

Can new technology, surveillance and digitisation be combined with personal integrity?

A report on the Swedes' opinions regarding technology, progress and safety. Produced by Sylog AB, a Data Respons company

Report Background

As a consultancy firm, we often work on developing new technology. Software and systems that have better features than what already exists. In some cases, this creates entirely new areas of application where the technology is used in a way that we might not have foreseen or that we could never have imagined before. That's how innovation works - as an interplay between technology and the needs of wider society.

In terms of technology and resources, it is very much possible to control everything and everyone in today's society. Through mobile phones and other devices, authorities or other actors could theoretically register everything we do with precision. Although this would be extremely effective and prevent crime, it comes with a Big Brother society where in practice no-one is free and everyone is in some sort of prison.

One area of digitisation where progress is moving forwards fast is surveillance. Both of traffic, machines and industrial equipment, and via

the internet of things. But people are subject to surveillance too. The conflict between control/surveillance and our integrity is what we want to illustrate through this investigation. In principle, technology allows everything, but society's challenge going forwards will be to find a fair balance and create possibilities for surveillance which don't feel like they're impinging on our integrity.

That's why it's interesting that this investigation shows that nearly eight in ten Swedes want to see more cameras on streets and in town squares. The balance between benefit and integrity has quite clearly been pushed back to a later time as people want significantly more surveillance. At the same time, this investigation shows that there is a great deal of scepticism amongst the public with regards to completely open data sharing. There is an awareness of how data are used by various different stakeholders for commercial purposes and most people don't want to be a part of this. A full 87 per cent of respondents don't want their movement patterns being registered so that companies can take a look at them.

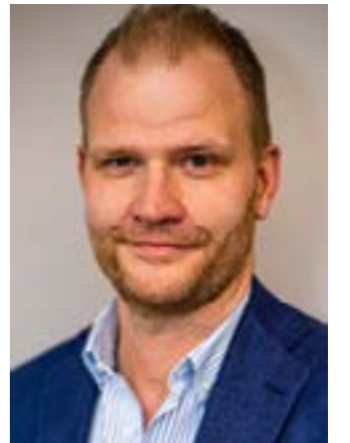
However, it is possible to develop surveillance

processes that only react when something out of the ordinary happens using AI technology. When someone behaves unusually, the police or someone else can investigate in more detail. Meaning the rest of us "normals" don't have to have our behaviour registered. There are also new facial recognition methods which pick out and identify the specific person being sought. If we think of crime, this can be one way of looking for wanted criminals without having to monitor everyone.

By developing this type of technology, we can satisfy people's desire for more safety whilst still protecting our integrity. As an industry and as an IT company, we have an important job to find new solutions that meet the needs of the future. Technology offers possibilities never before dreamt of.

New regulations need to be drawn up and there will be a need to monitor security within the system - surveillance of the surveillance. Security aspects must be given high priority if we are to fulfil the public's wishes.

With this report, we can confirm that many people are worried about ideas of integrity and this will become an ever more important part of our digital environment.



Happy reading!

Johan Jacobsson, CEO Sylog Sverige AB

About the investigation

Sylog had an investigation conducted into Swedes' views of integrity in our daily lives, both in the digital world and in terms of an increase in surveillance within society. The aim was to investigate in what situation and to what extent people were willing to sacrifice their integrity in order to achieve other purposes.

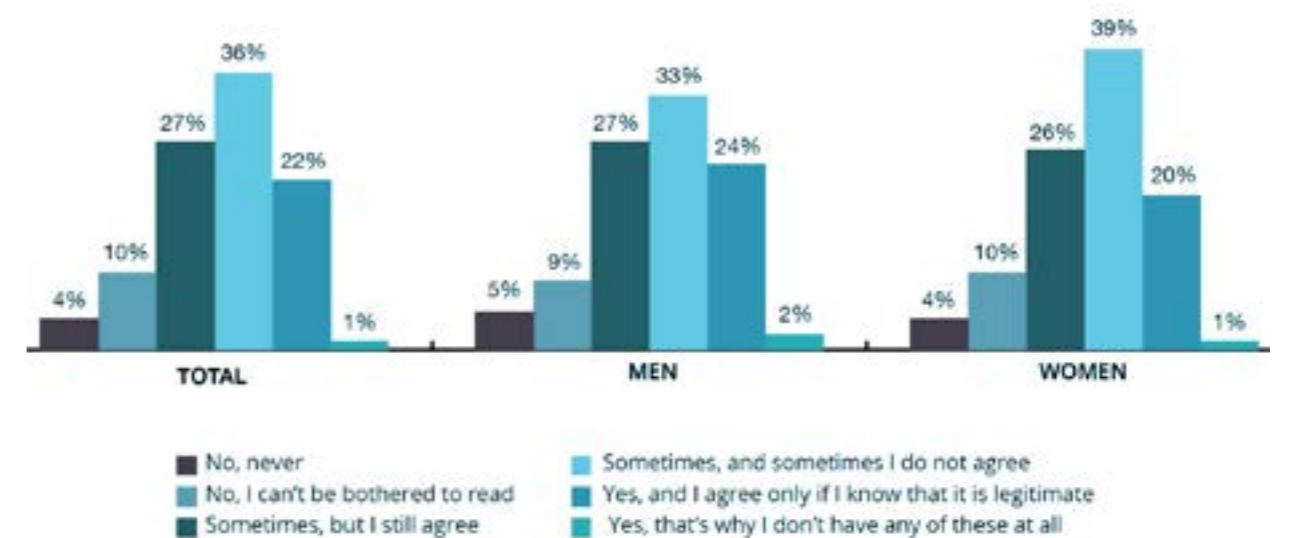
Process

The investigation was carried out by PFM Research during October 2020. A representative sample (in terms of age, gender and region) of men and women aged 18 and up in Sweden made up the total of 1,002 respondents, 502 men and 500 women.

Data were weighted based on the criteria of gender, age and region using a model from the Swedish Central Office for Statistics, meaning the result is representative of the population with respect to the total number of persons who took part in the investigation.

