

# Policy Statement: Bringing society and the economy into the digital transformation



*"Trusted WEB 4.0 is the Integration of all resources available via the Web into an overall system.*

*Machines, devices and people are globally accessible, organized in decentralized, anonymous structures.*

*Trusted WEB 4.0 maps pre-digital social structures.*

*The value chains are being reorganised."  
(Olaf Berberich, 2007)*

This policy statement was as part of the establishment from the Global Institute of Structure Relevance, Anonymisation and Decentralisation (GISAD) conducted.

As an institute close to Europe, **GISAD** wants to identify structurally relevant ideas for the future digital society. Expert opinions will attest to the extent to which the development of decentralised and anonymised IT structures has been into account in projects in the sense of a Trusted WEB 4.0 taken.



Global Institute for Structure relevance,  
Anonymity and Decentralisation i.G.  
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You can get an extension of the GISAD policy statement at <http://gisad.eu/en-digital-citizens-basic-income-and-eu-d-s-two-that-belong-together/> .

Information on the overall concept is available at <http://gisad.eu/statements/> or as an RSS feed at <http://gisad.eu/feed/> , and a description of services at <http://gisad.eu/en-faq-and-overview-of-eu-d-s-services/> . Information on the Citizens Interest Fund (CIF), the regional projects planned can be from GISAD requested.

Insofar as offers are in this statement made, they are non-binding. The issue is complex. At this stage, I am not yet in a position to consider all fiscal and legal aspects.



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## 1 Aim of the Policy Statement

GISAD is initiating a digital Marshall Plan for the EU. A structural change is to be in order to build a digital system with many players initiated, which can compete with the systems of the American gatekeepers as well as with the Chinese Social Credit System. The economic policy perspective is to be in this GISAD policy statement complemented by a solution approach for the preservation of democracy in the digital future by involving all parts of society.

Within the digital transformation, there is increasing uncertainty among broad sections of the population and a feeling of their own powerlessness.

In the following, GISAD wants to present a system that can reactivate parts of this group. According to the Federal Agency for Civic Education<sup>1</sup>"the reasons for low voter turnout compared to the better-off groups.... [ ]....in the lack of confidence in one's own competencies and the lack of belief in making a difference through political engagement."

It can be assumed that the group of non-voters will increase even more if the manipulations on the internet continue to intensify and politics increasingly loses influence because it has nothing to oppose the game of global data exploiters, such as the manipulations by secret services. In this context, is it not unlikely that hitherto friendly states such as the USA will become an important part of the problem.

At the same time, there is a danger of mobilising marginalised groups in society - here especially also non-voters - for populist parties. Targeted false reports can then create the false impression that a strong movement is finally representing one's own interests.

GISAD wants to create a system in which everyone, regardless of age, disability or social position, can participate in political decision-making within the scope of his possibilities. Digitalisation, used in the right way, offers considerable opportunities for this.

GISAD wants to avoid a one-sided social view. Rather, GISAD seeks a WIN-WIN situation between a democratic society for all citizens and a profit-oriented economy.

In recent decades, the economy has been by process optimisations driven with the aim of increasing productivity. Here however have been the potentials largely exhausted. Those who want to replace humans completely in the world of work overlook the fact that humans ultimately remain the only consumers of services and products on earth.

The digital transformation is affecting the lives of all people as deeply as no structural change has done before. The economic consequences for companies are

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<sup>1</sup> <http://www.zdnet.de/88140956/ist-antivirensoftware-eigentlich-nutzlos/>

correspondingly serious if social aspects are not into account in business management taken, as has been the case up to now.

Just as democracy must involve all citizens in its decisions in order to be sustainable, only those companies that develop a holistic view of satisfied consumers will survive in the long term. Society is the sum of all consumers. The most diverse groups, such as environmentalists, data protectionists, competitors, hackers and the frustrated, are today destroying considerable corporate assets in a very short time because companies have not society's needs into account taken in a sustainable manner. Whether fake news, shit storms, hacks or simply lawsuits in the diesel exhaust scandal, could have all of these reactions been prevented if companies took socially relevant aspects into account in their strategic corporate and product planning. In the digital transformation, previous undesirable developments are as if under a magnifying glass viewed. Global networking increases the damage once a mistake is in public discussed - and then usually not very objectively,

2. GISAD defines a holistic view for the economy, politics and society.



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### 3. Key figures on societal structural relevance

The most important instrument for evaluating and forecasting the success of a company is its key figures. These are quantitatively measurable, important entrepreneurial facts.

