The Green and the Blue: the smart deal for a sustainable and preferable future

Luciano Floridi

Professor of Philosophy and Ethics of Information, University of Oxford
Director, Digital Ethics Lab, Oxford Internet Institute, University of Oxford
Faculty Fellow, Chair of the Data Ethics Group, The Alan Turing Institute

@Floridi | luciano.floridi@oii.ox.ac.uk
① Background
② Digital’s Cleaving Power
③ Some Challenges
④ Design
⑤ The Green and the Blue
Background

Digital's Cleaving Power

Some Challenges

Design

The Green and the Blue
look into the seeds of time
And say which grain will grow and which will not

Macbeth, I.3, 159-162
No ICTs

- Individual and social well-being related to ICT
- Individual and social well-being dependent on ICT
HYPERHISTORY
Enveloping the world
lower costs
more computation
more data
better ML
better algorithms
more IoT
more onlife
shared environment: past
shared environment: present
shared environment: future
the mangrove society
① Background
② Digital’s Cleaving Power
③ Some Challenges
④ Design
⑤ The Green and the Blue
Digital’s cleaving power
Cut and Paste
authenticity + memory = blockchain
information + identity = data subject
offline + online = onlife
① Background
② Digital’s Cleaving Power
③ Some Challenges
④ Design
⑤ The Green and the Blue
Work
Not what it was
US employment by sector, % of total employment

- Services
- Manufacturing
- Government
- Agriculture

Source: US Bureau of Labour Statistics
Jobs
Dependency

Those who live by the digit may die by the digit.
Democratisation
Environment
Complexity
Since 2008 predictive policing: predictive and analytical techniques in law enforcement to identify potential offenders. Technology based on earthquake prediction. Effectiveness tested by Los Angeles Police Department. Accuracy twice that of its current practices.
Responsibility
Adaptability
Exceptionalism
① Background
② Digital’s Cleaving Power
③ Some Challenges
④ Design
⑤ The Green and the Blue
one stone, no design
many stones, plenty of design
Digital’s cleaving power
① Background
② Digital’s Cleaving Power
③ Some Challenges
④ Design
⑤ The Green and the Blue
The digital age is the age of design.
It should be the age of good design.
What is design?
value-driven design for the digital
We are special because we are Nature’s Beautiful Glitch
We are

Informational Organisms
Our lives and identities are informationally fragile
The digital must be **friendly**
to the **beautiful glitch**
physis + techne = t-ecology
We should think deeper design better be mindful
CASSIUS: Men at some time are masters of their fates. The fault, dear Brutus, is not in our stars. But in ourselves, that we are underling.

Shakespeare  *Julius Caesar*  1.2
THANK YOU

COPYRIGHT DISCLAIMER
Texts, marks, logos, names, graphics, images, photographs, illustrations, artwork, audio clips, video clips, and software copyrighted by their respective owners are used on these slides for non-commercial, educational and personal purposes only. Use of any copyrighted material is not authorized without the written consent of the copyright holder. Every effort has been made to respect the copyrights of other parties. If you believe that your copyright has been misused, please direct your correspondence to: luciano.floridi@oii.ox.ac.uk stating your position. I shall endeavour to correct any misuse.

@Floridi   |   luciano.floridi@oii.ox.ac.uk