When you agree to the terms and conditions for apps and other digital services, do you think about your integrity?

More than one in ten have never or don't bother thinking about aspects of integrity



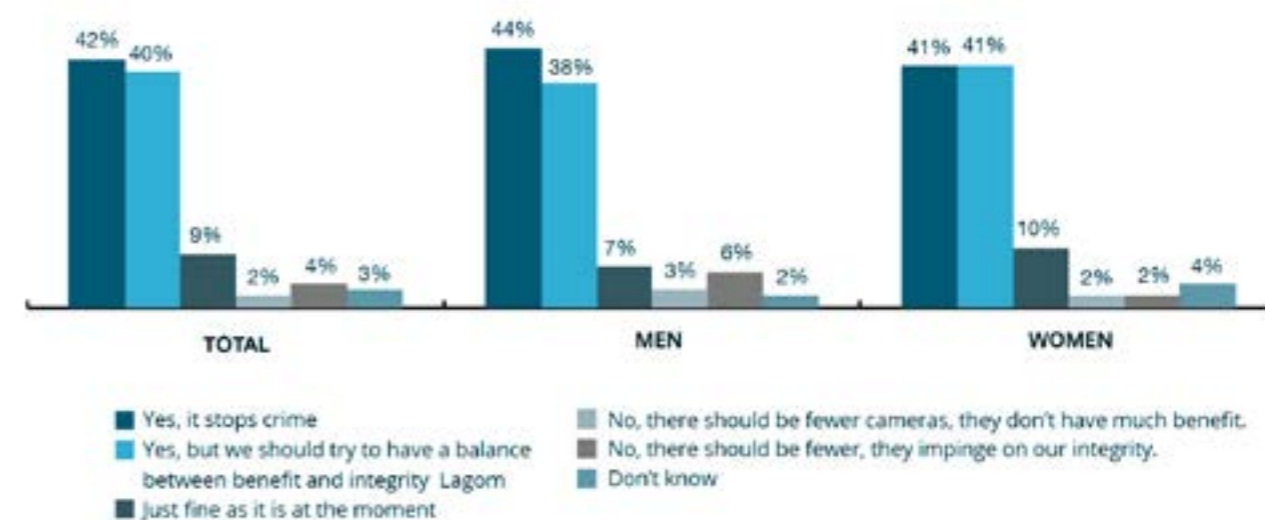
Many think about aspects of integrity when they are supposed to agree to terms and conditions for apps and digital services.

36 percent do this sometimes and might not use an app because of this, for example. **27 percent** think about this sometimes but agree to the terms and conditions anyway.

Just over a fifth, **22 percent**, believe that you should only agree to terms and conditions if you know that everything is legitimate. There are small differences between men and women. A minority will not use an app or digital services solely because of the terms and conditions.

Do you want to see more cameras on the streets and in town squares?

Eight in ten want to see more cameras on streets and in town squares

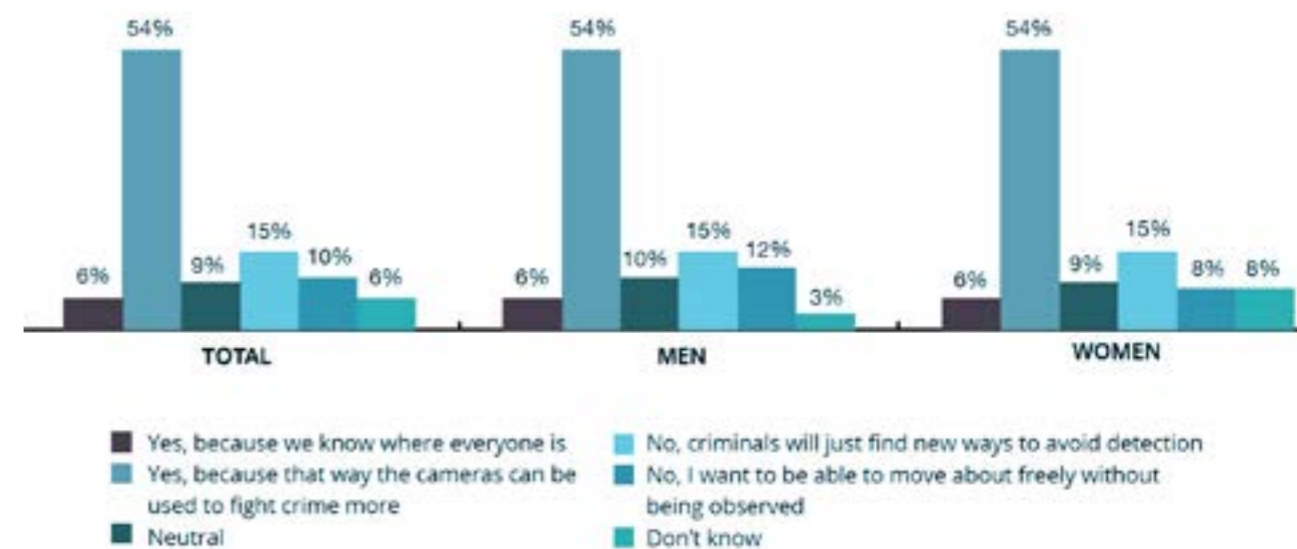


42 percent believe that more cameras stops crime, whilst **40 percent** believe that there should be more cameras but that we should try to maintain a balance between integrity and benefit.

A minority believes that there are enough cameras already and even fewer want there to be fewer cameras or none at all.

Do you think it's a good thing that cameras on streets and in town squares can be equipped with facial recognition?

