

# Risk or Asset?

How to change people's recognition of personal information;  
Social-design approach using a metaphor of “bank”.

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# Jump!

- How to help people JUMP?



# Current situation

- I am always “tracked”.
- My privacy is almost gone.
- Governments should better control of Economic Operators.
- My personal information is the source of uncontrollable RISKS.



# Future or expected situation



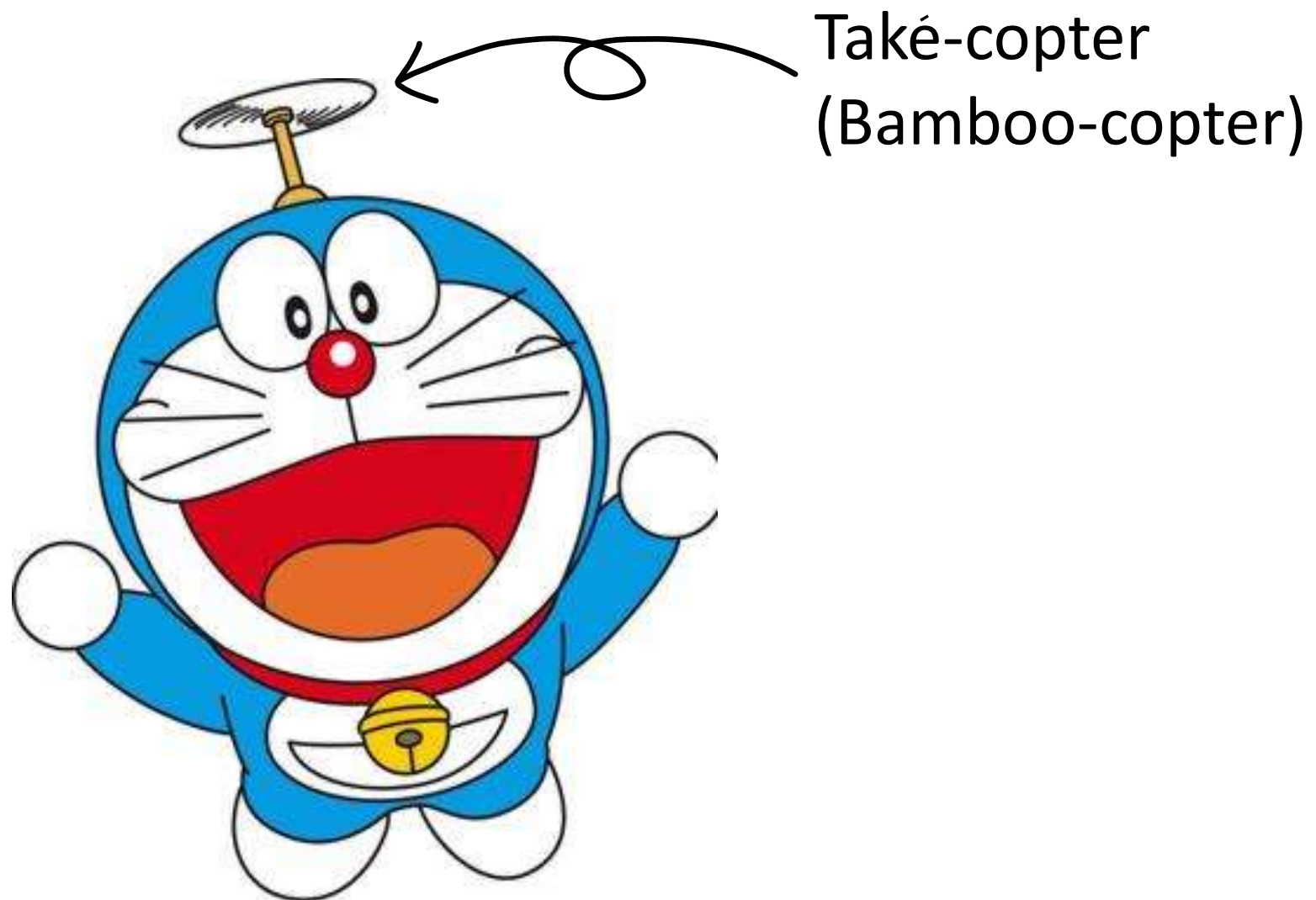
# What we believe important to help people jump.

- Secure and efficient data management
  - To prevent data leakage.
  - To facilitate data integration.
- Laws
  - Personal data protection
  - Data portability
- Use case
  - How personal data benefit you.

Only enablers.

If people do not want to, nothing happens.





Také-copter  
(Bamboo-copter)

How to motivate MORE people for the Jump?

Or

Accelerate to Change  
Recognition of Personal Information?





# When video games become an addiction

By Samantha Bresnahan and Will Worley, for CNN

🕒 Updated 1029 GMT (1829 HKT) January 6, 2016



Source: CNN

Addiction in the digital age 07:08

## Story highlights

Nearly 1 in 10 young gamers addicted to video games, according to research

**(CNN)** — Can video games be addictive?

One U.S. expert has no doubts.

[Douglas Gentile](#), a psychologist at Iowa State University, has been studying the subject for

