



PRESS RELEASE – 2019 IFA+ SUMMIT

Dataism: construction of a new reality

Berlin, 27 June 2019 – The influence of Big Data on the economy, politics and society has been growing for years. The resulting opportunities and risks are the subject of discussion among renowned speakers within the cluster “Society” at the IFA+ Summit taking place in Berlin from 8 to 9 September 2019. The social consequences of dataism, as well as the interaction between humans and machines, are being questioned from a critical viewpoint.

The same rights for humans and machines – when Artificial Intelligence devices overcome the current limits of social interaction, for instance by passing the Turing Test, they should in part gain the right to exist. Deleting their program would subsequently raise ethical questions. This is the disruptive viewpoint of **Robert Sparrow**, Professor of Philosophy at Monash University in Melbourne. He focuses on new technologies and their ethical consequences for society.

Through the growing influence of algorithms, Big Data, AI and robotics on our lives, a host of ethical questions arise. How can we handle these technologies? Which moral principles do we equip Artificial Intelligence with? **Pak-Hang Wong** deals with these questions as Research Associate at the University of Hamburg, focusing on the responsibility of society towards technological developments. Moreover, he is working with colleagues from Beijing, Taiwan and the USA on developing an ethical compass for handling digital technologies.

Social justice when processing data is what **Lina Dencik** demands. Our lives are being recorded in data in ever more detail, which is becoming a part of economic models and political control. Personal information has become a sport for politics and business. Lina Dencik strives to curb this development in her project Data Justice. The co-founder of Data Justice Labs primarily researches the connection between media development and social change.

Datafication of politics, business and society cannot be considered without thinking of cyber security. **Parham Eftekhari** is co-founder of the Institute for Critical Infrastructure Technology (ICIT) and, together with his think tank, advises the NATO, the World Bank and the US congress, among others, on digital security. In 2017, Parham Eftekhari was honoured with the U.S. Government Information Security Leadership Award as the most significant industrial partner to the US government.

The future forum at IFA, the globally leading show for consumer and home electronics, the IFA+ Summit and its numerous international speakers give an outlook on the development of the disruptive technologies of our digitally networked future. Tickets are available at the early-bird price of 499 euros until 30 June; after this time, they cost 599 euros. Students can participate for 299 euros. Day passes are also available.



About IFA+ Summit

The IFA+ Summit has been the IFA's think tank since 2014, the world's largest show for consumer and home electronics. Each year, it draws in more than 550 participants from over 30 countries and more than 50 speakers. The two-day IFA+ Summit is part of the IFA NEXT innovation forum. The IFA+ Summit takes place on 8 and 9 September 2019 at the IFA fair grounds in Grand Theater, Hall 26b. More information at: www.ifaplussummit.com.

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