A majority believes cameras in public spaces is a good thing that cameras on streets and in town squares can be equipped with facial recognition

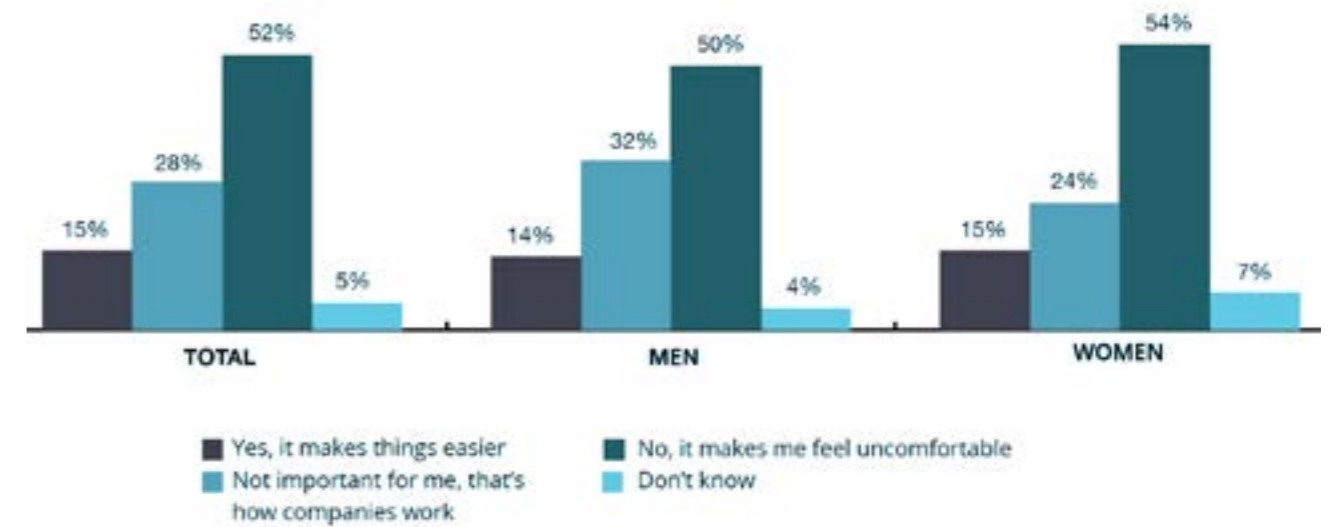


60 percent believe that it is a good thing that cameras in public spaces can be equipped with facial recognition, and the majority are of the opinion that these cameras can then be used to fight crime more.

However, **15 percent** believe that it is a bad thing because criminals will just find new ways to avoid detection.

Do you feel that you get accurate search results, ads and so on based on your previous browsing and search history?

Over half believe that it makes them feel uncomfortable getting accurate search results based on their browsing data

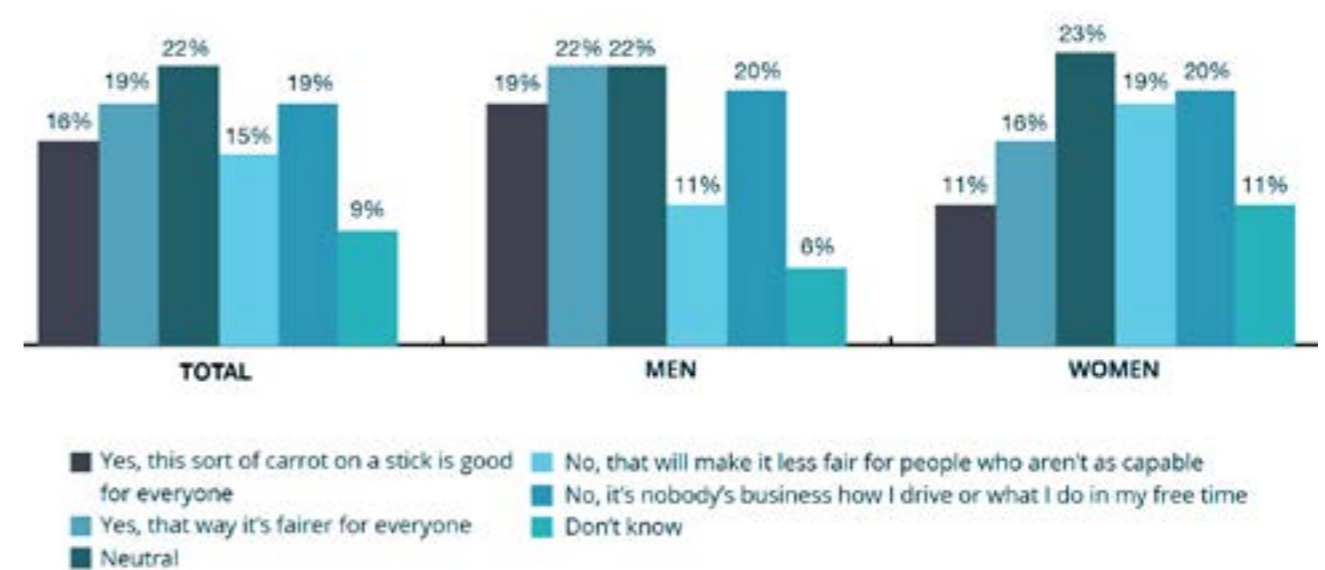


52 percent believe this, and slightly more women than men. However, more than one in four believes that this is not important.

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Is it right to get better conditions on your insurance policy in exchange for taking part in activities that promote your health, or registering how you exercise or how you drive, for example?

