

# Digital Personhood Research Landscape (Impact)

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6-7 March 2014

Release 001

## Meeting Details:

[www.well-sorted.org/explore/FirstDigitalPersonhood](http://www.well-sorted.org/explore/FirstDigitalPersonhood)

## Digital Personhood Details:

[www.digitalpersonhood.org](http://www.digitalpersonhood.org)



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# Introduction

The first Digital Personhood Network Meeting took place on the 6th & 7th of March 2014 with keynote presentations from Research Council staff, Professor Chris Hankin and Laura Hood from The Conversation, as well as updates on the five Digital Personhood sandpit projects.

**This document contains the feedback from the impact activities breakout sessions and is supplementary to the main Digital Personhood Research Landscape document, which is available at the following link:**

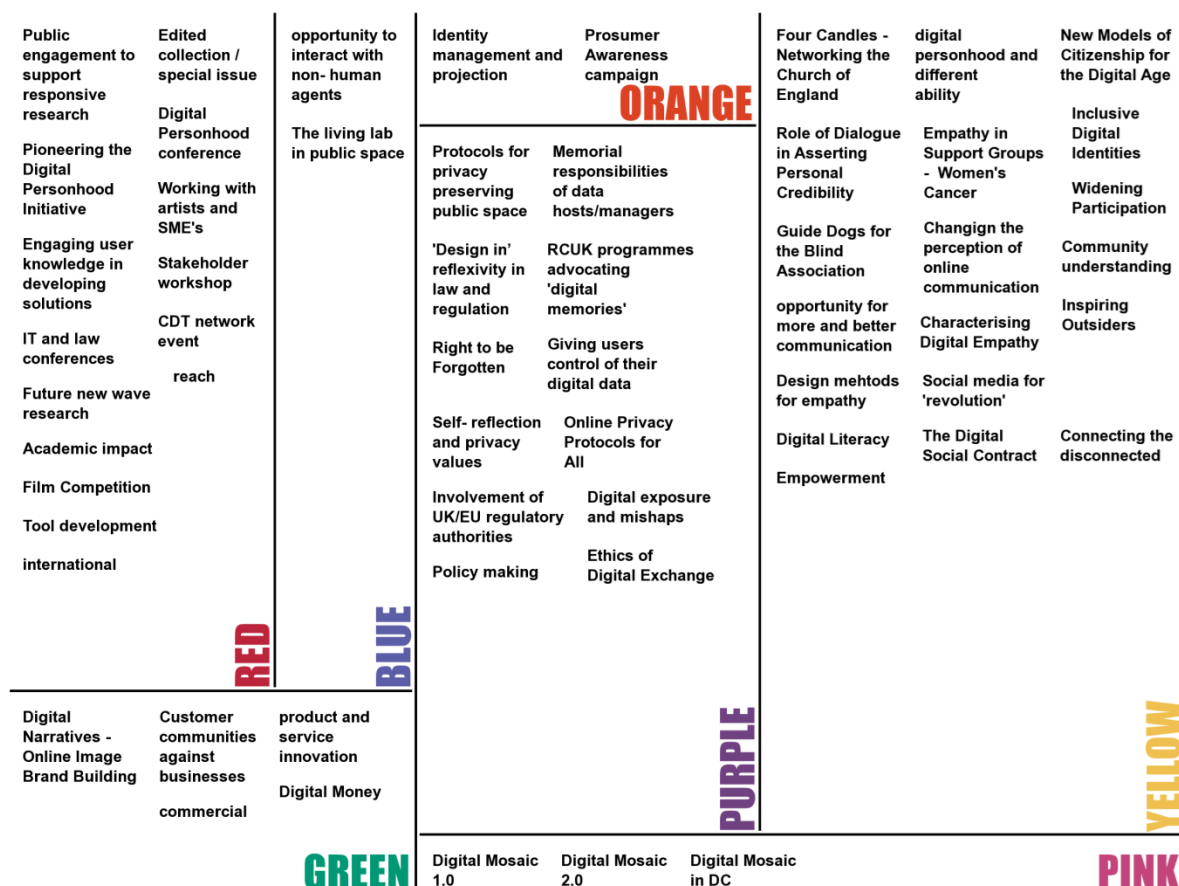
<http://www.digitalpersonhood.org/meetings/dpnm-mar2013.php>

For further information contact Prof Mike Chantler (m.j.chantler 'at' hw.ac.uk) or see reference [1].

