

# The Effects of Big Data and Autonomous Systems on the Individual and Society

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## The state of affairs of the world:

- Virtual (cyber) and physical environment fully amalgamated
- The individual is known through its data projection in social networks, surveillance maps (by state and companies), etc.
- Human action is guided (enhanced or controlled?) by big data analysis, profiling, AI, autonomous self-learning systems
- Complexity increases (also with globalisation) and cannot be managed with central control, independent of the amount of data available



## Problems

- Autonomy of the individual and creativity of the society
- Understanding of the world through models, based on data from a particular perspective of reality. Full complex reality can never be captured
- Who or what controls the systems and data – will personal data be under subject control? Are systems only for guidance and advice?
- How do we organise power, democracy and individual autonomy and decision making in a systems-controlled world?
- How will ethics, culture, law and responsibility be embedded in a digital world with automated decision making?

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## Suggestions

- Data of persons must be under their control, (various forms, e.g. MIDATA, data vaults), and used in trustworthy ways (need standards)
- Data Protection law based on (socially) acceptable and justifiable data use in a transparent way with clear responsibility assignment
- Control of the individual over the use of machines, systems, apps. The right to switch off or restrain and use it for advice only
- Platforms that ensure use of data and systems compliant with ethical rules, democratically adapted, and allow cultural (national) diversity.
- Society ensures secure, autonomous and creative behaviour of individual. New forms of democracy and decision making.

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## Further Reading

- Dirk Helbing: **The Automation of Society is Next: How to Survive the Digital Revolution.** [researchgate.net/publication/281348054](https://www.researchgate.net/publication/281348054)
- David van Reybroeck: **Against Elections – The case for Democracy**
- Nassim Nicholas Taleb: **Antifragile**

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