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## Dr. Douglas Gentile

**Title:** Associate Professor

**Area:** [Social](#)

**Office:** W202 Lagomarcino Hall

**Phone Number:** 515-294-1472

**Email:** [dgentile@iastate.edu](mailto:dgentile@iastate.edu)

**Homepage:** <http://www.psychology.iastate.edu/~dgentile/>

**Laboratory:** [Media Research Lab](#)

**Other:** [drdouglas.org](http://drdouglas.org)

**Office Hours:** Mon 10:30-11:30, Fri 8:00-9:30, OBA



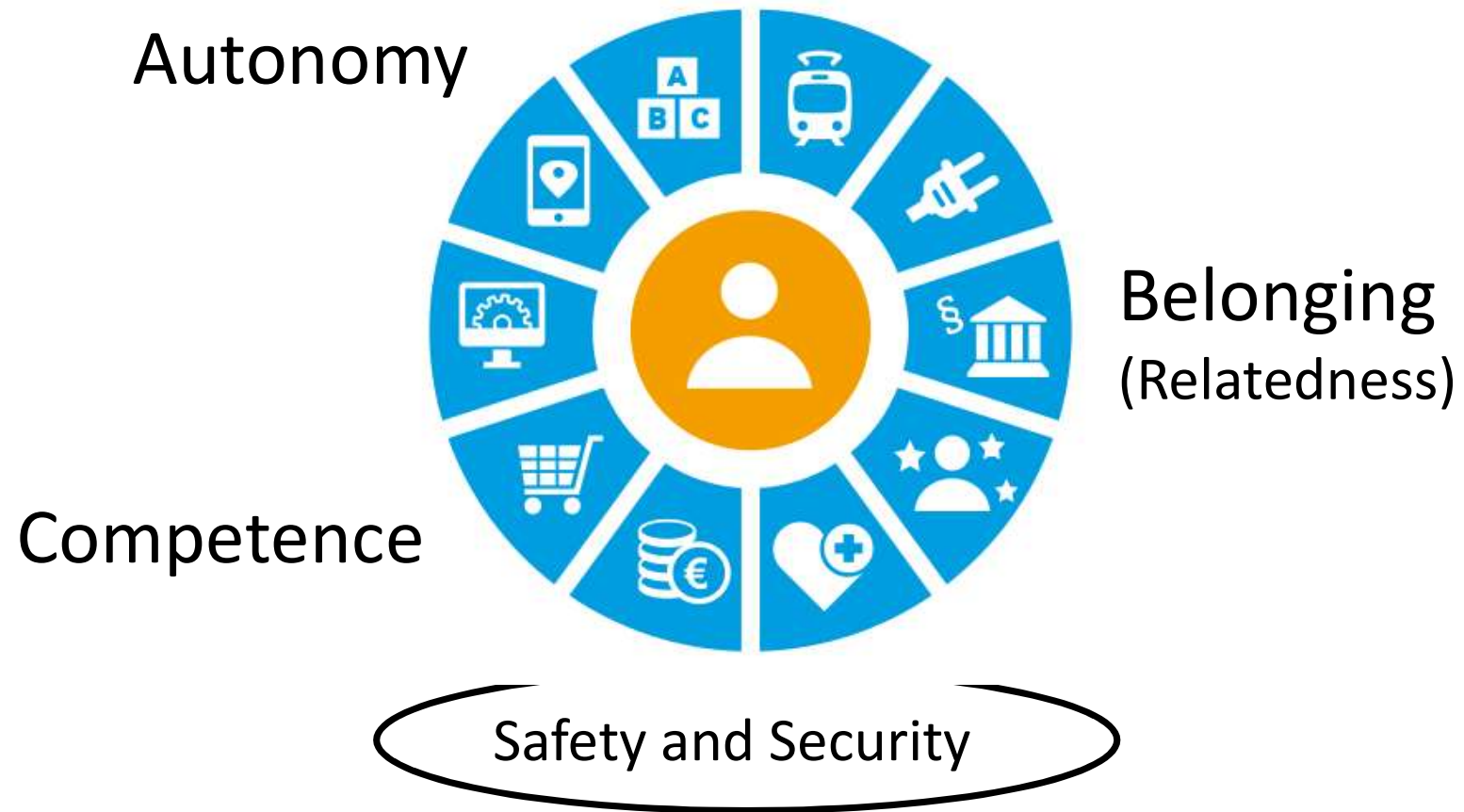
Douglas Gentile, Ph.D.



## Education:

Ph.D., Child Psychology

Institute of Child Development, University of Minnesota, 1998



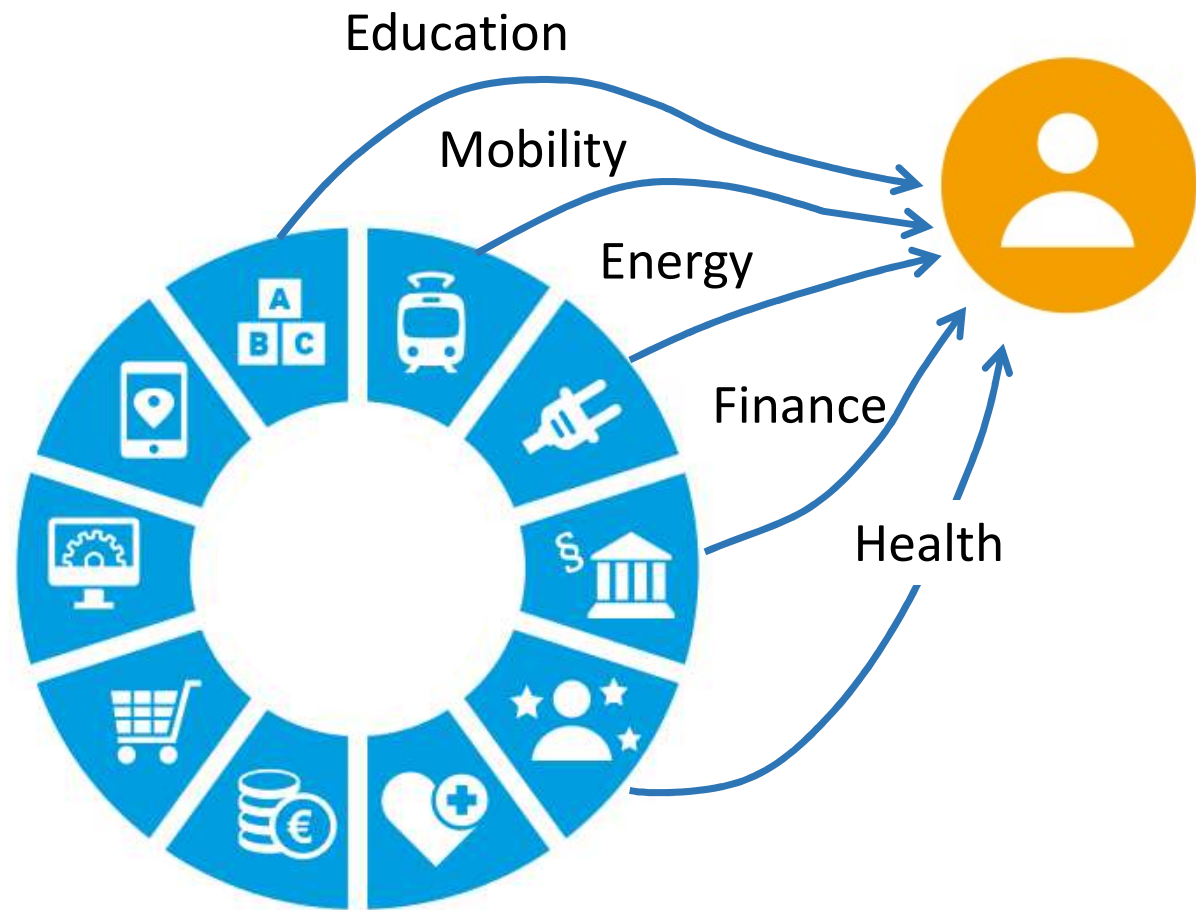


What will MyData  
do for me?