One in three believes that it is a good thing and fair that you can get better insurance conditions by taking part in activities that promote health

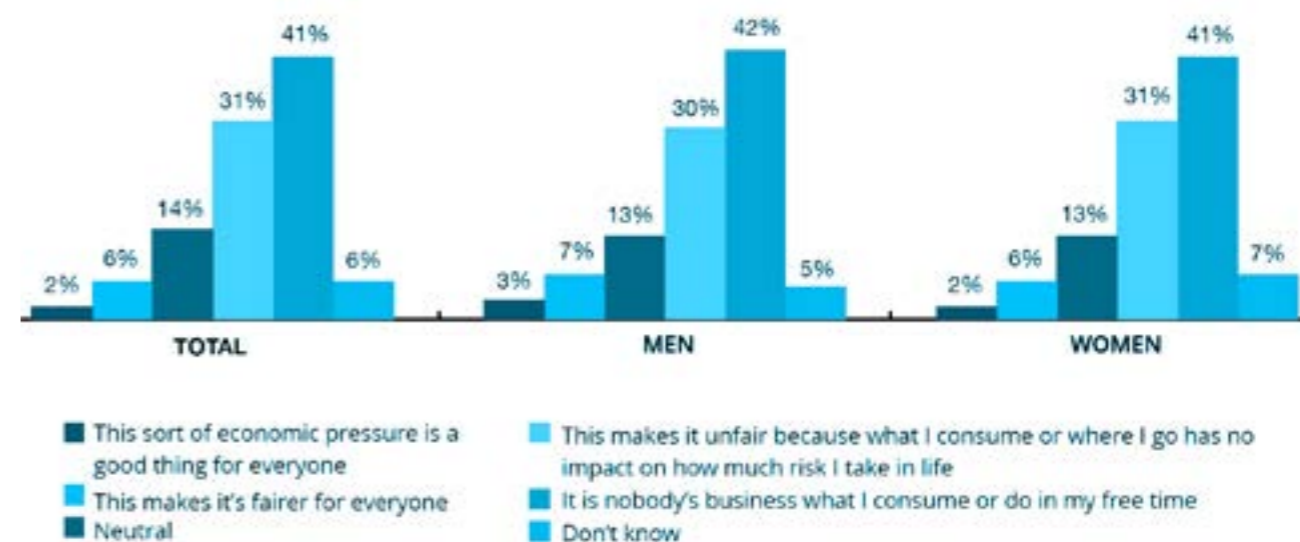


More than one in three, **35 percent**, believe this. However, nearly one fifth, **19 percent**, believe that it's a bad thing because it's nobody's business how they drive or what they do in their free time.

More men see this as a good thing **19 percent** believe that this sort of carrot on a stick is a good thing, compared to just **11 percent** of women.

What is your opinion of getting worse conditions on your insurance based on the products you buy, what bars/restaurants you go to?

Seven out of ten think it's a bad thing for your insurance conditions to be worse if you lead an unhealthy lifestyle

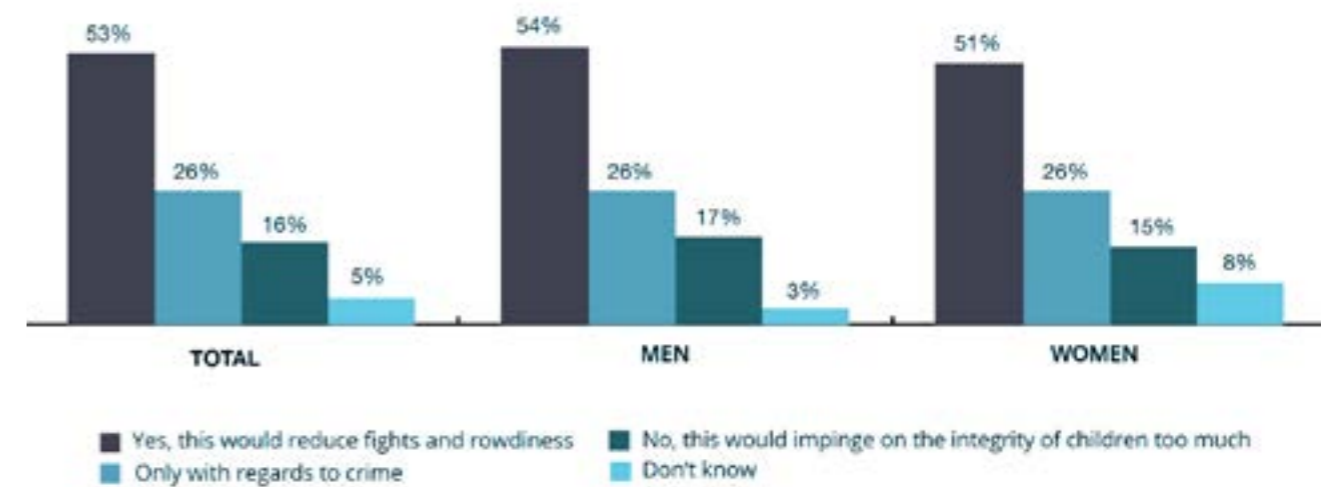


72 percent believe that this type of economic pressure is a bad thing because it is unfair to judge consumption of goods or number of visits to the pub as a measure of how much risk people take in their lives.

Small differences exist between the genders on this issue.

Would you like all schools to have cameras in the common areas and playgrounds?

Over half want to fit all schools with cameras in the common areas



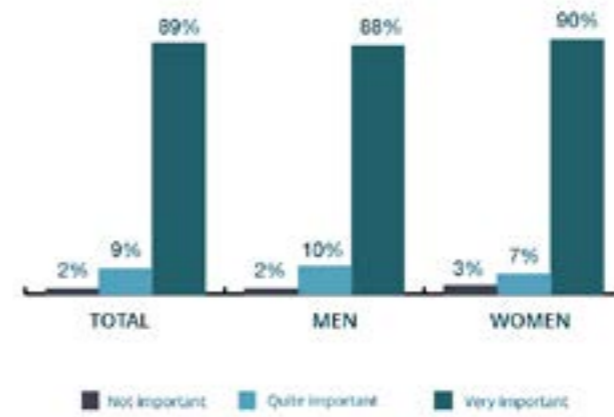
53 percent believe that this would reduce fights and rowdiness. More than one in four believes that cameras in the common areas of schools should only be allowed if it's about crime.

16 percent believe that it's not a good idea because this would impinge on the integrity of the children. Small differences overall in the answers from men and women.

