

Tech is influencing society – for better or worse

Trent McConaghy

@trentmc0

BigchainDB | IPDB





A photograph of a row of five large, cylindrical industrial storage tanks. The tanks are made of a light-colored metal and are arranged in a line. They are supported by a blue steel truss walkway. In the background, there is a white building with a corrugated roof and some windows. The sky is clear and blue.

Here's
your
personal
data

your

personal

data

“My conclusion is that whatever you put on the internet you lose it.

Maybe keep the rights, but lose the power over it.”

-User on Shapeways blog
(3D printing marketplace)



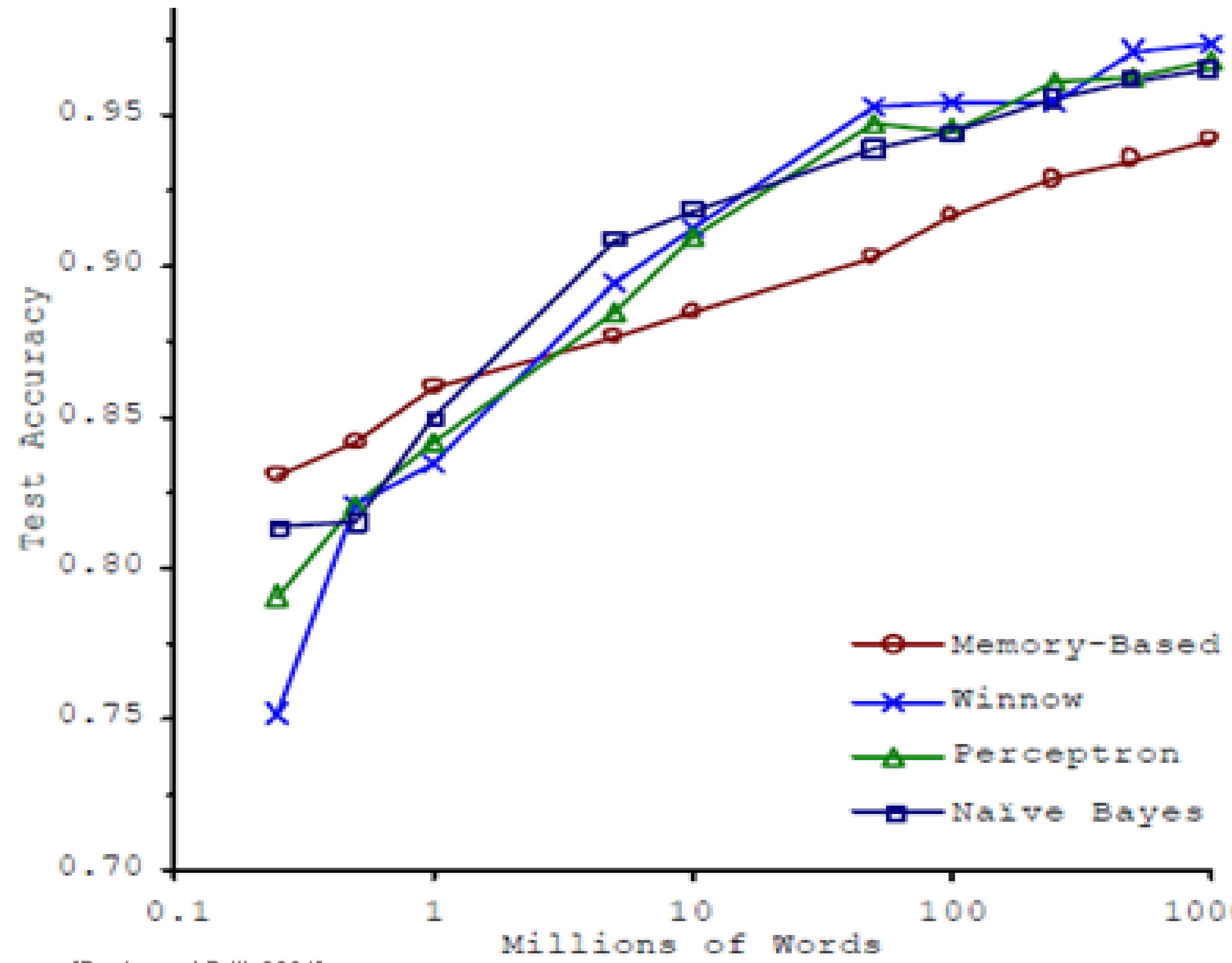
What's the root cause?

What's the root cause?