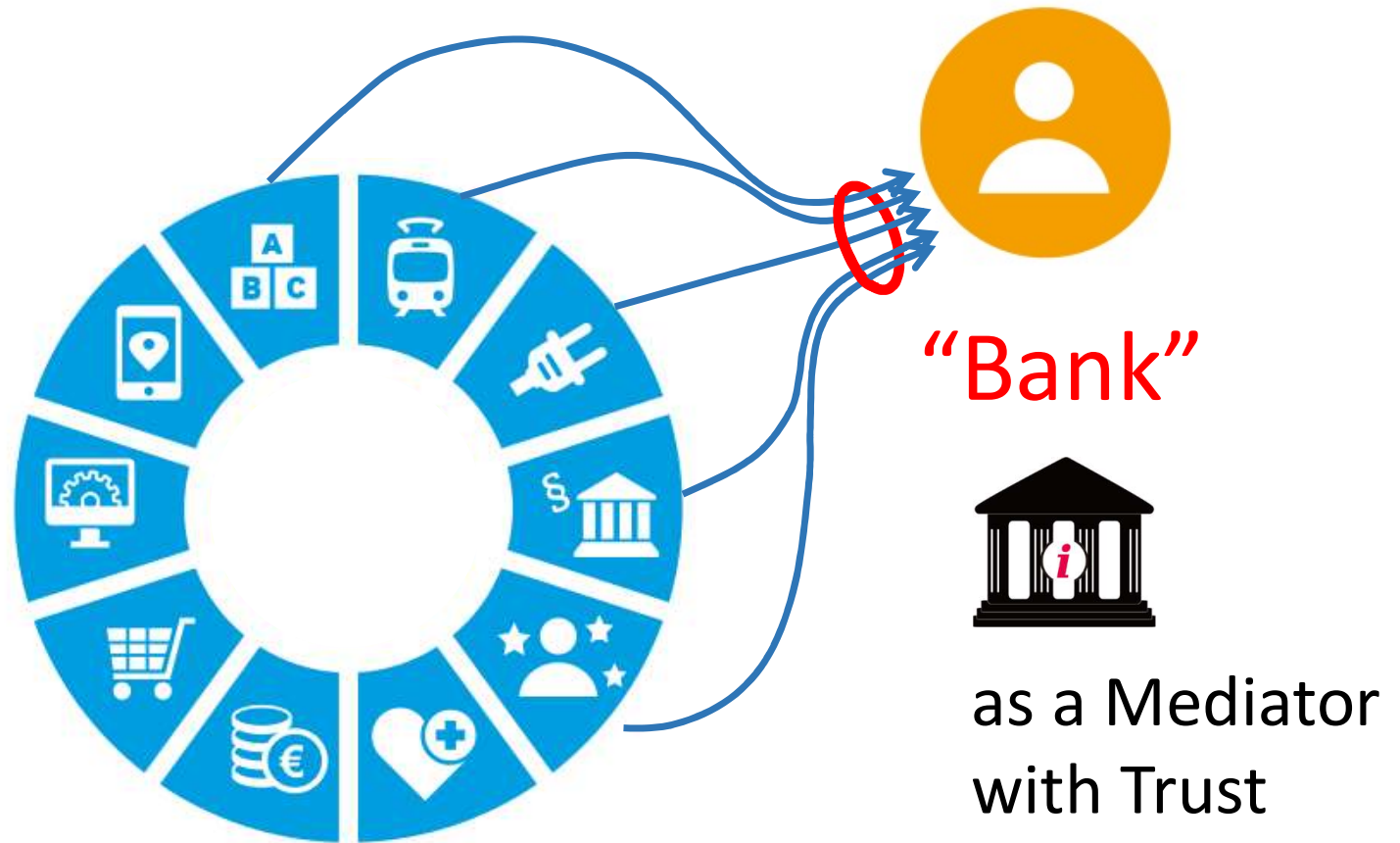


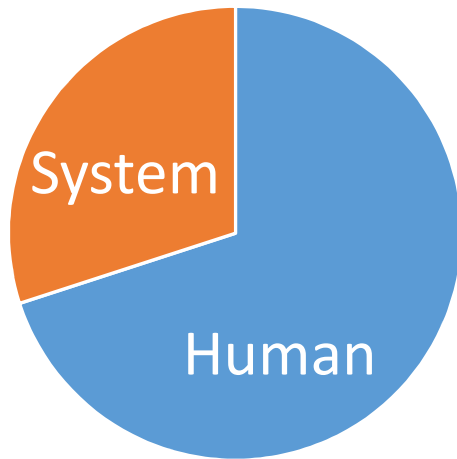
A Simple image of  
what MyData will do for you  
is Lacking!



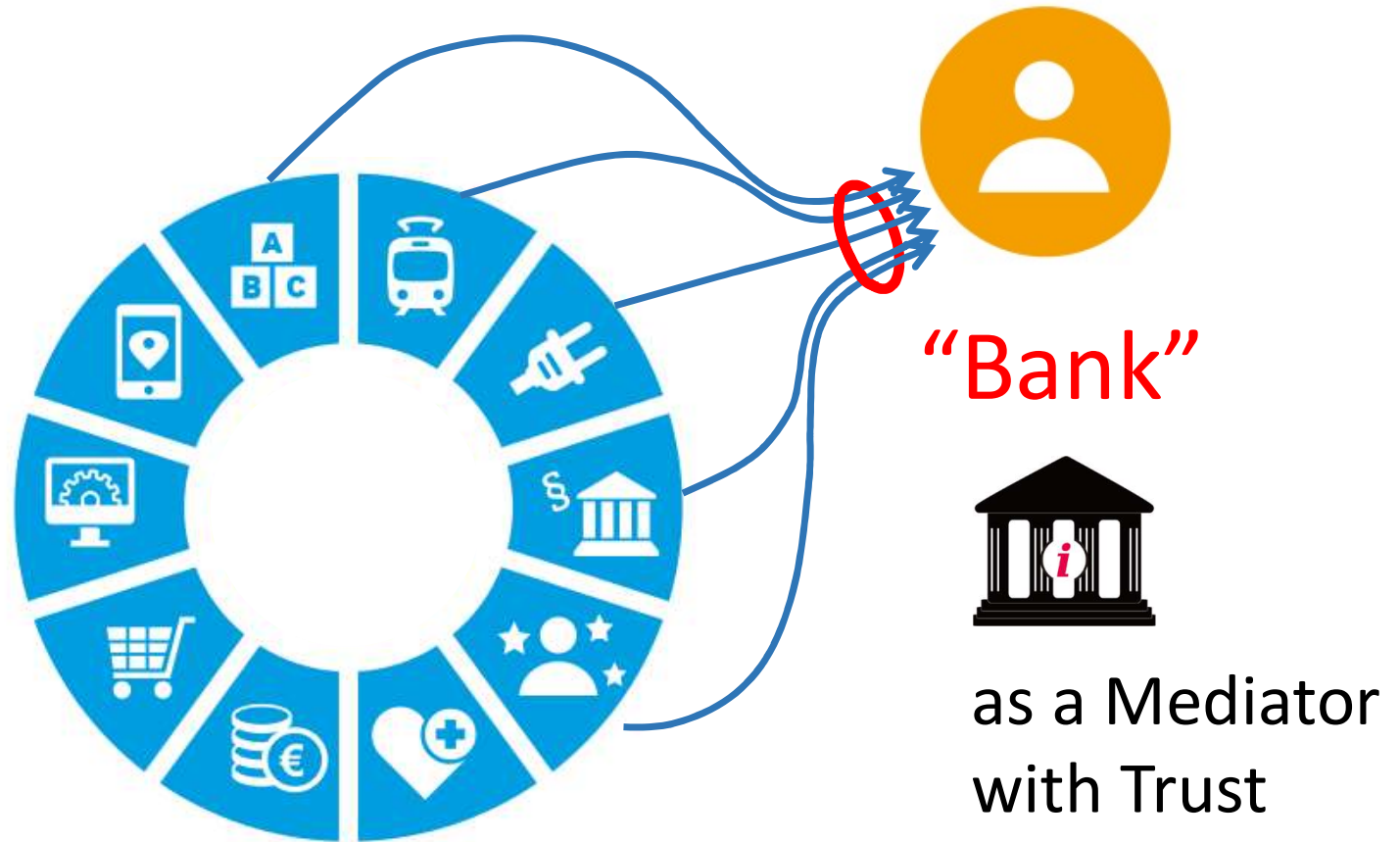
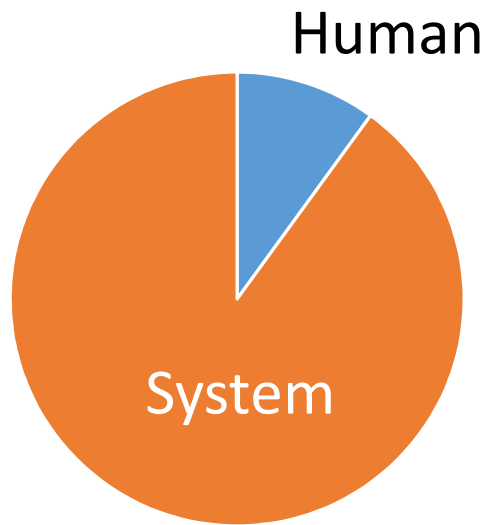