GISAD calls for the development of key figures on the social structural relevance of products and services. In doing so, the company must not only deal with itself, but also with its environment. Similar indicators are already being in competition analysis developed.

However, competition is usually a small area that is to the entrepreneur well known.

Indicators of societal structural relevance are much more difficult to develop. First, have to be the basics defined.

GISAD has already defined social structural relevance for projects and the resulting products and services by the sustainable positive impact on broad sections of the population while preserving democratic achievements. Democratic achievements, in turn, are ideally by the fact that existing legal frameworks of the pre-digital society defined do not need to be adapted. In fact is legislation in the digital transformation confronted with new challenges due to constantly shorter innovation cycles, which it tries to regulate in a rush due to great political pressure.

This creates positive effects for one part of society. For other parts of society, however, there are negative effects with serious restrictions of rights, especially civil liberties.

Initial approaches in business administration, for example in the STEP, STEEP or PESTLE analysis, also offer the consideration of sociological and political factors. However, these analyses always start from the company and are limited to the direct effects of business activities on society.

Stakeholder analysis, which integrates all those involved in business transactions into a value creation concept, works better here. Employees, management, customers, suppliers, etc. all receive a physical reward. The aim is for all stakeholders to identify with the values and visions of the company.

But this approach also falls short. As an example, a lecture was given in which it was pointed out that the IT security companies commissioned by the DAX-30 companies predominantly earn a lot of money because they invest little money in the development of their security software. This even means that the customers, in this case the DAX-30 companies, are in a worse position after their investment with the acquired software than if they had not made an investment<sup>2</sup>.

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<sup>2</sup> 8.NRW.Symposium 2017 of NRW.Bank, lecture by Dr. Sandro Gayken, Director of the Digital Society Institute, Berlin

On the surface, everything we do it right. The IT security companies offer their shareholders a good return because of low research and development costs. For the credit institution that has financed such a security company, there is apparently a very low risk of default based on the previous key figures. It is also not difficult for the stakeholders to identify with the basic goals of making IT more secure.

Nevertheless, based on the current analyses and key figures, can a considerable undesirable development be observed, which can threaten the existence not only of individual companies but also of entire industries. In the meantime, people are already asking whether it makes sense at all to use virus software on the computer<sup>3</sup>. An entire industry has been going in the wrong direction for years, just because it has been possible to earn good money with it. Better concepts are not implemented that have for years known<sup>4</sup>. A similar development has been in the advertising industry observed for years. Advertisers are spending more and more money to be fended off by uninterested consumers via more and more digital channels, for example through ad-blockers.

In the past, such misguided developments had an astonishing staying power. Such CEOs and CFOs were successful who kept their eyes firmly on sufficient liquidity and short-term return on investment (ROI) and pursued a clear message and market strategy, unperturbed by the real challenges.

However, times have changed precisely because of the centralised, insecurely designed IT. Today, there are already managers who, based on the many leaks, assume that sooner or later everything will come out. Of course, this is also due to the increasingly good networking of all people through digitalisation and the possibility of making misconduct known through shit storms in such a way that it could threaten the existence of companies.

In what is already an increasingly complex business environment, it would be too much to ask CEOs and CFOs to keep an eye on the structural relevance of society. They need exactly two key figures in order to have the possibility to ask in case of extraordinary values and adjust the products if necessary.

A ratio between zero and one hundred should indicate the positive relevance for the development of the society affected by the product launch. This positive relevance (PR) is to be by GISAD as societal structural relevance referred to. Most products will have a low positive relevance between zero and five. Only rarely will be a relevance above fifty found.

