

Life and times in a family-centred digital Scotland

Glasgow – February 26th 2015

Reminder

- To explore how digital technologies are used to manage family life and work-life balance and how technologies are shaping family relationships, communication and practices.
- To identify key issues in relation to digital technologies and family life, and how to address these.
- To develop new collaborations between researchers, practitioners and policy-makers interested in taking issues forward.

Quotes

- “If the only hammer you are given is the Internet, it's not surprising that every possible social and political problem is presented as an online nail.”
— [Evgeny Morozov](#)
- “The goal of privacy is not to protect some stable self from erosion but to create boundaries where this self can emerge, mutate, and stabilize.”

Hush hush! - Samsung warns customers not to discuss personal information in front of smart TVs

<http://theweek.com/speedreads/538379/samsung-warns-customers-not-discuss-personal-information-front-smart-tvs>

Samsung has confirmed that its "smart TV" sets are listening to customers' every word, and the company [is warning customers](#) not to speak about personal information while near the TV sets.,

And when you read this article online, you will be tracked, as may your eye movements....

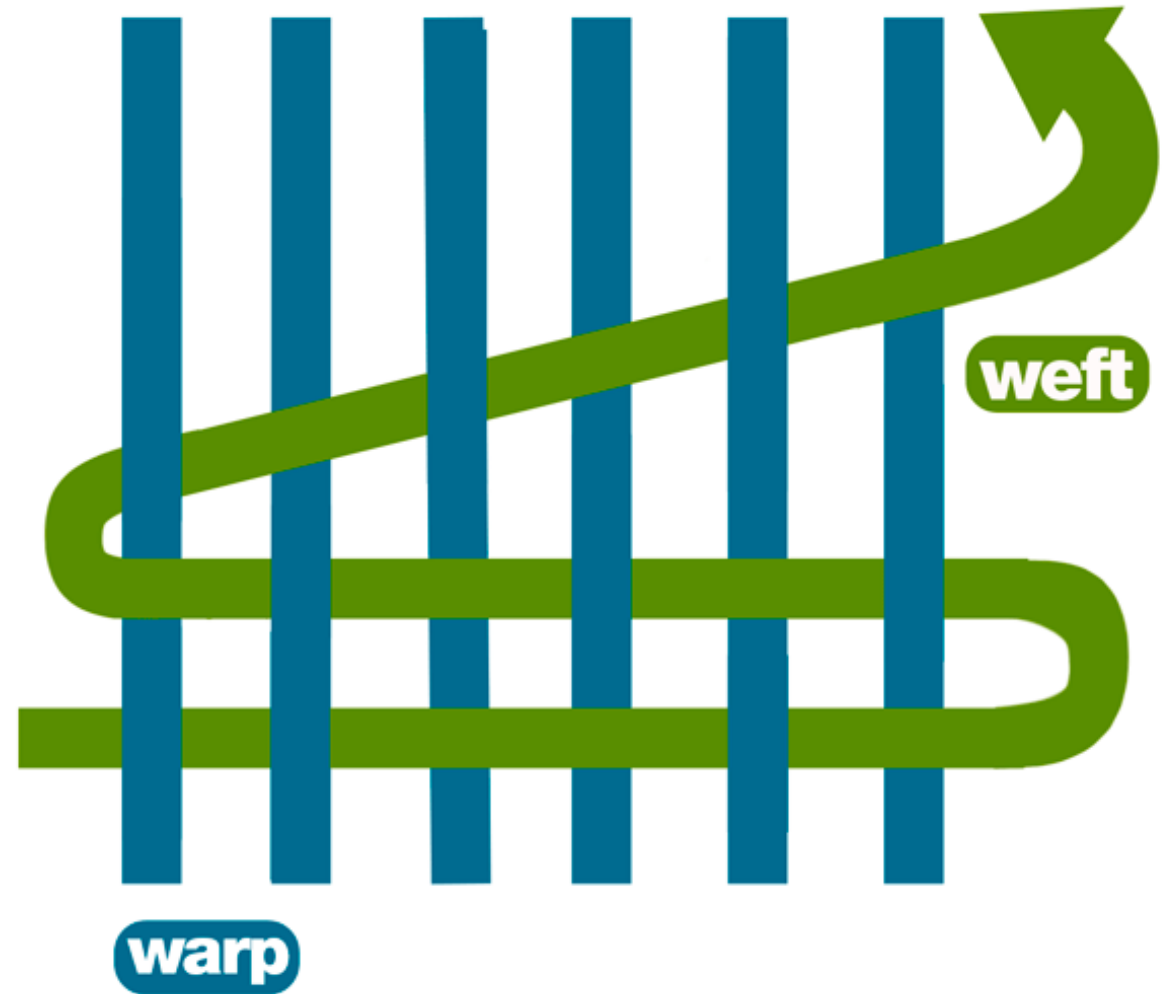


Working Together

Individuals and
Organisations

Does Digital enable warp
and weft ?

Or is family life at risk ?



Key Issues - Digital as Profit and Control

- Profit motive = build a “ walled garden “
- Making money = “ owning the customer “ and control and sale of data
- NHS, Governments, Fb are Organisations who seek standards, growth, profits and customers through different means
- Power is not equally distributed

- Individuals have feelings, situations, history
- Communities, families and relationships are built on trust, reciprocity, mutual respect, experience etc.....

- Would you want your family’s digital history to be opened by the FBI, or is Apple doing well to resist ?

Ethnographic Research - Choices

Film - “ I remember a time when the world was at peace..... “

People online are looking for a combination of factors -

- Security
- Trust
- Convenience
- Does digital “ alienate “ the user

Citizens or customers
or what ?

Has the experience for the
individual improved with
digitisation of services ?

Plus

And

Minus



Families – it's like learning to drive....maybe ?

- Equality – is it designed in ?
 - Access – who gets what and goes where ?
 - Provision – does the divide grow ?
 - Education – do people know what happens ?
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- To drive, you have to be 17 ; on the internet, what age are you and how to check ?



Here's what happens.....

- <http://www.itproportal.com/2016/02/18/heres-what-happens-when-hackers-steal-your-personal-data/>
- 'Where's Your Data' experiment, creating a digital identity for an employee of a fictitious retail bank, a functional web portal for the bank, and a Google Drive account, complete with real credit-card data.

Over 1,400 visits were recorded to the Dark Web credentials

Hackers came from more than 30 countries

Collaborations

- Is there an opportunity for a **trusted, person centred** Scottish approach ?
- Welfare Reform Committee – Para 14. The other major principle which we advise the Scottish Government to adopt is to make the new system **person- centred**.
- Person centred and respectful
- Citizen is independent, and carrier of their own proof
- Enables citizens to have control and choice
- Individual has rights and can participate and collaborate with knowledge
- Data Usage Reports – how do families know what is happening ?

Opportunities to work together

- There are many opportunities
- What are the motivations and outcomes ?
- What enables citizens to be independent ?

- How the internet works with a child / student / parent / citizen / older person ?
- Research and more understanding of internet business relationships are required
- Citizens do not know what happens