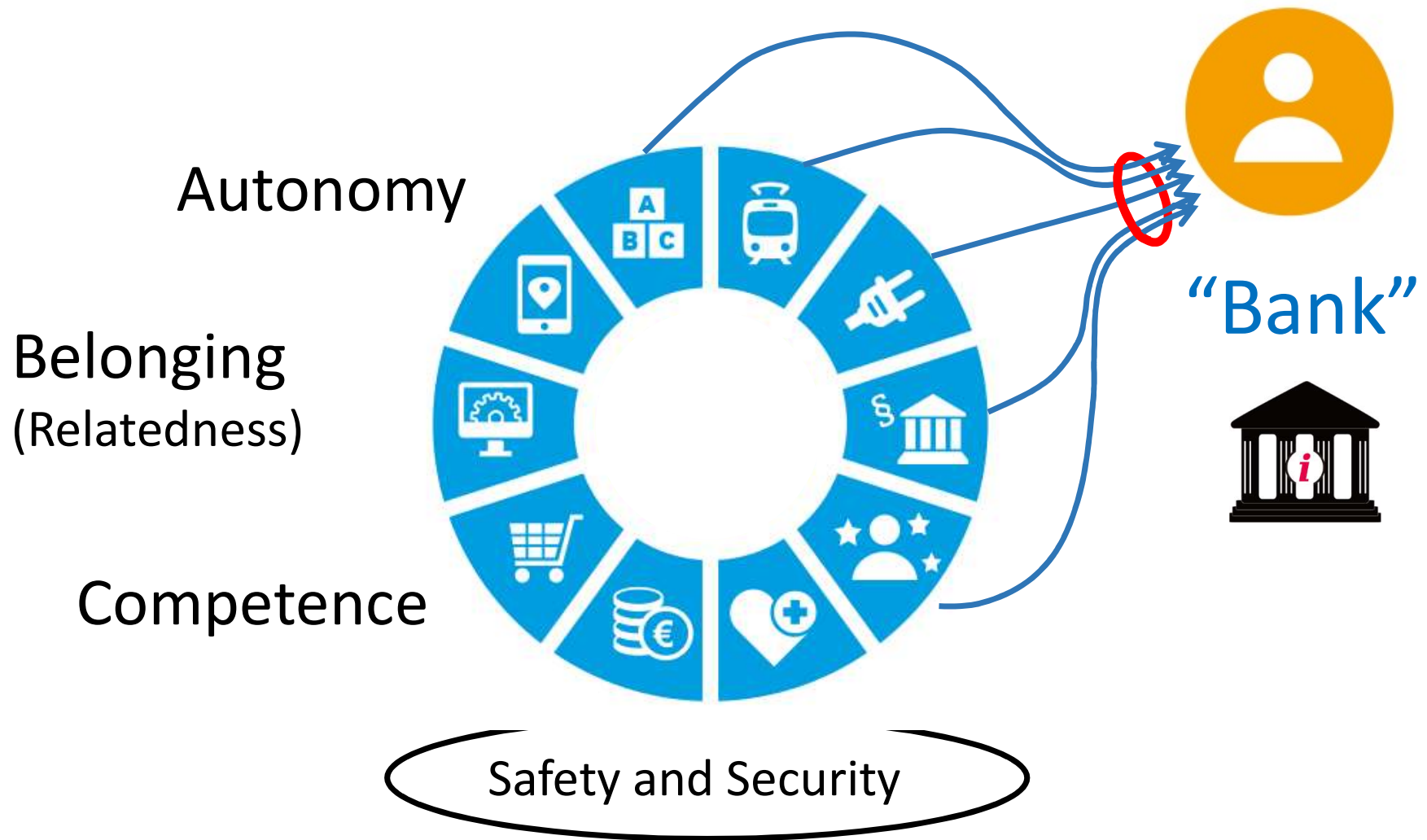












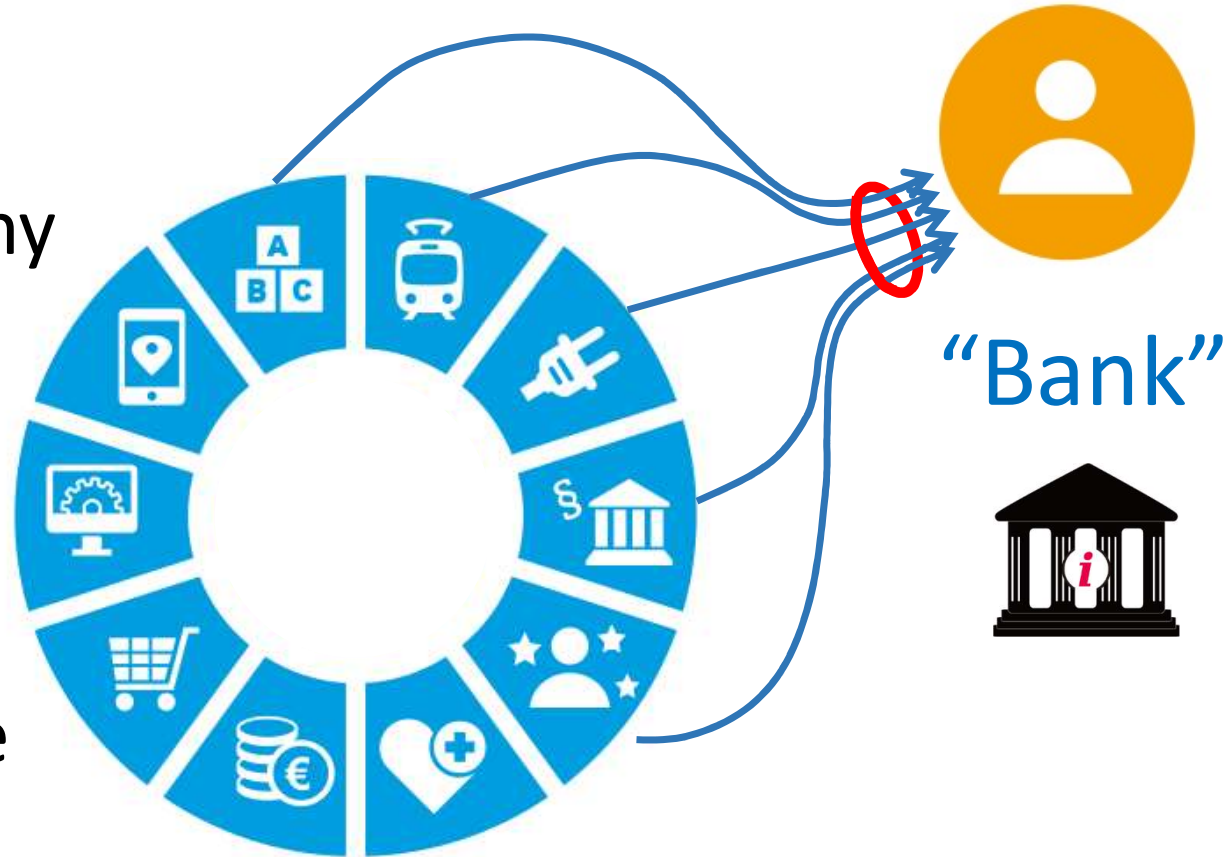
*Rich and Best* ▶

**A**utonomy

Belonging  
(Relatedness)

Competence

Safety and Security



"Bank"





Information Bank ATM@Westin Tokyo Branch

# Choose services you use

## info-bankATM

Amazon

Google

Yahoo!