Here, the second indicator is still necessary, which takes into account the negative effects on parts of society. Wherever there are winners, there are also losers. The

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<sup>3</sup> <http://www.zdnet.de/88140956/ist-antivirensoftware-eigentlich-nutzlos/>

<sup>4</sup> Olaf Berberich: Trusted WEB 4.0 -Bauplan für die Digitale Gesellschaft, Springer Vieweg 2016



negative relevance (NR) should not reach a value above ten. Otherwise, a company should revise its product in order to bring the losers created by a product on board too.

It makes sense to combine both indicators under AGS for "Analysis of Social Structural Relevance". The formula is then  $AGS = PR - NR$ .

For an AGS over fifty should be special public support such as 100% initial funding or a special tax exemption for investors considered.

For banks, too, the AGS should be included in the future assessment of lending.

In addition, if organisations receive benefits through the AGS, they should be obliged to publish the AGS.

## 4 Who should determine societal structural relevance?

The past undesirable developments were triggered in particular by centralised IT and the internet. The global view of global players changing society does not serve the individual development of the individual countries. In Silicon Valley, they only want to develop business models for billions of people.

The previous business management approach and the existing management structures are not sufficient to take into account social structural relevance. The approach of societal structural relevance also differs fundamentally from classical business management. For the time being, the company itself does not play a role in societal structural relevance.

This is also the main difference to the compliance manager. The compliance manager checks the behaviour of rule conformity within the company. The focus here is therefore only on the company itself. Social structural relevance is only taken into account insofar as it has already been incorporated into current legislation.

Protecting companies from damage caused by development without sustainable customer acceptance is only a pleasant side effect, but not the actual intention of the AGS.

Rather, it is a matter of motivating all social actors to pull together in order to adopt pre-digital achievements in the digital transformation. The digital transformation of every organisation must be in terms of a triangle of goals shaped: security, justice and trust.

Currently, the impression is of a large patchwork of laws in which companies are constantly trying to use lawless spaces and circumvent the law through their innovations or global opportunities. This undermines democratic norms and values that have evolved over hundreds of years, instead of developing them further. The idea of decentralisation also plays an essential role here. If data is stored in the respective legal space, the actors cannot escape legal sanctions.

In order to define societal structural relevance, the relevant pre-digital societal achievements must be analysed and recorded for the individual areas such as medicine, road traffic and private households.

In this way, privacy, self-determination, peace from digital interference and many other things are for a dubious benefit traded.

Only when one has made oneself aware of the advantages and disadvantages can one define the positive or negative value for social structural relevance through a product.

For example, permanent video surveillance in care may bring considerable relief for caregivers, but what does it mean for the liberties of those being monitored?

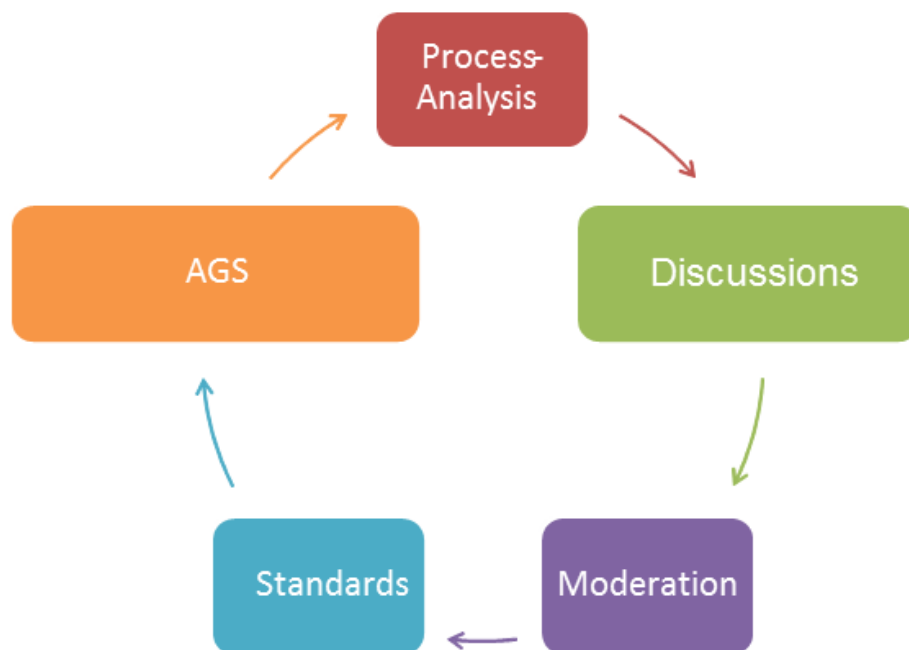
The determination of the AGS therefore usually not carried out within an organisation, at least in the case of SMEs, but by an external company that is specially certified and specialised in the compilation of the AGS. GISAD is the first institute to deal with a key figure for social structural relevance.

