

A person's face and neck are shown from the chest up, covered in a dense, vertical pattern of blue digital rain or data points. The background is dark. A white rectangular box is centered over the lower part of the face and neck.

VIDEO LINK:

[HTTPS://YOUTU.BE/K02ESJEGSRI](https://youtu.be/k02esjEgSRI)

ISS INTERNATIONAL
BUSINESS SCHOOL OF
SERVICE MANAGEMENT

TECHNOLOGY ETHICS

WHAT TO DO IN TIMES WITH MORE QUESTIONS THAN ANSWERS?

— ROBIN WENINGER —



THE DIGITAL **WORLD**



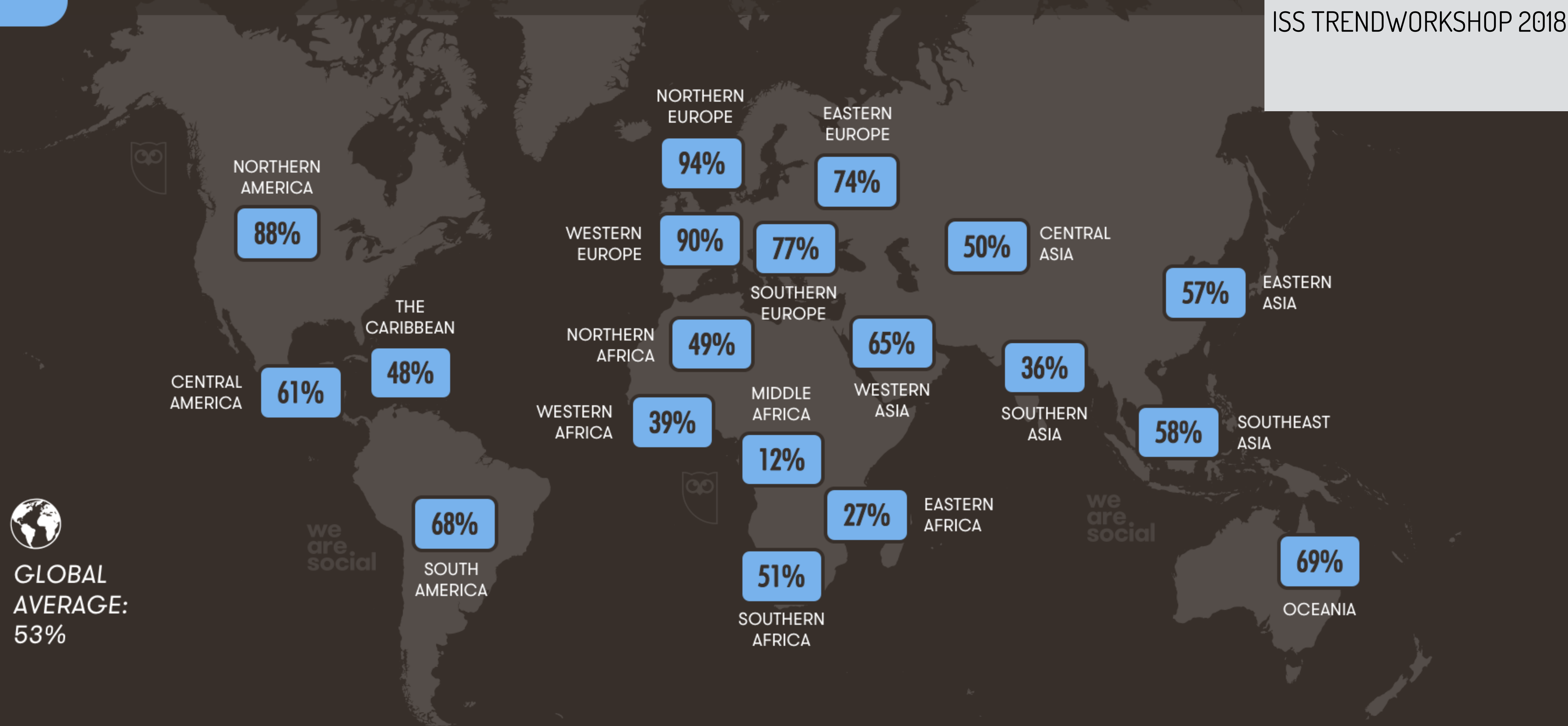
**EVERYTHING IS
CONNECTED**

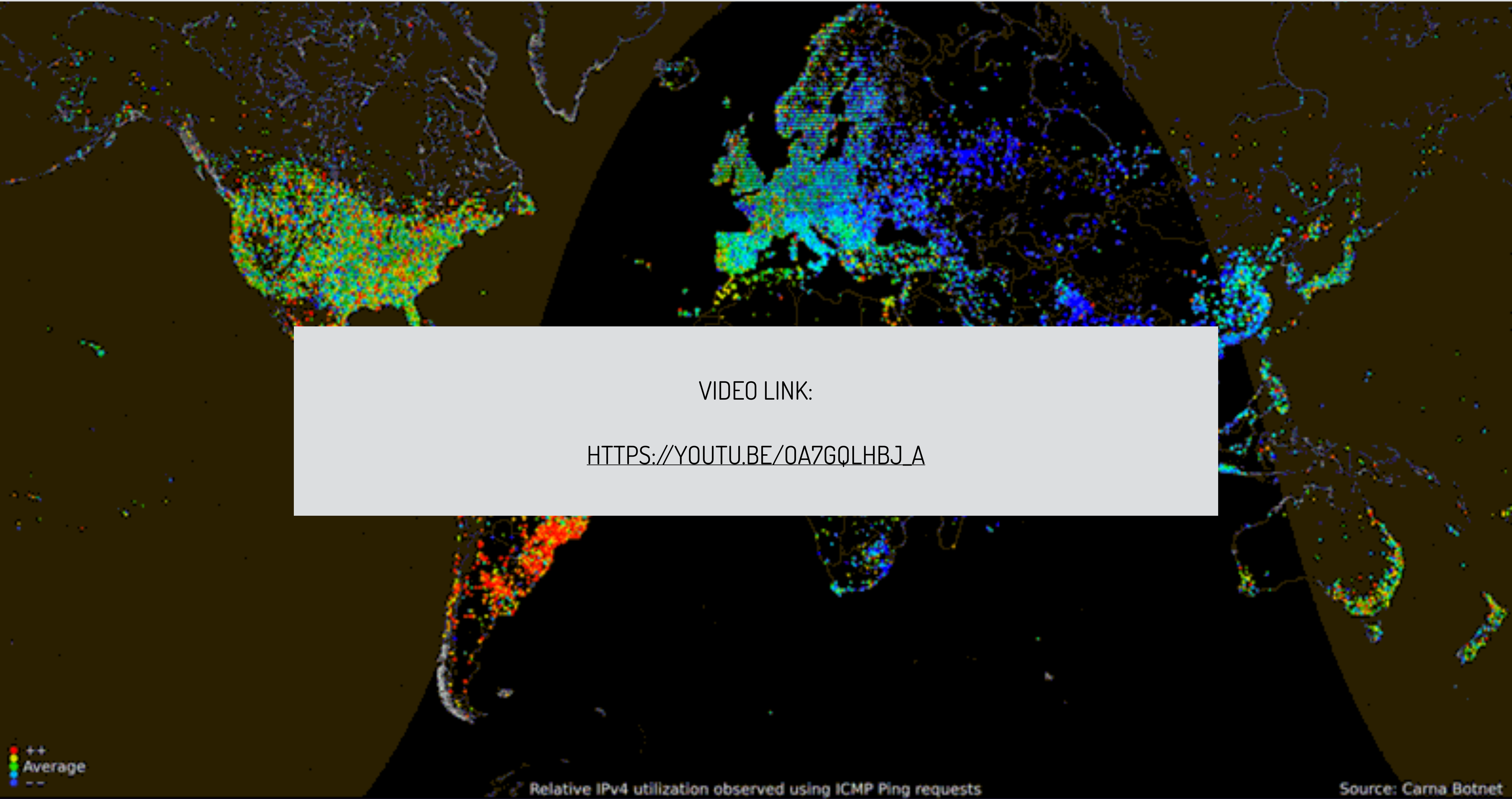
JAN
2018

INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION

© ROBIN WENINGER | SA.
SHAPINGWORK ACADEMY |
ISS TRENDWORKSHOP 2018





VIDEO LINK:

[HTTPS://YOUTU.BE/OA7GQLHBJ_A](https://youtu.be/OA7GQLHBJ_A)

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Average
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Relative IPv4 utilization observed using ICMP Ping requests

Source: Carna Botnet

The background of the slide features a bokeh effect with out-of-focus yellow and white light spots against a dark, textured grey background. A white rectangular box is centered on the slide, containing text.

