



THE  
EUROPEAN DATA  
PROTECTION  
SUPERVISOR  
PRESENTS:

# THE CARTOON INTRODUCTION TO DIGITAL ETHICS

BY GRADY KLEIN AND  
YORAM BAUMAN, Ph.D.  
THE WORLD'S FIRST AND ONLY STAND-UP ECONOMIST

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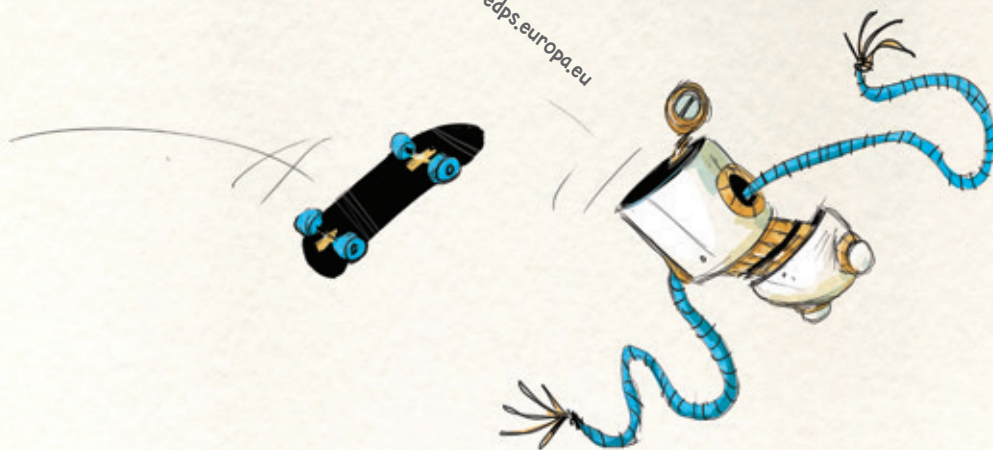
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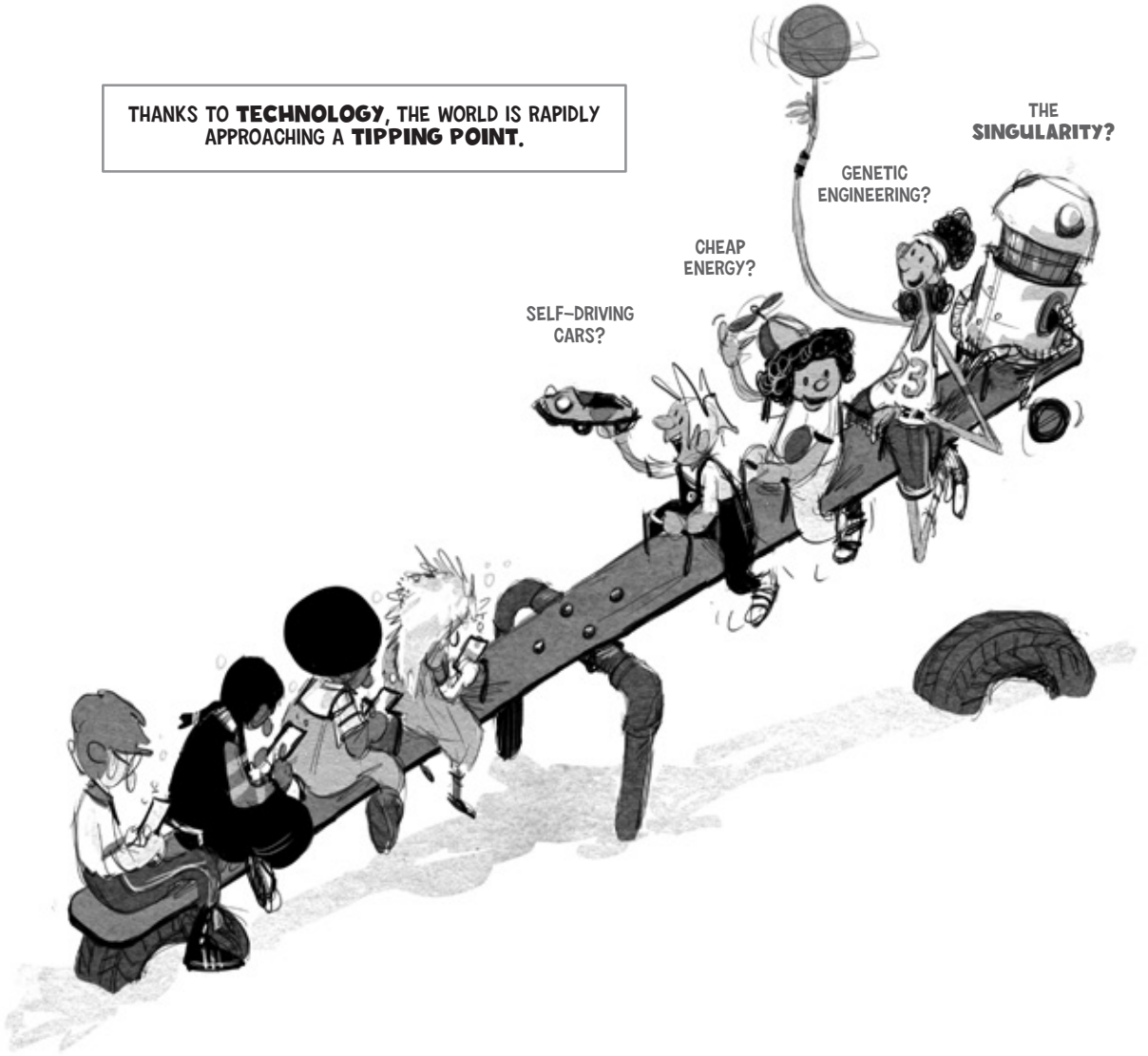
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**THE  
CARTOON  
INTRODUCTION TO  
DIGITAL  
ETHICS**

