Workshop on The Governance of Data in a Digitally Transformed European Society

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Openness, Hypernudging & Legitimacy of Governance in the Digital Age

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The views expressed are those of the author and do not necessarily represent those of the European Commission.
Outline

1. **Back to the Future!**
   - Envisioning Digital Government 2030: *10 years after* …

2. **The alleged consequences of Openness in the digital world**
   - Data-Driven Digital Governance: Hypernudging & Legitimacy

3. **A further look at the future…**
   - 'Governing' the Digital Transformation'? Or about how to avoid the future we do not want: 'Digital Dictatorship' vs a more 'Humane Government'!
Envisioning Digital Europe 2030

High Openness & Transparency: extreme 1

Self-Service Governance

Open Governance

Low Integration of Policy Intelligence

Privatised Governance

High Integration of Policy Intelligence

Leviathan Governance

Low Openness & Transparency: extreme 0

Source: Misuraca et al., 2010
‘It is always wise to look ahead, but difficult to look further than you can see’.

Winston Churchill
OpenGov is the new normal… and the new normal is about behavioral and societal changes. But we are still only half way through the open battle, for open government paradigms shifts? ‘New normal’… normal is about societal changes and a way through the government
WHERE SHOULD WE FOCUS THIS YEAR?

"BLOCKCHAIN"

IT WILL CHANGE EVERYTHING.

EVERYBODY IS TALKING ABOUT IT.

THE POTENTIAL APPLICATIONS ARE ENDLESS.

WE DON'T WANT TO BE LEFT BEHIND.

WHAT EXACTLY IS BLOCKCHAIN?

ALSO, "ARTIFICIAL INTELLIGENCE"
Policy-Maker’s 2.0 dilemmas

- Managing risks while unleashing innovation & building trust
  - Technical and regulatory governance issues (e.g. Security, privacy, liability…)
- Governance 'with & of' ICTs
  - Openness, co-creation, data ownership/sovereignty, legitimacy…
- **The corollary:** more data and better processing to improve policy-making
Lessons from (and for) the future!

Enable the technological conditions & anticipate the alleged consequences of openness & mass-collaboration, innovating the public sector & its service delivery.

Embrace ICTs and prepare to manage ‘change’ through executive leadership capacity development and institutional re-design.

Harnessing data-powered intelligence for evidence-based policy and better understanding the impact of ICTs on today’s and tomorrow’s society…
After one decade into Open Data, leading governments have opened fewer than 1 in 5 datasets (*Open data Barometer, 2018*)

58% of EU citizens who need services go online & less than 1 in 5 use online health or case services (*DESI, 2018*).
Shall we hypernudge the Government?

Data-Driven-Digital Governance offers potential for innovating the way data are gathered & processed, paving the way to real-time informed policy-making based on predictive analytics & next generation computational modelling

- `Digital Nudging` can provide an interpretative framework to shed lights on nature, qualities and dimensions of institutional changes resulting from digital transformation on governance & on the fabric of society

Need to assess power & legitimacy of Hypernudging to feed real-time policy modelling to inform changes in institutional settings & governance mechanisms

to understand how address key societal challenges exploiting the potential of digital technologies and its impact on institutions & individual and collective behaviours

to anticipate emerging risks and new threats deriving from digital transformation and changes in governance & society
- The analytic phenomenon known as ‘Big Data’ can be understood as a mode of design-based regulation based on algorithmic decision-guidance techniques.

- By highlighting correlations between data items that would not otherwise be observable, these techniques are being used to shape the informational choice context in which individual decision-making occurs, with the aim of channelling attention and decision-making in directions preferred by the ‘choice architect’.

- By relying upon the use of ‘nudge’ – a particular form of choice architecture that alters people’s behaviour in a predictable way without forbidding any options or significantly changing their economic incentives, these techniques constitute a ‘soft’ form of design-based control.

- Unlike the static Nudges popularised by Thaler and Sunstein (2008) (e.g. placing the salad in front of the lasagne to encourage healthy eating), Big Data analytic nudges are extremely powerful and potent due to their networked, continuously updated, dynamic and pervasive nature (hence ‘hypernudge’).
Computational models of societal dynamics can be applied to understand how communities can accept/integrate refugees

Combining online consultations, behavioural experiment & ABM simulations:

- Explore via behavioural experiments heuristics that citizens have about accepting refugees in their communities
- Identify different modalities of online consultations to engage citizens and test how these affect the heuristics about acceptance of refugees
- Implement the heuristics identified by the behaviour experiments in ABM models, following the example of Schelling’s famous city segregation model
- Test in the computational simulations both the individual level heuristics and the scenarios of online consultations in a more complex interactive societal scenario
Social phenomena display an inherent network dimension

Not only is it true that they are 'embedded' in the underlying social network (Granovetter 2017) but, reciprocally, the social network itself is largely shaped by the evolution of those phenomena (Barabasi & Posfai, 2016)

Network science has investigated the concept of resilience as 'the persistence of performability when facing changes' (Meyer 2009)

Multilevel networks modelling can be included into ABM to accompany computer simulations to study real life interventions aiming at:

- Investigate the resilience of communities – online & offline - after an economic or social shock

- Test interventions to improve 'social resilience' by means of behavioural approaches in fostering communities of support and strengthening existing networks
Does it means we can 'govern' the Digital Transformation of Society?

