Zeitgeist and data: the danger of innovation

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DATA RELATED CONSIDERATIONS

GENERAL CONSIDERATIONS

STEP THREE

ACCESS

DATA ACCESS & RIGHTS OF THE SUBJECT

PERSONALIZATION

ANONYMIZATION

SOURCE

ALGORITHMS

INFORMED CONSENT

RISK

PRIVACY

TRANSPARENCY/ ALGORITHMICITY

ACCOUNTABILITY

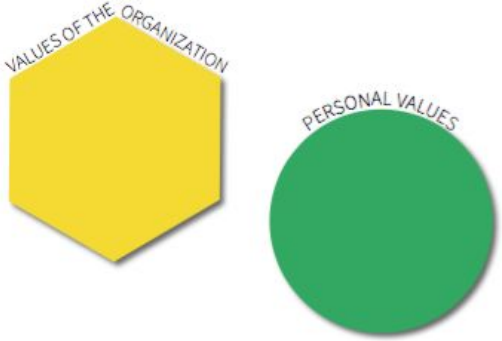
STEP TWO

STEP ONE

START

D R E M O T E D A

The Data Ethics Decision Aid (DEDA) is a data-ethical impact assessment process developed by the Utrecht Data School (Utrecht University, NL). DEDA Remote is an adaptation of the DEDA Toolkit and was developed with the aim of making DEDA available online. DEDA Remote enables DEDA workshops to be held remotely.



START

PREPARATION

It is recommended that you watch the **introductory video** before you start using DEDA Remote. DEDA is supplemented by the **DEDA manual**, which provides additional information about the questions on this document and further background information regarding different ethical orientations.

Materials can be found at **https://dataschool.nl/en/deda/**.

STEP ONE

Discuss the **three most important values of the organization** and write them in the yellow box provided. If necessary, use a vision paper describing the values of your organization. Write down a **personal value for each participant** in the green field provided.

STEP TWO

Go through the questions and answer them in the text boxes provided. In addition, create an **action point** for each question that cannot be answered directly and write it down next to the

5 years of ethical deliberation

- 80+ organizations, most of which local governmental institutions;
- Range of very different data project, from image recognition to risk prediction;
- Interdisciplinary project teams;
- Different organizational values, i.a. depending on political colour of city council;

And… LOTS of DATA!

DEDA as research tool

DEDA has a dual function:

- For the external organization, it functions as an impact assessment for data projects that facilitates deliberation and documentation (hopefully leading to more accountability and awareness).
- For us, it provides valuable insights into the values, practices, capacities and tensions when it comes to dealing with data.

With DEDA, we collect field notes to gain insight into how datafication shapes society. We identify patterns and pitfalls.

Observations

- Lack of (the right) expertise;
- Data literacy (leading to outsourcing);
- Responsibility gap;
- Civil servants are well-equipped to discuss the common good;
- When ethics becomes a box to be ticked, it loses its value;
- The Zeitgeist apology

Siffels, L.; van den Berg, D.; Schäfer, M.T.; Muis, I. (Forthcoming)

Zeitgeist Apology

‘‘We just have to get through it’’

‘‘you just need [to do] this’’

‘‘everybody does it’’

‘‘Toys for the boys’’

It is a *‘‘system-jump’’*

Zeitgeist Narrative

- “Progress’ is an inevitability
- Valuing innovation above other values
- Invokes a sense of haste
- Invokes a sense of powerlessness

Whose narrative?

Political competiteveness.

One participant said, when asked what possible advantages the project could have:

"*To score politically. The political image is the municipalities' number 1 priority. The municipality wants to score with these kinds of data-projects.*"

"*An ethical dilemma is: the output of the project versus the eagerness to start the project*"

Powerlessness is pernicious

Precludes ethical deliberation: ‘‘*It will happen anyway*’’

Public outrage as an inevitability: “*You are never really popular*”

Conceptual frameworks

Technocratic way of thinking

Industrial and project repertoires

Innovation delusion

Gender- dimension (toys for the boys)

Technosolutionism

Future outlook: Lotje’s two cents

- More attention for the democratic character of ethical deliberation
- Growing appreciation of maintenance work
- Large dependence on external parties and on big tech

Future outlook: Iris' two cents

- Data ethics/digital ethics will become increasingly relevant;
- Due to the forthcoming EU regulation on AI, 'doing data ethics' will lose its voluntary character;
- Codifying ethics will be challenging: aiming for demanding 'proof' of elaborate ethical deliberation will have more success imo;
- Coming up: Fundamental Rights & Algorithms Impact Assessment (FRAIA). Now only available in Dutch as Impact Assessment Mensenrechten en Algoritmes.

Your two cents

- What is your opinion on ethical innovation?
- How do you deal with (clashing) public values within your data research?
- …