



Engaging Content
Engaging People

A World
Leading SFI
Research
Centre



Technology for Social Good: Promises and Potentials

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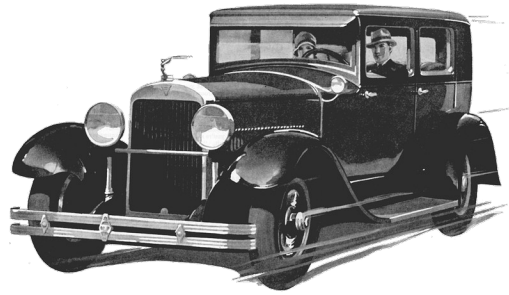


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“practical application of knowledge”



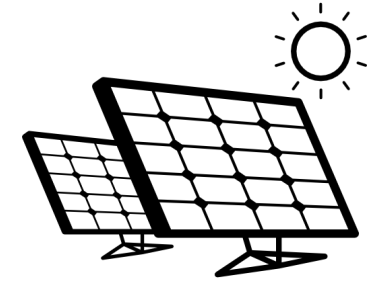
transport



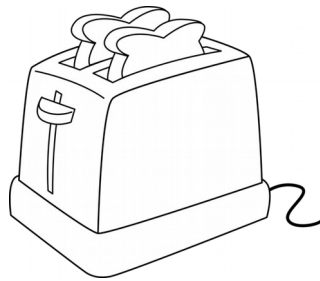
entertainment



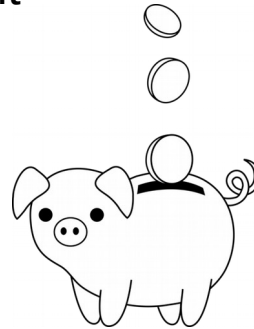
health / medicine



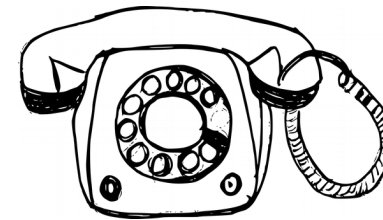
energy



food



finance

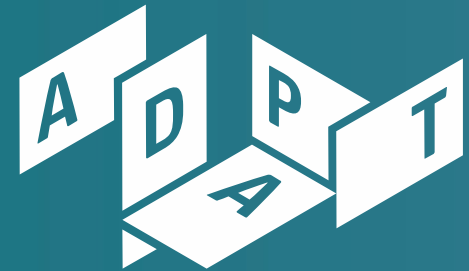


communication

Technology is anything
invented after you were
born, everything else is
just stuff

Alan Kay

Human-Computer Interface pioneer



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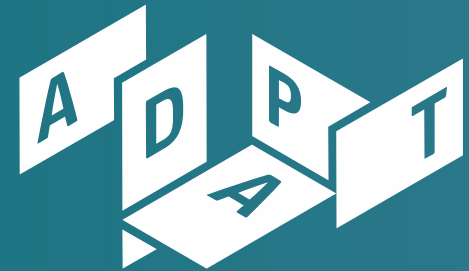


- Privacy!
- Surveillance!
- Morality! Ethics!
- Safety!
- Security!
- Terrorism!
- Compensation! Copyright!
- Dependence!



Can we re-apply lessons learned in developing one area of technology to another?

A Social Theorem



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The cycle of technology vs social good



Promises

- Efficiency
- Reliability
- Automation
- Convenience
- Scale
- Resource Utilisation

