



Engaging Content
Engaging People

Balancing Data Value and Societal Value

Dave Lewis

Deputy Director ADAPT Centre

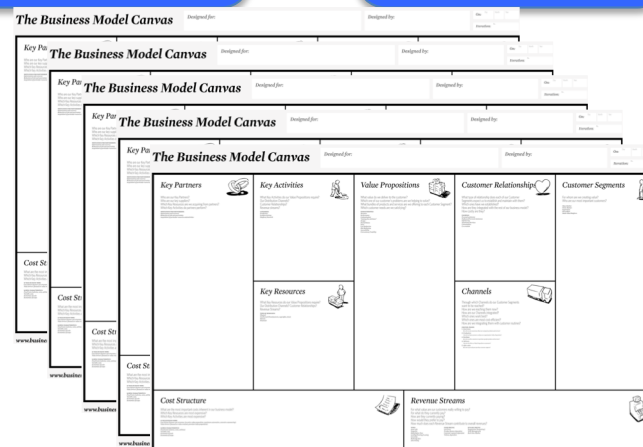
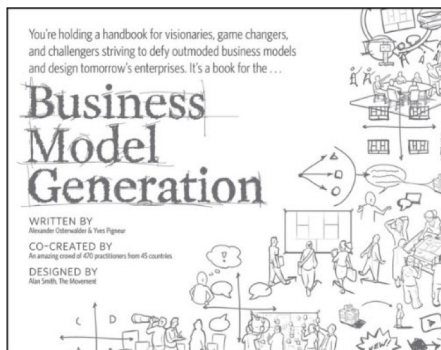
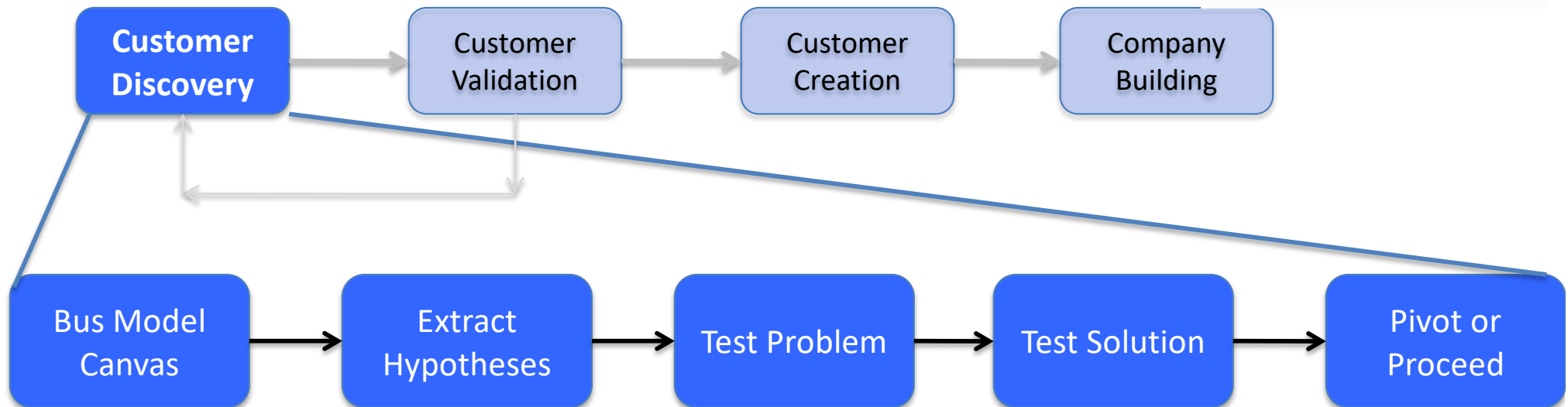
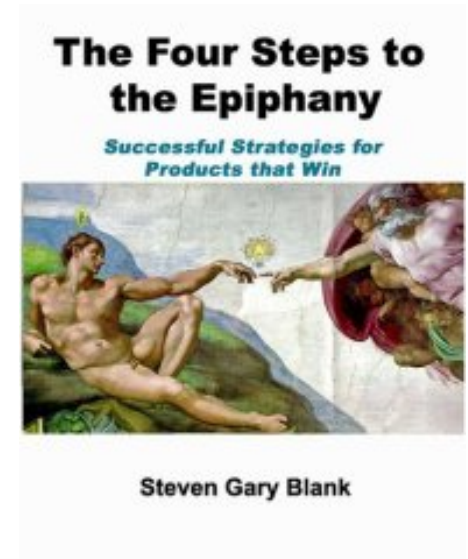
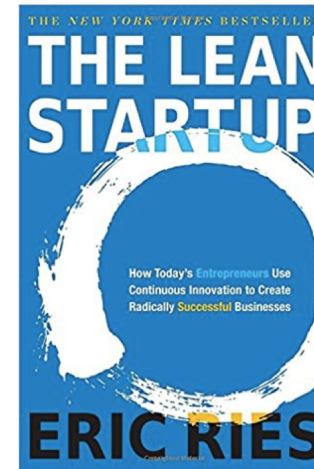
Trinity College Dublin