BY **GRADY KLEIN AND  
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THANKS TO **TECHNOLOGY**, THE WORLD IS RAPIDLY APPROACHING A **TIPPING POINT**.





WE'RE APPROACHING THE POINT WHERE  
THE INTERNET KNOWS **MORE ABOUT US...**

THANKS TO BIG DATA,  
WE CAN NOT ONLY **FIND** A  
NEEDLE IN A HAYSTACK...

...WE CAN PINPOINT ITS  
**SHOPPING HABITS,  
SOCIAL NETWORK,  
HOBBIES, AND MORE.**

...THAN WE KNOW ABOUT **EACH OTHER.**

MY  
NEIGHBOR IS  
INTO **THAT?**

PRETTY SOON THE INTERNET MAY  
KNOW **MORE ABOUT US**  
THAN WE KNOW ABOUT  
**OURSELVES!**

I'M INTO  
**THAT?**

IN THIS NEW REALITY, IT WILL BE IMPORTANT TO TREAT EACH OTHER WITH **RESPECT AND DIGNITY...**

\$@!%^&  
**you!!**

DON'T LET YOUR  
RESPECT GET **LOST**  
IN THE **CLOUD.**

...AND OF COURSE WE WANT OUR **MACHINES** TO TREAT US WITH **RESPECT AND DIGNITY, TOO.**

DON'T  
BLAME US.

WE'RE  
JUST OBEYING  
INSTRUCTIONS.

TURNS OUT A  
LITTLE **MACHINE**  
**LEARNING** CAN  
BE A DANGEROUS  
THING.

ONE WAY TO HELP MAKE THAT HAPPEN IS TO UPGRADE SOME  
**OLD-SCHOOL THINKING FROM THE REAL WORLD.**

I **TWEET**,  
THEREFORE  
I AM.

THE JOURNEY OF A  
THOUSAND MILES  
BEGINS WITH A  
SINGLE **TWO-STEP**  
**VERIFICATION.**



IN REAL LIFE, WE HAVE **LAWS** TO HELP GUIDE OUR BEHAVIOR...

NO LITTERING,  
NO JAYWALKING,  
NO STEALING,  
NO HARASSING  
LITTLE OLD LADIES.

...AND THOSE LAWS GO HAND IN HAND WITH **ETHICS AND NORMS.**

FOLLOW THE  
**GOLDEN RULE:**

DO UNTO OTHERS  
AS YOU WOULD HAVE  
OTHERS DO UNTO YOU.

IN FACT, IT'S EASIER TO IMAGINE A PROSPEROUS  
SOCIETY WITH **ETHICS BUT NO LAWS...**

...THAN ONE WITH  
**LAWS BUT NO  
ETHICS.**

OUR TOWN IS TOO  
SMALL TO HAVE A  
SHERIFF...

...SO WE ALL **TAKE  
RESPONSIBILITY**  
AND CARE FOR EACH  
OTHER.

THE GOLDEN RULE IS  
THAT I'VE GOT THE  
GOLD, SO I MAKE  
THE RULES!