In larger companies, it is a good idea to introduce a Chief Society Officer at board level. An intensive internet search revealed a Chief Security Officer and even a Chief Social Media Officer under this abbreviation CSO.

However was it no surprise that there is no Chief Society Officer. Each jurisdiction should have its own Society Manager. GISAD is convinced that it pays off in the long run if the respective societal differences are taken into account in the modification of a business concept. In any case, the AGS must be determined anew for each jurisdiction.

The assessment of societal structural relevance cannot be determined without a broad basic knowledge too.

As many parts of society as possible must participate in the assessment of societal structural relevance. As result not only companies but also policy-makers receive reliable indications of the social relevance of their measures and be integrated into the concept presented below.



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## 5. Process analyses required

For the individual areas affected by digital transformation, processes that have to digitised must first be analysed and defined. For each process, the business concepts and products available on the market should then be as alternative possibilities listed. In contrast to a business approach, the defined end-customer price and key business figures, such as ROI, must not play a role in determining the social structural relevance. These factors are only into account in the interaction of all key figures taken.

Objective criteria and procedures must also be on how the information available in the context of big data can be included in the assessment developed. Personal data is not required for this.

In the future, artificial intelligence (AI) will increasingly be for analysis used. There is nothing wrong with the use of artificial intelligence as long as the AI only has data from one area at its disposal and the aim is not to depict an omnipotence comparable to that of humans<sup>5</sup>.

Moreover, automatic analyses must never be as the sole criterion for establishing used the AGS, but only as part of the human assessment.

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<sup>5</sup> <http://blog.get-primus.net/kuenstliche-intelligenz-diener-oder-beherrscher-des-menschen/>

## 6. Involvement of all socially relevant parts in the discussion.

Despite sophisticated polling systems and sociological analysis, neither Brexit nor the election of Donald Trump predicted.

This is a clear sign that politicians are increasingly moving away from dialogue with voters. There is also a lack of instruments for permanent broad citizen participation. Surveys of the so-called average by the population are no longer representative, since only those who expect something from it participate in a survey.

The so-called Arab Spring was by the widespread use of smartphones and social media triggered. In this respect, were these digital means first understood as drivers of democracy by activating broad segments of the public. However, this was probably more a transitional phase in which were the possibilities of manipulating social media not yet known.

Recently, social media, here especially Facebook, is increasingly seen in the context of democracy remote effects.

Dictators and those who want to become dictators are increasingly using the internet and social media for sophisticated propaganda through fake news, etc.

In principle, search engines can display different information to different target groups<sup>6</sup>. In connection with false news, it is thus possible to incite any ethnic groups against each other, to manipulate elections and even to initiate civil wars.

As a rule, will those who do not participate in elections also not be involved in the discussion about the optimal social form of the digital transformation.

To understand why broad sections of the population no longer feel addressed by politics, it is worth taking a closer look at the motivation of non-voters.

According to an analysis by the Federal Agency for Civic Education, there are four groups of non-voters.

- The "non-genuine non-voters" are prevented from voting because they have moved or are living abroad. This group must be included in the digital transformation through a digital simple voting option. This is possible with the personal digital system already presented elsewhere<sup>7</sup>. Just as with all other social groups, the possibility of permanent citizen participation must also be in the digital transformation created, regardless of where they are.