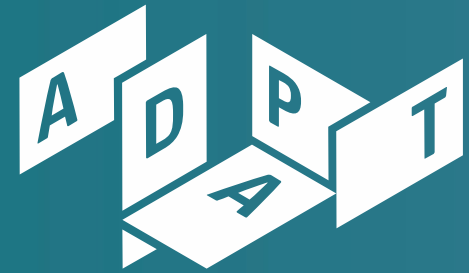
Pitfalls

- Safety
- Security
- Accountability
- Privilege
- Trust
- Social Impact

Technology is a useful
servant but a
dangerous master

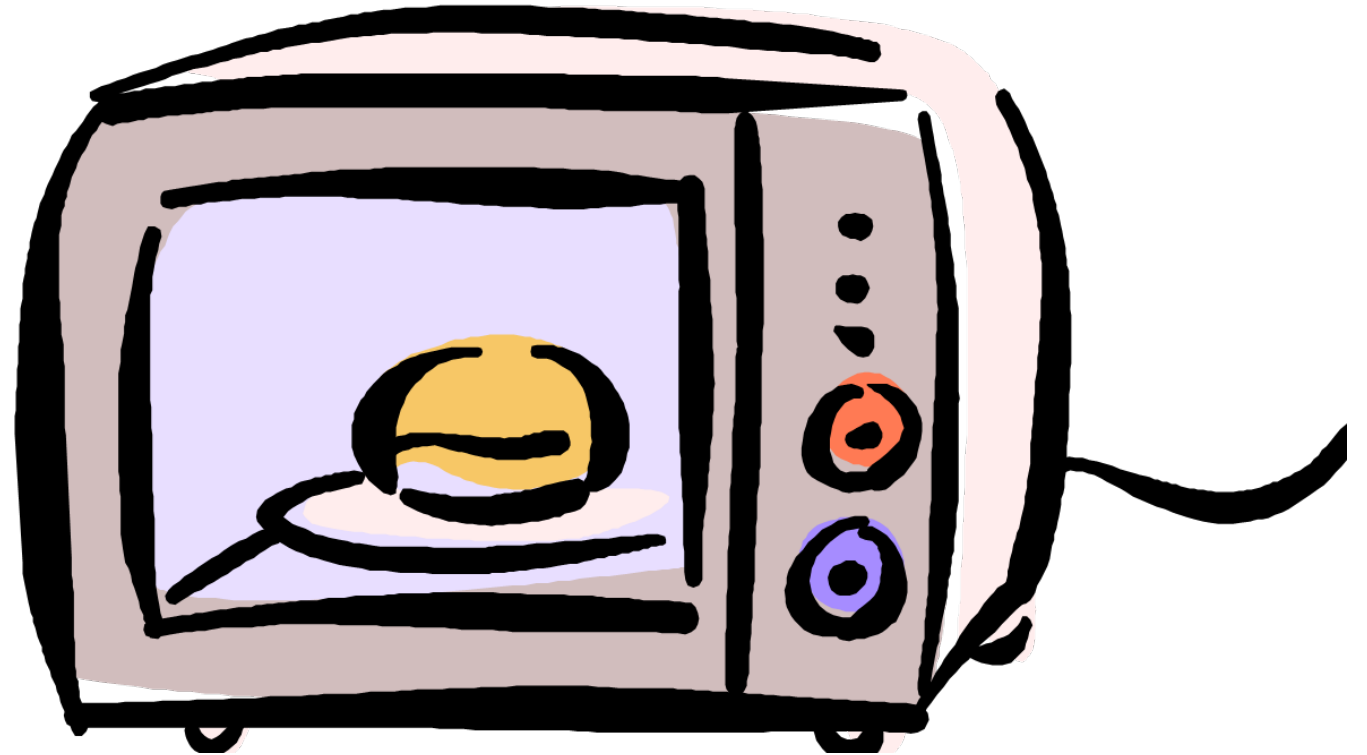
Christian Lous Lange

historian, political scientist, 1869-1938



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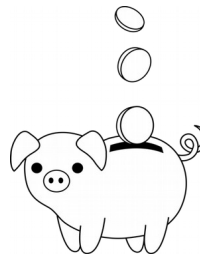
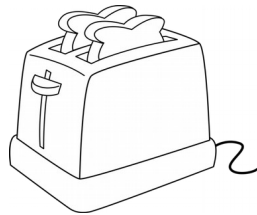
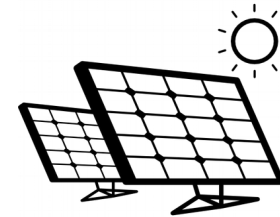
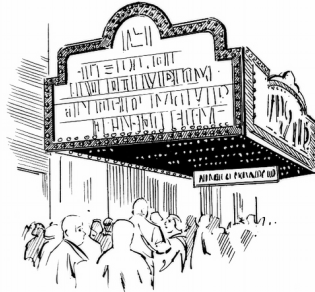
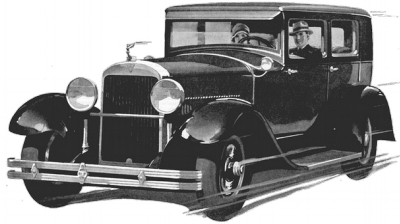
We have always been learning...



We start with benefits and then add safety measures...

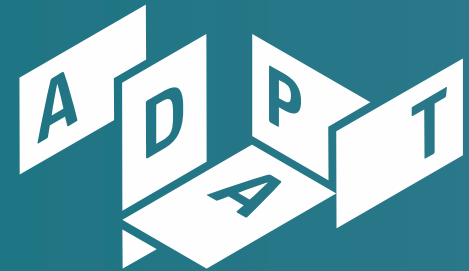


- 1) Laws / Regulations e.g. safe limits of radiation in phones
- 2) Engineered features e.g. auto-shutoff when phones get hot
- 3) Social Demand e.g. transparent reports, independent verification



We believe everyone should do the 'right thing', but disagree on what is right

Why Good People Do Bad Things: Understanding Our Darker Selves - James Hollis



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Morals and Ethical Values change across culture



Hofstede's cultural dimensions theory

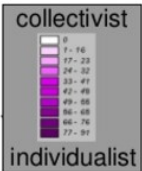
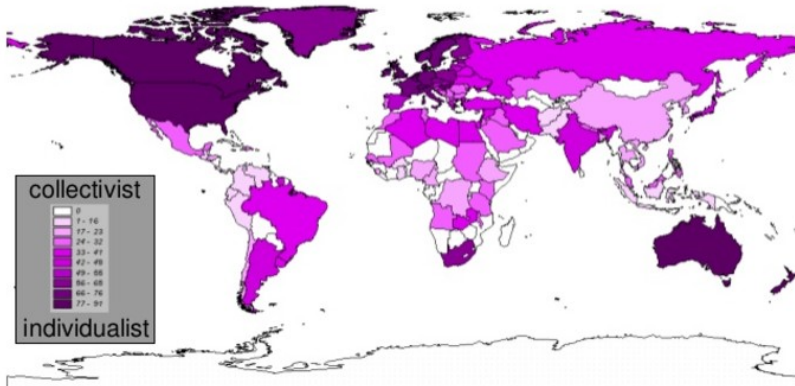
Individualism vs. Collectivism



