

Communication and the strive for impact

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Outline

- Defining impact
- Inherent link between communication & impact
- Example projects
 - Ambient Intelligence (Aml) in health care
 - Robots everywhere
 - Comparison from communication perspective
- Discussion

Defining impact

What do we strive for when we strive for impact?

Defining impact

- **Issues: 3 dimensions**
 - Technological/ scientific
 - Societal
 - Policy issues

- **Impact: 3 dimensions**
 - Knowledge
 - Attitudes
 - Actions

TA in Europe: between method and impact (2003)

IMPACT DIMENSION ISSUE DIMENSION	I. RAISING KNOWLEDGE	II. FORMING ATTITUDES /OPINIONS	III. INITIALISING ACTIONS
TECHNOLOGICAL /SCIENTIFIC ASPECTS	SCIENTIFIC ASSESSMENT <ul style="list-style-type: none"> • Technical options assessed and made visible • Comprehensive overview of consequences given 	AGENDA SETTING <ul style="list-style-type: none"> • Setting the agenda in the political debate • Stimulating public debate • Introducing visions or scenarios 	REFRAMING OF DEBATE <ul style="list-style-type: none"> • New action plan or initiative to further scrutinise the problem decided • New orientation in policies established
SOCIETAL ASPECTS	SOCIAL MAPPING <ul style="list-style-type: none"> • Structure of conflicts made transparent 	MEDIATION <ul style="list-style-type: none"> • Self-reflecting among actors • Blockade running • Bridge building 	NEW DECISION MAKING PROCESSES <ul style="list-style-type: none"> • New ways of governance introduced • Initiative to intensify public debate taken
POLICY ASPECTS	POLICY ANALYSIS <ul style="list-style-type: none"> • Policy objectives explored • Existing policies assessed 	RE-STRUCTURING THE POLICY DEBATE <ul style="list-style-type: none"> • Comprehensiveness of policies increased • Policies evaluated through debate • Democratic legitimisation perceived 	DECISION TAKEN <ul style="list-style-type: none"> • Policy alternatives filtered • Innovations implemented • New legislation is passed

Inherent link between *communication* & impact

- TA without communications has NO impact
- A communication strategy is an integrated part of your project. Not something that comes after.
- But: “the public” does not exist. And that’s a good thing.

Communication strategy

- A strategy before a plan gives the project focus
- Main questions:
 - what do you want to achieve? How can communications contribute? Who do you want to influence?
- Key Message
- Plan of Action

Ambient Intelligence

Viable future or dangerous illusion?



Ambient Intelligence in health care

- 2006–2009
- Main output: study on the ELSI aspects of designing smart surroundings for health purposes
 - *Ambient Intelligence: viable future or dangerous illusion?*
- Methods: stakeholder interviews, combo case studies-scenarios
- Assessment tool
 - functional improvements
 - normative issues
 - viability of specific levels of automation of health care
- Discussing 5 levels of intelligence in 5 health-related domains



Ambient Intelligence in health care

Domain	Level of intelligence	Explanation
Residential care zones	Embedding technology	Equipment invisibly integrated into your surroundings
Hospital of the future	Context awareness	The surroundings recognize you and your particular circumstances
Paediatric physiotherapy	Personalisation	Services are tailored to your needs and preferences
Follow-up care in cancer patients	Adaptation	The surroundings adapt automatically to your needs
Sports	Anticipation	The surroundings automatically anticipate your Needs



Case:

The night Mrs P disappeared

Mrs P is 85 years old and finds it increasingly difficult to live on her own.

The Home Care Service provides Mrs P with various technological aids.

- What needs are not being properly met?
 - E.g. uses-friendliness
- Potential benefits of Ambient Intelligence
 - Mrs P did not accept her personal alarm, perceiving it as a nuisance.
 - Intelligent integration of technology could resolve this by providing ‘invisible’ solutions (inconspicuous, removing need for interaction.
 - Social integration implies more natural, more human, more intuitive HMI interaction: increase user-friendliness/ minimize resistance.
- Future scenario in which Aml is used to try to meet those needs

Ambient Intelligence in health care

- Networking: requirement for & obstacle to personalized care
- Topics for further political and societal debate
 1. Personal access - selective exclusion from health care
 2. The personalization of health care services - in exchange for privacy
 3. Save costs – let the citizen pay the price
 4. Self-care – restriction of self determination
 5. Medical supervision – the citizen or patient as health care consumer
 6. Individualization – solidarity on the brink
 7. The automation of health care services – informed consent
 8. Calm technology – increasing unrest
 9. More prevention – more illness
- Desired impact:
 - combo of raising knowledge and forming opinions attitudes (both regarding S&T + societal aspects)