Follow the \$



The Unreasonable Effectiveness of Data



The world's most valuable resource



Mo' data
(and mo' compute)



Mo' accuracy



Mo' \$

You emit data. And *everyone else* is exploiting it

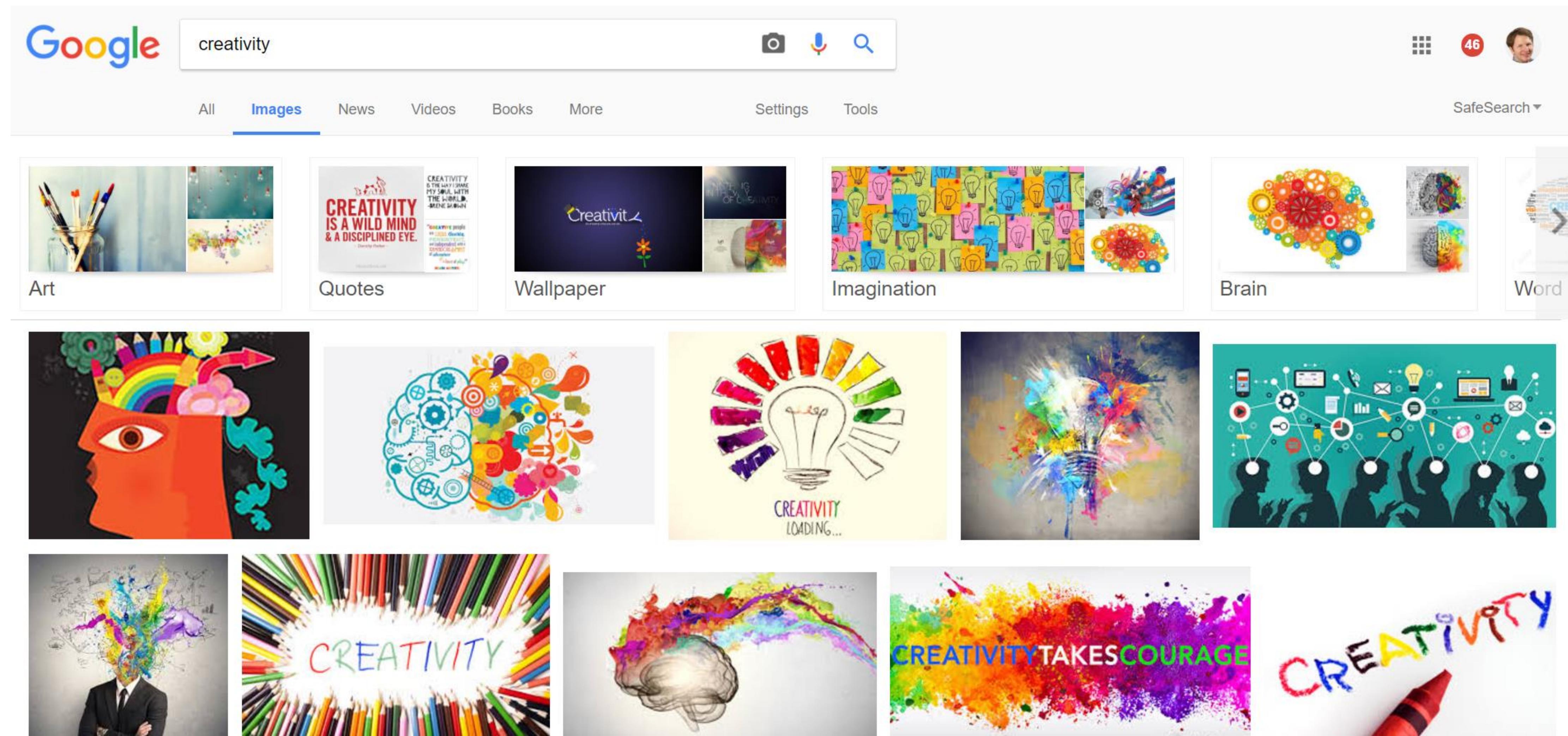
- Put your creations online – hard to get paid
- Hard to use others' stuff legally – you really have to try
- Walled gardens – you can't share how you want
- Data silos – You can't take it with you if you want to leave
- Surveillance – Your online activities are tracked, to sell you more ads
- Filter bubbles – News feeds adapt to you; no variety

Technology is being used against us...

- It doesn't have to be that way
- We can choose to use it *for* us
- How to choose? Let's explore..
- Technology builders all have opinions & incentives.
- Some tech has particularly powerful opinions..

