SOCIAL RESPONSIBILITY, TECHNOLOGY AND INNOVATION

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March 5, 2013

- *Marshall McLuhan, Broadcaster,1960's "The Medium is the message"*
  - *Electronic media themselves have a impact far greater that the material they communicate. The character of a cultural era determined by medium is which information is recorded & transmitted.*
- *Gordon Moore, Intel founder*
  - *Moore's Law -the number of transistors [computational capacity] on a chip doubles every 12-18 months.*

*THE **USE** OF COMPUTERS HAS SUBSTANTIALLY CHANGED THE WAY IN WHICH WE WORK, PLAY, COMMUNICATE AND CONDUCT OUR LIVES.*
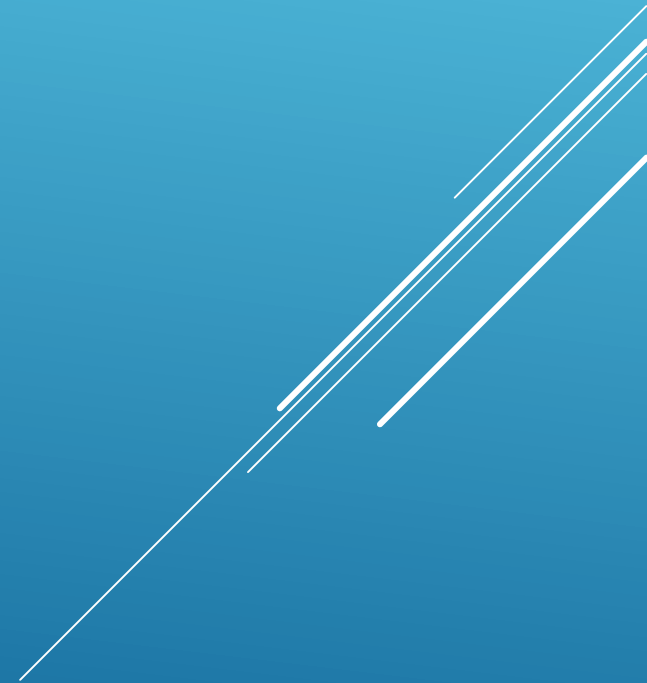
- PC sales
  - 1994 - 48.4 M; 2004 – 180M; 2009 – 305.8M
  - 2011 188M notebooks and 285 M tablets sold
- 2010 – 7 billion people on the planet - 5 billion smart phones
- Facebook reached 1 billion subscribers October 2012
  - Facebook has been in existence for 8 years

TODAY'S CONNECTED WORLD – GLOBAL, SOCIAL, UBIQUITOUS AND CHEAP

- Computers …. One in a line of information sharing technology
  - Gutenberg printing press – 1400s
  - Telegraph – 1800s
  - Radio & TV – 1900s
  - Internet – 1990s
- Computer technology – used to be the "ends"
  - The product the innovation
- Connected computer technology now the means

CONNECTING PEOPLE WITH TECHNOLOGY

WORLD INTERNET USAGE AND POPULATION STATISTICS June 30, 2012						
World Regions	Population (2012 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2012	Users % of Table
Africa	1,073,380,925	4,514,400	167,335,676	15.6 %	3,606.7 %	7.0 %
Asia	3,922,066,987	114,304,000	1,076,681,059	27.5 %	841.9 %	44.8 %
Europe	820,918,446	105,096,093	518,512,109	63.2 %	393.4 %	21.5 %
Middle East	223,608,203	3,284,800	90,000,455	40.2 %	2,639.9 %	3.7 %
North America	348,280,154	108,096,800	273,785,413	78.6 %	153.3 %	11.4 %
Latin America / Caribbean	593,688,638	18,068,919	254,915,745	42.9 %	1,310.8 %	10.6 %
Oceania / Australia	35,903,569	7,620,480	24,287,919	67.6 %	218.7 %	1.0 %
WORLD TOTAL	7,017,846,922	360,985,492	2,405,518,376	34.3 %	566.4 %	100.0 %

INTERNET USAGE INTERNETSTATS.COM

- Internet first medium to support the sharing of information at the same time that we collect to have a conversation
  - Members of the audience become producers of content and talk with each other (Digg, Newsvine)
  - Citizen journalists - more amateurs than professionals- but mixed
    - Blogoshpere - Technorati
- Tea Party – formed and organized through Internet
- Haiti earthquake response
  - 80% people had texting (SMS) capability – used it in disaster response
- Egypt revolution
  - Attempts by government to restrict access accelerated revolution
  - Facebook allowed sharing of common vision and dreams

