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# Turning Data Around and Creating a Culture of Care



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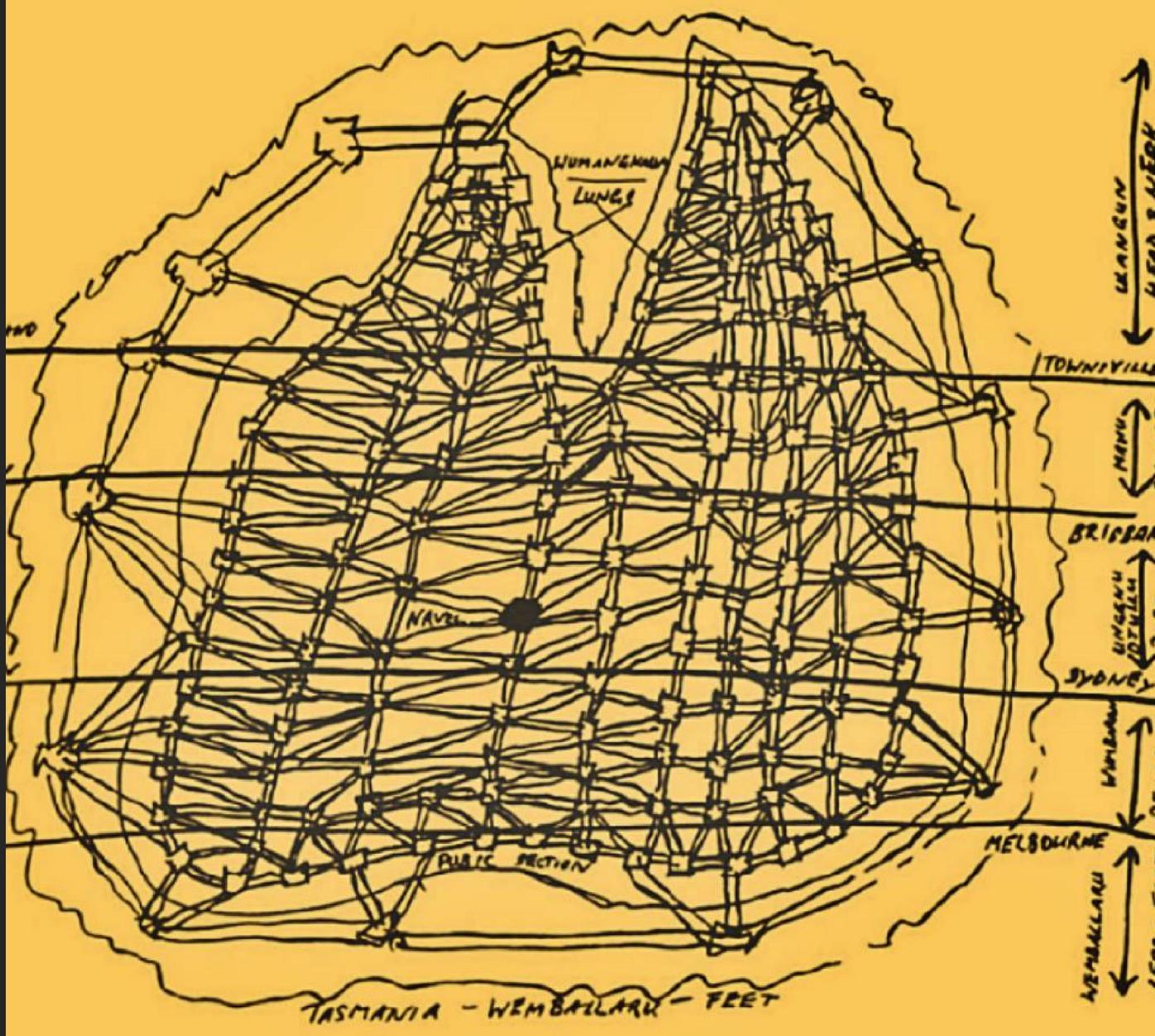
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**APPRECIATING  
COMPLEXITY ONE  
CONNECTION AT A TIME**

**DREAMING SONG LINES  
OR “TRACKS”  
(PARALLEL LINES) AND  
SITES (POINTS) ACROSS  
AUSTRALIA’S LANDS  
AND SEAS**

*Bandaiyan: The Body of Australia,  
by the late Ngarinyin Elder  
David Mowaljarri (1992)*





## HUMANISING OUR WORK WITH DATA

First, ...big data, at least as the term is commonly used, is actually *granular, social data*. Second, in order to responsibly articulate and address issues relating to bias, fairness, and inclusion, we need to stop thinking of big data sets as being homogenous, and instead shift our focus to the many diverse data sets nested within these larger collections.