# Digital Personhood Research Landscape

## Impact

This level was created by the community before the meeting using simple crowdsourcing techniques.



On the second day delegates chose one of the above groups to join and develop feedback on the impact activities listed above. The output from the groups is shown on the following pages.

## Red Impact Activities

Public engagement to support responsive research	Edited collection / special issue	Future new wave research
Pioneering the Digital Personhood Initiative	Digital Personhood conference	Academic impact
Engaging user knowledge in developing solutions	Working with artists and SME's	Film Competition
IT and law conferences	Stakeholder workshop	Tool development international reach
	CDT network event	



## Impact Feedback

Suggested Title: How do we increase impact of our research?

- Need to recognise impact audiences and different strategies to reach them e.g. practitioners, policy makers, government.
- Within defined groups we can involve them in research from the start – even to the point of asking them to contribute to research design – raises opportunities for impact, they are “hooked”.
- Others are less accessible to us. Could RCUK provide a match – making service / database?
- Our priority is doing the research. We’ve not necessarily skilled / interested in marketing it.
- We need help of journalist / skilled designers – can we have a database / list?
- Sandpits are useful in helping us appreciate where our work could have impact.
- Suggestion – this network organises specific event / activities directed towards increasing impact of the Digital Personhood projects.
- Suggestion – taking research into schools.
- We need to know that Impact activity costs will be funded. What will peer reviews say if large budget is proposed?

## Purple and Orange Impact Activities

Identity management and projection		Prosumer Awareness campaign	
		<b>ORANGE</b>	
Protocols for privacy preserving public space	Memorial responsibilities of data hosts/managers	Self- reflection and privacy values	Online Privacy Protocols for All
'Design in' reflexivity in law and regulation	RCUK programmes advocating 'digital memories'	Involvement of UK/EU regulatory authorities	Digital exposure and mishaps
Right to be Forgotten	Giving users control of their digital data	Policy making	Ethics of Digital Exchange
		<b>PURPLE</b>	

### Impact Feedback

Suggested Title: Policy Impact Testbed

- Policy struggles to keep pace with the reality of the Digital Economy - speed, geography, different legal regimes, etc. We need to model the processes of the DE with a Policy interest. By being able to model the DE we can introduce scenarios which would enable testing of different policy interventions.
- Impact on Policy -> Channels to policy – making because of rapid changes. No national topography for implementation.
- A United Nations (UN) for Digital Economy?

## Green and Pink Impact Activities

Digital  
Narratives -  
Online Image  
Brand Building

**GREEN**

Customer  
communities  
against  
businesses  
  
commercial

product and  
service  
innovation

Digital Money

Digital Mosaic  
1.0

Digital Mosaic  
2.0

Digital Mosaic  
in DC

**PINK**

### Impact Feedback

- Coding: context analysis / building the brand of the individual.
- Digital mosaics 3.0: collating managing ubiquitous systems outputs.
- Design new digital experiences.

## Purple Impact Activities

**Protocols for  
privacy  
preserving  
public space**

**Memorial  
responsibilities  
of data  
hosts/managers**

**Self- reflection  
and privacy  
values**

**Online Privacy  
Protocols for  
All**

**'Design in'  
reflexivity in  
law and  
regulation**

**RCUK programmes  
advocating  
'digital  
memories'**

**Involvement of  
UK/EU regulatory  
authorities**

**Digital exposure  
and mishaps**

**Policy making**

**Ethics of  
Digital Exchange**

**Right to be  
Forgotten**

**Giving users  
control of their  
digital data**

**PURPLE**

## Impact Feedback

- Consistent international legislation on privacy plus data ownership.
- Clarify issues of data ownership vs. data access via the media, to inform the public e.g. The conversation website. (Public engagement communication. Quality of life & knowledge economy).
- Run stakeholder workshop with policy makers at local plus government level to inform policy and expand who understands issues (policy).
- Collaboration with Digital Personhood Network to refine our own understanding & concept development, & maturation of ethical approaches to Digital Personhood. Feeding this back to funders (Skills, training, techniques).