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<sup>6</sup> <http://blog.get-primus.net/demokratie-wer-bisher-gemahnt-hat-muss-mehr-tun-sonst-geht-es-ihm-an-den-kragen/>

<sup>7</sup> Olaf Berberich: Trusted WEB 4.0 -Bauplan für die Digitale Gesellschaft, Springer Vieweg 2016

- The "fundamental non-voters" do not feel represented by politics and mostly do not feel integrated into society. The digital transformation is successful when new concepts are developed that involve this group in a constructive dialogue. Optimally, the social competence and will be self-confidence of those affected strengthened in such a way that they can free themselves from their precarious situation. This will be further in the presented model of digital citizen participation discussed.
- The "cyclical non-voters" decide, whether to vote or not depending on the personal importance of the election. Here, too, it can assumed that participation in social development is much greater, if it is better tailored to individual needs in civic participation that is differentiated in terms of content.
- The "professed non-voters" are informed but dissatisfied with politics. Here it can assumed that they too can be involved in the political process if they have more opportunity to help shape policy.

The digital transformation will permeate all parts of society.

A multitude of decisions has to be in an increasingly short time made. Politicians are no longer able to deal with the individual sub-areas in the necessary depth. Therefore, they are inclined to give in to interest groups that have simple and superficially convincing arguments. Simplified, because one-sided, proposals are often due to highly qualified marketing experts and are not conducive to working out a real WIN-WIN situation for all socially relevant groups.

However, the failure of the party "The Pirates" shows that, on the other hand, expertise in one area is not enough to hold one's own in politics in the long term.

Instead of replacing politicians, they should get precise information about the democratic will provided, just as companies too.

In this context, citizen participation must not only function as a spontaneous rally in the context of shit storms, but must become a fixed instance within the digitalised society.

## 7. How to optimise digital citizen participation?

Assuming that the current tendencies of digital aberrations threaten the very foundations of democratic society and the civil liberties of citizens through increasing surveillance and manipulation, citizen participation and the receipt of representative information must from the state be given central importance.

If one wants to instrumentalise citizen participation, one has to create a legal framework to ensure the lasting participation of precisely those parts of society that currently excluded.

At first glance, there are portals galore that give every citizen the opportunity to participate. There is the possibility to participate in petitions, to write comments on newspapers or to express oneself in social media. Even if can be this diversity better analysed in the future with the help of artificial intelligence, as described above, the qualified further discussion is still missing here.

Moreover, when everyone expresses himself about everything, are fewer and fewer facts taken into account and decision-making proposals are sent to politicians based on an emotional mood of a group that happens to be motivated to express itself.

Moreover, it can assumed that only the parts of the population that determine the respective discussion speak out anyway. The sections excluded from society due to lack of linguistic competence, origin, precarious employment, disability or age do not participate or only when they express their discontent by voting for a populist party.

So experts are for all areas of life needed to evaluate and channel the information flows in the respective category. Ideally, these experts will be precisely from among the non-voters recruited. At first glance, it seems paradoxical that precisely someone who is not into society should work for politics integrated.

These B experts should not create content themselves, but organise the content (of a category) of a community in assigned areas.

This can only work if this work is

- does not require vocational training,
- does not require a high level of active linguistic (rhetorical) competence,
- excludes any stigmatisation due to appearance, age or origin through anonymity,
- limited to a clearly defined area (category) that allows everybody specialisation as an expert,
- takes place in a framework in which all participants can contribute depending on their own work rate and performance without having to worry about their basic income,
- means real responsibility and thus social recognition.

It can be that these B experts will spend a significant part of their weekly time organising the community assumed.

In order to include those in precarious employment in particular, GISAD proposes a top-up of €400 per month for each B expert as a conditional digital citizen's income added to a basic social amount. This amount exceeds the lower range of the unconditional basic income proposed in a petition.<sup>8</sup>

Proof of hours worked is not expected. It assumed that the social pressure from the community and politics is great enough that is the corresponding work done. Simple technical procedures for distinguishing between refusal and inability to perform are still to be determined.