VIDEO LINK:

[HTTPS://YOUTU.BE/0Q9P1W_-E1U](https://youtu.be/0Q9P1W_-E1U)



DATA THE OIL OF THE DIGITAL WORLD



IT FUELS OUR TECHNOLOGIES

TECHNOLOGIES THAT SHAPE OUR WORLD

QUANTUM COMPUTING

BLOCKCHAIN

AI & AUTOMATION

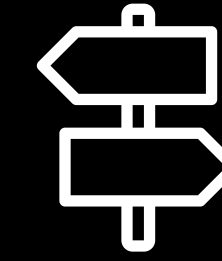
VOICE & ROBO ASSISTENS

VR/AR

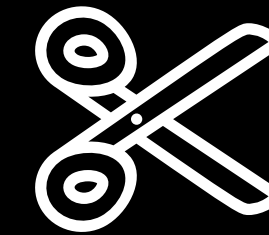
A woman with long dark hair in a ponytail is rappelling down a vertical rock face. She is wearing a black tank top and dark pants. The background shows a vast landscape with rolling hills and a forest, bathed in the warm, golden light of a sunset. The sun is low on the horizon, creating a strong lens flare effect. The overall mood is adventurous and serene.

THE BEGINNING OF THE TRUST & TRANSPARENCY ECONOMY

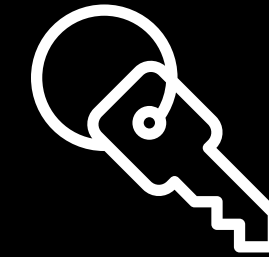
FIVE KEY CHALLENGES OF THE TRUST AND TRANSPARENCY ECONOMY



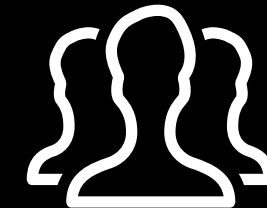
NEW WAYS OF EVERYTHING



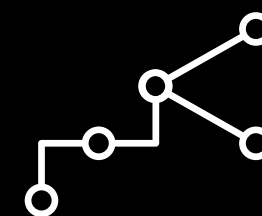
DISRUPTION OF SYSTEMS



ACCESS & AVAILABILITY



VALUES, IDENTITY & BELIEFS



TRANSPARENCY & PARTICIPATION

The background image shows a person's hands using a tablet. The tablet screen displays a design application with various colorful geometric shapes and patterns. In the background, a laptop is open, showing a document with text. The overall scene is dimly lit, with the light from the screens illuminating the hands and the text overlay.

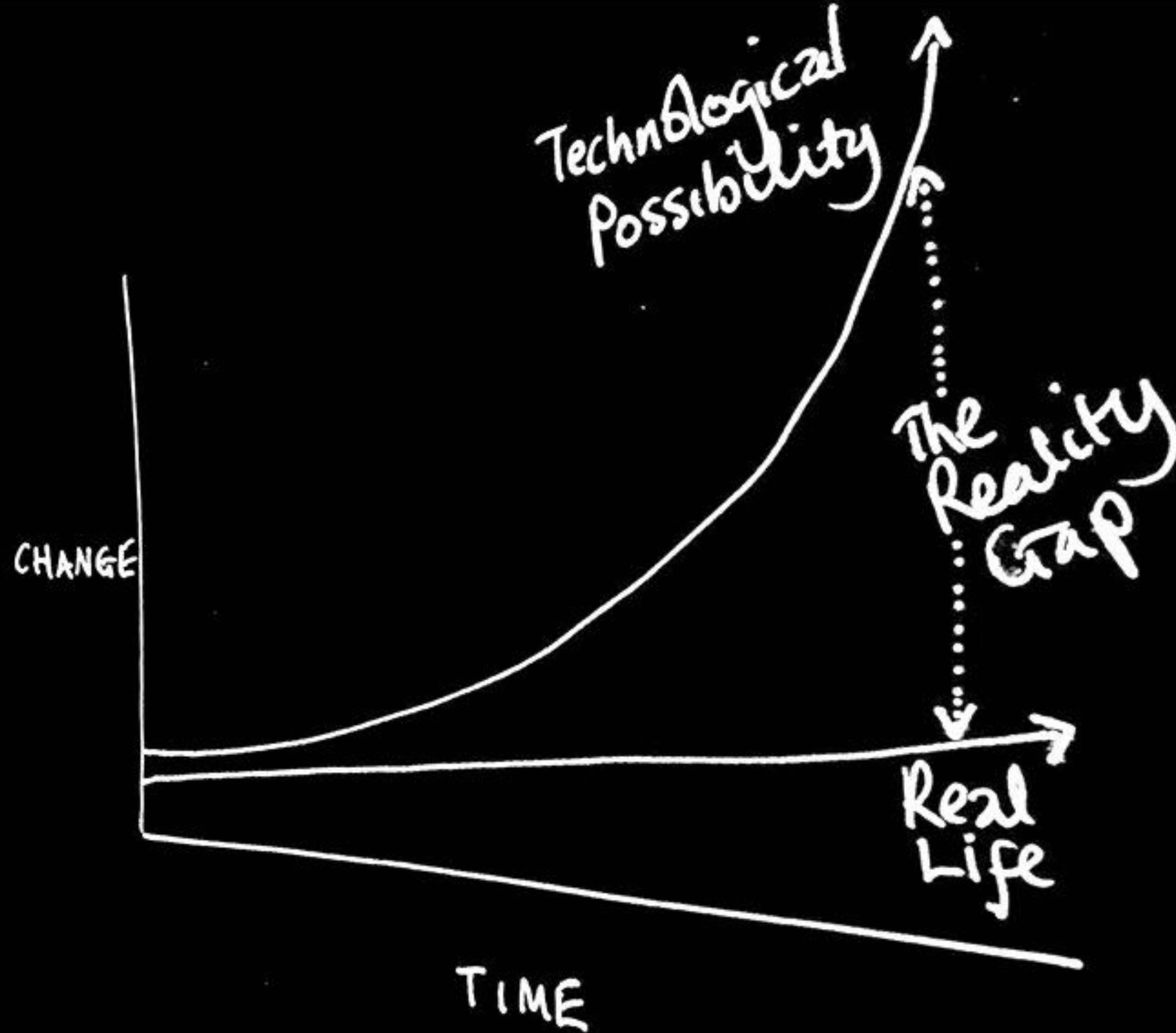
DIGITAL IS NOT JUST ABOUT **TECHNOLOGY**