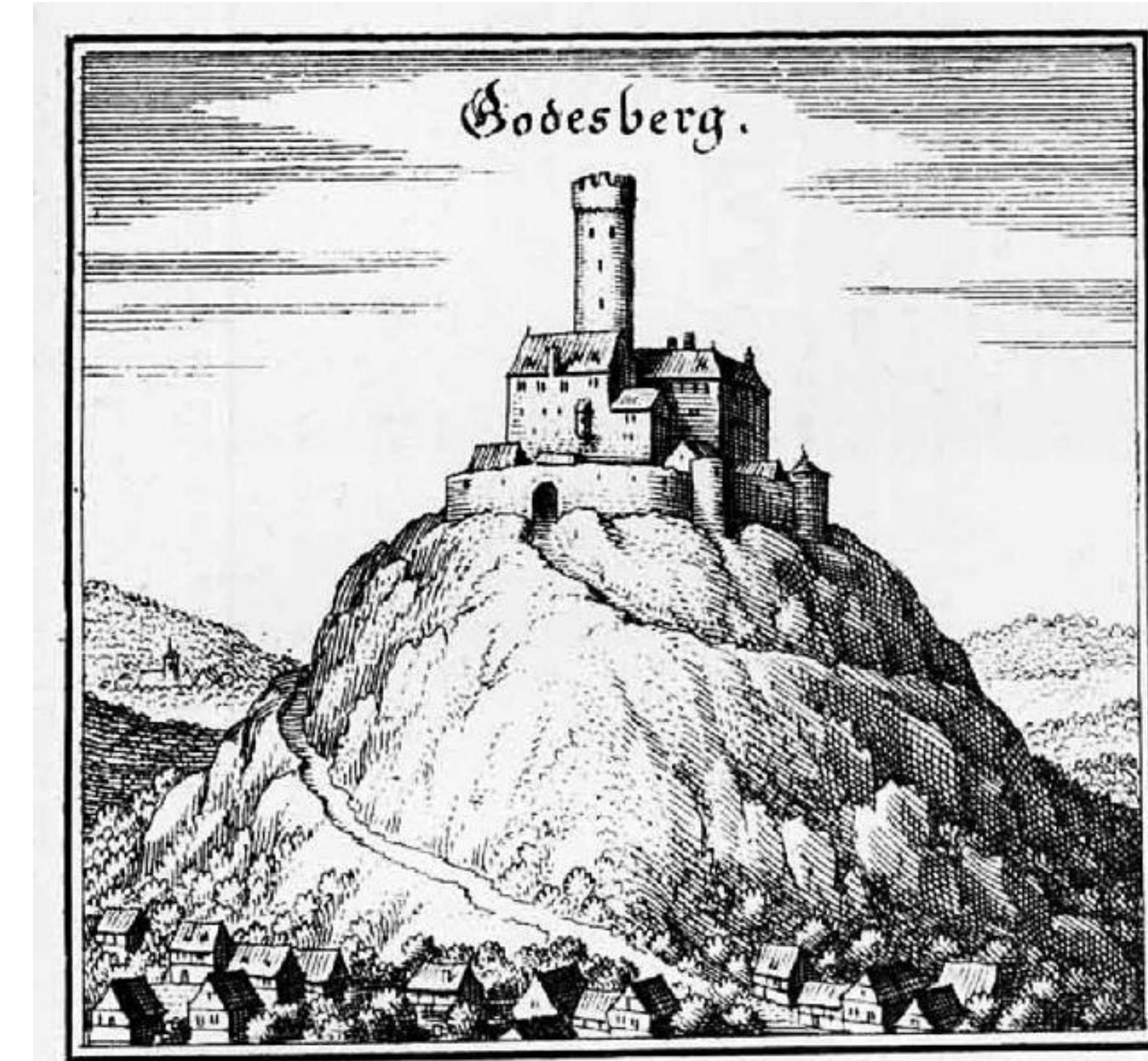
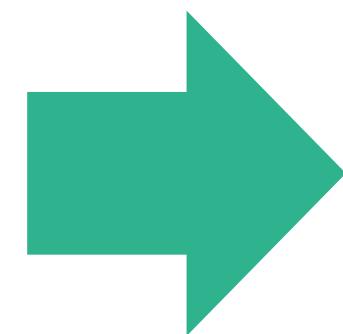
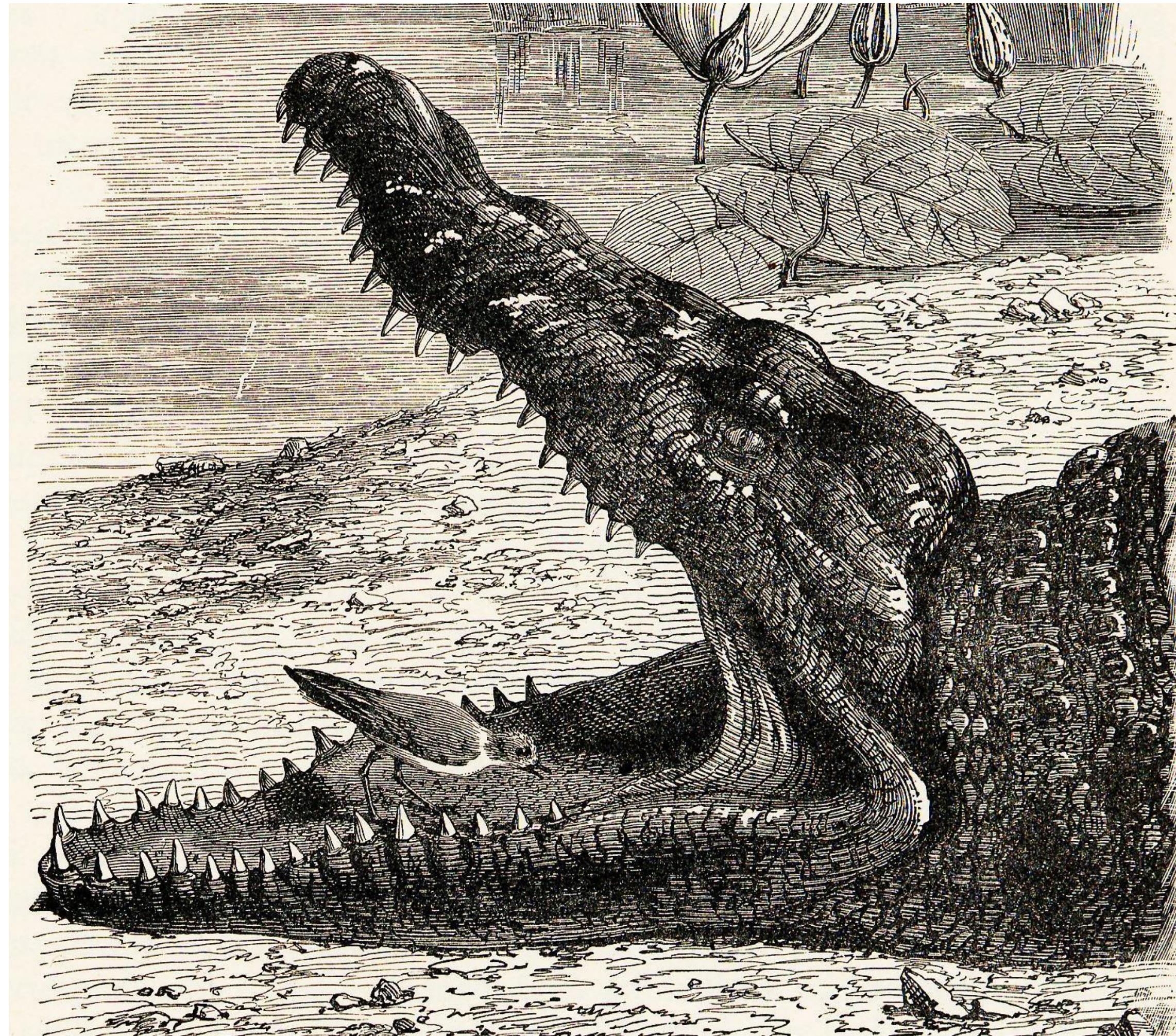
Some tech has particularly powerful opinions