NOW THAT SO MUCH OF LIFE IS **MOVING ONLINE...**

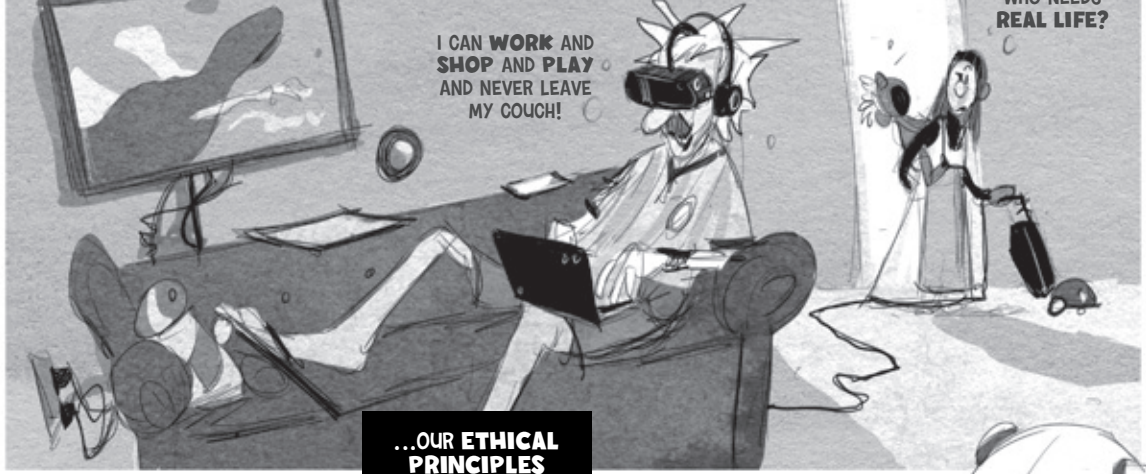
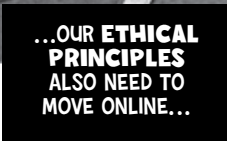
I CAN **WORK** AND  
**SHOP** AND **PLAY**  
AND NEVER LEAVE  
MY COUCH!

YEAH,  
WHO NEEDS  
**REAL LIFE?**

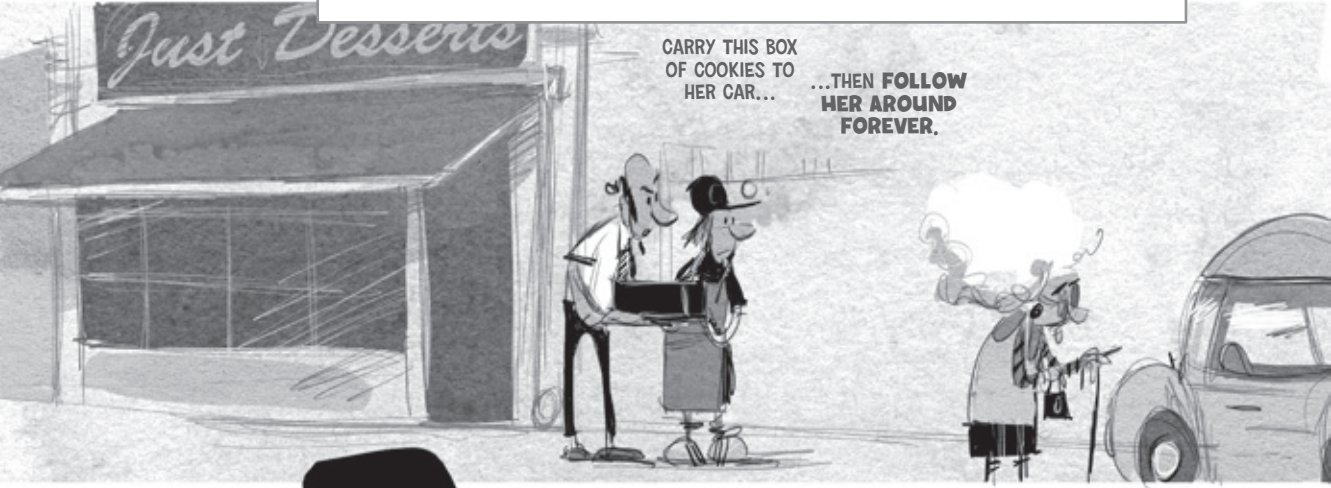
...OUR **ETHICAL**  
**PRINCIPLES**  
ALSO NEED TO  
MOVE ONLINE...