Hanna Wallach, 2014



a leap into  
the future



Trust is ...

a way to control everyday interaction with the future  
an elemental feature of our social worlds  
the glue of society (Jaffe)  
*a basic fact of social life (Luhmann)*  
a promise to cooperate (Uslaner)  
a bond that links us to other people.

Trust is highly situational and contextual. Its presence cements relationships by allowing people to live and work together, feel safe and belong. It is never values-neutral.

**Trust is not easily earned, but can be very quickly eroded.  
Trustworthiness is not a single step, but an ongoing cycle of hard work  
to gain, maintain & demonstrate being worthy of trust**



*Image by Gerd Altmann from Pixabay*

ASPI AUSTRALIAN STRATEGIC POLICY INSTITUTE THE STRATEGIST AUTHORS Solving global problems will require a new social contract

20 Feb 2020 | Minouche Shafik



***Unlocking the human dimension:  
a strong consumer and citizen push for  
decision makers to consider trust,  
transparency, fairness and environmental and  
social governance. While Australia saw a  
record level increase in public trust in  
institutions during the pandemic, this 'trust  
bubble' has since burst, with societal trust in  
business dropping by 7.9% and trust in  
government declining by 14.8% from 2020-21.***

(Our Future World, CSIRO 2022 Megatrends Report)

# Operating Principles for Human & Planetary Flourishing

**1: Data is never complete, information never certain, but action is still required**

**2: Indecision in light of the indeterminacy of information threatens our resilience**

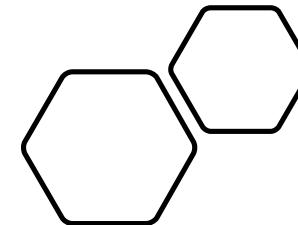
**3: Communal “Well being” should drive the ethics of the system**

**4: Design WITH people rather than FOR them**



**Observation #1**

Trust building  
is...



Personal  
Local  
Political

# Building Trust in Four Quadrants



Ignaz Philip Semmelweis (1818-1865)  
Universal Images Group via Getty Images

**LET'S NOT UNDO ALL THE GOOD.**

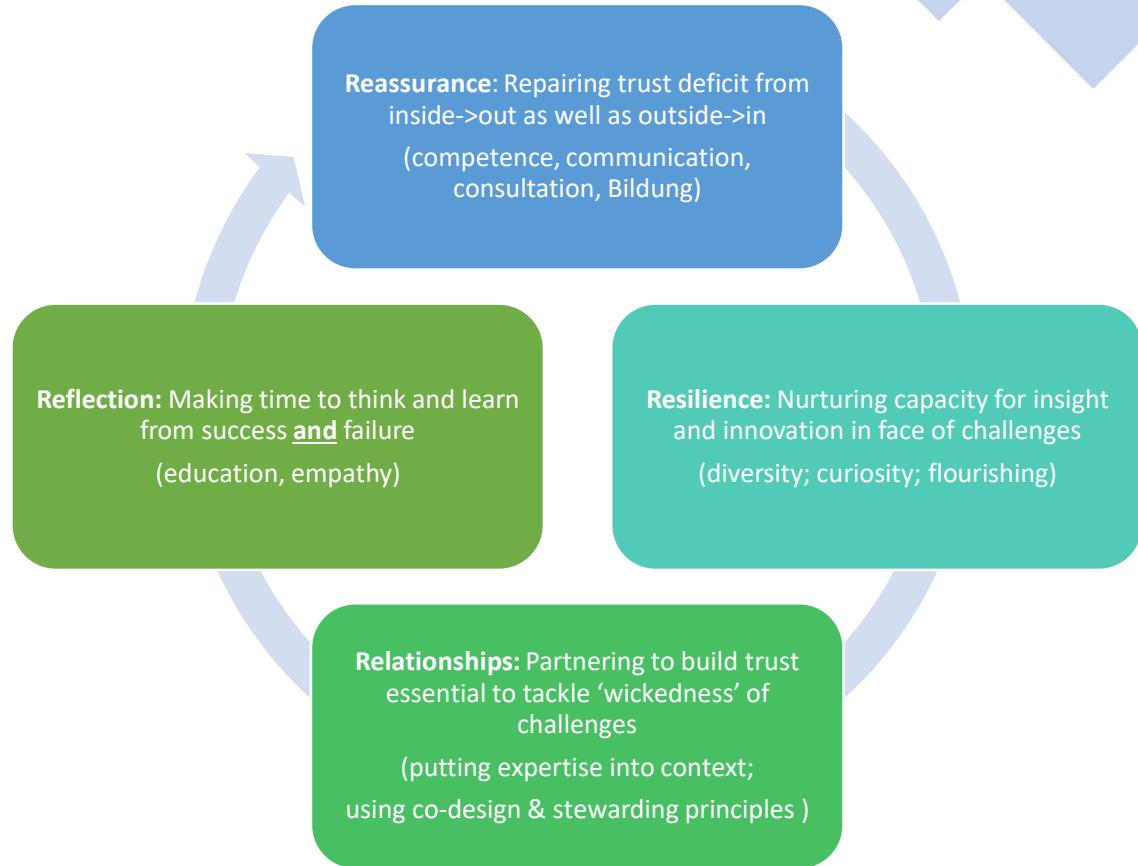
Keep playing your part to help Stop the Spread