YahooMail

Facebook

Sulca

Twitter

mixi

Pinterest

PASMO

Ponta

Tポイント

楽天カード

三井住友VISA

ライフカード

シティカード

WAON

JALカード

ANAカード

Yahoo!ショッピング

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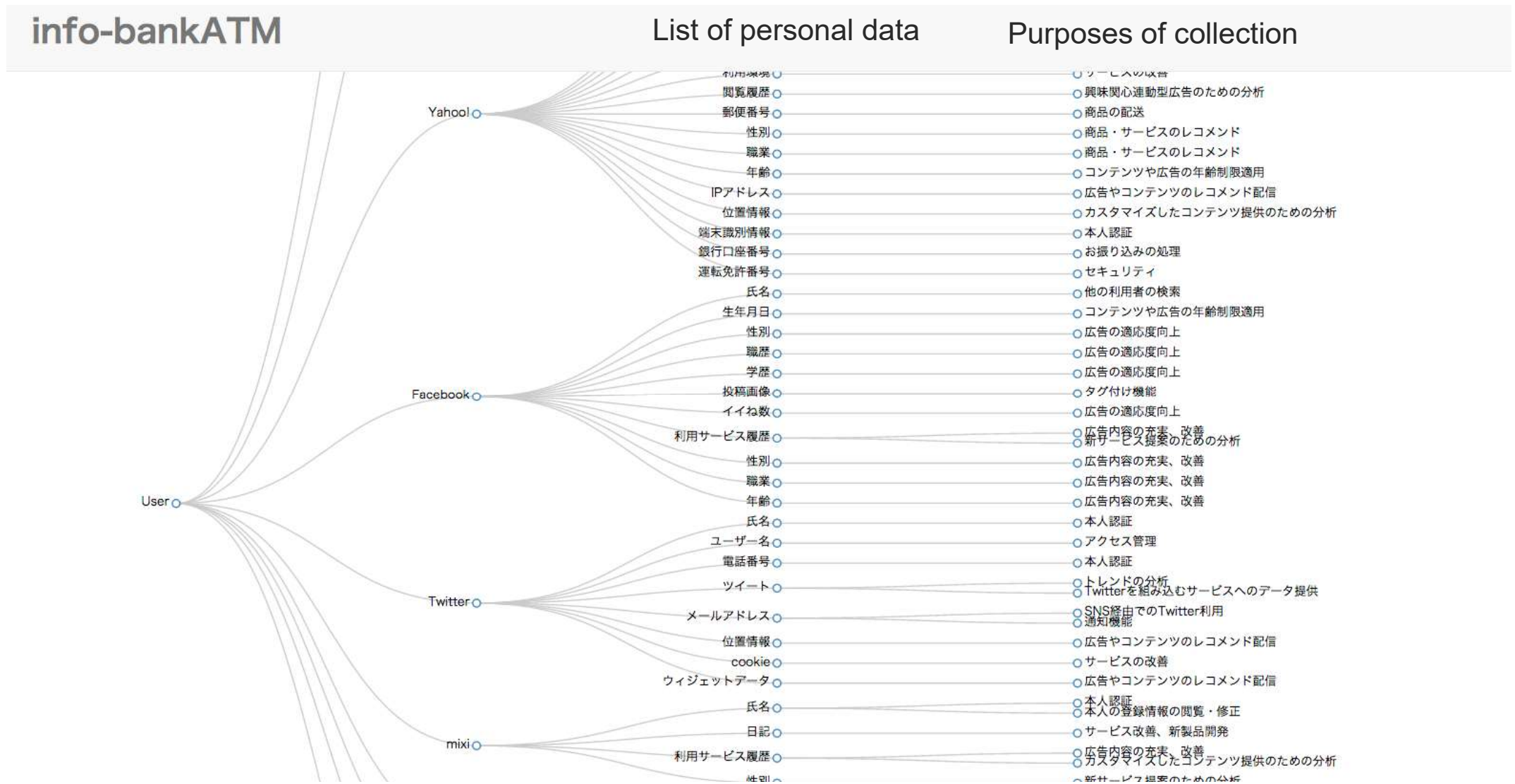
Welcome to info-bank ATM

Choose All services you have  
ever used. And click OK.