...TO BECOME  
**DIGITAL ETHICS.**

0100010001101111 UNTO OTHERS  
AS YOU WOULD HAVE OTHERS  
0110010001101111 UNTO YOU!



**DIGITAL ETHICS IS ESPECIALLY IMPORTANT BECAUSE THINGS THAT ARE IMPOSSIBLE IN THE PHYSICAL WORLD...**



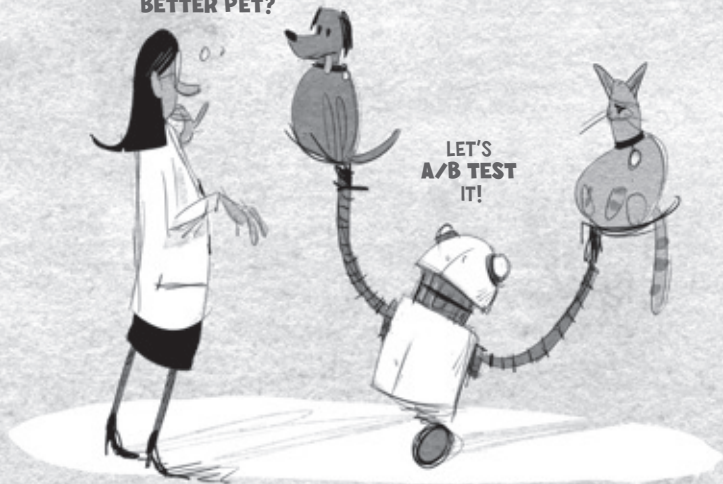
CARRY THIS BOX  
OF COOKIES TO  
HER CAR...

...THEN FOLLOW  
HER AROUND  
FOREVER.

LET'S PROVIDE EACH PERSON  
WITH **TAILOR-MADE**  
INFORMATION!



WHICH IS THE  
BETTER PET?



LET'S  
A/B TEST  
IT!



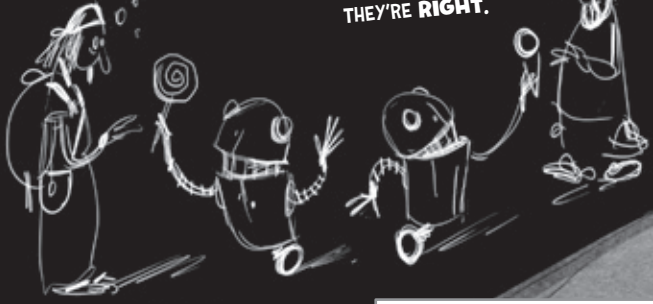
...ARE NOT ONLY  
**POSSIBLE IN THE  
DIGITAL REALM...**

WITH **COOKIES**  
WE CAN FOLLOW  
EVERYTHING SHE  
DOES!



WE CAN ADJUST THEIR  
NEWS FEEDS TO **GIVE**  
THEM **WHAT THEY**  
WANT...

...WHICH IS TO  
BE TOLD THAT  
THEY'RE **RIGHT.**

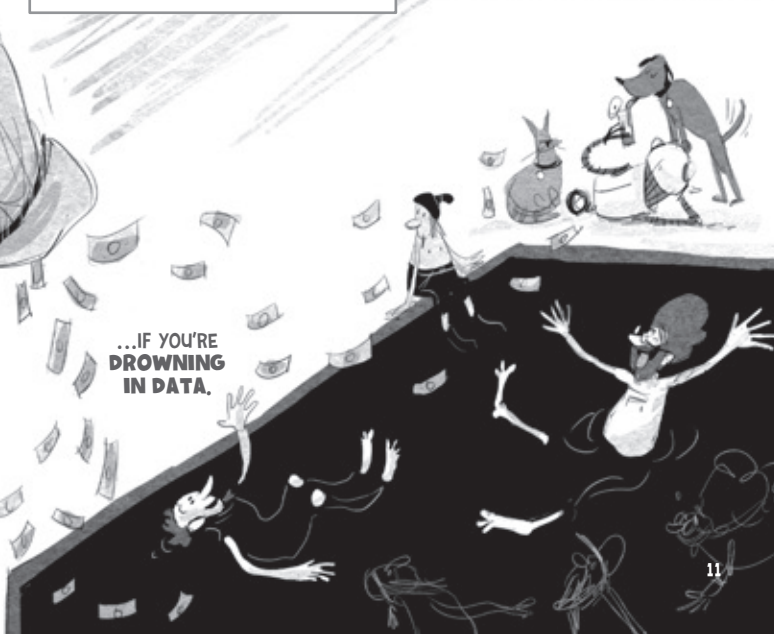


...THEY'RE **PROFITABLE.**

YOU'LL BE  
**SHOWERED**  
WITH  
**DOUGH...**



...IF YOU'RE  
**DROWNING**  
IN **DATA.**



**THE BIG IDEA IN THE  
ONLINE WORLD IS THAT  
INFORMATION  
RULES.**

**IT'S THE  
NEW OIL.**

**IT POWERS  
EVERYTHING  
THAT HAPPENS  
ONLINE...**

**...AND LOTS OF  
WHAT HAPPENS IN  
REAL LIFE TOO!**



IN FACT, INFORMATION HAS BECOME  
**SO IMPORTANT** THAT COMPANIES ARE WILLING  
TO PROVIDE ALL SORTS OF SERVICES...

