IT Trends (3):
Digital Ethics

Moral, Ethics, and Law

- Morals are one's <u>personal</u> beliefs about right and wrong.

- Ethics is a set of beliefs about right and wrong behavior <u>within a society</u>.

- Law is a <u>system of rules</u> that tells us what we can and cannot do. Laws are <u>enforced</u> by a set of institutions (the police, courts, law-making bodies)
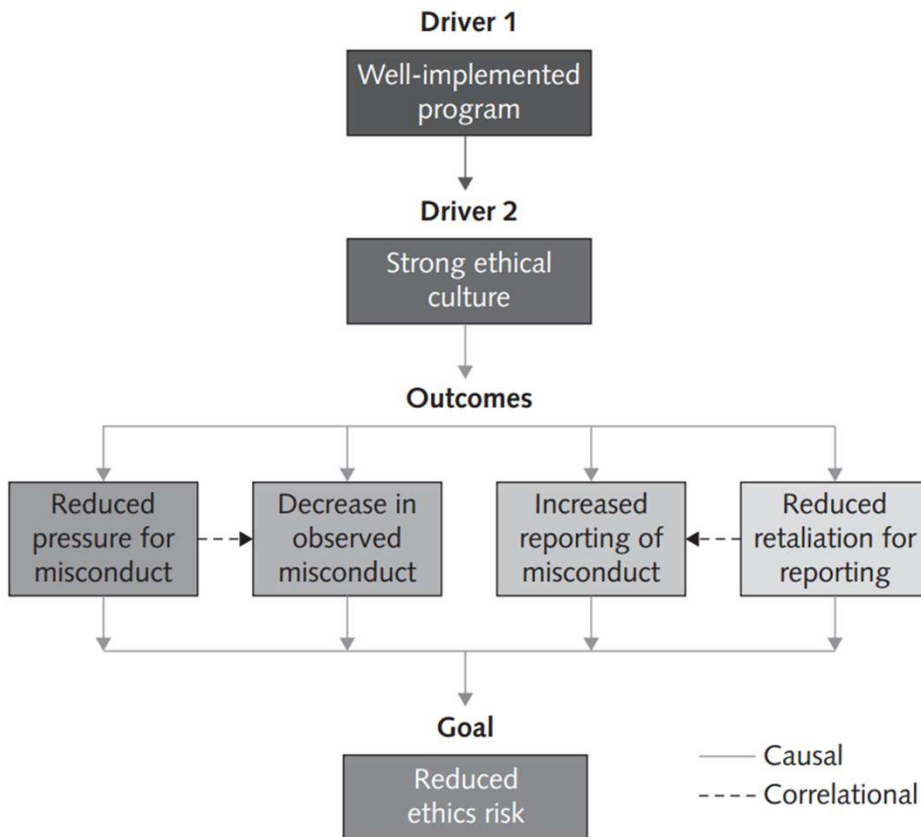
FIGURE 1-2 Reducing ethics risk

Credit: Courtesy Ethics Resource Center, "2011 National Business Ethics Survey: Workplace Ethics in Transition"

Reducing Ethics Risk

Finding	2007 survey results	2009 survey results	2011 survey results
Employees who said they witnessed misconduct on the job	56%	49%	45%
Employees who said they reported misconduct when they saw it	58%	63%	65%
Employees who felt pressure to commit an ethics violation	10%	8%	13%
Percentage of employees who say their business has a weak ethics culture	39%	35%	42%

Source Line: Ethics Resource Center, "2011 National Business Ethics Survey, Workplace Ethics in Transition," www.ethics.org/news/new-research-2011-national-business-ethics-survey.

Realizing Results Ethically in a Digital World

The digital world continues to amaze us and change the way we work, play and live

We cannot allow ourselves to be so amazed by the digital world and its possibilities that we ignore the potentially serious legal, ethical and moral issues raised by technology and its potential

In this presentation, we will:

Consider some digital ethical dilemmas

Recognize the importance of being careful about ethical impacts of technology innovations

Provide ideas & tools that can help strike a balance between bottom line results and human rights

New Media: Information Revolution

- **Digitization**: using computers to store, manipulate and transmit information in form of speech, text, data, and video more cheaply and faster than every before.