COMMUNICATING DIRECTLY AND IN ALL DIRECTIONS

- Professional social networks
  - LinkedIn
- Staff recruitment and background checks
- Virtual office – work from anywhere, any time
  - Personal devices now your work tools
- Virtual world wide work force – Information Workers
- New models of product development - collaboration by strangers
  - Swarms – concurrent software development by the masses
  - Wikis – Wikipedia – knowledgebase
  - Open Directory Project (cataloging/organizing the web by volunteers)

CONNECTIVITY EXTENDING TO WORK WORLD

- Privacy
  - We expect our information to be private – but we willingly publish it.
- Intellectual Property
  - Can this concept be maintained in the age of instant information sharing?
- Freedom of Speech
  - How will this play out on the world stage?
- Crime
  - Very lucrative … Romania city – primary income – cybercrime.
- National Security
  - Cyber war
- Technocracy
  - Digital divide

CHALLENGES

- US – Legal – focused at the thorns
  - Technology based free speech cases
    - Continuing debate over censorship of obscene information on Internet
    - Iowa Supreme overturned law banning convicted sex offenders from Facebook
  - Technology based privacy cases – US Supreme Court
    - Quon vs. Ontario – 4th amendment – no violation
  - Privacy laws – CANSPAM Act
  - IP – Digital Millennium Copyright Act, Pro IP Act
  - Most government enforcement organizations have "cyber" units
    - FBI, SEC, FCTC, DHS , ……

RESPONSE

- Real social issues today extend from how we use the technology for

  - Good: Social Entrepreneurs – Kiva.org – microloans

  - Bad: Cyber bullying – Megan Meyer

- Who is responsible for use & content – and how do we govern our behavior?

  - Ethics vs. Law – voluntary compliance vs. enforced restrictions

GOVERNANCE – MEDIUM IS NOT THE MESSAGE – THE USE AND CONTENT IS.

- Professional - we have the responsibility to behave "ethically" when practicing our trade, and maintain our competence.

- Technology User - we have the responsibility to use computers ethically in the performance of our work and individual pursuits. Moral decisions can become a daily occurrence with the use (or abuse) of computer technology.

- Educated member of society – Informed so that you can participate in the societies response to technology

WHAT ARE OUR RESPONSIBILITIES

Fundamental Principles

ASQ requires its members and certification holders to conduct themselves ethically by:

▸ Being honest and impartial in serving the public, their employers, customers, and clients.

▸ Striving to increase the competence and prestige of the quality profession, and

▸ Using their knowledge and skill for the enhancement of human welfare.

ASQ CODE OF ETHICS

Relations With the Public

- *Article 1 – Hold paramount the safety, health, and welfare of the public in the performance of their professional duties.*

Relations With Employers, Customers, and Clients

- *Article 2 – Perform services only in their areas of competence.*

- *Article 3 – Continue their professional development throughout their careers and provide opportunities for the professional and ethical development of others.*

- *Article 4 – Act in a professional manner in dealings with ASQ staff and each employer, customer or client.*

- *Article 5 – Act as faithful agents or trustees and avoid conflict of interest and the appearance of conflicts of interest.*

Relations With Peers

- *Article 6 – Build their professional reputation on the merit of their services and not compete unfairly with others.*

- *Article 7 – Assure that credit for the work of others is given to those to whom it is due.*

ASQ CODE OF ETHICS

- The information/business world is changing fast
  - Music – major paradigm shift – Tower Records
  - New publications – Cristian Science Monitor first to go paperless
    - We seek our news in different forms
  - Book publications – Borders out of business, Barnes & Noble next?
  - US Post Office on the rocks?
- Viable Companies adopting new business models - IT strategies
  - Data/Service in the cloud
  - Bring your own device to work
  - Embrace mobile solutions
  - World wide virtual work force

SO WHAT DOES THIS MEAN TO QUALITY PROFESSIONALS?

- What does quality mean in the brave new information world?
  - How do we ensure quality within the work world where the sharing of information is done at the same time that we collect an move the ideas forward
  - Have we shifted our paradigms to match?
    - Standards
    - Methods – surveillance, inspection, review in a virtual world?
    - Perspectives – what is good enough? And for how long?

CHALLENGES

- What do you think we should do as quality professionals within our own standards/professional bases to adapt to the rabidly evolving information world?

DISCUSSION