ICTs change the way public & private institutions organize production, management & delivery

- This generates tensions with institutional frameworks & complex social systems which impact profoundly governance structures & mechanisms

The 'Data Deluge' and 'next generation computational modelling & analytics' offer huge opportunities for innovating business models & democratic participation

- But they also raises concerns about new emerging forms of bioprospecting; posing new ethical & physical risks to collective & individual behaviours
Digital Transformation of Humanity?

The uptake and integration of digital technologies in every aspect of human life is bringing profound changes in the economy and society.
How will the next generation computing affect governance and humanity?

“We’re only at the very, very beginning of this next generation of computing; sooner or later every industry will be transformed…”

Kim Stevenson, CIO, Intel

“We are living in a society increasingly dependent on machines, yet decreasingly capable of making or even using them effectively”

Douglas Rushkoff, Professor of Media Theory and Digital Economics UNY
How might the future look like?
What do European citizens expect, fear or aim at?

Imagine... the government is engaged for the wellbeing of individuals and economy but processes became so complicated that even public benefits are hard to claim for?

Imagine... all the promises of open governance, digital government and public sector innovation come true?

Imagine... the power over data, data analytics and decision making are fully moved to multi-national data companies who is taking over the regulation?

Imagine... the societal gap increased drastically, governments are not able to provide proper public services and citizens have to look after themselves?
How the avoid the dark scenarios?

‘The future is already here. It is just unevenly distributed.’

William Gibson
Digital Intimacy & dependency

You can’t park in the Handicap Zone just because you’ve lost your phone.

off the mark.com
OH, COME ON! THE STICK IS RIGHT THERE!
Loosing productivity & attention

**NO MYSTERY THERE**

**HOW WAS THE BOOK?**
**WHO DIED IN THE END?**
**THE BATTERY.**

**NO ONE SAW ANYTHING.**

UnKNOWN PUNster ©2017
Digital 'addictions' & health consequences
Decline of cognitive capacities & critical skills

My leadership skills?!!
I’m admin for 17 WhatsApp groups

I don’t care if your friend has a flight simulator. You’re going to learn to fly on your own.
Emergence of "Digital Dictatorship"?

Leave no dark corner

China is building a digital dictatorship to exert control over its 1.4 billion citizens. For some, “social credit” will bring privileges — for others, punishment.

By China correspondent Matthew Carney

Finding a more 'Humane/Cognitive' Government?

- Exploiting the untapped power of data to enhance/generate public value
- Going beyond 'notice-consent' mechanisms for data gathering/processing
- Enabling cross-systems interoperability for improving citizen services
- Convergence between Function-Oriented & Human-Centered AI

- Unleash innovation in governance impinging on 'collective intelligence'
- Embracing the Politics of Policy-Making
- Expose humanity to shared, diverse and unexpected experiences essential to sustain human capacity for individual flourishing and democratic participation
- AI augmenting human cognitive capacities

Source: https://www.alphagamma.eu/entrepreneurship/artificial-intelligence-question-data
Time travelling into the long-term future...

"Beam me up, Scotty"
Shaping the future of our children…

Beyond Imagination: a socially innovative Europe
12–13 November, 2018
CAIXAFORUM SEVILLA

Re-Imagine Europa
Democracy in the Digital Age

How ICT Can Restore Lagging European Productivity Growth

Notwithstanding the emergence of artificial intelligence (AI), robotics, and the Internet of Things (IoT), European productivity growth has slowed, and continues to lag U.S. growth. Since the financial crisis, labor productivity in the 28 EU member states has grown just 0.7 percent annually. At this rate, it will take a century for Europe’s per capita incomes to double. No wonder there is political unrest across the continent. And while Europe decreased the productivity gap with the United States before 1995, since then, the gap has only widened.

Reversing that trend is critical if Europe is going to be able to effectively cope with its demographic challenges, particularly a rapidly aging population, and be able to more effectively compete in global markets. To do that it needs more ubiquitous use—as distinct from production—of information and communication technologies (ICTs) by all organizations (for-profit, nonprofit, and government) throughout all of Europe.
A multi-disciplinary, multi-governance intergenerational task…

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