



5.1 Questions

From the work we have undertaken around the world and the follow-on synthesis in this document, we can see that this project has perhaps raised as many new questions as it has provided conclusive answers. By the very nature of the interlinked topics of the value and role of data that are both currently undergoing substantial change across multiple sectors, this should not be a great surprise. While the previous chapter provided some conclusions from the research, we can also see further issues to be discussed.

To help provoke additional dialogue, especially related to the specific implications for various organisations, below we have suggested some questions that may be useful to initiate conversations. We have proposed ten questions each for individuals, for companies, and for governments.

Questions for Individuals:

1. How can education help us to navigate the internet and digital platforms, and engage with social media? Who is best placed to teach us?
2. How can we ensure that we have the skills needed to work in a digital age? Do we need to train or retain so we can actively participate in the digital economy?
3. How would you assess if your data is being valued fairly, when it is used in exchange for something else?
4. Is 'ownership' a useful/practical concept when it comes to certain types of data, such as personal data? If not, what alternative concepts can we use to replace it?
5. How can we become more aware of our individual rights and responsibilities online? Should citizens be more proactive in making decisions around how to gain value from their data?
6. Who can we trust most to manage our data? Why?
7. What do you think the most significant digital rights should be and should they vary dependent on culture and region?
8. Given that we live in an era of increased surveillance, does privacy matter? Is it possible to achieve?
9. Would you be prepared to pay for services in exchange for greater privacy?
10. Would you be happy for data about you to be shared for social causes?

Questions for Companies:

1. Organisations collecting and using large quantities of data can generate significant value for individuals, society, the economy, and for themselves. At the same time, however, they may create excessive concentrations of power and/or use the power they do have unfairly or inappropriately. How should these dangers best be addressed? By who?
2. Aside from ownership, what ways can we use to allocate rights, benefits, and responsibilities relating to data across stakeholders including governments, technology companies, multinational corporations, and individuals?
3. Is it possible to create a 'common language' where, across the world, key stakeholders all use the same terms and definitions to describe what is happening with data?
4. Is there sufficient understanding amongst policy makers to manage the transition to and the impact of digital technologies successfully? Can regulators better support digital literacy?
5. If it is impossible to deliver "informed consent" in any practical form, what should replace it?
6. How should these decisions be implemented and enforced?
7. If the momentum towards data sovereignty continues, will it be possible to ensure an international market for data?
8. What would encourage you to make your data sets available for public good? What constitutes 'good quality' open data?
9. Given the race to collect, store, and use data, and the commercial opportunities that this creates, how can businesses ensure that ethics are not sidelined? How can this incorporate the enormous variety in moral and ethical beliefs between different cultures?"
10. What does it take to be trustworthy?

Questions for Governments:

