

SINGAPORE CITIZENS: WHERE WOULD YOU DRAW THE LINE?

[Music]

Ng Wee Wei:

“In this digital era, with the cost of technologies coming down tremendously, and the availability of technologies that are available to us, powered by Artificial Intelligence, let's say is allowing us to now connect the dots across data sources that we have for many years but are now able to make sense out of them.

But the same set of capabilities are also available to malicious actors who can use those capabilities to advance threats in our physical and digital environments.”

Ashley Khor:

“Singapore’s trust in government is one of the highest in the world and citizens feel broadly positive about the use of AI, such as for seamless e-government services. At the same time, they feel more conflicted in areas involving emotional or ethical decisions.”

“We are bringing together scientific and qualitative methods, from behavioural analytics to empathy research to enable governments and citizens to have an informed dialogue around emotional decisions.”

“We connected with over 300 Singaporeans to understand citizen's perspectives on where they would draw the line between privacy and public safety. Using behavioural analytics to decode the algebra of the mind, we uncovered 3 distinct mindsets, with unique sets of values and conflicting emotions and fears.”

Citizen 1:

“I think, my greatest fear is the misuse of data by the person who is collecting it. So them using it for their own advantage.”

Citizen 2:

“To give up my information to keep Singapore safe – oh, so you are using keeping Singapore safe to get me to give you my information?”

Citizen 1:

“Handing over to someone like the government which has a lot of resources, there’s endless possibility of what they could use to create. There could be another persona or another me that they could re-create to their own advantage and that kind of scares me a little.”

Citizen 3:

"So the biggest concern is like stolen information actually I got it before, like Facebook, somehow my information got stolen or whatever then I see that my credit card got charged like in funny kind of currency."

Citizen 4:

"I mean, the thought of being under constant surveillance is scary. You know we are all selfish. We want to also enjoy the benefits of safety, but we are not willing to in a sense pay for it or give up any of our own freedoms or rights for a common good."

Citizen 3:

"Like what kind of website I go to, what kind of words that I say on Facebook, what kind of remarks, what kind of articles I read. I think it's really like, I like to have a sense of freedom of speech and I don't like the feeling of like somebody's really watching me and breathing down my neck."

Citizen 5:

"They are the one who protect the country. And we need to protect the country first before anything else. So it is very important to have a very strong customs, army and police. For the greater good, for the security wise, I will be able to share the information I put on online sites. If the government knows who I am dating, helps the security, well ok maybe it would, I don't know."

"Biometric fingerprints is good for like if you want to know your blood type or something. Where you can just use your fingerprint if you go to the hospital what is wrong with you previous, medical history, so far and so forth I think that's good."

Citizen 6:

"I trust that the Government is actually protecting all this. But we are heading to the AI right. The person who actually design the AI, use the AI, is important how they want the AI to work for them."

"The AI don't work for the machine right, is work for the human being. It cannot be misused by people, of a different type of purpose."

Voiceover:

We analysed the feedback from the 300 citizens and found that people do gravitate to the use of AI for specific purposes. Particularly when safeguards are also put in place and communicated transparently. And our behavioural analytics platform validated that the combination of these factors appeals to citizens with different mindsets.

Citizen 4:

"This is very proactive, when you read it you feel more confident that you can actually really screen against serious security threats."

Citizen 5:

"It evokes a sense of pride in me, it's important because of the threats like terrorism or cyber scamming and stuff like that."

Citizen 6:

"I think it is okay for government agencies to share data. So in order to be more productive, or to be more helpful for the citizen, they should share their data."

Citizen 3:

"And they have also the means to stop any unauthorized access."

Citizen 2:

"We should focus on consent, I own my own information and I decide whether someone else should use my information for something else."

Citizen 1:

"In terms of assurance and in terms of confidence of how my data may be used or protected that may ensure the safety and security of the data."

Voiceover:

Decoding the algebra of the mind to understand citizen's perspectives, values and fears can help governments design and communicate solutions that balance trade-offs, foster trust and better capture citizen's mindshare.

Ng Wee Wei:

"Accenture has always been doing Pulse surveys in major cities where we operate. In the most recent Pulse survey, it is also clear to us that Singapore citizens maintain our high confidence in our government."

"But at the same time, I think that is also a time for us to constantly remind ourselves that we need to review how the data collected are communicated, are used and are protected in order to allow us to make sure that we continue to keep Singapore safe, secure and at the same whilst protecting the data privacy of our citizens."

[Music ends]

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