## Yellow Impact Activities

Four Candles - Networking the Church of England	digital personhood and different ability	New Models of Citizenship for the Digital Age	Design mehtods for empathy  Digital Literacy
Role of Dialogue in Asserting Personal Credibility	Empathy in Support Groups - Women's Cancer	Inclusive Digital Identities  Widening Participation	Empowerment  Social media for 'revolution'
Guide Dogs for the Blind Association	Changign the perception of online communication	Community understanding	The Digital Social Contract
opportunity for more and better communication	Characterising Digital Empathy	Inspiring Outsiders	Connecting the disconnected  <b>YELLOW</b>

## Impact Feedback

Suggested Title: Mechanism for real impact

- Engagement with the community through trust and empathy, open curiosity (in their physical place or online).
- Personal research embedding in the community.
- Long term engagement (funding).
- Creating funding opportunities in the work programme for this kind of engagement. As it takes a lot of time.
- Engage with agents within the community.
- Focus on connecting within stakeholders / recipients of research.

## Appendix A - Crowdsourced Terms

Below are all of the (full) research topics crowdsourced from the Digital Personhood community prior to the meeting. The short labels were provided by the Digital Personhood Investigators to aid manipulation in the grouping interface.

Group Colour	Group Members	Description
Red	Digital Personhood conference	Bringing together the findings of all DP network projects for presentation to and consultation with key stakeholders.
	Edited collection / special issue	Consolidating outcomes of the projects to establish a definition of Digital Personhood and the research terrain.
	Academic impact	Computer Vision and Machine Learning - advances in large-scale concept inference. HCI -ethnographic & experience-centred design methods developed, plus insights gained through new'research through design' methodology for studying the Dig Lifespan.
	CDT network event	In conjunction with the new 'My Life in Data' CDT at University of Nottingham, impacting on next generation of researchers.
	Stakeholder workshop	We will be running a workshop in 2015, engaging with stakeholders including educators, policymakers and legislators, to extend knowledge and insight into issues surrounding ownership and management of the Digital lifespan.
	IT and law conferences	engaging the IT industry and legal circles
	Pioneering the Digital Personhood Initiative	Impact from substantiating and communicating to a global audience to build a legacy as an informed chronicle with unique authoritative insights that could act as a reference for others.
	Future new wave research	Project spaces for young scholars to lead their own initiatives driven by user-engagement and societal impact. Build this into digital personhood research training.
	Film Competition	Our film competition will provide an aesthetic and cultural basis for understanding the ways that we might edit our online selves - will have impact on the film and media community
	Working with artists and SME's	We have a program of impact workshops over the life of the project which bring together researchers, artists, SME's and policy makers
	Public engagement to support responsive research	Facilitate public events that gauge a wide range of expectations from current practice, to promote and sustain responsive, socially relevant research, that contributes to enhancing users quality of life