DATA  
STORAGE! EMAIL!

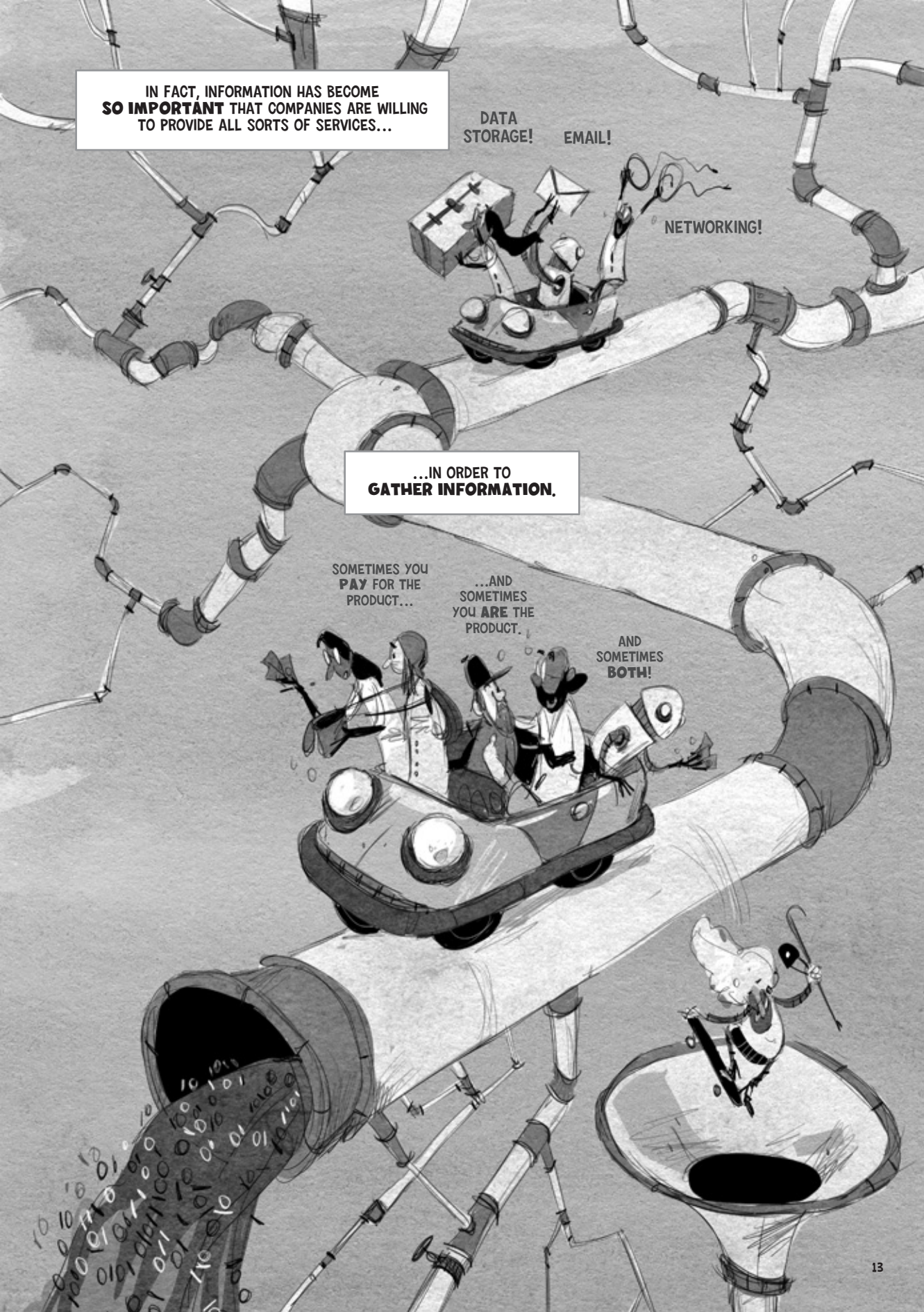
NETWORKING!