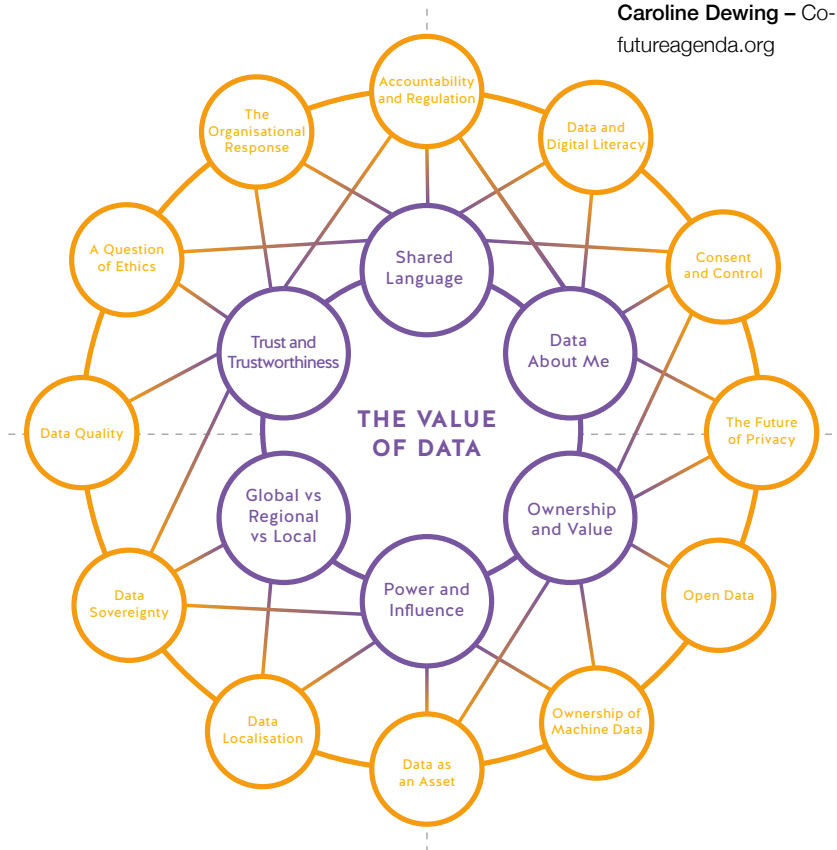
1. If a corporate entity is deemed to have too much power or to be exercising its power irresponsibly, what are the appropriate mechanisms for effective action?
2. How can government enable citizens to have a more active role in decisions around how to gain value from their data, either for themselves or for others?
3. When is it necessary/desirable for data to flow across national borders? What different rules should be applied to different types of data (e.g. personal, non-personal), and different circumstances and use cases?
4. How can/should disputes between different entities and jurisdictions (local, regional, global) relating to the collection and use of data be handled?
5. Which bodies, at what level (local, regional, global), are best placed to take a lead on the on this, and how can we ensure a) their legitimacy in the eyes of key stakeholders and b) their effectiveness?
6. What is the best way to address key stakeholders' concerns (e.g. the dangers of a new 'data imperialism', the risks that constrained data flows could undermine innovation and economic prosperity)?
7. Will IoT data have greater value if it is proprietary or open to all? How do you ensure clarity about what data should be opened up, for what uses, and by who?
8. How can we create a regulatory environment which encourages competition, while making information-intensive organisations more accountable for the data in their care?
9. New commercial sources of value are being created from public, academic, and government information, which are being used for private enterprise. Is it possible to limit the 'privatisation' of open data?
10. Do new innovations around AI and Machine Learning need a different form of governance and regulatory approach?

Context

Throughout 2018, Future Agenda canvassed the views of a wide range of 900 experts with different backgrounds and perspectives from around the world, to provide their insights on the future value of data. Supported by Facebook and many other organisations, we held 30 workshops across 24 countries in Africa, Asia, the Americas, and Europe. In them, we reviewed the data landscape across the globe, as it is now, and how experts think it will evolve over the next five to ten years.

The aim of the project was to gain a better understanding of how perspectives and priorities differ across the world, and to use the diverse voices and viewpoints to help governments, organisations, and individuals to better understand what they need to do to realise data's full potential.

From the multiple discussions 6 over-arching themes were identified alongside 12 additional, related future shifts as summarised in the diagram below.



Details of each of these, a full report and additional supporting information can all be found on the dedicated mini-site: www.deliveringvaluethroughdata.org

About Future Agenda

Future Agenda is an open source think tank and advisory firm. It runs a global open foresight programme, helping organisations to identify emerging opportunities, and make more informed decisions. Future Agenda also supports leading organisations, large and small, on strategy, growth and innovation.

Founded in 2010, Future Agenda has pioneered an open foresight approach bringing together senior leaders across business, academia, NFP and government to challenge assumptions about the next ten years, build an informed view and establish robust growth strategies focused on major emerging opportunities. We connect the informed and influential to help drive lasting impact.

For more information please see:
www.futureagenda.org

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