

Welcome to ETHICOMP 2010!

iBenvinguda a ETHICOMP 2010!

iBienvenida a ETHICOMP 2010!

ETHICOMP
The Eleventh ETHICOMP
International Conference
on the Social and Ethical
Aspects of Information and
Communication Technology

2010

The "backwards, forwards and
sideways" changes of ICT



ETHICOMP Principles

- Social and ethical perspectives of ICT and converging technologies [Las perspectivas éticas y sociales de ICT]
- Inclusive [Inclusiva]
- Multidisciplinary [Multidisciplinaria]
- Culturally Diverse [Multicultural]
- Supportive of Academic Growth [Apoya el avance académico]
 - Supportive of new scholars
 - Widening of access to our dialogue

Two Catalan traditions symbolise ETHICOMP

Dos tradiciones de Cataluña simbolizan ETHICOMP

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Sardana
communal dance



Castell
human tower



The ETHICOMP “sardana”



- an open circle [un círculo abierto]
- from different disciplines [provenientes de distintas disciplinas]
- united together [están unidos]
- casting our differences aside [desechando sus diferencias]

The ETHICOMP “castell”

- Strength [fuerza]
- Balance [equilibrio]
- Courage [valor]
- Reason [razón]



Our Theme This Time:

The backwards, forwards and
sideways changes of ICT

“change is non linear”
Toffler’s maxim

Backwards

Some ICT-related changes have been bad and caused harm:

- *Ability to create computer viruses*
- *Ability to detonate bombs from many miles away over the Internet or telephone*
- *Ability to widely spread child pornography*

Forwards

Some ICT-related changes have been good and have moved society forward

- *Ability to diagnose hundreds of diseases quickly and accurately*
- *Ability to find lost children and lost pets easily and quickly using a Global Positioning System (GPS)*
- *Ability to help persons with disabilities overcome them or compensate for them*

Sideways

Some ICT-related changes appear to have had no ethically relevant effect at all, simply moving us sideways

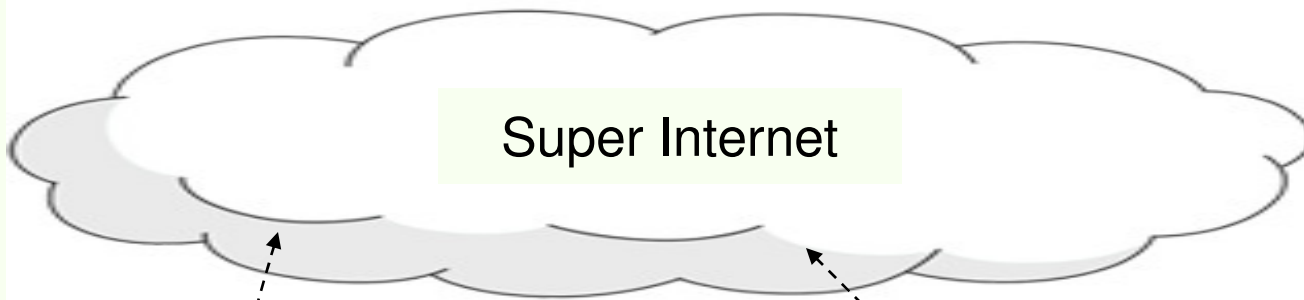
- *Ability to enter numbers into a machine using a keyboard*
- *Ability to make a phone call from your home to someone else's home*
- *Ability to quickly make a list of items*



