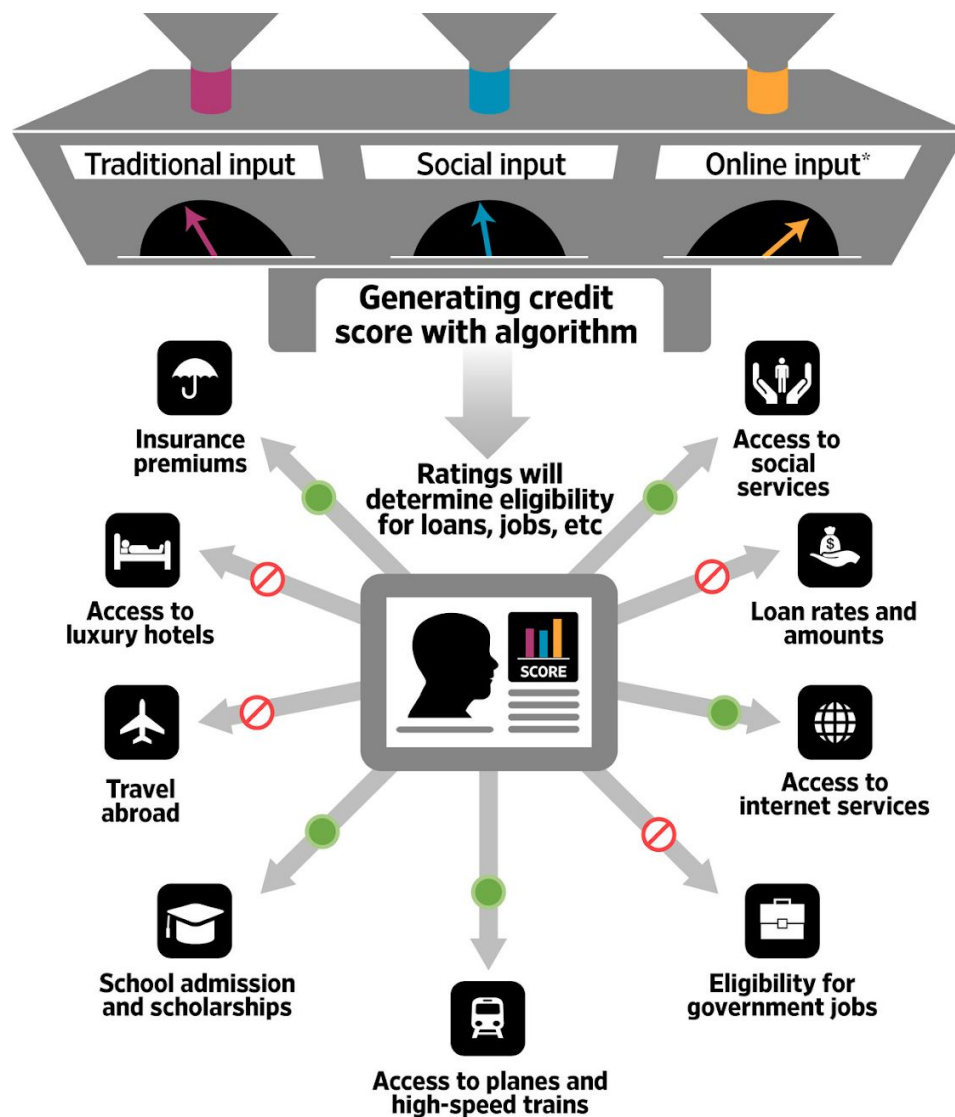


China Watching

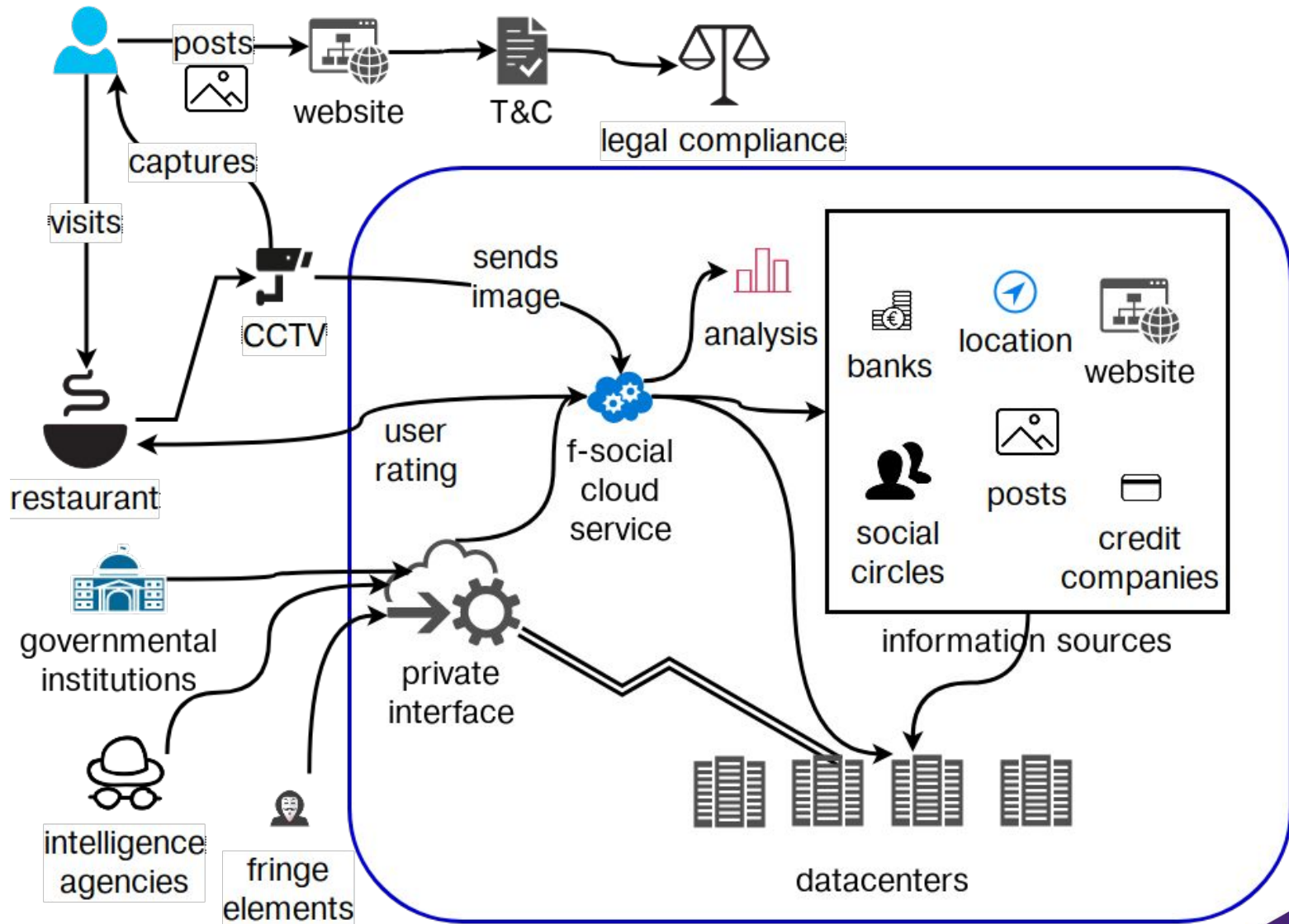
Beijing wants to create a nationwide 'social-credit' system that compiles digital records of citizens' social and financial behavior to calculate a personal rating that will determine what services they are entitled to — and what blacklists they go on. Here's a look at how the system might work.












China's Social Credit System



* It is currently unclear how "online inputs" will be implemented.
Source: WSJ reporting based on government blueprints, state-media reports and interviews with architects of the plan.



The ADAPT Centre for Digital Content Technology is funded under the SFI Research Centres Programme (Grant 13/RC/2106) and is co-funded under the European Regional Development Fund.

Ethics Canvas		Project Title:	Date:	Ethics Canvas v1.8 - ethicscanvas.org © ADAPT Centre & Trinity College Dublin & Dublin City University, 2017.	
Individuals affected Who use your product or service? Who are affected by it's use? Are they men/women, of different ages, etc.?	Behaviour How might people's behaviour change because of your product or service? Their habits, time-schedules, choice of activities, etc.?	What can we do? What are the most important ethical impacts you found? How can you address these by changing your design, organisation, or by proposing broader changes?	Worldviews How might people's worldviews be affected by your product or service? Their ideas about consumption, religion, work, etc.?	Groups affected Which groups are involved in the design, production, distribution and use of your product or service? Which groups might be affected by it? Are these work-related organisation, interest groups, etc.?	
					
	3		5	2	
Relations How might relations between people and groups change because of your product or service? Between friends, family-members, co-workers, etc.?		9	Group Conflicts How might group conflict arise or be affected by your product or service? Could it discriminate between people, put them out of work, etc.?	6	
				4	
Product or Service Failure What are potential negative impact of your product or service failing to operate or to be used as intended? What happens with technical errors, security failures, etc.?			Problematic Use of Resources What are potential negative impacts of the consumption of resources relating to your project? What happens with its use of energy, personal data, etc.?		
					
7			8		



The Ethics Canvas is adapted from Alex Osterwalder's Business Model Canvas. The Business Model Canvas is designed by: Business Model Foundry AG. This work is licensed under the Creative Commons Attribution-Share Alike 3.0 unported license. To view a copy of this license, visit <https://creativecommons.org/licenses/by-sa/3.0/>. To view the original Business Model Canvas, visit <https://strategyzer.com/canvas>.