- Keep practising good hygiene
- Stay 1.5 metres apart
- Download the COVIDSafe app

For more information  
[StopTheSpread.sa.gov.au](http://StopTheSpread.sa.gov.au)



Government of South Australia  
SA Health





*"thriving in uncertainties"*

*Anderson, 2006*

## Observation #2

To be worthy of trust takes more than authority, especially in times of crisis

T.Anderson, Connecting Stones, 2023



## Building Trust - commitment & community

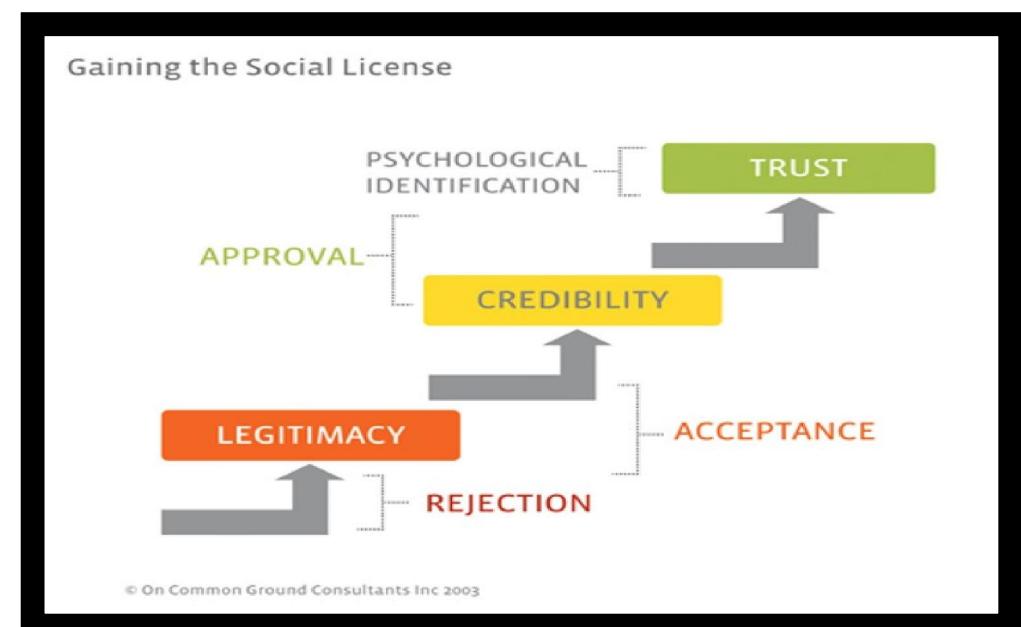
Trustworthiness best demonstrated prior to crisis

Involves working within community **and** for it

Accepting risk, responsibility, accountability



*Artworks by Port Macquarie locals  
Laura Dean, Brad Collins and Todd  
Burke pay tribute to volunteer  
firefighters*