- **Networking**: distributed, fast digital networks wired and wireless

- **Convergence**: refers to merging of what were three separate industries: telecommunications, computing, and electronics or broadcasting

Impacts

- Changed the way we work: **digitization**
- Accelerated space time compression: **globalization** processes
- Convergence of computers and distribution allows greater **efficiency** of **control** and **communication**
- Much **cheaper** to sell via Internet than in person (1/100th cost per transaction for banks, airlines, etc.)
- Average person is now estimated to spend 876 hours a year online (source: broadbandsearch, 2019)

What is **Digital Ethics**?

Research firm Gartner defines digital ethics as the system of values and moral principles for the conduct of digital interactions between businesses, people and things.

Digital ethics sits at the nexus of what is legally required; what can be made possible by digital technology; and what is morally desirable. And therein lies the gray area.

Your Personal Dental Care Assistant

DigiBrush*

Eight pressure sensors alert you if you're brushing too hard and automatically adjusts the pulsation and oscillation speed of the brush head
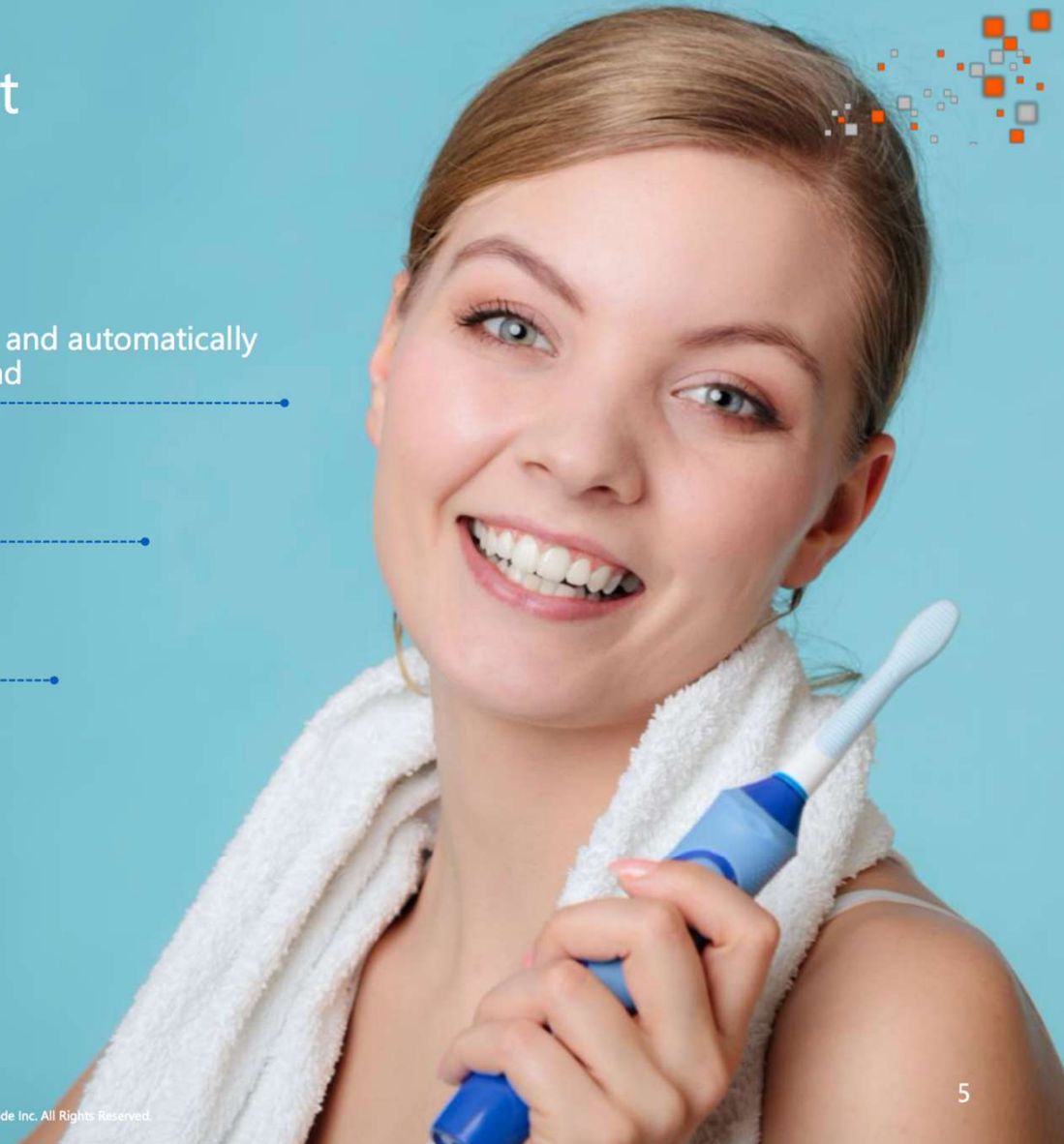
3x more efficient brushing

