



DIGITAL TRUST IN AI ERA

Session outline


- Digital Society
- Digital Trust
- Challenges to Digital Trust

Objectives

- Gain the confidence and trust needed to engage in digital activities.
- Develop the ownership to expand your own digital activities safely and responsibly.
- Advocate for others, encouraging them to pursue digital activities safely and responsibly.

WHAT IS A DIGITAL SOCIETY?

STARTING THE DAY

- ▶ Do we do these activities when we wake up
 - ▶ Reach for the smartphone
 - ▶ Catch up on latest news on your device
 - ▶ Browse through social media posts of friends or family
 - ▶ Listen to songs or do online Yoga
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Digital Society

Comprises of people whose daily activities and social connections are deeply connected through digital technology.

Technology impacts our lives in the Digital Society

Government Services	Biometric Systems	Convenience enabling systems	Hybrid Work
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How is a Digital Society related to Digital Trust

For individuals to confidently participate in a Digital Society, they need assurance that they can rely on digital services and devices without fear.

Trust is crucial in both the Physical and Digital worlds. In the world of technology,

'Digital Trust' refers to how trust operates within a digital community.

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Need for Trust

How do you feel when you visit a Lawyer where

- The Lawyer's credentials are clearly visible to all?
- A previous client calls the lawyer to complain about the legal advise they received?

What will give you a sense of trust while going to a Hospital?


- You have read about the hospital policies and know the list of departments and the specialists available?
- You have read about the policies but have also heard the doctors share joke/ chit-chat about their patients

Need for Trust

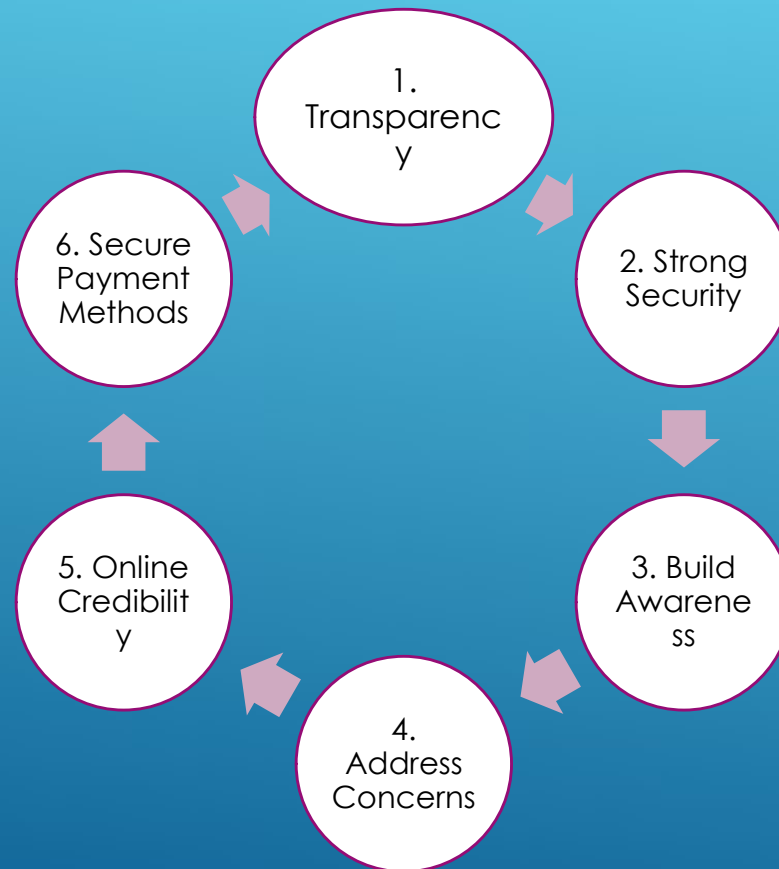
Going to a Lawyer for legal advise	Going to a hospital
When you visit the lawyer, you must trust that they will keep your case information private and secure.	When you visit any hospital for getting something treated, you must trust that they will keep your personal information private and secure.
You must also trust that they will provide accurate and reliable legal advice.	You must also trust that they will not conduct a procedure without your consent.

Digital Trust is like this but for online services. You need to trust that your website or application is secure and that your personal information will be protected.

Digital trust is essential for

- Privacy
 - Security
 - Digital Services
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How can we build Digital Trust?



What is Digital Identity?

Identity. Different characteristics put together to define who a person is- like their name, gender, regional affiliations, beliefs, etc.

A Digital Identity is information about an individual stored or made available in a digitized online format.

Examples include social media profiles, email addresses, online shopping history, etc.

Digital Identity

Publicly available	Private Information
<ul style="list-style-type: none">- Publicly accessible data is openly available- includes information from online forms, social media, public records, and other public sources.- This information contributes to a person's digital identity. <p>Example: Professional background, educational records, etc.</p>	<ul style="list-style-type: none">- Private data is confidential information- This is shared only with specific/ known entities or individuals. <p>Example: Personal emails, private messages, and information shared within closed social media groups.</p>

Publicly available Information

- **Collection:** Online forms, account registrations, surveys, or interactions with digital platforms.
- **Storage:** stored in databases or digital systems once collected.
- **Processing:** Publicly available data is processed for providing services, personalizing experiences, conducting analytics, or fulfilling legal obligations.
- **Sharing:** may be shared with external parties for specific purposes, such as service providers, business partners, or regulatory authorities.
- **Anonymization and Pseudonymization:** Anonymization removes personal identification details, whereas Pseudonymization substitutes identifying details with pseudonyms.
- **Consent and Control:** Individuals can consent to collecting and using their information, while retaining the rights to access, correct, or delete their data

Why should publicly available information be secure?