	Engaging user knowledge in developing solutions	Apply a learning-based approach to acknowledge alternative understandings and nurture capacity-building, that lead to new design rules and integrate multiple approaches to solutions
	reach	cross disciplinary applications
	international	cross cultural applications
	Tool development	Development of technology to promote awareness of the Digital Lifespan to individuals, and through reflection on narrative visualizations of their DL, empowering users to manage the way in which they are (or will be) represented online.
Blue	The living lab in public space	Creating an instrumented public space (with the capacity to do tracking and remote emotion sensing) in which we can look at interactions between people and robots
	opportunity to interact with non-human agents	Digital personhood can facilitate interaction between people and objects or other elements, such as the 'network', or the 'community'
Green	commercial	access to data and findings
	product and service innovation	to support UK design industry and industry-academia collaboration and connection in a global digital economy
	Digital Money	If the Digital Economy is to work effectively, then its routines need to be free from distortion by those with the most money in it. Digital accounting could build in automatic re-distributive mechanisms to prevent over-accumulation.
	Customer communities against businesses	The wide spread of digital presence of people as well as companies makes very easy for customers to complain and distribute hate for a company in digital spaces where there are most visible by their 'funs'
	Digital Narratives - Online Image Brand Building	Creating an impact statement from embedding digital narratives in a pivotal role for online brand building.
Orange	Identity management and projection	Enabling the management/projection of a range of digital identities - across the social spectrum
	Prosumer Awareness campaign	Activities to engage the Prosumer with the project.
Purple	Digital exposure and mishaps	The lack of control that is coming with the expose to digital presence generates a futile environment for mishaps, wrong interpretations and misunderstandings
	Self-reflection and privacy values	Our work will help establish principles by which people would be prepared to share online information and implement these in an editing suite
	Protocols for privacy preserving	Working with privacy specialists to ensure that tracking and sensing capacities are also privacy preserving. Rolling this

	public space	out as best practice
	Online Privacy Protocols for All	Research to inform the central role of privacy in the evolving digital scenario where online visibility, accessibility and exposure cannot be simply treated as extensions of earlier situations but reflect totally new conditions for the developing self.
	Right to be Forgotten	Draft European Legislation: Article 17 of the European proposal for a General Data Protection Regulation in seeking a 'right to be forgotten and to erasure'
	Ethics of Digital Exchange	Physical exchange was mediated by a surrounding ethics of personal knowledge and social reinforcement of norms and expectations: paying one's dues! We need means to replicate the effects of these processes.
	Giving users control of their digital data	The ReelLives project will give individuals a means of interpreting and curating personal digital information into a narrative filmic medium using semantic search, dynamic selection, narrative structure and multi-media visualisation.
	RCUK programmes advocating 'digital memories'	Revisiting the ethical dimensions of the commissioning/design of these programmes in using the term 'memory'.
	Memorial responsibilities of data hosts/managers	Shaping universal guidelines for the handling of digital data that increasingly outlives its creator or publisher.
	'Design in' reflexivity in law and regulation	Generate significant insights into the current regulatory landscape; apply a new reflexive approach and recommend new governance pathways to remedy culture of caution and confusion
	Involvement of UK/EU regulatory authorities	Approach and talk with UK regulatory authorities, and with EU's where necessary
Yellow	Policy making	to support the citizen and the concept of citizenship in a digitally mediated society towards social inclusion
	Empathy in Support Groups - Women's Cancer	This trail develops after the 1st and 2nd to ensure a strong methodology is in place. We have full support of the UCL Cancer Group and are looking to build on the work of case studies 1 and 2.
	Characterising Digital Empathy	Creating a clear understanding of how empathy can be encouraged online and then disseminating these
	Design methods for empathy	Providing methods of how do go about designing systems for empathy
	Four Candles - Networking the Church of England	In March we are running the first trial of digitally communicating empathy to a church in Hackney, London. With access to prayer groups, digital candles (linked to Paypal) and EEG headsets the BBC have shown an interest in the early trial.