1. AI – goes to heart of “what is humanity”



Some tech has particularly powerful opinions

2. Crypto – defense is easier than offense (new)



Opinionated Tech

- “Designed for ethics” → Thoughtful approach for ethics
- “Ignored the ethics” → *Not* opinion-less. Simply bad design.



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When you don't design for governance, the result is not no governance. The result is bad governance.

RETWEETS LIKES

3

12



What Can You Do, As a Technologist?

- Determine your values, as best as you can. Set your moral compass. “Know thyself.”
- Use this to guide your work. Infuse your work with your values.
- With each new collaborative project -- especially large-scale ones -- agree on values up-front. Example:

Values

- Creators first
- Spread of power - democratic ideals, transparent governance. Strive to decouple capital from governance
- Spread of value - avoid becoming new oligarchs, better to spread wealth creation among the community. Rewards based on actions consistent with values. Discourage speculation, encourage building & community. Continuous access to capital for builders, artists, etc.
- Default to openness / transparency. But opt-in for selective privacy. Users can make a choice about what info they want to share. Think “sovereign personal data” for flow of \$ and of IP.
- Identity & reputation over anonymity.

What Can You Do, As a User?

- Be aware of the motivations and people *behind* the technology that you might use
- Choose the technology built by those with opinions and incentives that are aligned with your values

Positive
Opinionated
Crypto
Tech



- A **shared global database** “for everyone, everywhere”
- Caretakers collectively run a non-profit foundation *and* operate validating nodes
- Chosen based on:
 - Long-standing commitment to the decentralized internet
 - To avoid \$ capture: >50% non-profit
 - To avoid jurisdiction capture: <1/3 per country
- Include: Internet Archive, OpenMedia, Dyne.org, ..

Authenteq

Sovereign personal data

Low-friction assurance, sovereign
personal data



ascribe

Own your digital art

Enables creators of digital art to get compensated, via claiming attribution & licensing

Certificate Of Authenticity

As of 30 November 2015, 17:36:00 GMT, Masha McConaghy is the owner.
To verify current owner, please visit <http://ascri.be/1luAOpo>



Currency

Date: 2014
Edition: 3 of 100
Created by: Dan Perjovschi
Owner: Masha McConaghy

ARTWORK DETAILS

Artwork ID: 17uZBwSbLGfxY3vRRMWzF5PMjFVNc1tkQ2
File: currency-2014.jpg (499 KB)

PROVENANCE/OWNERSHIP HISTORY

Apr. 30, 2015, 12:36:19 - Registered by mail@cointemporary.com
May. 01, 2015, 09:46:08 - Transferred to admin
May. 08, 2015, 13:04:59 - Transferred to trent
Nov. 27, 2015, 19:35:14 - Transferred to Masha McConaghy

CRYPTOGRAPHIC STAMP

Use the summary and signature below to authenticate this certificate:
<http://ascri.be/1Szr45Q>