This system, by the way, comes close to the origins of democracy in Athens, where the members of the government were by lot drawn<sup>9</sup>. But such a system would no longer work today, as suggested in "DIE Zeit", because the diversity and complexity of the issues today usually no longer allow everyone to decide on everything. The problem is that professional politicians expect simple but non-trivial answers to every topic.

The following three examples show how the different incentives for individuals lead to sustainable participation in the democratic system.

There is the single mother who needs a lot of time for her child and cannot find an adequate job. As a B-expert, she can do her work from home and is by the digital citizen's income financed. This gives her the reputation to return to work after a certain period of time.

There is the pensioner who is not satisfied. He will move in the area he knows. His main concern is integration into society. Monetary recognition, such as better insurance in the event of care, should be for him considered too. Many pensioners today lose all their assets when a stay in a care home becomes necessary but unaffordable. However, it is possible that will be this discussion solved differently in the context of the introduction of the basic income.

There is the 25-year-old without a professional degree. He has a lot of time devoted to his hobby and is sufficiently knowledgeable in this field for a B expert. However, no one trusts him to do anything without a school diploma. He remains a B expert until the labour market takes notice of him.

The last case is certainly not the rule. However, those who make it become a role model for all and a multiplier for all that they can make it too.

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[https://www.bundestag.de/dokumente/textarchiv/2010/31904334\\_kw45\\_pa\\_petitionen/203030](https://www.bundestag.de/dokumente/textarchiv/2010/31904334_kw45_pa_petitionen/203030)

<sup>9</sup> <http://www.zeit.de/2017/04/rechtspopulismus-demokratie-wahlen-buergerversammlungen-politisches-system-griechenland/seite-7>



## 8. Conditional basic income for the preservation of democracy

From such a concept, a system for all should be in a second step developed, in which there is planned no unconditionally basic income, but in which everyone receives this basic income, depending on their ability to perform, with a fundamental willingness to perform.

Basic income is currently by many<sup>10</sup> seen as a tax reform replacing all social policy transfers by making it simpler and fairer.

During the changeover, one should take the opportunity to involve broad sections of society in the democratic process through an expected, but not verified by the authorities, counterpart contribution by the B experts.

That is why GISAD rejects the unconditional basic income.

- Pure social benefits challenge human dignity as they continue to distinguish between people involved in meaningful work and those who are not integrated.
- According to the Legacy Study of Time<sup>11</sup>, people fear more than war that they will no longer be able to lead a self-determined life in the future. Active co-determination of social development is therefore fundamentally important to everyone. The only thing missing is the possibility to do so.
- Individuals define themselves through their work and want to provide an important counter-value for the money they receive. The basic income must therefore be dependent on something in return, however small in terms of performance - optimally for the preservation of democracy - so that the wage earner does not feel like a pauper.

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<sup>10</sup> <http://www.zeit.de/wirtschaft/2017-02/thomas-straubhaar-buch-bedingungsloses-grundeinkommen-auszug/seite-2>

<sup>11</sup> [www.zeit.de/serie/das-vermaechtnis](http://www.zeit.de/serie/das-vermaechtnis)

There are two essential prerequisites for realising such a concept:

- Everyone must equal, easy, safe and anonymous access to the internet<sup>12</sup> have which takes into account his individual barriers (due to limitations).
- As far as possible, everyone must be<sup>13</sup> able to participate in the digital democratic process. The results of this participation must be into the political decision-making process with binding force incorporated.

The costs are for state control reduced to checking whether, in the case of a basic refusal of a benefit, there is a corresponding certificate that such a benefit cannot be for health reasons provided. For this group, there is nothing wrong with an unconditional basic income.

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<sup>12</sup> The financial feasibility has already been described in the GISAD statement on: Industrial Policy Guidelines NRW (Germany).

<sup>13</sup> Certainly, the term "everyone" will have to be defined in more detail. Certain cognitive prerequisites, such as grasping the concept of co-determination, are of course necessary. After an appropriate medical certificate, a basic income could also be granted without consideration.

## 9. Concrete implementation of an all-citizen participation concept

If one wants to engage citizens regardless of their ability, this requires several levels of difficulty in digital work.