T.Anderson, Connecting Stones, 2023



### **Observation #3**

Pursuing a shared understanding of “well-being” can drive our ethics & contribute to building public trust

# PRINCIPLES FOR MOVING FORWARD TOWARD COLLECTIVE WELL BEING

*First Nations cultures appreciate “well being” defines the system and humans are responsible for system*



Global Indigenous Data Alliance (GIDA)  
#BeFAIRandCARE  
<https://www.gida-global.org/care>

**Data Governance in service of a community should enable the collection and use of accurate, relevant, and timely data for policy and decision-making, where terms, conditions and relevancy are collectively and dynamically determined**

Carroll et al, 2019, ‘Indigenous Data Governance: Strategies from United States Native Nations’, *Data Science Journal*, Volume 18, Article 31

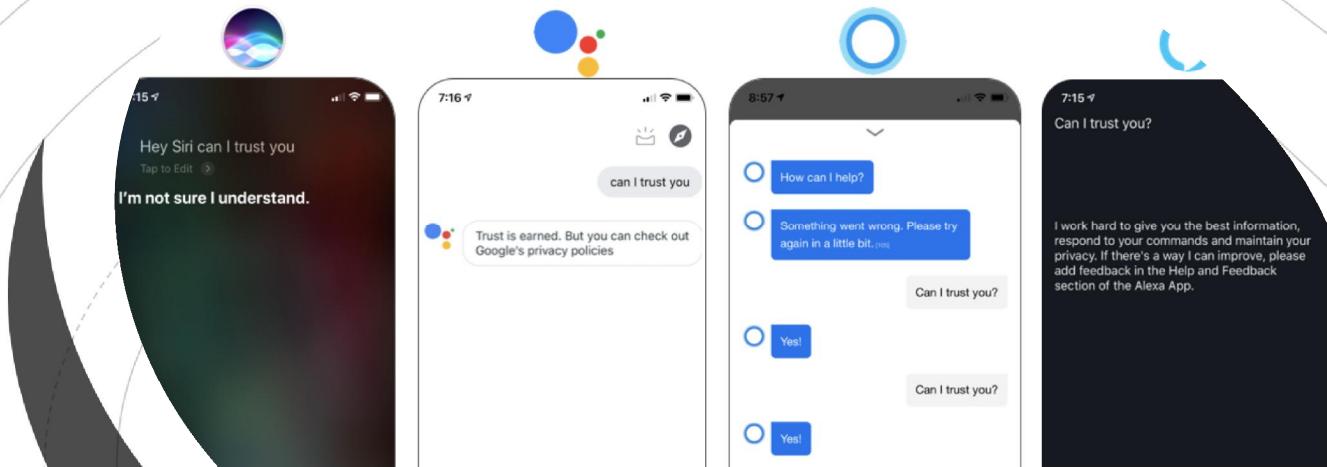
<https://datascience.codata.org/>



Source: <https://utsindigenoushealth.com/resources/>

## Observation #4

"[AI\_Name], Can I Trust You?"

