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

Many of risks can be controlled.

Benefits from diverse applications

Anni Polkola
Kai Kuikkaniemi
Harri Honko
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.
Take-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

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...
Dr. Douglas Gentile

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Education:

Ph.D., Child Psychology
Institute of Child Development, University of Minnesota, 2009
Safety and Security

Autonomy

Belonging (Relatedness)

Competence

Safety and Security
What will MyData do for me?

A Simple image of what MyData will do for you is Lacking!
Belonging (Relatedness)

Autonomy

Competence

Education

Mobility

Energy

Finance

Health
Belonging (Relatedness)
Autonomy
Competence

"Bank" as a Mediator with Trust
Belonging (Relatedness)

Autonomy

Competence

“Bank” as a Mediator with Trust
Belonging (Relatedness)

Autonomy

Competence

"Bank" as a Mediator with Trust
Rich and Best

Autonomy

Belonging (Relatedness)

Competence

Safety and Security
Information Bank ATM@Westin Tokyo Branch
Choose services you use

Welcome to info-bank ATM

Choose All services you have ever used. And click OK.
Your personal data assets

<table>
<thead>
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<th>List of personal data</th>
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</table>

- **info-bankATM**

**User**

- **Yahoo!**
  - Name
  - Age
  - Email
  - IP address
  - Location
- **Facebook**
  - Name
  - Age
- **Twitter**
  - Name
  - Email
- **mix**
  - Name

**List of personal data**

- User
- Name
- Age
- Email
- IP address
- Location
- Login information
- Billing information
- Account information
- Behavioral data
- Preferences

**Purposes of collection**

- User behavior analysis
- Advertisement targeting
- Personalization of content
- Recommendation services
- Content delivery
- User interaction analysis
- Data analysis for improvement
- Service delivery optimization
- User profile enhancement
- User experience improvement
- Data analysis for various purposes
Rich and Best

Lead user and community

Autonomy

Belonging (Relatedness)

Competence

Safety and Security
Location info and safe climbing

Use info-bank for safer and more enjoyable mountain climbing
Climbers are increasing!

- 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!

Smartphones

Location-based service

Wearable devices

Location (x,y,t)
Health condition
Mountain condition

Assessing current situation against the plan

Better informed decision based on weather, health etc.
Getting data on climbers and surrounding mountain environment becoming easier!

- **Location-based service**
  - **Location (x,y,t)**
  - Health condition
  - Mountain condition

- **Smartphones**
  - Assessing current situation against the plan

- **Wearable devices**
  - Better informed decision based on weather, health etc.

Different EOs for each service
Getting data on climbers and surrounding mountain environment becoming easier!

Different EOs for each service

Smartphones
Location-based service
Wearable devices

Location (x,y,t)  Health condition  Mountain condition

Info-bank

Assessing current situation against the plan
Better informed decision based on weather, health etc.

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Shibasaki & Sekimoto Lab. CSIS/IIS/EDITORIA. UTokyo.
Safety and Security

Belonging (Relatedness)

Competence

Visible Competence Improvement
Long-term, short-term

Autonomy

Rich and Best
Lead user and community

“Bank”
Play log

Point rewarding by visits

Compete with rivals

Personal trainer
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?