While the digital transformation has so far mainly been to rationalise away simple work used, digitalisation also offers the possibility of dividing work into different work steps from difficult to simple. When it comes to integrating people, whom the welfare state has to finance anyway, into society, the desire to optimise processes must be by the desire to offer an adequate task for everyone replaced.

The lowest level of participation would be the selection of internet links into three areas.

A distinction is made here between "suitable for the category", "unsuitable for the category", "for examination (whether punishable or fake news)".

Links can lead to posts from social media portals as well as to newspaper articles or normal websites.

For this work, the basic understanding of the information (text, video, audio) is required. However, technical assistance systems can be developed here that, for example, indicate the possible criminal content of information by analysing relevant keywords. Since the time in which a task is completed does not matter, immigrants who do not yet speak the language can also be upon to perform such a task called. In order to assign the correct category to a text basically, they can use translation programmes to help them. A perfect result is not important. The quality is of the results achieved through redundancy and multi-level.

If ten B-experts revise the same information and eight come to the same conclusion, the result is very likely to be correct.

If there are only five, should the results be checked by the next higher qualification level. At an even higher qualification level, a B-expert with previous legal knowledge decides on the criminal relevance and reports it. These are only examples, which can then further differentiated within the development of the citizen participation system.

These results will always have higher societal structural relevance than those of an automatic algorithm. Broad sections of the population are involved in the process of obtaining and analysing information. If only the existing data were analysed, the results would be worse, because the quite different thinking and decision-making processes of all parts of society would not be into account taken. Valuation discrepancies in the assessment must be by several B experts closely examined. Is it possibly not a question of a valuation error at all, but of the different viewpoints due to the social background?

Once the goals of research and development are adapted to include as many parts of society as possible in the systems to be developed, this alone will prevent technology from dominating people in the future.

Except for pensioners, all should have the goal of obtaining the qualification for the first labour market as a B-expert, where they will then be according to their performance paid. B experts all receive the standard basic salary regardless of their qualification level.

In the B-expert stage, the aim is to strengthen the inner motivation and self-confidence of those involved in an area protected from the demands of the regular labour market. Thus, after an individually varying period of time, many are again up to the performance requirements of the regular labour market.

If media want to be involved in the democratic decision-making process, they have to create a possibility for all new contributions to flow into the citizen participation portals as a link. A current trend for companies to get to know their customers better is social listening. This means automatically listening to and analysing what customers are thinking. This information is also extremely interesting for politicians, but social media portals currently only give it out for money as a competitive advantage.

Those who want to be with their content represented in the citizen participation system must actively provide an opportunity to do so.

It is no longer the search engines to have the power, but the citizen participation portals and thus democracy. The evaluation data must be accessible to all!

However, the originators of the data must always be able to delete the link they have set themselves without having to ask anyone.

This also largely avoids copyright infringements.

All personalisable components should be removed, at least if the pages are private.

The content behind the selected links of the individual categories can then be with AI systems tailored to the respective category evaluated in interaction with the B experts in order to provide policymakers with an overview of problems as decision-making templates.

The policy can return certain questions to discussion forums. These can also be third-party forums such as newspapers and online portals.

More qualified tasks of an B-expert can consist of moderating discussions and drafting individual contributions to discussions.

It is important that are the third party forums integrated into the citizen participation portals in such a way that anonymous moderation by B experts is possible within the respective category.

A first pilot project on an anonymous reputation portal has already been under the name getmysense<sup>14</sup> carried out.

The division of the civic participation portals into approx. 1000 categories should adopted from this. With this, can be all areas of life represented. The categories have already been by the media research institute GraTeach developed with elaborate empirical studies from 1999 to 2001<sup>15</sup>. More categories would no longer be manageable in terms of differentiation, and fewer would not differentiated enough.

First, 100 Test-B experts should work on 10 categories each. In a second step, one expert is then responsible for each of the 1,000 categories. In a third step, is a tenfold redundancy introduced. So ten B-experts process the same links. So 10,000 people are already involved. After that should the individually categories regionalised. Through regionalisation and division into further work steps, all social benefit recipients could be involved.