Identity theft is the unlawful acquisition of another individual's personal information (e.g., name, unique government identification number, etc.) for committing various fraudulent activities.

Example: Stealing a person's Aadhar number or PAN number to apply for government benefits/ causing harm

Securing financial data, such as details of credit cards and bank account numbers, is crucial to prevent fraudulent credit card charges, compromised bank accounts, and other financial crimes.

Example: Gaining access to credit card information, can lead to fraudulent charges/ financial fraud


Protecting sensitive data such as health records, religious beliefs, or political affiliations

Example: If health records get exposed, unethical insurance firms may

Measures to ensure data safety

Technical measures involve using technology and tools to protect personal information.

Example: Keep software up-to-date, don't download files from unknown senders, etc.

- Enable multi-factor authentication
 - Use encryption Tools
 - Keep software and devices updated
 - Secure Browsing
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Measures to ensure data safety

Behavioral Practices: When staying safe online, we must be mindful of our behaviors and how we share and handle personal information. This means adopting safe online practices and being cautious with our online activity.

Example: Avoid posting private data like house address, card details, confidential documents, etc.

- Share personal information mindfully
- Use strong and unique passwords
- Regularly review private settings

Monitoring and reporting involve monitoring accounts and online activities for signs of unauthorized access or suspicious behavior.

Example: In case of digital fraud or cyberbullying, report the matter to the concerned authorities.

- Monitoring personal information for signs of unauthorized activity
- Reporting suspicious activities immediately

Cyberbullying

The definition of cyberbullying is "When someone frequently frightens, embarrasses, or otherwise harms someone else online."

Cyberbullies may use any form of online communication- instant messenger, email, texts, web posts, and games to harm their victim(s).

Cyberbullying

Harassment involves persistent and unwanted behavior aimed at causing distress, intimidation, or harm to a specific person or group. According to a report by the Pew Research Center, the following behaviors are a few examples of harassment:

Offensive name-calling: Involves the use of insulting or derogatory language.

Example: calling someone a derogatory name based on race, gender, or sexual orientation.

Purposeful embarrassment: Refers to making fun of someone intentionally with the intent to humiliate or embarrass them.

Example: Using a group chat to gang up on one person and say mean and hurtful things.

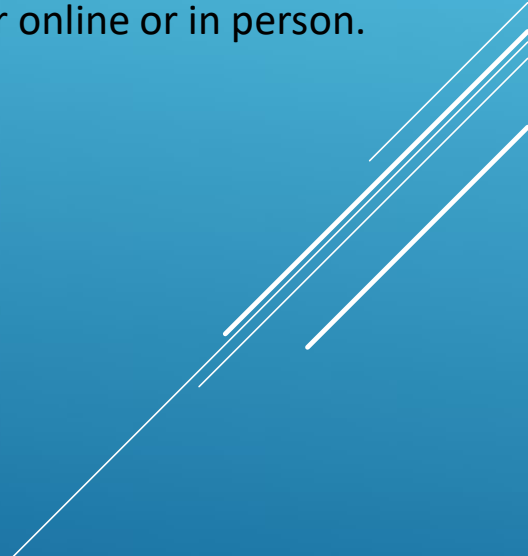
Physical threats: Sending messages that contain threats of physical harm.

Example: A bully targets a victim by saying, "I know where you live, and I'm going to come after you."

Cyberstalking

Cyber Stalking refers to repeatedly tracking, monitoring, or intimidating someone online, often through excessive messaging, surveillance, or invasion of privacy.

Example: An individual who is stalking may try to track their victim's movements by surveying the victim's social media presence. This may be followed by unwanted advances either online or in person.

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Trolling

Trolling deliberately provokes or incites others online by posting disruptive or offensive comments or content.

The word 'troll' means 'to search for or try to get (something)!' Online trolls are 'searching' for responses.

Trolling focuses more on disruptive behavior and provoking reactions, while harassment involves a sustained pattern of harmful actions targeted at an individual or group.

Example: In online forums or comment sections, individuals may engage in heated arguments or deliberately provoke others to incite angry responses and disrupt meaningful discussions.

Strategies to deal with Cyberbullying

The **B.R.A.V.E** framework is a simple yet effective strategy to deal with cyberbullying!

B – Block and Restrict communication

R – Report to appropriate authorities and document any instance of Cyberbullying

A – Avoid responding or engaging with the bullies

V – Validate your feelings and seek support from trusted individuals

E – Educate yourself and others about online safety and cyberbullying prevention



Trust damaging behaviours

Misinformation

Refers to communication that is inaccurate, false, or misleading but shared or transferred without the intent to deceive or harm.

Disinformation

Refers to communication that is inaccurate, false, or misleading but purposefully created with an intent to deceive and cause harm.

Resources

<https://mdc.instructure.com/courses/130829>

<https://cdl.smu.edu.sg/research-clusters/digital-society>

<https://lifestyle.sustainability-directory.com/term/digital-society/>