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Data Hungry Innovation Methods

The Customer Development Process



How to make ethics
part of the
process?

Getting it Wrong

Facebook, Inc. Common Stock

NASDAQ: FB - Mar 28, 6:15 AM EDT

152.22 USD ↓ 7.84 (4.90%)

After-hours: 151.38 ↓ 0.55%

Facebook's share price peak





**Learning to trust artificial
intelligence systems**
Accountability, compliance and ethics
in the age of smart machines

IBM

Dr. Guruduth Banavar
Chief Science Officer, Cognitive Computing
Vice President, IBM Research



Growing Interest in Research and Innovation Ethics

www.adaptcentre.ie

Institutions:



UNIVERSITY
OF TWENTE.

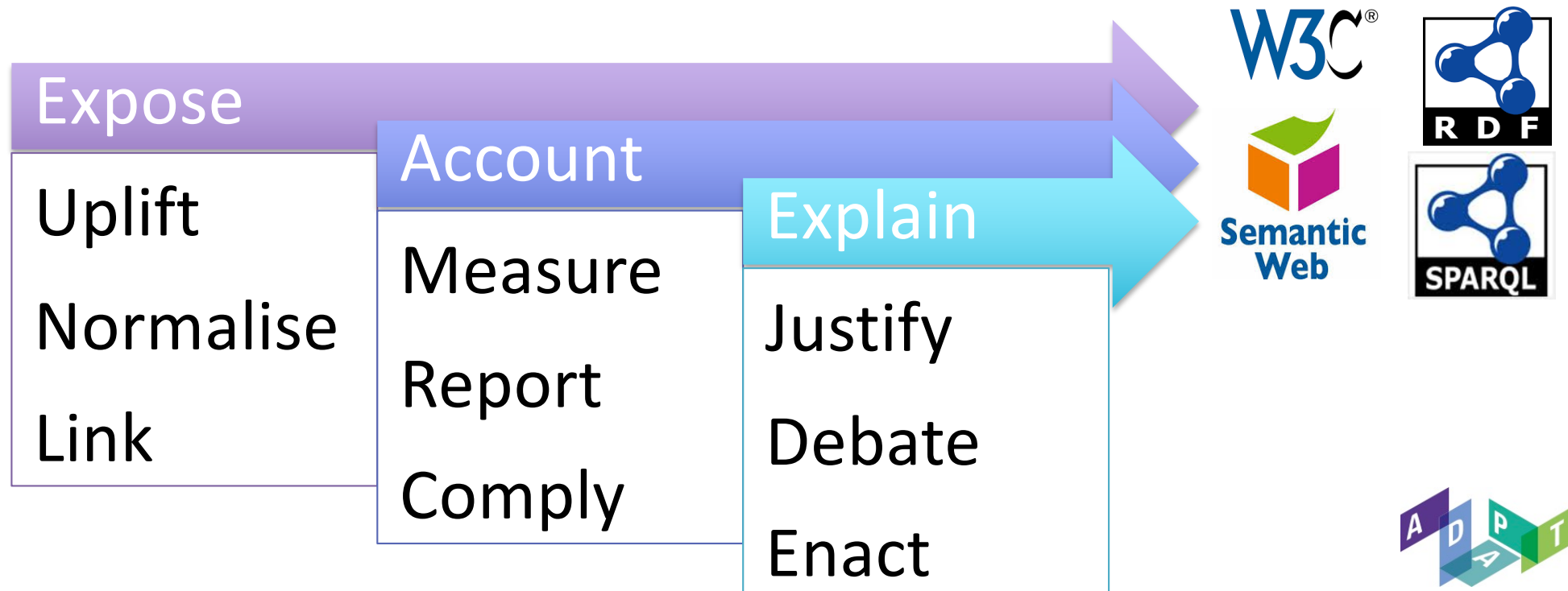
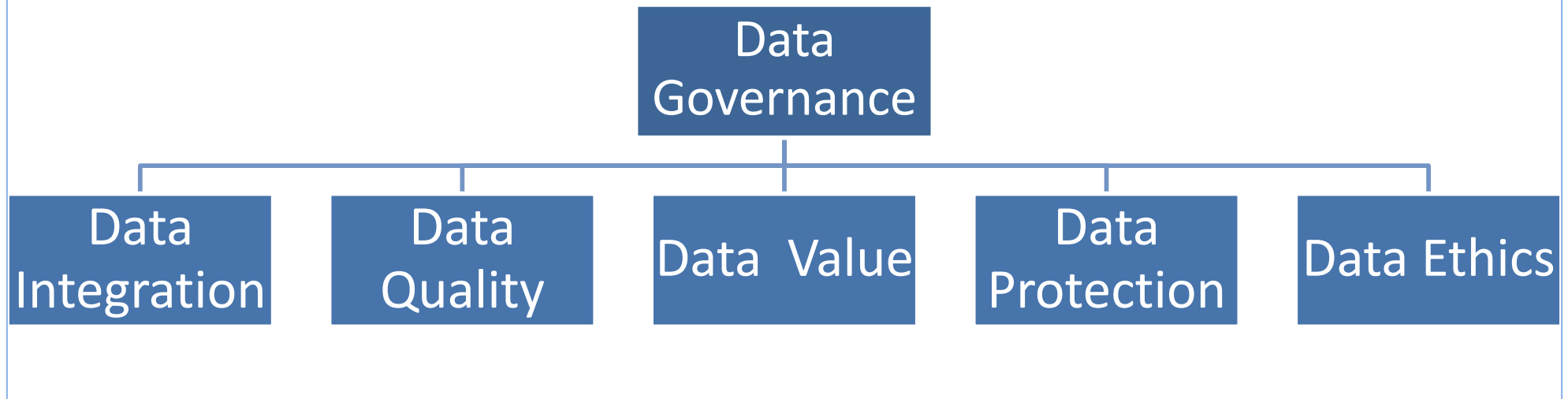


Projects:

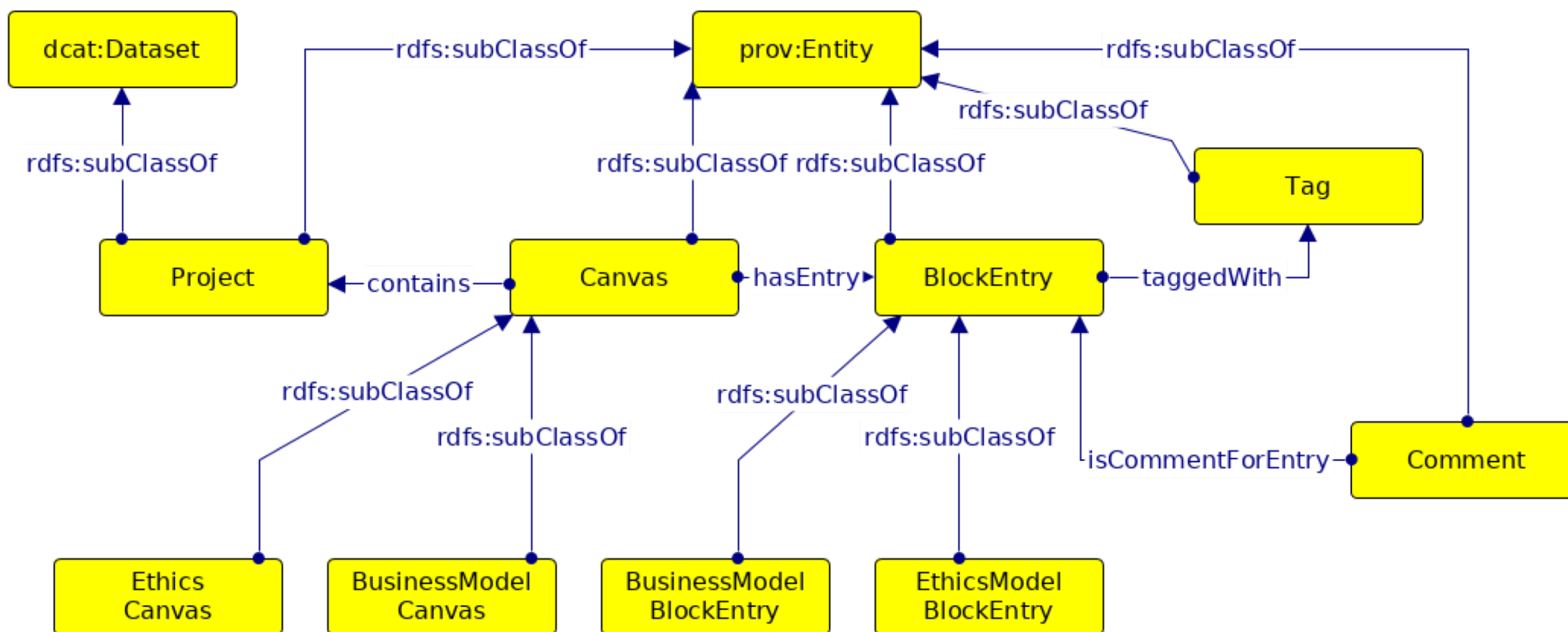
FuturIoT

sienna.





Individuals affected Who use your product or service? Who are affected by it's use? Are they men/women, of different ages, etc.?  1	Behaviour How might people's behaviour change because of your product or service? Their habits, time-schedules, choice of activities, etc.?  3 Relations How might relations between people and groups change because of your product or service? Between friends, family-members, co-workers, etc.?  4	What can we do? What are the most important ethical impacts you found? How can you address these by changing your design, organisation, or by proposing broader changes?  9	Worldviews How might people's worldviews be affected by your product or service? Their ideas about consumption, religion, work, etc.?  5 Group Conflicts How might group conflict arise or be affected by your product or service? Could it discriminate between people, put them out of work, etc.?  6	Groups affected Which groups are involved in the design, production, distribution and use of your product or service? Which groups might be affected by it? Are these work-related organisation, interest groups, etc.?  2
Product or Service Failure What are potential negative impact of your product or service failing to operate or to be used as intended? What happens with technical errors, security failures, etc.?  7		Problematic Use of Resources What are potential negative impacts of the consumption of resources relating to your project? What happens with its use of energy, personal data, etc.?  8		



PROV-O

- Track changes over iterations of canvas
- Track multi-stakeholder engagement in a canvas

DCAT as basis for sharable data

