ETHICS IN END-USER ENGAGEMENT IN LSP

PHD. ANNA STÅHLBRÖST

Luleå University of Technology
Digitalization of society

- Digitalization is often viewed as the solution to societal problems
  - Human needs in focus to foster technological possibilities
  - Increase the digital divide
  - Creates unintended consequences
    - Energy saving solutions make people use more energy on other things
    - Social media as a huge influential factor on businesses and society
    - Augmented reality – e.g. Pokemon Go and family relations
    - Smart Phones creating car accidents, mobile zombies – new traffic solutions
    - Privacy enhancing tools that makes us more interesting to study
To avoid or know how to handle potential unintended consequences, involve the end-users 😊
End-user Engagement (What)

End-users contributing to smart city IoT solutions

- Giving input and ideas on how their situation can be improved with smart solutions
- Co-create smart city solutions
- Providing data by using smart city services/system
- Testing products/services – giving feedback
- Developing smart city solutions
- Engaging in policy making
Engaging end-users (Why)

- Get it right the first time
- Democratic right to have influence - Users are experts of their context
- Increased originality and number of ideas and solutions
- Multi-disciplinary groups think better – understand different perspectives
- Realistic expectations - Increased acceptance
- Develop users technical competence – empower and educate
- Balance power relations
Engaging end-users (challenges)

- End-users needs should drive innovation and growth
  - It is somewhat hard and demanding to engage end-users
  - Create visibility
  - Value of participating in research projects must be explicit
  - Find motivated end-users
  - Find representative end-users
  - Motivations and needs are a moving target
Large Scale Piloting

- Standards, scalability, flexibility and size
  - Reduces end-users’ possibilities to influence the design and development of technology
  - Requires solutions that are mature
  - Finding suitable pilot contexts
  - Responsibilities during and after pilots - liability
  - End-users more reluctant to use and install prototype technologies to the same extent
  - Technological lock-ins
What is the real space for re-design in the innovation that your end-users contributes to in a LSP?
Lessons Learned from EAR-IT

Challenging task to inform citizens about the ongoing research project and tests

Privacy aspects have great impact on the design of smart city solutions
Ethics in LSPs

- Data protection and privacy
- Equality and inclusion
- Give credit to participants
- Informed consent in LSP projects, what is the process of:
  - Inform about research goals
  - Possible negative effects
  - Possibilities to refuse participation or withdraw from the research, at any time, and without consequences
  - Their ability to understand what the project is about and potential consequences of it
- Good closure of the pilots – how?
What is the choice for end-users to use or being exposed to your solutions?

Are there affectees your need to consider?
End-user engagement and privacy - IoT Lab

- How to motivate end-users to contribute
  - Fun
  - Fame
  - Fortune
  - Fulfillment
- Interpret and make use of the data being collected
- Keep citizens privacy intact while engaged
- New technology leads to changes and we need to research and understand the potential change
Assess potential unintended consequences with end-users before moving to action
Thank You

Ass. Prof Anna Ståhlbrööst
Research Director at Botnia Living Lab
Luleå University of Technology
Anna.Stahlbrost@ltu.se

Phd. Marita Holst
Project coordinator U4IoT
General Manager at Botnia Living Lab
Luleå University of Technology
Marita.holst@ltu.se