Summary: Dan Perjovschi*Currency*3/100*2014*2015Apr30-12:36:19

Signature: 438B24CE06182FA3AA82BC285F867D03FB73F3BCC0F73FDBA6
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DOLLAR
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JEFF KOONS
BITCOIN

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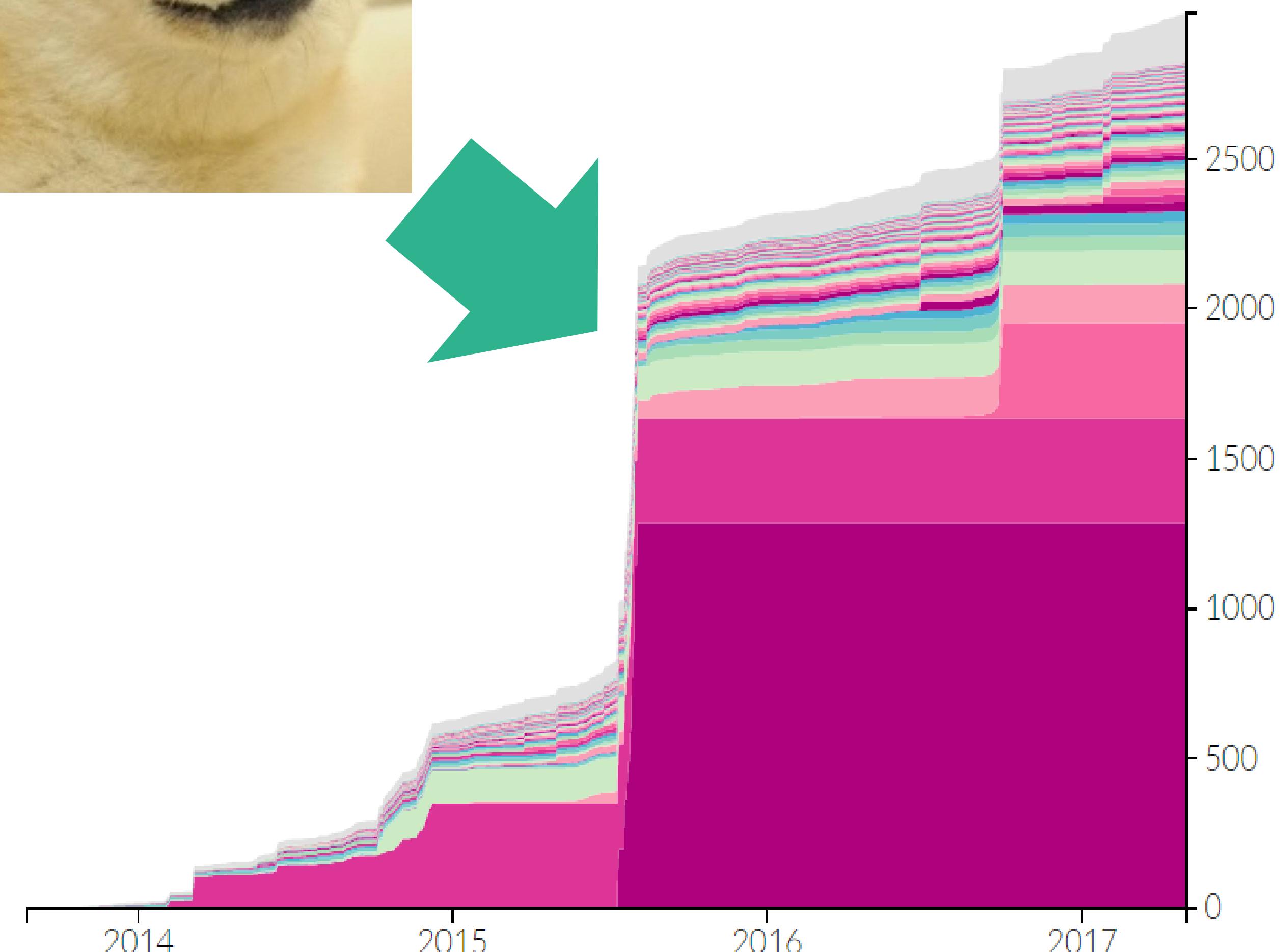
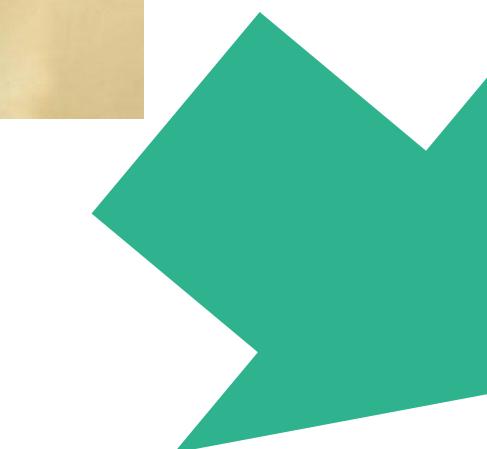
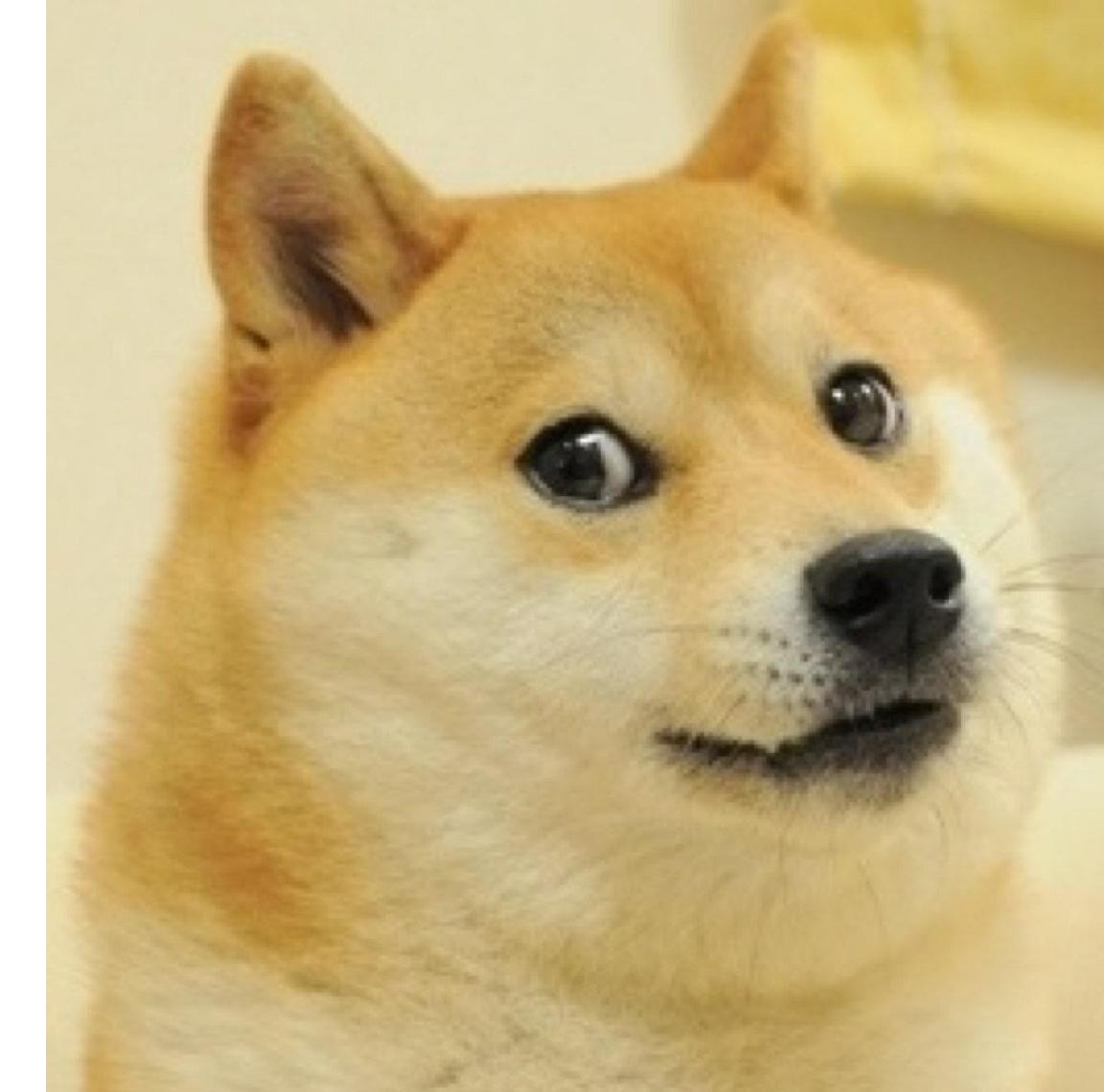
Own your music