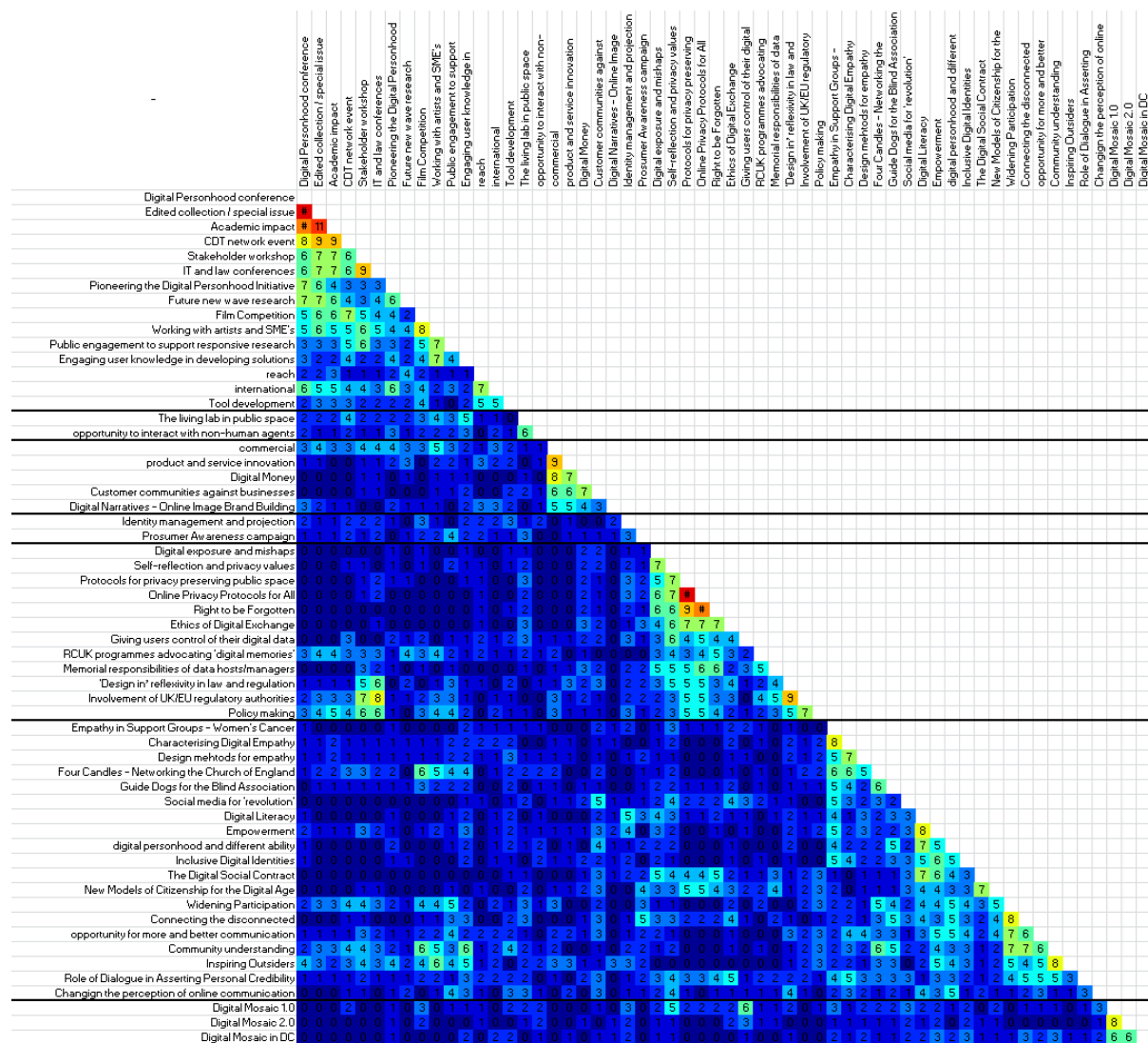
	Guide Dogs for the Blind Association	Working with the Future Cities Catapult we are exploring EEG applications and communication of empathy with the Guide Dogs Association, looking at exploring digital empathy with the partially sighted.
	Social media for 'revolution'	Although social media were made to bring people together socially through digital personhood, a number of other unpredictable uses have come about such as social revolutions in the middle east and cyber bullying
	Digital Literacy	to support self-empowerment, creativity and social inclusion through use of digital technology
	Empowerment	Democratization of knowledge - challenge to discourses of authority
	digital personhood and different ability	Empowerment of persons and groups who are considered as disabled, although they could be equally seen as different from the norm. How can digital personhood facilitate a better access of the social domain by such groups or persons.
	Inclusive Digital Identities	New priorities for empowerment stressing the importance of individual identities and their diverse components including gender, expertise and interests, focusing on innovation for all in a wide sense within and beyond economy.
	The Digital Social Contract	We are currently sleep-walking into a realm of digital slavery. If personhood is to retain any integrity or meaning then we need to define its boundaries and create effective means for their protection.
	New Models of Citizenship for the Digital Age	In the digital public sphere politics,culture,economy & social spheres are no longer separated in the ways they were in earlier analogue times.New models of citizenship recognize how digital developments associate and inter-relate these areas,their modes.
	Widening Participation	Breaking down barriers to inclusion/and widening type of participation/inclusion enabled
	Connecting the disconnected	Imaginative tools and techniques which can re-connect with the disconnected.
	opportunity for more and better communication	Power relationships in physical environments determine the character of communication between people. Access to advanced forms of digital personhood can offer opportunities for better communication to those who are disadvantaged in physical environments
	Community understanding	Our 'reel collections' should allow new insights into communities as they are constructed from semantic data and therefore completely searchable.
	Inspiring Outsiders	Inspiring outsiders to become more involved in our work and to benefit socially, maybe economically from the activities.
	Role of Dialogue in Asserting Personal	Building an impact statement from explaining and reinforcing the notion of 'Personal Credibility' given the growing

