STI Policy Assessment Approach

Strategic Technology Josthate

How do we assess and advise on long-term customer value and a brand ethics to reduce a new technology's threats of economic and social dislocation that grow out of unbounded application of technology?

		Stakeholder	Arguments		
For Technology Application			Against Technology Application		
	G	ather and Validat	e the Actual Facts		
		Non-Biased Inde	pendent Sources		
			7		
	Deterr	nine which Ethica	l Concepts are Invol	ved	
		the maximum payoff for the most people)	Minimax Regret - I maximum regret, or op	Utilitarian Ethics	
			755		Z LEST LE
	Assess the	Management Cr	iteria for Recommer	ndation	
	Bala	nce Business Benefi	ts with Reasonable Ris	k	
	HE I		A	1976	
		Develop the Ethi	cal Way Forward		
Maximize the most just distribution of benefits		Context-sensitive, bottom-up framework inverts 'sacred' rights		Physical world analogies of rights cannot be unbounded in a maximalist digital world	
			7		
	Recomm	end Where and i	low to Play in the M	Market	
	Bi	uld Ethics into the Pr	roduct Design Process		
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