A streaming service owned by all



WHEREONTHE.NET

Get transparency into your
creations' spread



Userfeeds

Control your news feeds

Pop the filter bubble

The Content Ranking System for Blockchain Communities.

Inspired by Liquid Democracy and Google Pagerank. Built on Ethereum.

Leave your email to join the alpha test of our Proof-Of-Concept apps.

YOUR NAME

EMAIL ADDRESS

KEEP ME INFORMED

We respect your privacy and won't share your email with anyone.

Consent.Global

Use GDPR as a launchpad for sovereign personal data



Do amazing things with **My Data**

Our Mission

Liberate the true value of personal data by using this in trusted ways that directly benefit people. This will grow an abundant personal information economy that works for us all.



Own your education credentials

Reduce fraudulent degrees.



Zcash

E-money

Based on the idea that
privacy is a fundamental
right.



Language



Internet money

Zcash is the first open, permissionless cryptocurrency that can fully protect the privacy of transactions using zero-knowledge cryptography. The Zcash client is now available for download as a command-line tool for Linux.

[GET STARTED](#)

[LEARN MORE](#)

WHAT IS ZCASH?

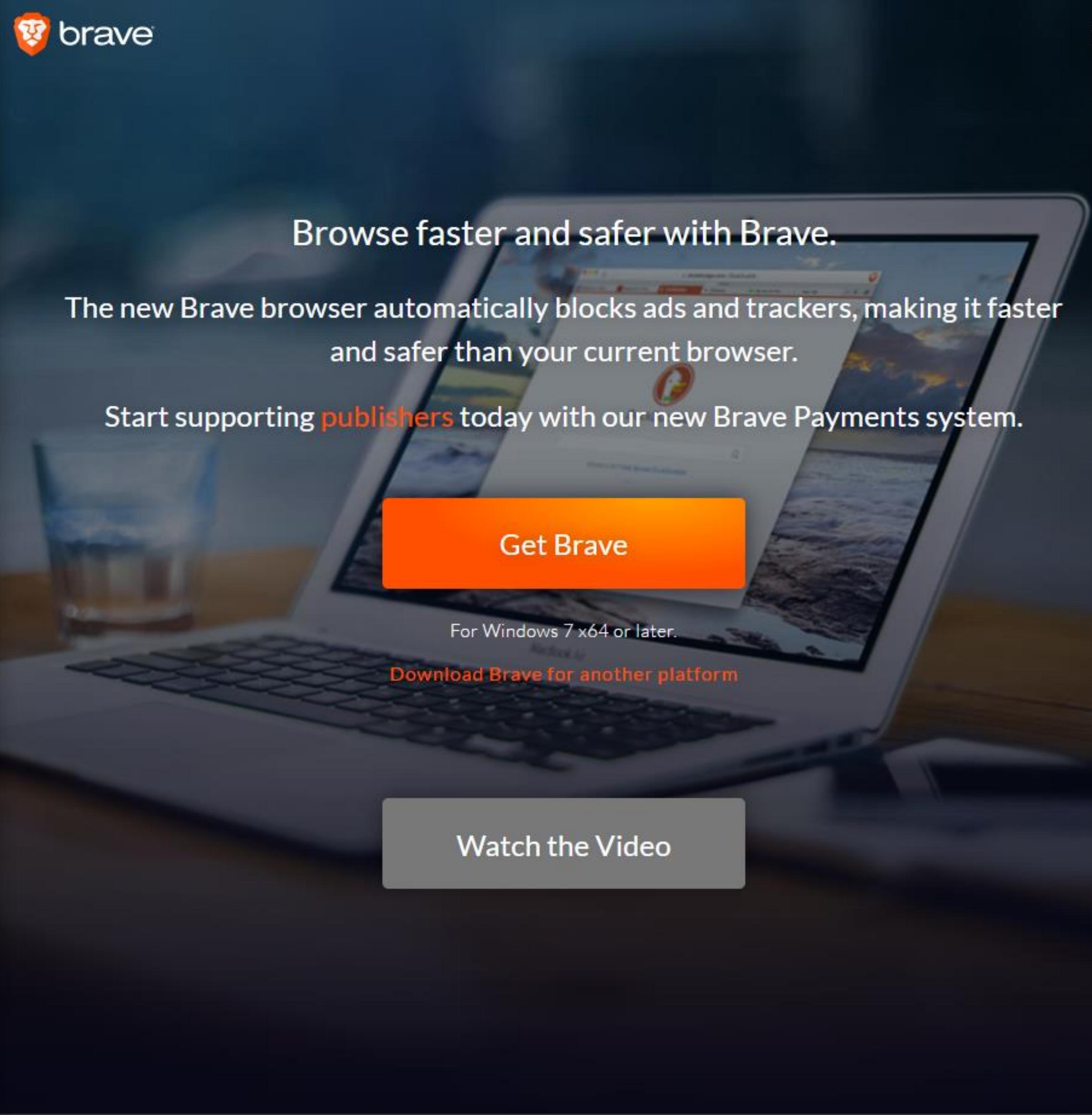


Brave



The browser, rethought
(by the inventor of JS, and
Mozilla)

So publishers get paid
Without privacy-killing ads



A screenshot of the Brave browser's landing page. At the top left is the Brave logo (a shield with a white 'B') and the word 'brave'. At the top right is a three-line menu icon. The main headline reads 'Browse faster and safer with Brave.' Below it, text states 'The new Brave browser automatically blocks ads and trackers, making it faster and safer than your current browser.' A sub-headline encourages users to 'Start supporting **publishers** today with our new Brave Payments system.' A large orange button in the center says 'Get Brave'. Below it, text specifies 'For Windows 7 x64 or later.' and a link 'Download Brave for another platform'. At the bottom, a grey button says 'Watch the Video'.



Improve humanity's access to information

Including Censor-resistant Wikipedia in Turkey

At 8am local time on April 29th, Wikipedia went dark for everyone in Turkey. According to group [Turkey Blocks](#), the Turkish government has issued a court order that permanently removes access to the online encyclopedia.

