

*Panel Discussion*

RFID, Information Sharing and Privacy:  
Research Agenda for the Next 3-5 Years

# What we have discussed

- Risks and opportunities of RFID
  - Changing roles of humans in socio-technical environments
  - Right information at the right time
  - Meta-design
  - Support for handicapped persons
  - Tracking school children
  - New application areas such as Authentic Learning environments
- Privacy-enhancing technologies
  - ID technologies such as PID
  - Privacy-enhancing communication protocols
  - Watchdog tags
  - Personal privacy assistants

# What we have discussed

- Consumer's view
  - Opportunities and risks in retail
  - MyGrocer project
  - Information delivery: location, total cost, product information
  - RRS-based product dissemination/access
    - Biases in information, methods for aggregation; information overload
- New paradigms
  - New paradigms for information sharing and privacy
    - **RFID is only a part of it**
  - Problems about aggregation, inferences, .... too
  - Tricky trade-offs : **people are willing to comprise their data for certain benefits**
  - Why the computer should disappear? – disappearing computers (DC)
  - Interaction: user  $\leftrightarrow$  systems, **Artefacts**  $\leftrightarrow$  **Artefacts** (roomware; lots of smart artefacts)
  - Ambient Agora
  - Ambient media: **personal encoding, aesthetics-Informative art; cues for informal communication**  $\rightarrow$  relation to new paradigms for information sharing and privacy
  - Personal aura  $\rightarrow$  **social roles**
  - **European Disappearing Computer Privacy Guidelines**

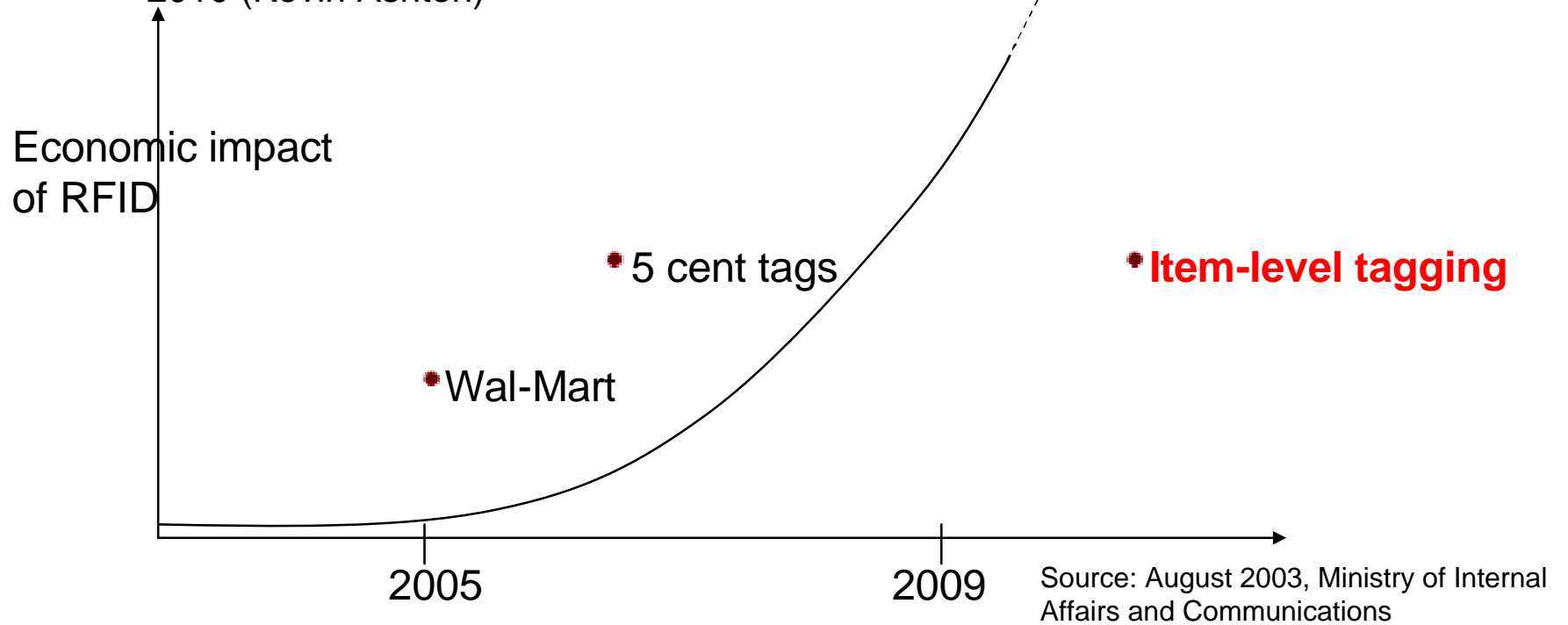
# What we haven't discussed

- How to get ready for the Wal-mart deadline
- How to make 5¢ tags
- Complete analysis of all RFID projects
- Proposal of new theory of privacy
- Specific policy recommendations

# 2005-2009

- **Towards “RFID in every object in the world”**

- 0.5 trillion tags/year consumed in 2010 (Kevin Ashton)



# Rebuilding social infrastructure (Yasuura, 2004)

- In the 20<sup>th</sup> century, information and communication technologies were partially integrated into our existing social systems for making services faster and more advanced
- The speed of communication and information processing has increased so much that it created situations that were not imaginable when our current social system was built
- The 21<sup>st</sup> century as the era of redesigning social systems by incorporating information and communication technologies from the beginning.
- Beyond retrofitting and towards designing collaborative human and information systems.