...IN ORDER TO  
**GATHER INFORMATION.**

SOMETIMES YOU  
**PAY** FOR THE  
PRODUCT...

...AND  
SOMETIMES  
YOU **ARE** THE  
PRODUCT.

AND  
SOMETIMES  
**BOTH!**







**THIS NEW ECONOMY HOLDS LOTS OF  
PROMISE FOR THE FUTURE.**

**SOCIAL CONNECTIONS:**

I CAN VIDEO  
CHAT WITH MY  
GRANDMA!

**INNOVATION:**

I CAN CONNECT WITH MY  
PATIENTS **ANYWHERE,**  
**ANYTIME...**

...AND **ARTIFICIAL  
INTELLIGENCE** HELPS  
EVALUATE DIFFERENT  
TREATMENT OPTIONS.

**COMPETITION:**

THE INTERNET ALLOWS  
ME TO SELL MY DESIGNS  
**EVERYWHERE**  
AND COMPETE WITH  
**EVERYONE.**

IT'S LIKE THE  
**WILD WEST!**





**PROBLEM-SOLVING:**

DON'T KNOW  
THE ANSWER?  
TRY **CROWD-  
SOURCING!**

DON'T HAVE  
THE MONEY?  
TRY **CROWD-  
FUNDING!**

**MORE RESPONSIVE  
GOVERNMENT:**

**FIXING POTHOLES  
IS EASY BUT FINDING  
THEM WAS HARD...**

...UNTIL **SMARTPHONE  
DATA** CAME ALONG.

I'M GOING TO CONNECT  
WITH MY LEGISLATORS  
TO SAY **THANKS!**

**BUT THERE ARE  
RISKS TOO.**





SOME OF THOSE RISKS ARE FOR **INDIVIDUALS...**

**LOSS OF PRIVACY:**

GIANT CORPORATIONS  
CAN ACCESS ALL  
MY **EMAILS?**

AND ALL MY  
**PHOTOS?**

AND EVERYTHING **KIDS**  
TELL THEIR INTERNET-  
CONNECTED **TOYS?**

**DISCRIMINATION:**

OUR CRIMINAL  
JUSTICE SYSTEM  
USES **ARTIFICIAL**  
**INTELLIGENCE.**

BUT IF THERE'S BIAS  
BUILT IN, IT BECOMES A  
**WEAPON OF MATH**  
**DESTRUCTION.**

**CONCENTRATION OF ECONOMIC POWER:**

SORRY, THE  
**WILD WEST**  
HAS BECOME  
A **WALLED**  
**GARDEN...**

...AND **WE'RE THE**  
**GATEKEEPERS.**





...AND SOME ARE FOR **SOCIETY**.

**FACTIONALISM:**

WHAT YOU'RE SAYING IS **FAKE NEWS!**

**EXTREMISM:**

IT'S FINE TO RECOMMEND VIDEOS ABOUT **EXTREME SPORTS** TO PEOPLE WHO LIKE **SPORTS...**

...BUT DO WE REALLY WANT TO DO THAT FOR **RELIGION** OR **POLITICS?**

**MORE REPRESSIVE GOVERNMENT:**

BIG BROTHER IS **WATCHING...**

...AND **LISTENING.**






THE CHALLENGE WE FACE...

AS INDIVIDUALS...

...AS BUSINESSES...