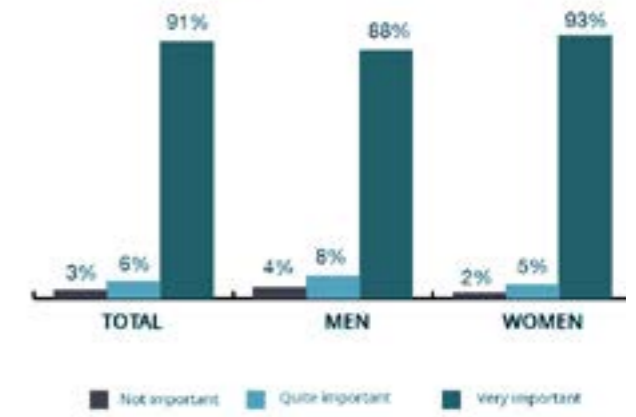
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How important is it that schools run background checks on the teachers they employ by...

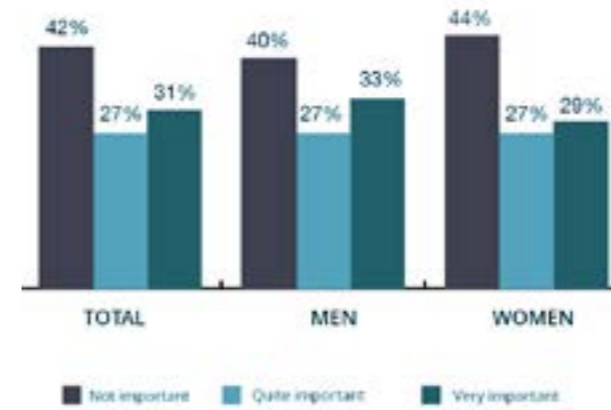
Speaking with former employers?



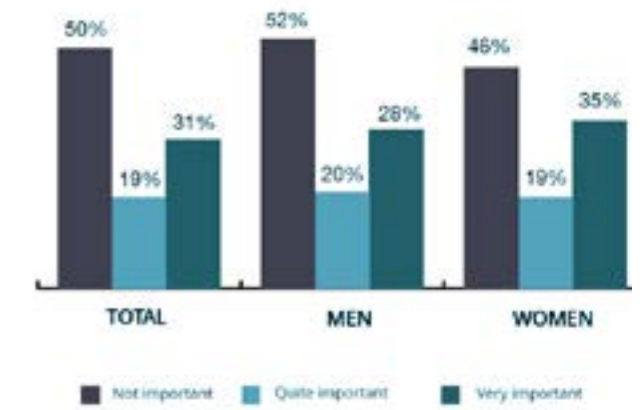
Requesting criminal record checks?



Requesting information from the Swedish Enforcement Authority?



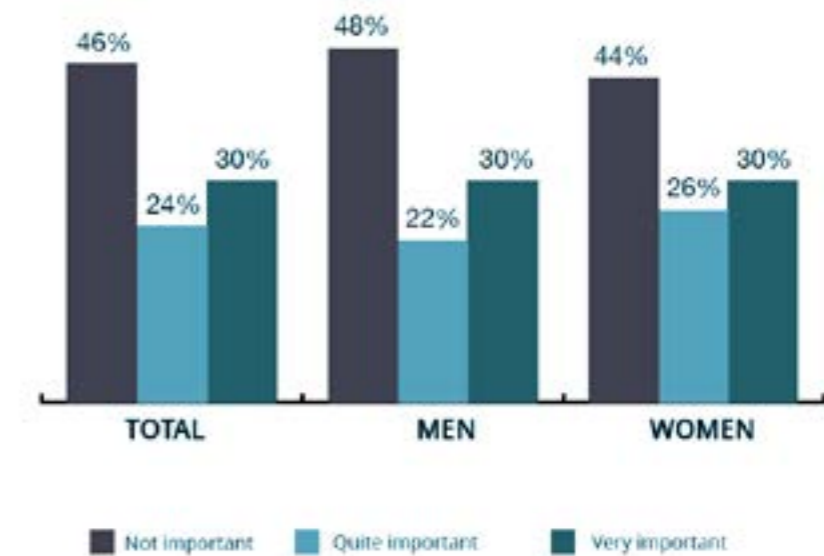
Checking if they are members of (legal) organisations?



How important is it that schools run background checks on the teachers they employ by...

Nine out of ten think schools should talk to previous employers about the teachers they employ.

Checking their activity on social media?



Nine out of ten think schools should talk to previous employers about the teachers they employ. Just as many believe that schools should request criminal record checks.

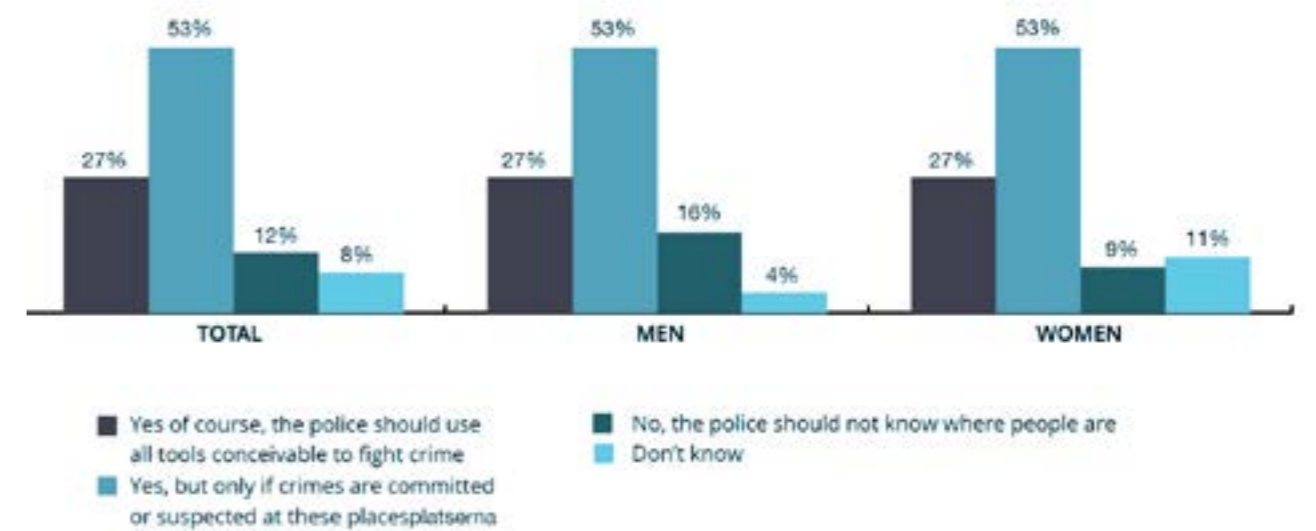
On the other hand, four out of ten believe that checking debts with the Swedish Enforcement Authority is not important, and half feel that it's also not important to check what legal organisation the prospective teacher is a member of.