← Most individualist

Most collectivist →

Collectivism vs Individualism - World Map

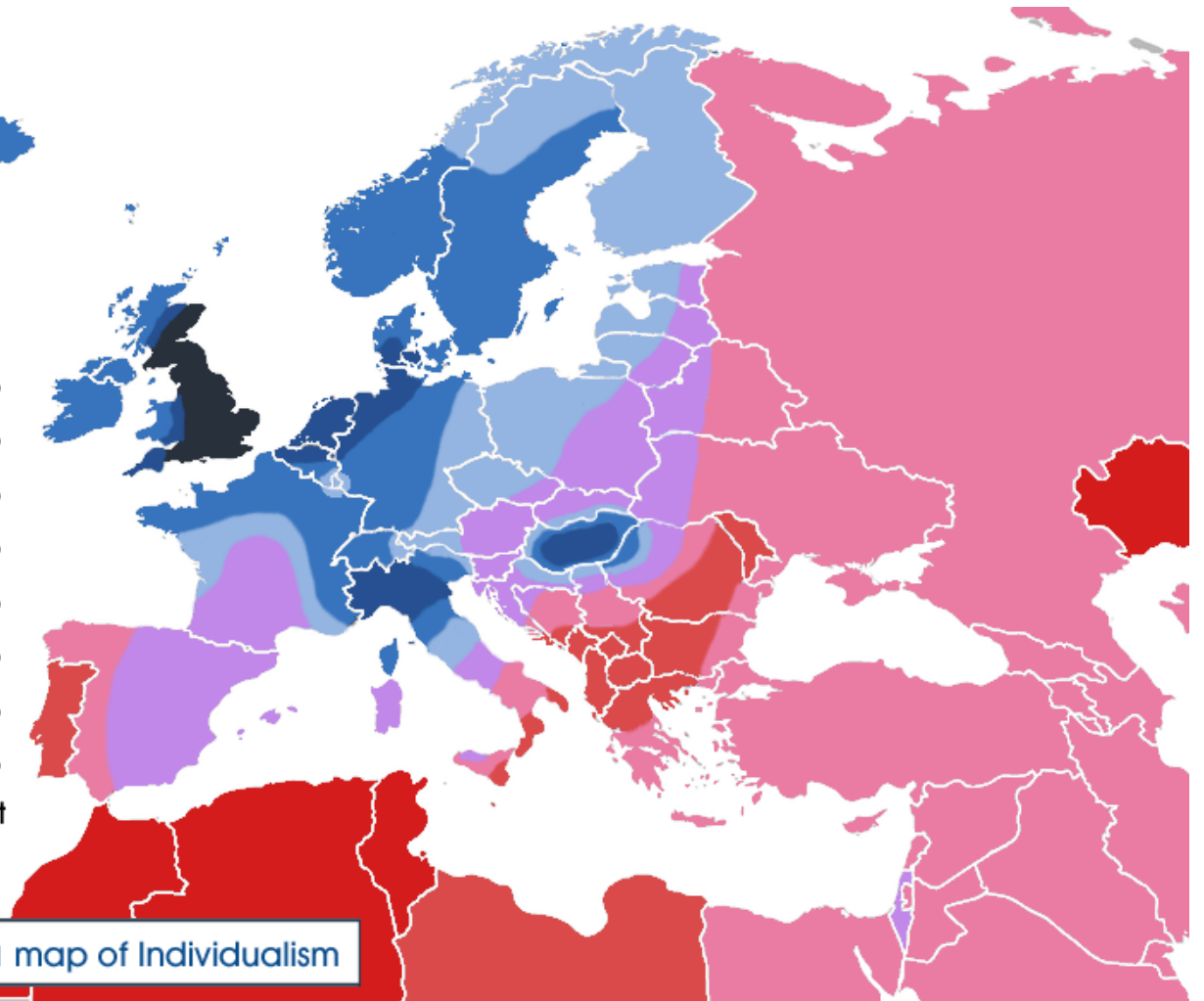


Collectivist

- 5-15%
- 15-25%
- 25-35%
- 35-45%
- 45-55%
- 55-65%
- 65-75%
- 75-85%
- 85-95%

Individualist

Eupedia map of Individualism





- **Benefit** ← *the hidden agenda*
 - Who will *not* benefit?
 - Is it *disproportionate*?
- **Accountability** ← *who to look for when things go wrong*
 - Who will be *responsible*?
 - Can there be a *vaccum* of responsibility?
- **Legality** ← *how to enshrine a social agreement*
 - Should something *immoral* also be *illegal*?
 - What should be the *punishment* for deviating from the law?

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