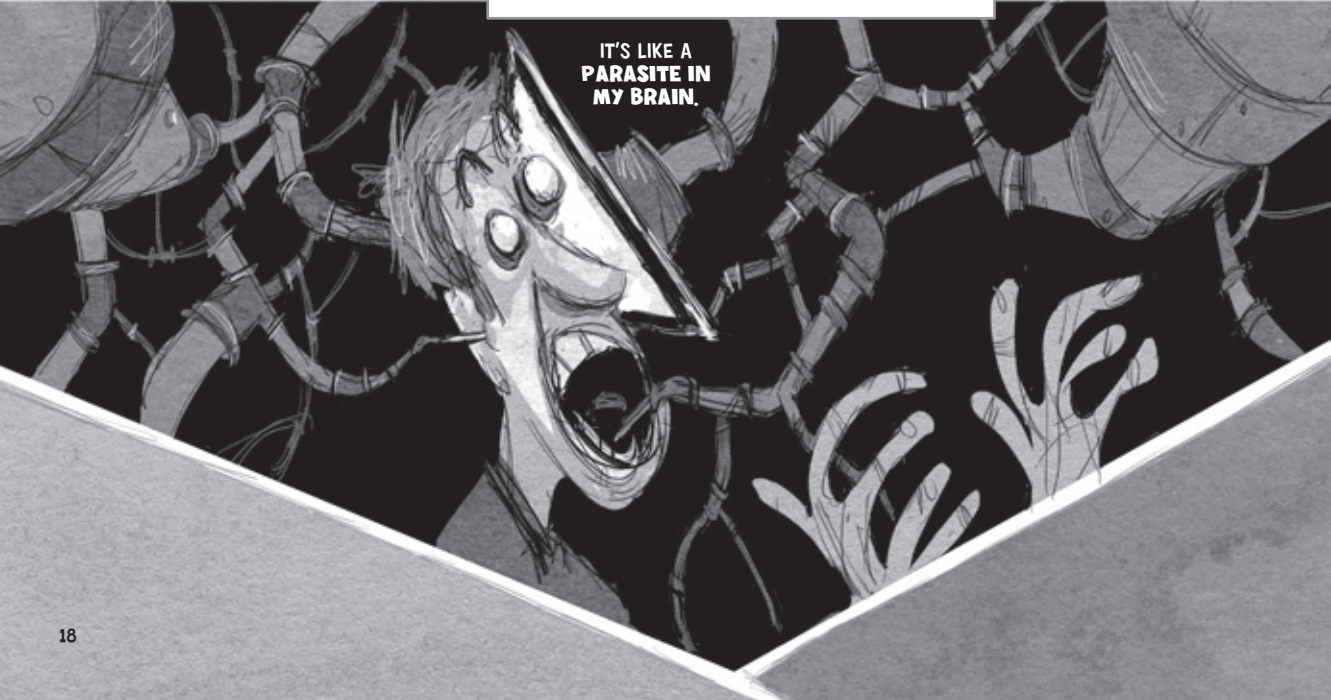
...AS A CIVILIZATION.

...IS TO MAXIMIZE THE **UPSIDE**...



IT'S LIKE AN  
**EXTENSION OF  
MY BRAIN.**

...WHILE MINIMIZING THE **DOWNSIDE.**



IT'S LIKE A  
**PARASITE IN  
MY BRAIN.**



ONE IMPORTANT STEP IS  
TO **CREATE GOOD  
LAWS...**

THE INFORMATION  
SUPERHIGHWAY  
MUST FEATURE  
**PRIVACY BY  
DEFAULT...**

...AND **PRIVACY  
BY DESIGN.**

...AND **FOLLOW THEM.**

I CAN SMELL  
THE DATA ON  
YOUR BREATH...

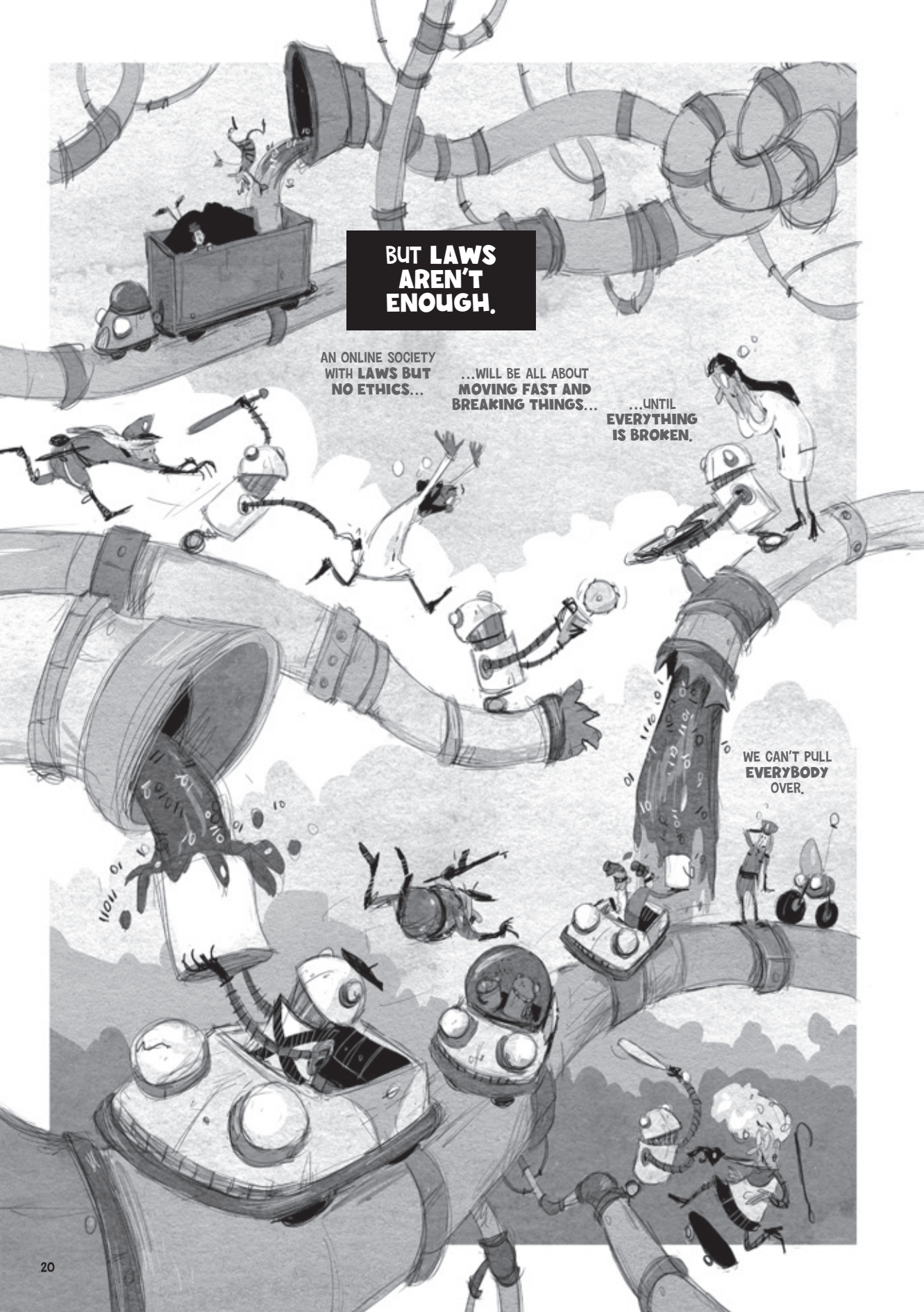
...PLEASE STEP AWAY FROM  
YOUR CUSTOMERS AND KEEP  
YOUR APPS WHERE I CAN SEE THEM.