More than four out of ten believe that it's also not important to investigate the prospective teacher's social media friends.

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Do you believe that all visits to places where convicted criminals often hang out should be registered (e.g. visits to bars, restaurants, association facilities)?

Eight out of ten believe that visits to places where convicted criminals often hang out should be registered



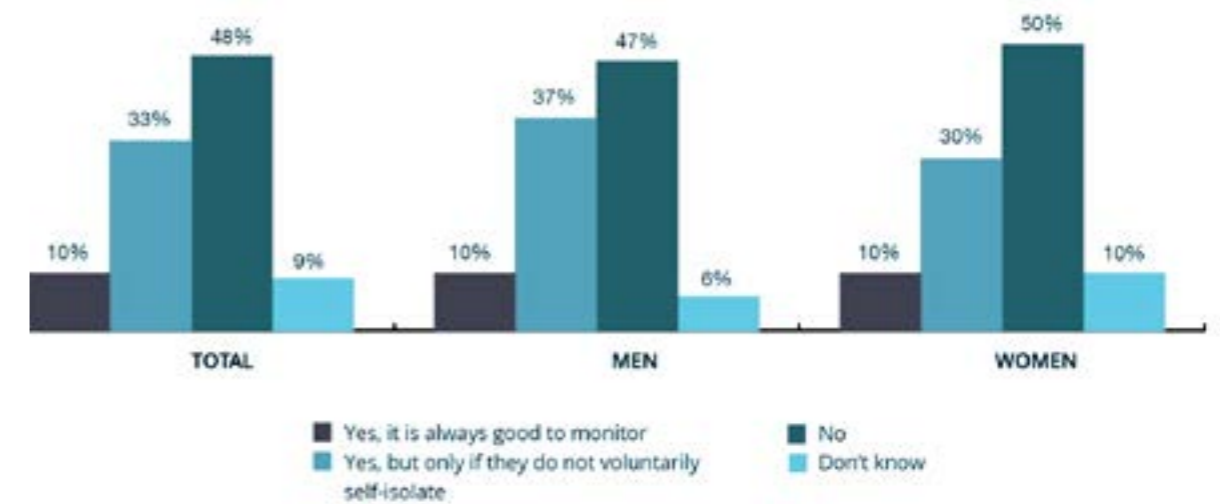
More than one in four, **27 percent**, believes that the police should obviously use all tools conceivable to fight crime, whilst **53 percent** feel that this sort of registration should only be used if a crime is suspected.

However, more than one in ten, **12 percent**, believes that the police shouldn't know where people are. Men are more negative on this issue than women.

Do you believe that people who have been confirmed to be infected during a pandemic such as COVID-19 should be registered and monitored via a mobile app so that people around them know where they are?

Four out of ten believe that the monitoring and registration of infected persons should be used during a pandemic

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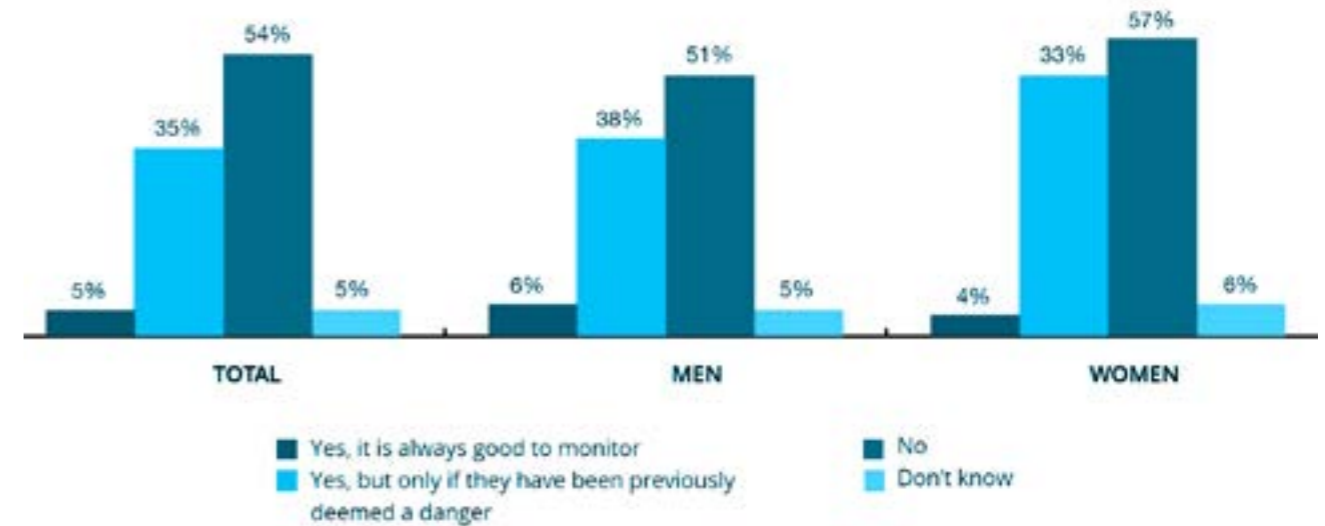


One in ten believes that it is always good to monitor and register movements, whilst **33 percent** feel that control is good if an infected person does not voluntarily self-isolate.

Small differences between the genders, although men are more positive about the idea when it comes to infected persons not voluntarily self-isolating.

Do you believe that people who have a documented history of mental illness should be registered and monitored via a mobile app so that people around them know where they are?