OK



# Your personal data assets

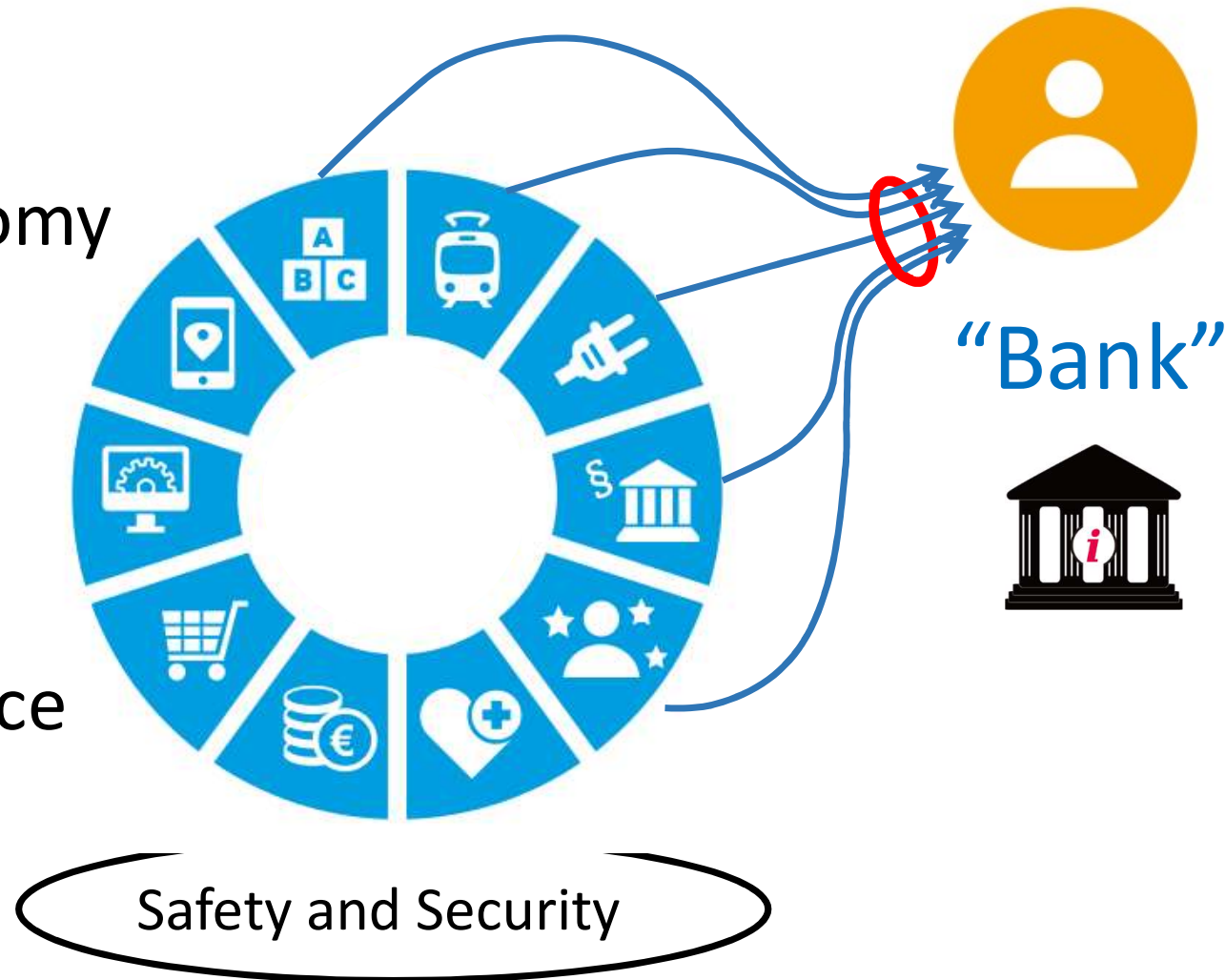


*Rich and Best*

*Lead user and community* ▶ Autonomy

**B**elonging  
(Relatedness)

Competence



"Bank"



**Location info  
and safe climbing**



**Use info-bank  
for safer and more enjoyable  
mountain climbing**



# Climbers are increasing!



World Heritage



TV programs



Mountain-Girls



"ANIME" of Mountains

- Climber population of Japan; 8.5 mil. (2012)

- ◆ ※White paper on Leisure 2013

- New National Holiday "**Mountain Day**" (from Aug.11, 2016)!

- ◆ "Enjoy mountains and thank for the benefit" (Cabinet Office of Japan)

## ...But Climbing has risks



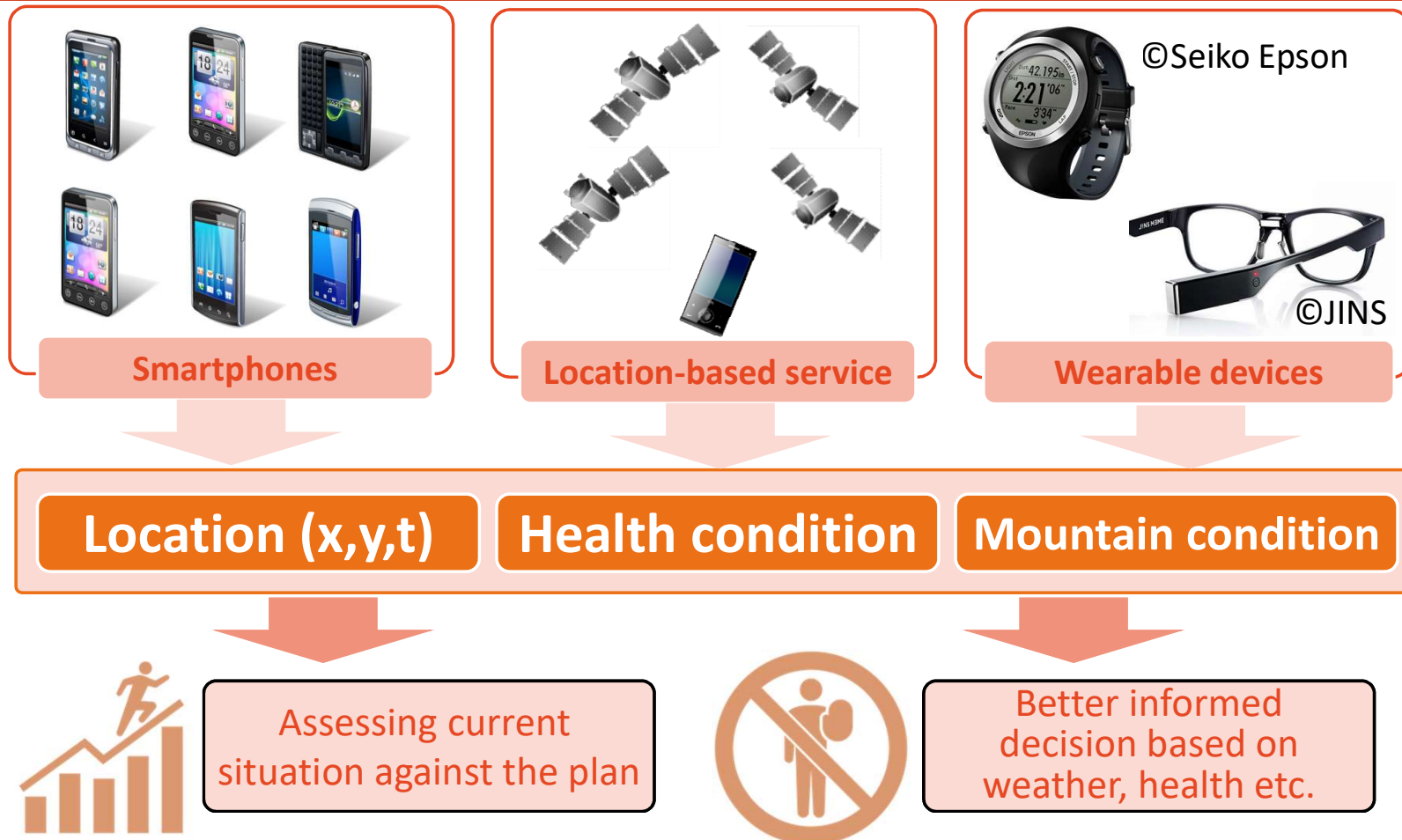
**Plan, preparations and actions based on good information is critical**