	Credibility	presence of unethical statements online and need for counteraction.
	Changign the perception of online communication	How do we change how people expect to interact
Pink	Digital Mosaic 1.0	Enabling people to take control over their online/social media life through better control over their digital footprints.
	Digital Mosaic 2.0	As more pervasive technologies become affordable and more commonplace (eg. Google glasses, LG Lifeband, Nike fuelband) we need to understand how these new technologies interact with our existing technologies to create our new integrated digital mosaic.
	Digital Mosaic in DC	Focusing on the developing countries, showing how social media might be used as a vehicle for capability development.



## Appendix B – Similarity Data

Each delegate was asked to sort the terms shown in Appendix A into groups using a web application. All of these groupings' data were then used to produce the similarity matrix shown below. Clustering was performed on this matrix in order to get 7 groups.

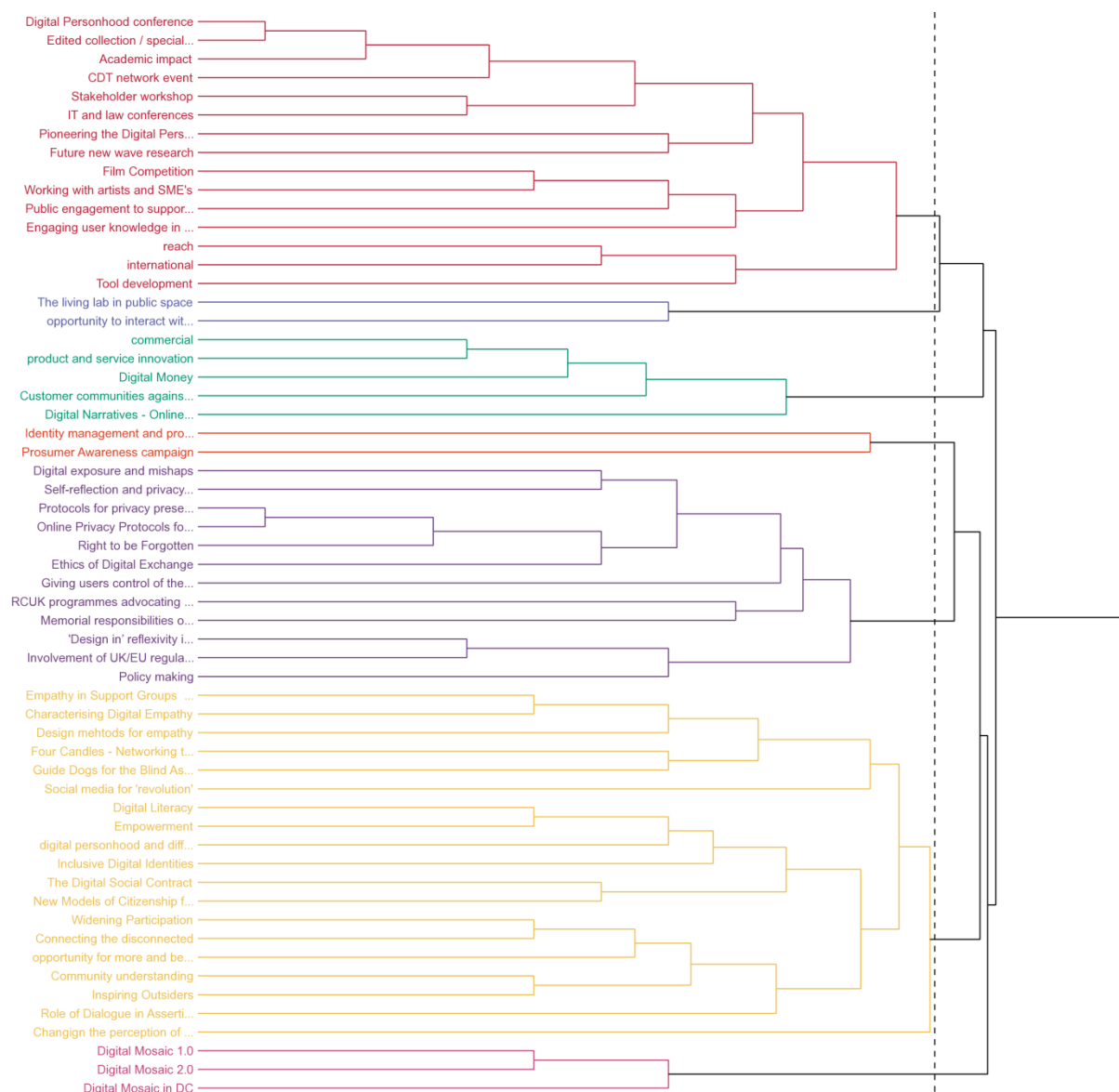


Clusters were generated using the Average Linkage Cluster Analysis algorithm.

## Appendix C - Dendrogram

A dendrogram (a type of tree diagram useful for displaying hierarchical clustering data) of the similarity matrix data shown above is provided below.

It allows interested readers to examine how close (or distant) the average participant thought that groups of terms were from each other. The closer two topics on the left join, the more similar participants thought they were.