Four out of ten believe that people who have a history of mental illness should be registered and tracked

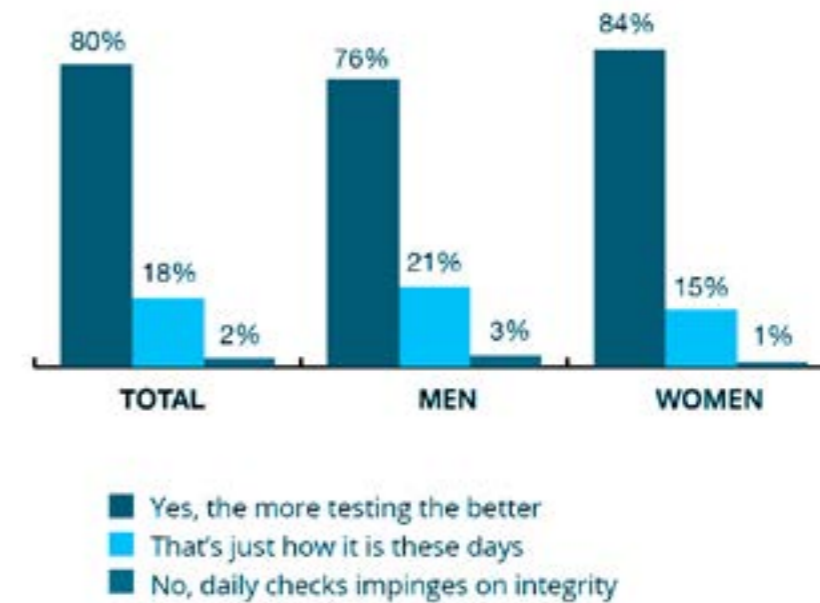


35 percent believe that we should only do this if they have been previously deemed a danger. However, one in twenty believes that it is always a good idea to monitor.

However, **54 percent** believe that nobody should be registered. Women more negative about registration than men.

Should drivers/conductors who work on public transport be subject to more drug/alcohol testing?

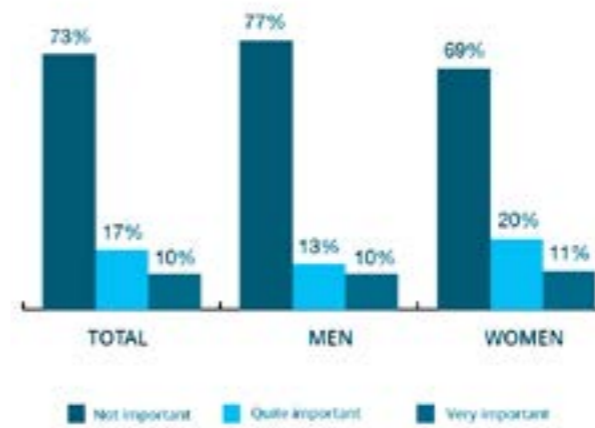
Eight out of ten want more drivers/conductors working on public transport to be subject to drug/alcohol testing



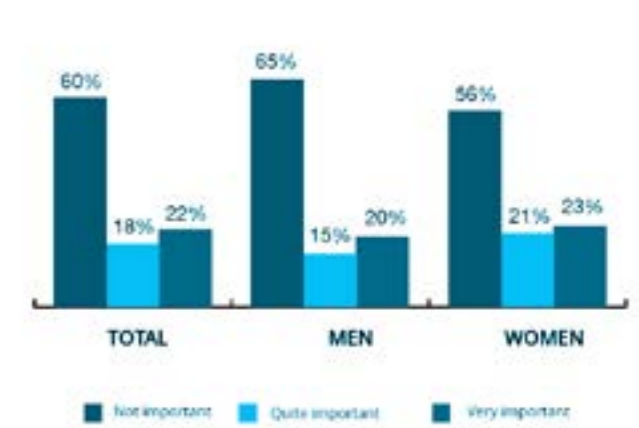
Nearly one in five, **18 percent**, believes that current testing is enough.

In order to save the environment, how important do you feel it is to introduce the following rules?

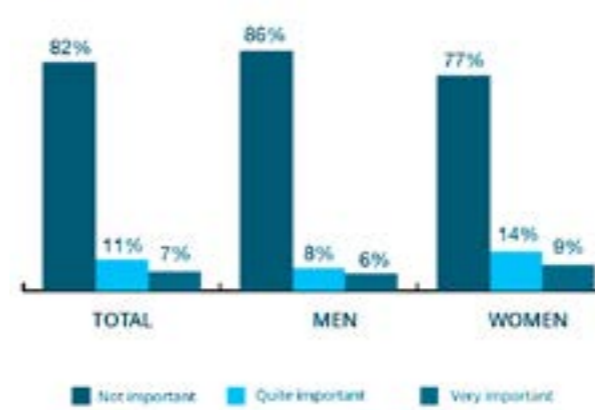
Rules for how much a household can drive a car?



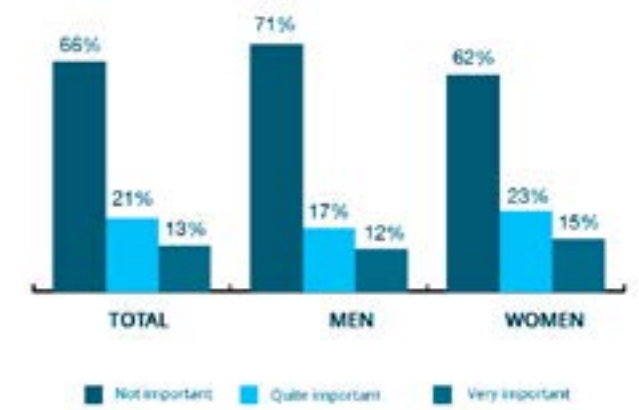
Rules for how much a household can fly?



Rules for how much a household can barbecue?