DIGITAL IMPACTS EVERYTHING



IN A DIFFERENT WAY FOR
EVERYTHING



SOME EXAMPLES

FACEBOOK KNOWS MORE ABOUT YOUR RELATIONSHIP THAN YOU DO


CREDIT CARD COMPANIES KNOW WHEN YOU GET A DIVORCE

TARGET KNOWS IF YOU ARE PREGNANT OR NOT

TOTAL TRANSPARENCY OF EVERYBODY

IF EVERYTHING WILL BE POSSIBLE
FROM A TECHNOLOGICAL
PERSPECTIVE, ETHICS MIGHT BE
THE LAST HUMAN THING

WITH ALL YOUR 



WHY SHOULD SERVICE MANAGEMENT CARE?

AT ISS WE UNDERSTAND SERVICES AS THE
INTERACTION BETWEEN CUSTOMERS AND
SELLERS TO CREATE
VALUE FOR ALL ENGAGED PARTIES



VALUE-CREATION THROUGH TRUST AND TRANSPARENCY

TECHNOLOGY CAN DO THIS

BUT, DOES
TRANSPARENCY
CREATE OR DESTROY
TRUST?



TECHNOLOGY CAN CHANGE THE WHOLE WORLD FOR THE GOOD AND THE BAD



SO WHAT SHOULD WE DO?



TECHNOLOGY ETHICS

You are an eyewitness to a crime: A man has robbed a bank, but instead of keeping the money for himself, he donates it to a poor orphanage that can now afford to feed, clothe, and care for its children. You know who committed the crime. If you go to the authorities with the information, there's a good chance the money will be returned to the bank, leaving a lot of kids in need. What do you do?