Comparison

from a communication perspective



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Ambient Intelligence (2007)	Robots everywhere (2012)	Intimate Technology (2014)
<ul style="list-style-type: none"> • Press release as 'communication tool' • Monitoring the results, show no further active communication strategy, plan or execution <p><u>Conclusion</u>: Good results, but probably some missed opportunities. So less <i>impact</i> towards public, policy or politics.</p>	<ul style="list-style-type: none"> • Communication strategy with overall goal, key message and target groups was formulated • Timing launch: combination of press release and public debate • Policy brief: always deliver recommendations for parliament, policy makers and politicians • Growing online presence and social media. Opportunity for case studies, sub-topics <p><u>Conclusion</u>: striving for <i>impact</i>, resulting in well-known actor in public debate. But what about parliament?</p>	<ul style="list-style-type: none"> • Integrated communication strategy is part of project plan • Political relevance defines impact of entire project • Increase of online media: blogs, social media. New graphic ways <p><u>Conclusion</u>: integrated strategy is key to success. But, <i>momentum</i> can not always be predicted.</p>



What the media wants

Journalists want and need fast, easy and a quick answer or quote for newspaper, radio or tv interview:

- Discussions on technology are very gadget oriented
- Or, narrow conceptualisation of societal problem /issue

Consider:

- Do we know enough about this subject, is it evidence based?
- Do we want to be in the public debate on this topic?



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Press release

PERSBERICHT: ROBOT REVOLUTIE VRAAGT OM ACTIE

Nieuw boek: Overall robots. Automatisering van de liefde tot de dood.

Politici en beleidsmakers moeten nu gaan inspelen op de wereldwijde roboticarevolutie. Als we weten welke taken we in Nederland wel door robots willen laten uitvoeren, en welke niet, kan Nederland optimaal gebruikmaken van de kansen van de wereldwijde roboticarevolutie. Dat stelt het Rathenau Instituut in Overall robots. Automatisering van de liefde tot de dood, een inventarisatie van roboticaontwikkelingen: thuis, in de zorg, in het verkeer, bij de politie en bij de krijgsmacht.

Nu al worden robots gebruikt voor politietaken en ontmanteling van explosieven. In de toekomst zullen ze ervoor zorgen dat we langer zelfstandig kunnen blijven wonen en zullen zede wegen veiliger maken.

Maar om dit werkelijkheid te laten worden, moet er nog wel veel gebeuren. De auteurs van Overall robots signaleren dat er nog veel kloven bestaan tussen techniekontwikkelaars, beleidsmakers, politici en gebruikers en investeerders. Het Rathenau Instituut pleit ervoor om relevante wetgeving en aansprakelijkheidsregelingen op orde te brengen en na te denken over de ethische vragen en privacykwesties rondom robotica. Heldere beleidsvisies vormen een cruciale voorwaarde als Nederland straks over de kansen van de roboticarevolutie wil beschikken. Vooruitlopend daarop adviseert het Rathenau Instituut:

Verbied autonome, bewapende robots. De Nederlandse regering moet streven naar een internationaal verbod op autonome bewapende robots; beslissingen over leven en dood mogen niet geautomatiseerd worden. Een noodzakelijke voorwaarde van het internationale humanitaire oorlogsrecht is dat er altijd iemand verantwoordelijk gehouden kan worden voor een ongewenst gevolg. Er is een nieuwe wapenwedloop gaande op het gebied van bewapende robots. Internationale verdragen kunnen de proliferatie wellicht indammen.

Stel autorobots verplicht. Robotica kan de Nederlandse verkeersveiligheid aanzienlijk verbeteren. Beleidsmakers moeten

Presentatie bijwonen

Het boek Overall Robots wordt vandaag (dinsdag 15 mei) gepresenteerd in het Theater aan de Waterkant in Den Haag, van 15.45 – 17.00 uur. Zorgrobot Eva overhandigt het eerste exemplaar aan het publiek. Aanmelden kan via a.thijssen@rathenau.nl. Het programma vindt u hier:

<http://www.rathenau.nl/agenda/bijeenkomsten/talkshow-en-boekpresentatie-overal-robots>

Over het Rathenau Instituut

Het Rathenau Instituut stimuleert de publieke en politieke meningsvorming over wetenschap en technologie. Daartoe doet het instituut onderzoek naar de organisatie en ontwikkeling van wetenschapssystemen, publiceert het over maatschappelijke effecten van nieuwe technologieën, organiseert het debatten over vraagstukken en dilemma's op het gebied van wetenschap en technologie.

Noot voor de redactie

Voor informatie kunt u contact opnemen met Antoinette Thijssen [a.thijssen\(at\)rathenau.nl](mailto:a.thijssen(at)rathenau.nl), 070 375 02.

Gegevens over het boek en het onderzoeksproject

Overall robots. Automatisering van de liefde tot de dood. Lambèr Royackers, Floortje Damsma van Est. Boom Lemma Uitgevers, Den Haag. ISBN 978-90-5931-833-5. € 25,00.