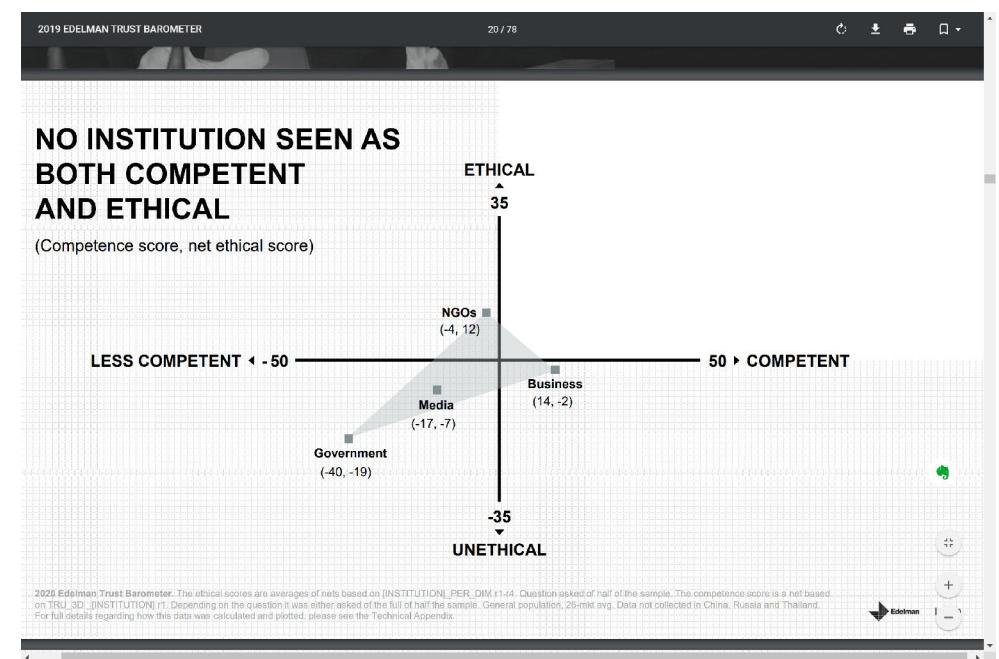
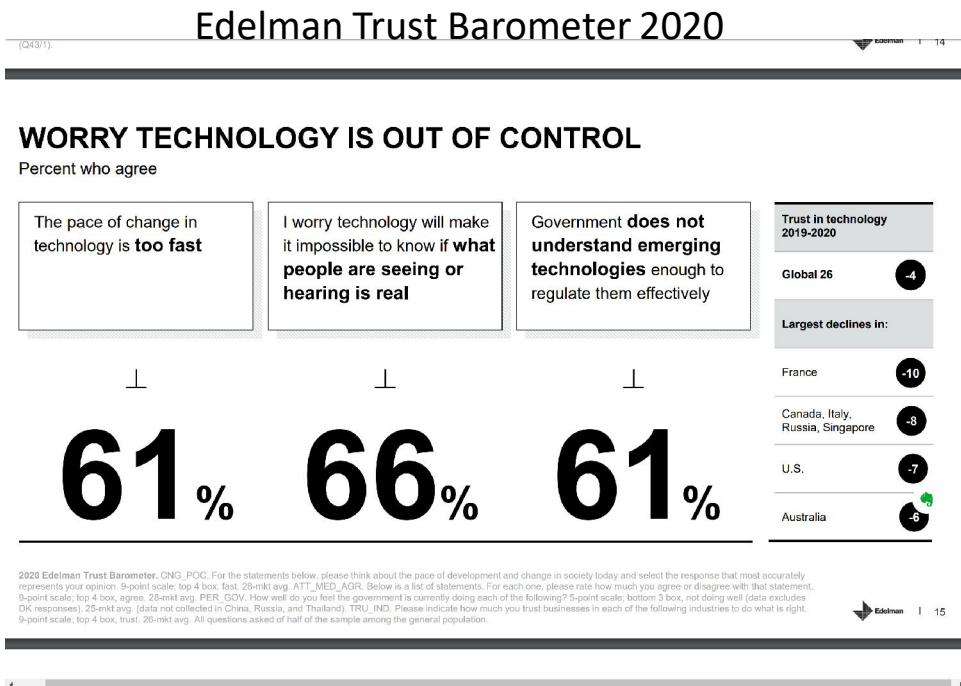


Data Privacy gets a lot of lip service these days. We have Apple declaring that they bake privacy into every product, Google deciding to delete millions of Google + accounts (there were millions?) because of a coding bug that potentially exposed private data, and even Zuckerberg's latest op-  
-new rules for the entire internet, which we dissected piece by piece

Technology  
can amplify  
concerns  
about trust

Image: <https://towardsdatascience.com/hardcoding-trust-one-year-of-sad-privacy-responses-from-your-favorite-ai-e8dd6bb0cd21>

# Managing technology requires competence & ethics



Source: <https://www.edelman.com/trustbarometer>

# Trust & Data Governance : Creating a culture of care



Global Indigenous Data Alliance (GIDA) #BeFAIRandCARE  
<https://www.gida-global.org/care>



Image source: [Research Data Alliance](#)

## For further information see:

Lin et al, 2020, 'The TRUST Principles for digital repositories',  
*Scientific Data* volume 7, Article number: 144