**Climber**

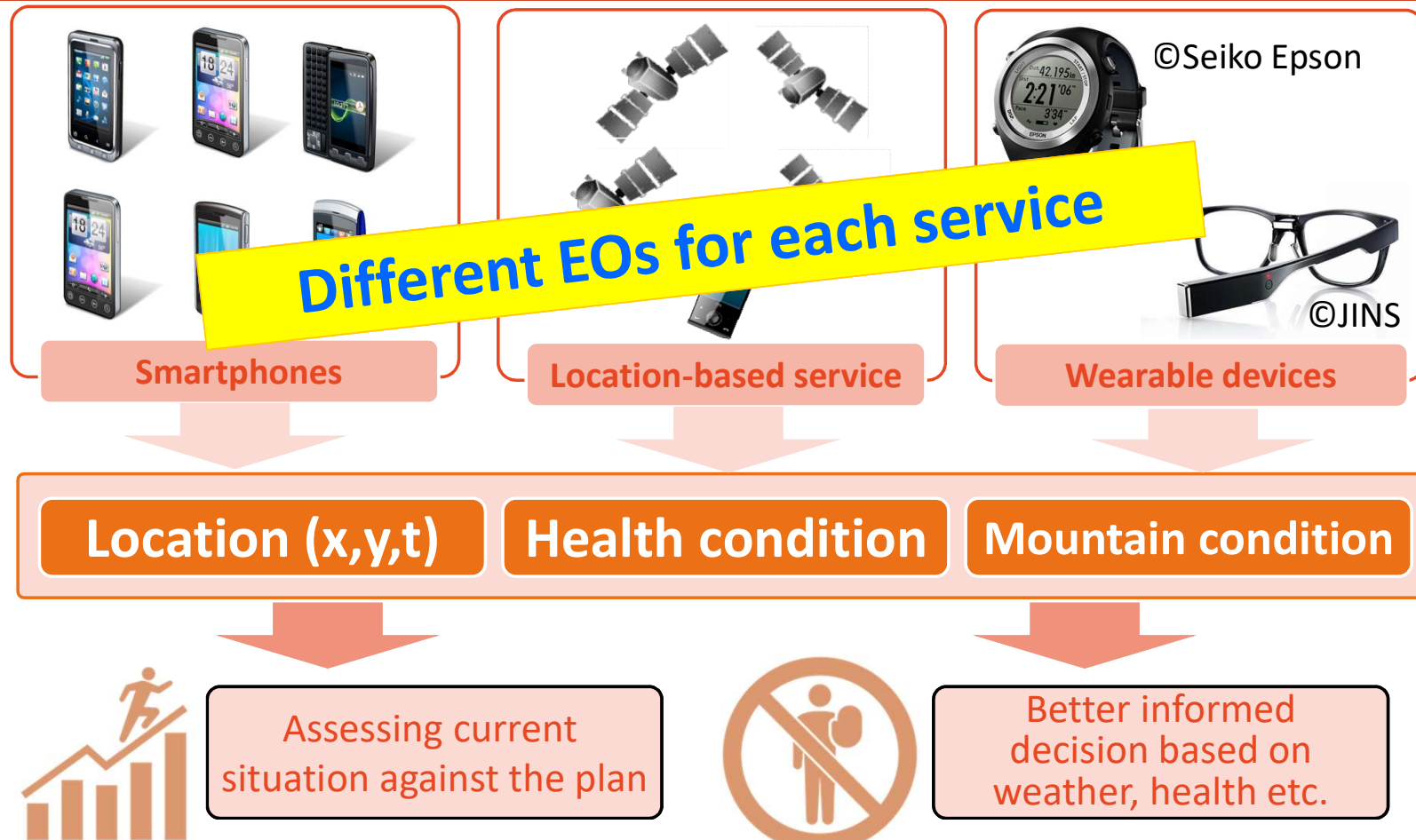
**Members**

**Environment**

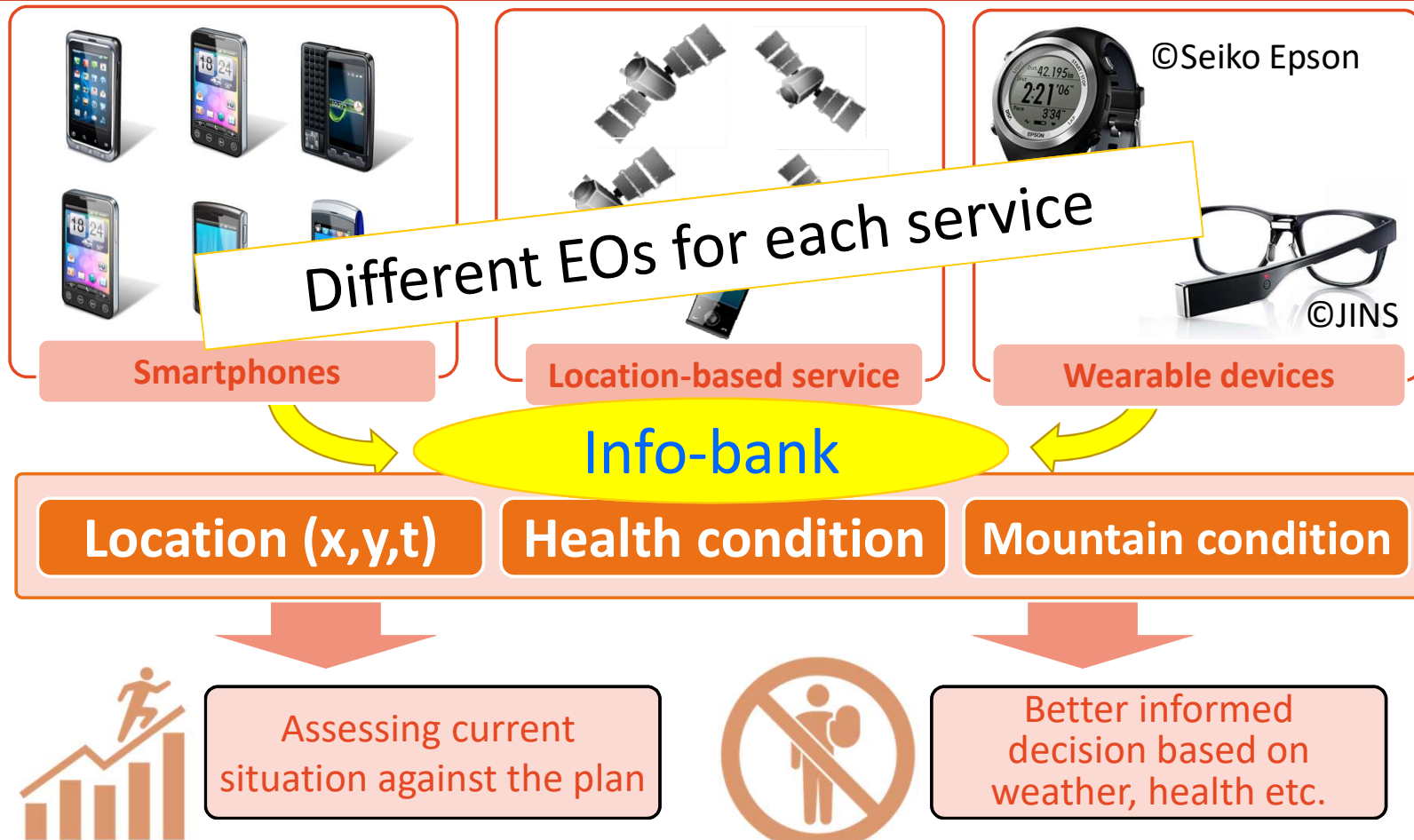
# Getting data on climbers and surrounding mountain environment becoming easier!



# Getting data on climbers and surrounding mountain environment becoming easier!



# Getting data on climbers and surrounding mountain environment becoming easier!



*Rich and Best*

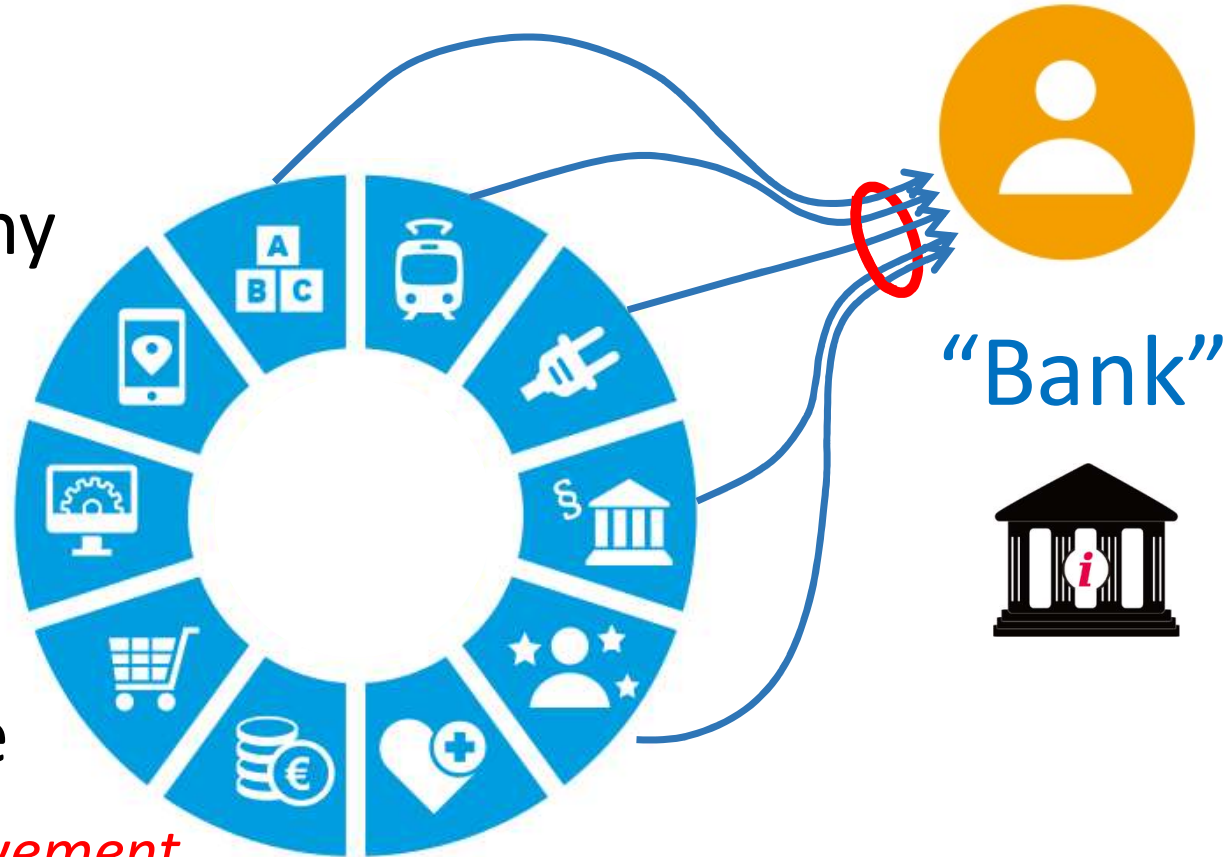
*Lead user and community* **Autonomy**

**Belonging**  
(Relatedness)

**Competence**

*Visible Competence Improvement*  
*Long-term, short-term*

**Safety and Security**







# Info-bank as a metaphor to accelerate MyData

- Good “materialization” in deploying MyData concept.
  - Easy to understand.
  - Comprehensive (Field-of-service neutral)
- Legal framework?
  - Traditional bank is supported/regulated by “Bank Law”.
- Limitations?
  - Too much emphasis on economic return?