HUMAN

TECHNOLOGY

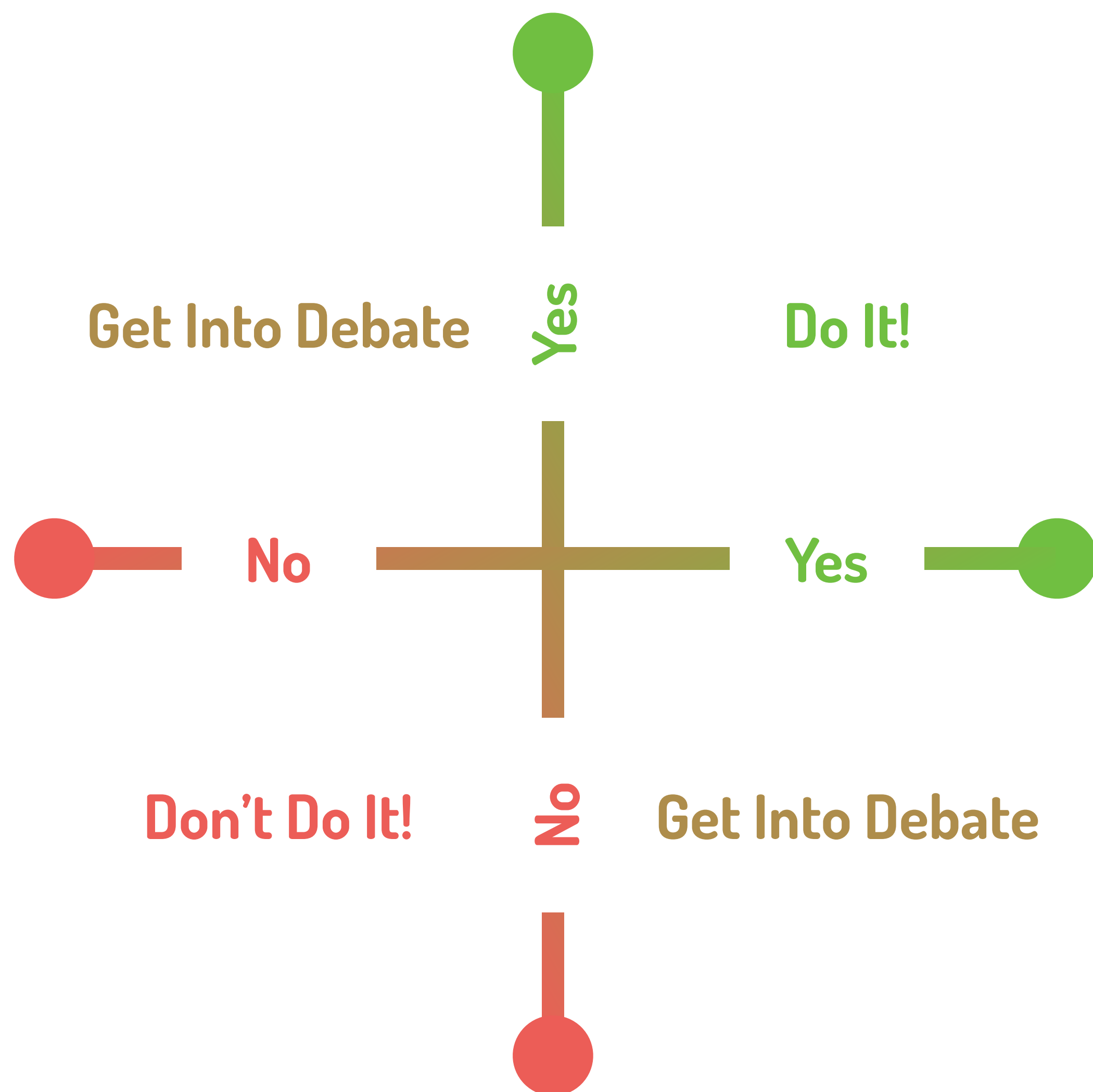
**FEELINGS
BELIEVES
EXPERIENCE**

**FACTS
FIGURES
DATA**

DECISIONS VS. REACTIONS

IS IT RIGHT FOR YOU TO TAKE THIS ACTION?

PERSONAL RIGHT VS. WRONG



WILL THE ACTION LEAD TO VALUE-CREATION FOR THE GREATER GOOD?

BROADER GOOD VS. BAD

USE DIFFERENT PERSPECTIVES

**NO EASY
ANSWERS**

THE TROLLEY PROBLEM

A photograph of a yellow trolley on a narrow, cobblestone street in Lisbon, Portugal. The trolley is moving towards the camera, and a person is visible inside. The street is flanked by tall, multi-story buildings with many windows. The trolley has a sign that reads "CARREIRA Nº 28" and a Coca-Cola advertisement. The text "THE TROLLEY PROBLEM" is overlaid in large white letters.



VIDEO LINK:

[HTTPS://YOUTU.BE/IXIODYVFKA0](https://youtu.be/ixiodyvfkao)

THE BIG QUESTION IS:
IS TECHNOLOGY BECOMING
HUMAN OR ARE WE
BECOMING TECHNOLOGY?

OR WILL THERE BE ANY DIFFERENCE AT ALL?

Thank you!

ROBIN WENINGER