## Appendix D - Meeting Agenda

### Day 1 – March 6

- 12:00 – 13:00 *Registration and lunch*
- 13:00 – 13:10 Welcome note by **Mike Chantler**
- 13:10 – 13:30 Icebreaker Session I
- 13:30 – 13:55 Digital Economy by **John Baird**
- 13:55 – 14:30 Keynote by **Chris Hankin**
- 14:30 – 14:45 *Tea and Coffee Break*
- 14:45 – 15:00 Icebreaker Session II
- 15:00 – 15:50 Digital Personhood Projects
- Digital Prosumer
  - Creating and Exploring Digital empathy
  - Charing the Digital Lifespan
  - Reel Lives: Personal Documentaries
  - Being There: Humans and Robots
- 15:50 – 16:15 *Tea and Coffee Break*
- 16:15 – 16:45 Digital Economy and ESRC by **Rachel Tyrrell**
- 16:45 – 17:15 Impact by **Laura Hood**
- 17:15 – 17:30 Icebreaker Session III
- 17:30 Close of day

### Day 2 – March 7

- 09:00 – 09:15 Objectives of the Day by **Mike Chantler**
- 09:15 – 10:15 Digital Personhood Research Landscape
- 10:15 – 10:45 *Tea and Coffee Break*
- 10:45 – 10:55 Importance of Impact by **John Baird**
- 10:55 – 11:45 Digital Personhood Impact
- 11:45 – 12:00 Closing Remarks
- 12:00 – 13:00 *Lunch*
- 13:00 Close of day

## Appendix E - References

- [1] Methven, T. S., Padilla, S., Corne, D. W., & Chantler, M. J. (2014, February). Research Strategy Generation: Avoiding Academic 'Animal Farm'. In *Proceedings of the companion publication of the 17th ACM conference on Computer supported cooperative work & social computing* (pp. 25-28). ACM.