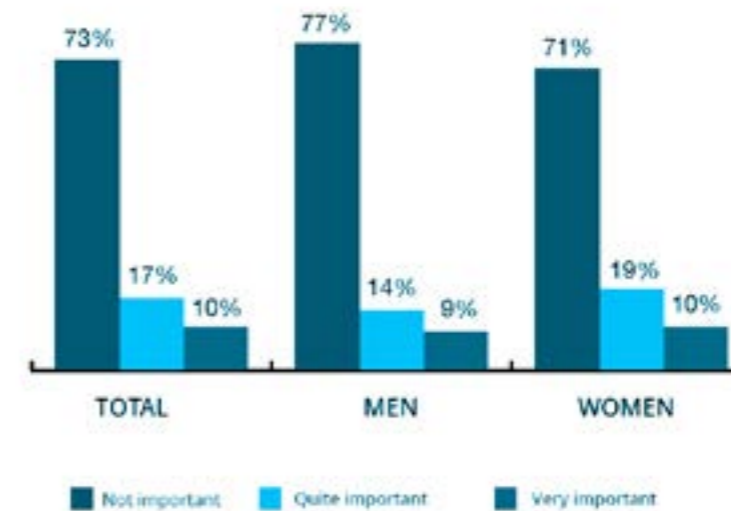
Rules for how much water a household can use?



In order to save the environment, how important do you feel it is to introduce the following rules?

Seven out of ten feel that regulating how much households can drive is important for saving the environment

Rules for maximum inside temperature during winter?



Seven out of ten feel that regulating how much households can drive is important for saving the environment. However, nearly one in five, **17 percent**, believe that such regulation is quite important, and far more women than men believe this.

However, one in ten believes that such regulation is very important. However, more than one in five, **22 percent**, believes that regulating how much a household can fly would be very important for saving the environment.

7 percent believe that regulating barbecuing would be very important, nearly as many as who believe that regulating driving is very important.

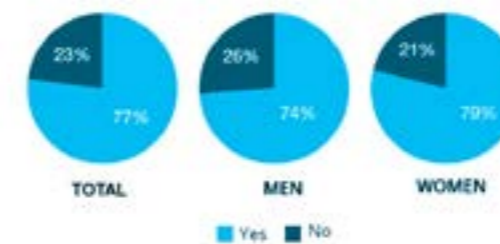
A majority, **66 percent**, believe that regulating how much water a household can use is not important from an environmental perspective.

However, one in ten believes that regulating the inside temperature during winter would be very important for the environment.

Are you willing to share data regarding your driving habits/movement patterns with...

87 percent cannot imagine sharing data with private companies for the purposes of getting more offers

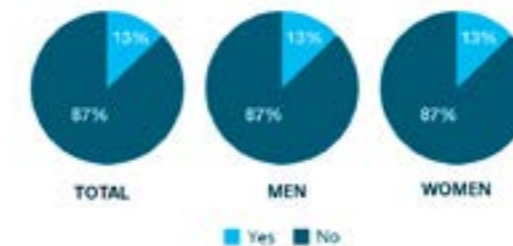
Research into road safety?



Authorities that plan healthcare, waste management and so on?



Private companies which want to give you more offers?



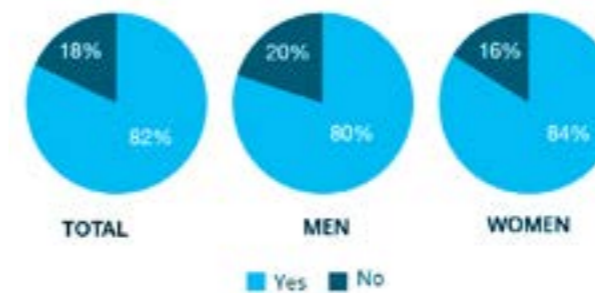
Nearly eight out of ten can imagine sharing data regarding their driving habits with research into road safety.

Nearly seven out of ten can imagine sharing data with authorities which plan health-care and other public services. A clear majority, **87 percent**, cannot imagine sharing data with private companies for the purposes of getting more offers.

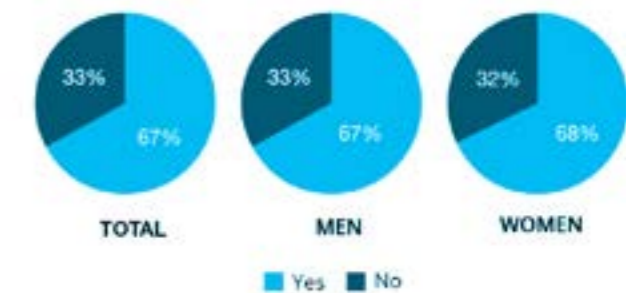
Are you willing to share data regarding your exercise habits/health status with...

Eight out of ten can imagine sharing data regarding their exercise habits/health status for research purposes.

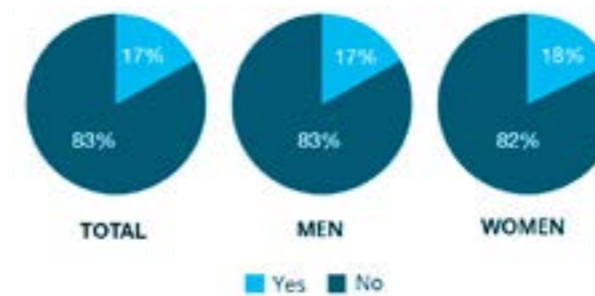
Research into health/medicine?



Authorities working with public health and planning senior care, for example?



Private companies which want to give you more offers?



Eight out of ten can imagine sharing data regarding their exercise habits/health status for research purposes. **67 percent** are also positive about sharing this sort of data with authorities working with public health and planning senior care.

On the other hand, a clear majority, **83 percent**, are against sharing this sort of data with private companies.

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Sylog is a consultancy firm specialising in digitisation, technology and product development. We help leading stakeholders to develop hi-tech products and services within a number of different industries such as haulage, telecoms, transport, defence, medicine, media and entertainment.

We have been in Sweden since 2002 and as part of Data Response and AKKA Technologies employ over 22,000 across 26 countries. Our parent company is registered in Brussels and Paris.

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