Bluetooth 4.0 plus Phone App for brushing reminders

Wireless SmartGuide for real-time information

Provided to you by your insurance provider for FREE in exchange of your dental health care data

*Not an actual product. Used as an example during 2016 TechSummit presentation.

The Digital Dilemma with DigiBrush

Digital Dilemma

Health data can only be used under very specific conditions. Users should be made aware of such uses and potential for their data to affect their insurance coverage.

DigiBrush is already here. A U.S. insurance company will soon offer it to its customers. The data can help the company predict the health of your teeth and provide customized products and services. It also has the potential to limit insurance coverage.

Will we discriminate against people with bad brushing behaviors? (And what is with your teenagers at home?)

Automated Food Management

CleverFridge*

36" Wide x 72" High 22 cu. ft.

Built-in cameras and item sensors for automated food management

App connectivity*

Calendars, notes and photo sharing

Shops your food automatically

Suggests recipes based on current ingredients

Full entertainment and information center

*Not an actual product. Used as an example during 2016 TechSummit presentation.

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The Digital Dilemma
with CleverFridge

Digital Dilemma

Consumer data is not subject to the same protections as health data. Companies may look for lucrative alliances with service providers that offer services based on buying preferences and trends.

This fridge could be a valuable home management tool, offering automated grocery replenishment and recipe and nutrition help. The fridge could help with food safety, alerting home owners to expired food or a drop in fridge temperature.

Are you ok if Weight Watchers contacts you because your fridge has a lot of fattening food? What if an employee assistance program identifies you as a potential alcoholic because of your beer consumption?

Maximize Efficiency of Your Human Workforce

RoboBoss*

80 percent more efficient workflows

4x faster AI learning

Real-time management of up to 150 human employees

100 percent objectivity on decision-making

Emotion sensors and instant stress analysis

Daily assessment of human workforce

30 percent better hiring and firing decisions

*Not an actual product. Used as an example during 2016 TechSummit presentation.

What Are the Challenges?

| Automation of business/life | Genetic drives | Business intelligence | Augmented reality |
Internet of Things (IoT)	Self-driving cars	Service robots	Nanotechnology
Fitness tracker	Genetic engineering	Medical assistance	Virtual reality
Automated banking	Home surveillance	Artificial intelligence	Data analytics

IS THIS ALL ETHICAL?

Realizing Results Ethically

To do the right thing, we need to balance out three areas:

Technical Ability

Laws and Regulations

Moral and Ethical Considerations
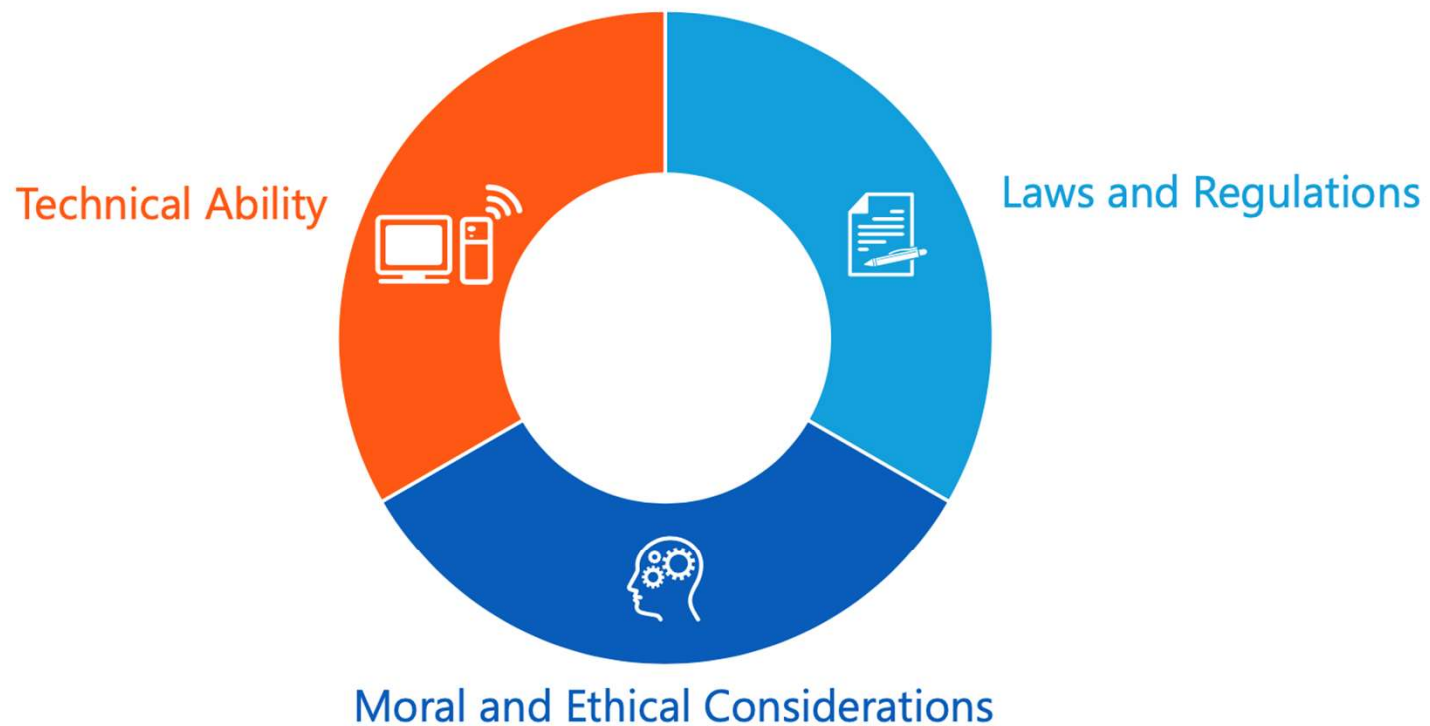
Intellectual Property Law

Governs the realm of:

- Inventions (patent law)

- Brands or Names (trade mark law)

- Trade Secrets (commercial law)

- Copyright:

  - *The Canadian Copyright Act*: covers protection for the life of the author plus 50 years; sole right to perform the creative act, grant permission or a "license" to reproduce or copy it.

  - *US Digital Millenium Copyright Act*: computer users who copy or distribute the digital expression of others without their permission are liable to prosecution.

Realizing Results Ethically

What should we do with technology?
What is ethical?

- Are there moral or ethical aspects?
- Change perspective and look who will be affected

What can we do with technology?
What is legal?

- Data Privacy
- Employment Laws
- Other laws

What can technology do?
What is possible?

- Automation
- Analytics and decision-making

What should we allow technology to do? Where is the line?

- Are there cultural aspects or unwritten codes you would affect?
- Does a new world mean no rules? (Augmented or virtual reality)

Three Ways to Mitigate the Digital Dilemma

Avanade has the track record and credentials to speak with authority on what it takes to be an ethical company in a digital world. Here are some ways we see to integrate ethics into the fabric of a business.