Over het onderzoeksproject:

<http://www.rathenau.nl/themas/project/sociale-robots.html>

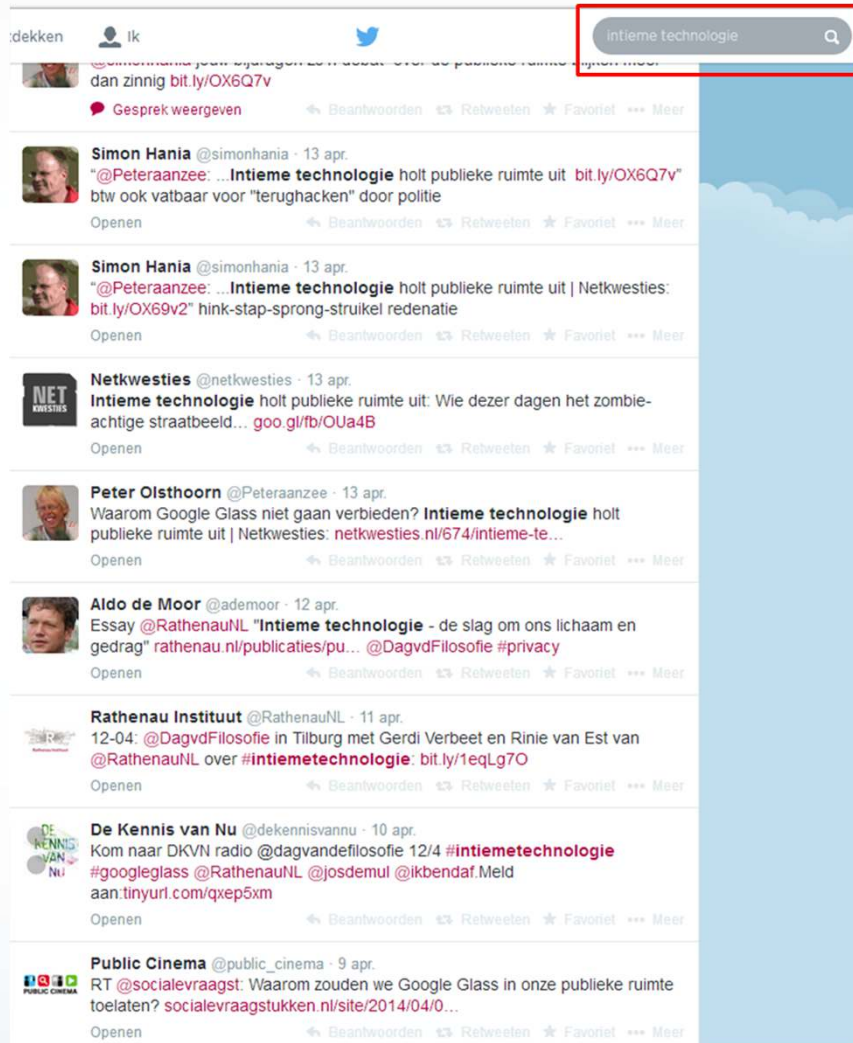


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Public debate



Online presence



The image shows a screenshot of a Twitter search results page. The search bar at the top contains the text "Intieme technologie" and is highlighted with a red box. Below the search bar, there is a list of tweets. The first tweet is from Simon Hania (@simonhania) dated 13 apr, mentioning "@Peteraanzee: ... Intieme technologie holt publieke ruimte uit bit.ly/OX6Q7v". The second tweet is also from Simon Hania, mentioning "Netkwesties: bit.ly/OX69v2". The third tweet is from Netkwesties (@netkwesties) dated 13 apr, with the text "Intieme technologie holt publieke ruimte uit: Wie dezer dagen het zombie-achtige straatbeeld... goo.gl/fb/OUa4B". The fourth tweet is from Peter Olsthoorn (@Peteraanzee) dated 13 apr, asking "Waarom Google Glass niet gaan verbieden? Intieme technologie holt publieke ruimte uit | Netkwesties: netkwesties.nl/674/intieme-te...". The fifth tweet is from Aldo de Moor (@ademoor) dated 12 apr, mentioning "Essay @RathenauNL 'Intieme technologie' - de slag om ons lichaam en gedrag" and "rathenau.nl/publicaties/pu... @DagvdFilosofie #privacy". The sixth tweet is from Rathenau Instituut (@RathenauNL) dated 11 apr, mentioning "12-04: @DagvdFilosofie in Tilburg met Gerdi Verbeet en Rinie van Est van @RathenauNL over #intiemetechnologie: bit.ly/1eqLg7O". The seventh tweet is from De Kennis van Nu (@dekennisvannu) dated 10 apr, mentioning "Kom naar DKVN radio @dagvandefilosofie 12/4 #intiemetechnologie #googleglass @RathenauNL @josdemul @ikbendaf.Meld aan.tinyurl.com/qxep5xm". The eighth tweet is from Public Cinema (@public_cinema) dated 9 apr, mentioning "RT @socialevraagst: Waarom zouden we Google Glass in onze publieke ruimte toelaten? socialevraagstukken.nl/site/2014/04/0...".



Reality check

- E.g. opinion articles:
 - **Circular economy**
 - Lack of consensus on lower limits for people, planet and profit □ needed to determine whether policy is successful in promoting sustainability
 - Initial OK from TA Department, NO from Communication Department
 - **Patients Know Better**
 - Again, not send to national newspaper
 - Turned into blog □ successful



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Discussion

- Possible tension between the strive for **impact** and **agenda setting**
 - E.g. project “Intimate Technology”
- How to deal with this tension?
 - Marlies: keep on milking that cow
 - André: there are more cows on the green