Sat Apr 29 2017 08:02:55 GMT+0300 (+03)ⁱ
<https://en.wikipedia.org> 5005 DOWN
<https://tr.wikipedia.org> 5009 DOWN
<https://az.wikipedia.org> 5009 DOWN
<https://fr.wikipedia.org> 5007 DOWN
<https://www.wikipedia.org> 5007 DOWN



Turkey Blocks @TurkeyBlocks

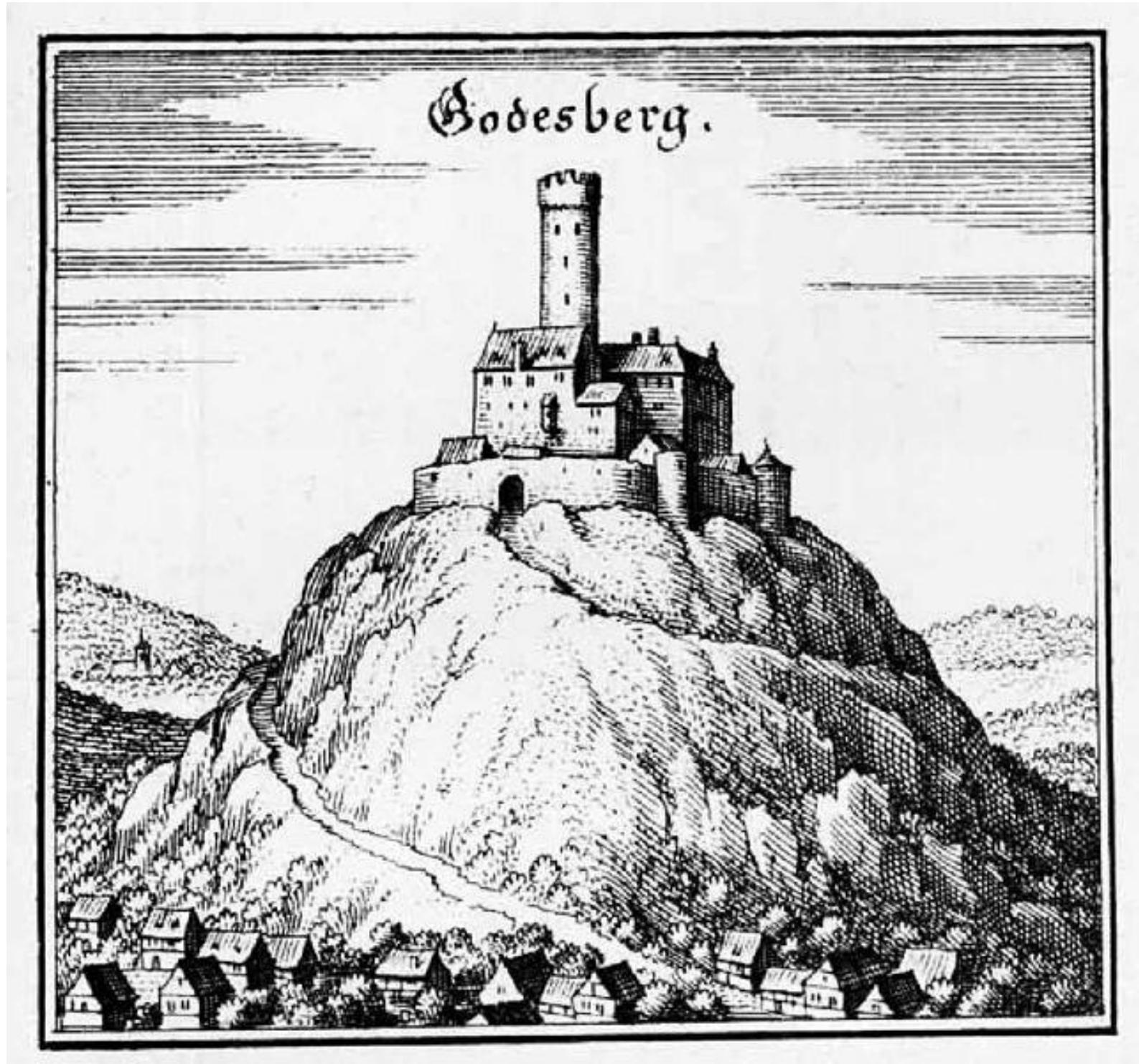
Follow

Confirmed: All editions of the #Wikipedia online encyclopedia blocked in #Turkey as of 8:00AM local time turkeyblocks.org/2017/04/29/wik...

7:22 AM - 29 Apr 2017

2,886 1,022

A main goal of the IPFS Project is improving humanity's access to information. We strongly believe that the web is a public good that must remain open and accessible. Access to history, of news, of free thought, of discourse, and of compendiums of vital information is key to modern human life, to a free society, and to a flourishing civilization. We oppose the erosion of civil liberties wherever it occurs, and we want to help people like the citizens of



Technology has an opinion. Let's use it to improve society.
Crypto is an asymmetrically powerful tool.
For personal data, compensating creators, and more