Looking towards the Future
Toffler's Maxim is Likely to be Fulfilled

Cloud Computing
Ambient Intelligence

Cloud Computing Example



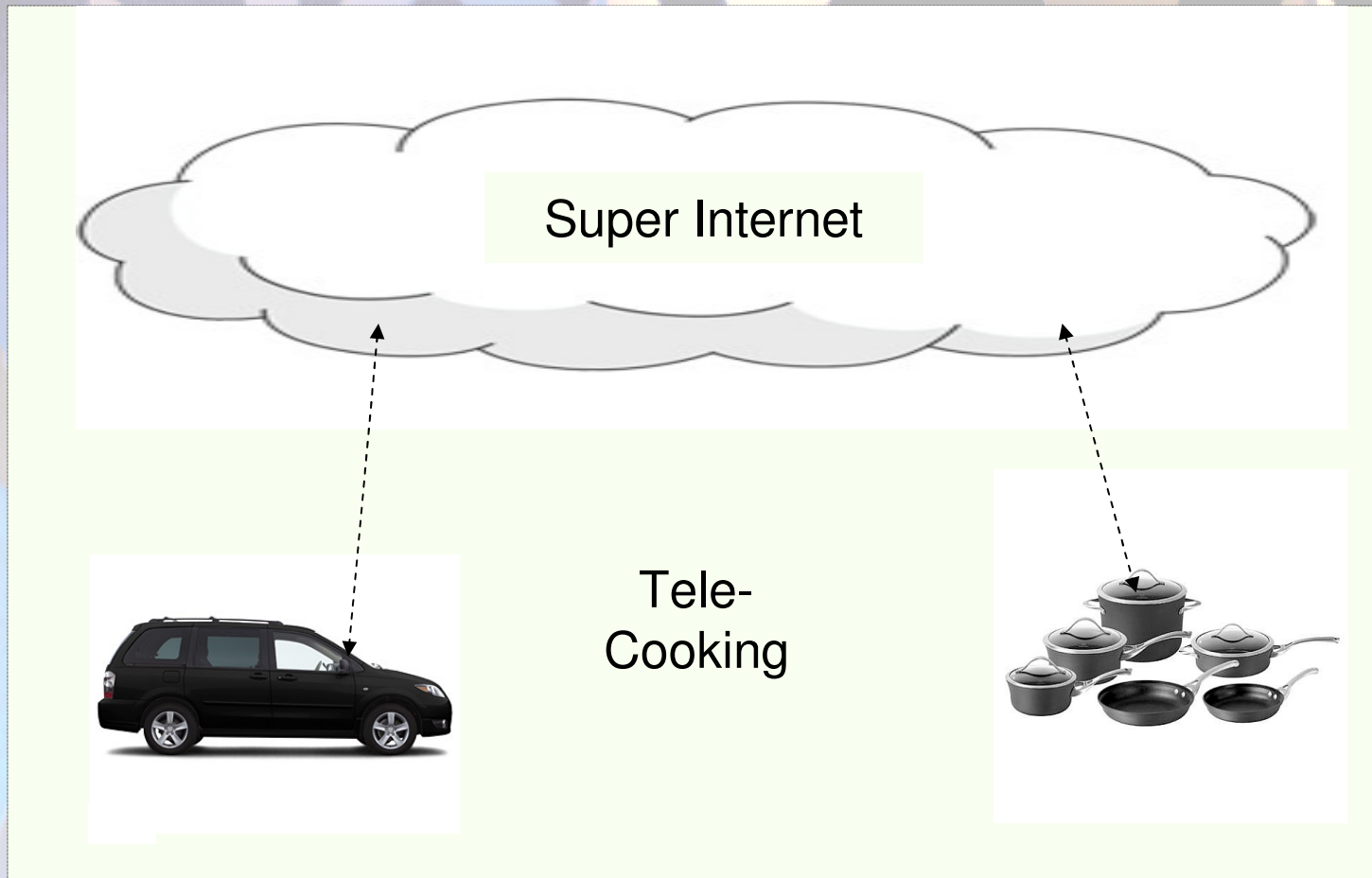
Anywhere on Earth

Example of Ambient Intelligence

Easy Pass



Example of Ambient Intelligence Combined with Cloud Computing



Social networks, blogs and Twitter: phenomena of the Information Age

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The "backwards, forwards and
sideways" changes of ICT



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Social networks, blogs and Twitter: phenomena of the Information Age

How do the papers in **ETHICOMP 2010** view social networks against Toffler's maxim?

- Social networking and the perception of privacy within the millennial generation
 - Andra Gumbus, Frances S. Grodzinsky and Stephen Lilley
- Employing social media as a tool in information systems research
 - M.J. Phythian, N.B. Fairweather and R.G. Howley
- The Twitter revolution
 - Wade L. Robison
- An examination of the impact of ICT, particularly social networking, on the education and experiences of young people of secondary statutory school age
 - Anne Rogerson
- The social and ethical implications connected with the development of social networking websites
 - Janusz Wielki

Social networks, blogs and Twitter: phenomena of the Information Age

	Gumbus et al	Phythian et al	Robison	Rogerson	Wielki
2010 Forwards	Use beyond socialising to seek advice and professional development	Collective intelligence Interactive collaboration Speed of communication	Gain in publicity Citizen empowerment and voice	Breaking down barriers Cross cultural interaction Enhance social intercourse	Business usage opportunities Consumer empowerment
Backwards		Self selecting participants	Loss of privacy	Platform of harming children Stilt social intercourse	More detailed consumer profiling Applicant profiling
Sideways	Little change in privacy and property attitudes	Lack of universal access	Continued ignorance of impact of speed of change		Little change in the issues of aggressive marketing

Change is non linear

Progress and ICT?

- What is progress?
 - Sustain and promote ‘societal’ core values through fit for purpose technology
 - (A) It is not:
 - increased technological functionality per se
 - restrictive technology
 - exclusive technology
 - (B) It is:
 - appropriate technological functionality
 - enabling technology
 - inclusive technology
- Is every route in Toffler’s maxim progress in the Information Age?
 - Forwards: implement B-type technology
 - Backwards: undo A-type technology
 - Sideways: neutral amoral applications

Challenges for the conference

- Think of concepts and applications as forwards, backwards or sideways changes.
- How can we identify and encourage forward changes?
- How can we anticipate and minimize backwards changes?
- Are sideways changes wasting our time and resources?

- Enjoy the **ETHICOMP sardana!**
- Realise the **ETHICOMP castell!**
- Help to ensure we are progressing, albeit moving forwards, sideways or backwards!