2016 WORLD'S MOST™ ETHICAL COMPANIES®
WWW.ETHISPHERE.COM

1 Start at the top

- Ethics should be represented at the board level, be part of any strategic exercise and the executive-decision making process

2 Keep communication channels open

- Raise ethical awareness and establish reviews on a company, product or project level
- Create mixed teams to discuss morale impacts of technology on users, employees, third parties.
- Don't leave the ethical decisions to the software programmer; strive for input from a variety of perspectives

3 Trust, but verify

- A compliance program keeps everyone on the same path and helps to address the regulatory landscape within an organization and industry
  - Executives should maintain awareness of legal considerations and encourage reporting of issues without fear of retaliation
  - Organizations should embrace compliance by design, which includes review, monitoring and controls on company, team and project levels

The Consumer's Guide to the New Media

- **Question** everything that is seen, heard or read in media

- Conclude almost everything is to make **money** for someone

- Assume everything is a potential threat to your **privacy**

Source: John Pavlik " The Structure of the New Media Industry: in The Media Entertainment Industries, Allyn and Bacon, 2000.
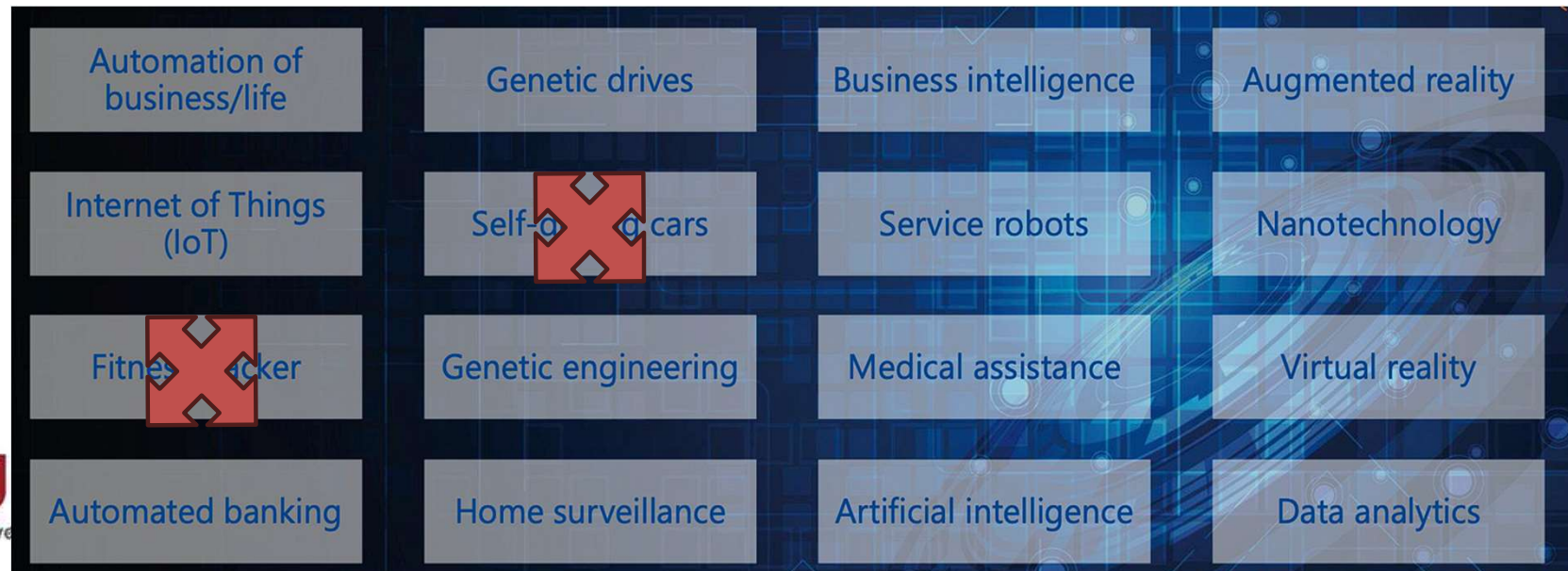
Final Thoughts

The real problem is not whether machines think but whether men do

B.F. Skinner

American psychologist, behaviorist, author, inventor, and social philosopher

Tugas Kelompok

1. Tuliskan nama sebuah produk (yg sudah beredar di pasaran)
2. Jelaskan tujuan/manfaat produk tsb
3. Tuliskan digital dilemma yang dihadapi pembeli/customer
4. Tuliskan sumber / referensi
5. Tipe file bebas