Consent

Proportionality

Purpose





**BUT LAWS  
AREN'T  
ENOUGH.**

AN ONLINE SOCIETY  
WITH LAWS BUT  
NO ETHICS...

...WILL BE ALL ABOUT  
MOVING FAST AND  
BREAKING THINGS...

...UNTIL  
EVERYTHING  
IS BROKEN.

WE CAN'T PULL  
EVERYBODY  
OVER.





**WE ALSO NEED  
DIGITAL ETHICS.**

ETHICS ON THE  
HIGHWAY IS CRITICAL  
TO **PRESERVE**  
HUMAN LIFE...

...AND ETHICS ON  
THE INFORMATION  
SUPERHIGHWAY IS CRITICAL  
TO **PRESERVE HUMAN**  
DIGNITY.



TO CREATE A **BRIGHT FUTURE**,  
WE NEED **HARDWARE**...

TRUST ME,  
YOU'RE GOING TO  
**LOVE IT!**

...AND WE NEED **SOFTWARE**.

OUR CODE TRANSFORMS  
**PROBLEMS INTO  
SOLUTIONS.**

**BUT WE ALSO NEED MORALWARE.**

AS WE **WRITE**  
THE FUTURE...

...LET'S DO IT  
**RIGHT.**



## ABOUT THE AUTHORS

**GRADY KLEIN** IS A CARTOONIST, ANIMATOR, AND GRAPHIC DESIGNER WHO SPECIALIZES IN SIMPLIFYING COMPLEX SUBJECTS. HIS MOST RECENT BOOK IS *PSYCHOLOGY, THE COMIC BOOK INTRODUCTION*. SAMPLES OF HIS WORK CAN BE FOUND AT [www.gradyklein.com](http://www.gradyklein.com).

**YORAM BAUMAN** IS A Ph.D. ECONOMIST WHO PERFORMS AT UNIVERSITIES AND CORPORATE EVENTS AROUND THE WORLD AS "THE WORLD'S FIRST AND ONLY STAND-UP ECONOMIST". HIS WEBSITE IS [www.standupeconomist.com](http://www.standupeconomist.com).

GRADY AND YORAM HAVE PREVIOUSLY COLLABORATED ON *THE CARTOON INTRODUCTION TO CLIMATE CHANGE* AND THE TWO-VOLUME *CARTOON INTRODUCTION TO ECONOMICS*. THEIR FOURTH BOOK, *THE CARTOON INTRODUCTION TO CALCULUS*, IS FORTHCOMING IN 2019.





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European Data Protection Supervisor



DebatingEthics



**DEBATING ETHICS:**  
DIGNITY AND RESPECT IN DATA DRIVEN LIFE