<https://www.nature.com/articles/>

# Keystone practices

**Community (collective action)**

**Civility (mutual respect)**

**Communication (consistent)**

**Connection**

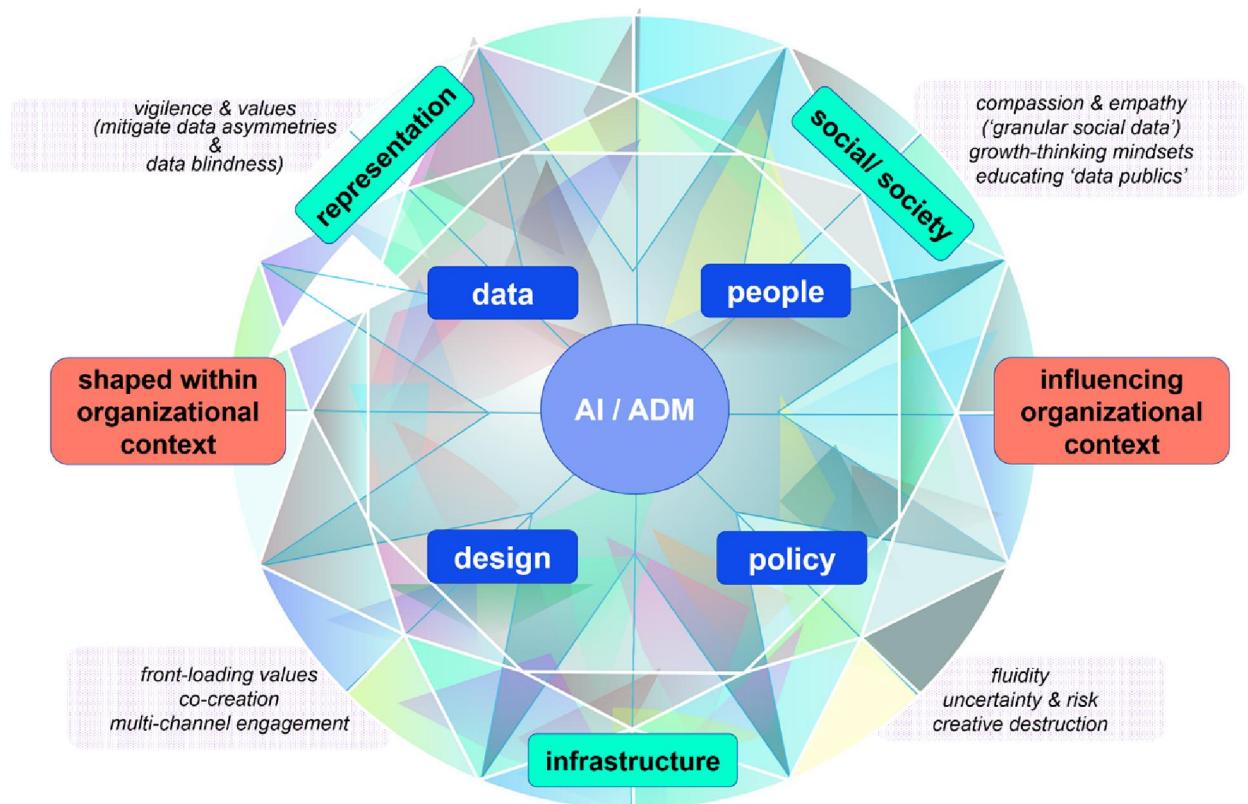
- grounding in country (local)
- nurturing intuitive understanding
- appreciating complexity

**Commitment**

- Professionalism
- "Listening is leadership"

**T. Anderson, 2020 & 2023**

*Locating trustbuilding and ethical data practice in a sociotechnical framework*



Dr. Theresa Anderson, See Chapter 4 in *Data and the Digital Self*



**Human experience is richer than what can be codified within any AI or data technologies**

If human and machine intelligence are to be maximised for the benefit of human and planetary flourishing, the capacity for imaginative problem solving and problem finding must be nurtured alongside technical know-how.

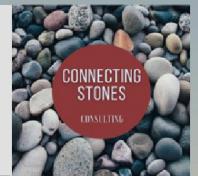
Building a culture of care into all we do involves...

*Creation  
Compassion  
Contemplation  
Connection  
Conscience*



*Share your views  
& your experience*

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#### See also

Anderson, T (2020) 'Keystone Practices to Enable Smart Cities to Flourish'  
Vol 40 No 1 (2020): Smart, Sustainable and Fair Cities of ***Geography Research Forum***  
Available: <https://grf.bgu.ac.il/index.php/GRF/article/view/603>



*Image by Theresa Anderson, 2009*