It is to expected, that this non-discriminatory and non-time-limited integration, adapted to the learning and performance speed of the individual, will lead for many to subsequent employment in the regular labour market. If data is the gold of the future, then a society cannot invest too much in the quality of its production. It is important that high-quality information derived from it is equally available to all and not just to a few global players.

The results of the analysis should therefore be public.

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<sup>14</sup> The project [www.getmysense.com](http://www.getmysense.com) was tested fully functional with a not yet optimised design with a small user group. See [blog.get-primus.net/gettimenet-gmbh-with-trusted-web-4-0-portfolio-seekers/](http://blog.get-primus.net/gettimenet-gmbh-with-trusted-web-4-0-portfolio-seekers/)

<sup>15</sup> [www.grateach.de](http://www.grateach.de)

## 10. Anonymous and decentralised citizen participation portals against discrimination

In principle are the civic participation portals about the secondary effect for the B experts of presenting themselves as positively as possible to potential employers too. This makes it possible to integrate them into the regular labour market at a later stage.

All content, including from sites such as Facebook, Xing, LinkedIn, etc., i.e. from all content providers who want to be involved in the process of providing information to politics and business, is sorted and analysed in the citizen participation portals. The B experts carry out this work. The link lists they create are public. They are to an anonymous profile assigned, for example with the name category+number.

Unlike existing reputation portals such as XING and LinkedIn, the B experts are anonymous. Only their work results are visible. To employers, however, they can identify themselves with the category+number so that a potential employer can evaluate exactly the work done. It just does not know how much time the individual took to produce.

Previous are reputation portals reserved for the upper middle class. A good writing ability and preferably a degree are prerequisites for being on such portals noticed.

The questions "who is this", "what does she/he look like" and "what contacts does she/he have" are in the foreground.

Groups that are not into society integrated are even by the precise presentation required by these portals of the evidence necessary for integration into society excluded.

If one wants to activate all parts of society for digital civic participation, it is not only necessary to omit direct personal data such as name, picture, address, age, but also may be no indirect indications provided based on which personalisation and conclusions about social status could be made. This includes curriculum vitae, education, circle of friends, links to private leisure activities, etc.

Even a few characteristics are sufficient to clearly a person identify. This identification can be much more difficult made by storing the different interests in different areas on different category servers. No relationship is between these data in the evaluation established.

This avoids the creation of an overall profile, which, as can be seen more and more in central data storage, depicts a complete personal profile from the daily routine to the complete purchasing behaviour and thus the transparent person.

Complete anonymity is obligatory for the B-experts. No direct contact with the B-expert should be possible beyond the interaction bound to the respective workflow in order to avoid any possibility of influence too.

The authors of links who enter them manually into the civic participation portal or automatically - as is possible today through RSS feeds - can decide whether they want to be anonymously via an entry in the civic participation portal reached and whether may be advertising sent to the respective link. The advertising is to the entry sent visible under an alias name. If a content provider wishes, all its links can be in a list as a reputation profile displayed. The advertising recipient shows his interests through his content linked to, but can remain anonymous to the advertiser.

Thus is only an individual's reputation derived from the quality of the content to an anonymous profile linked. The quality of the B experts is from how they have assigned these links or moderated content derived.

Due to the obligatory link with a "Personal Digital System"<sup>16</sup>, a decentrally key stored is available in the event of legal violations, via which regional legal authorities can carry out personalisation in justified individual cases.

In this way, can also be the imprint obligation waived for those who refer to their anonymous entry in the citizen participation portal on their website. The accuracy of this information can automatically verified, as the links linked to the entry must be identical to the pages subject to the imprint obligation.

Manual and automatic procedures must also be to present the quality assessment by B-experts but also content providers of the citizen participation portal in a ranking value developed.

While are the B experts of the participation portals financed by the basic income, the remaining costs, such as administrative overhead, development and operating costs of the portals should be financed through crowdfunding. For this concept, the AGS will in any case be so high that a 100% deficiency guarantee (without personal counter-guarantees) can be by the public sector assumed for this.

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<sup>16</sup> Olaf Berberich: Trusted WEB 4.0 -Bauplan für die Digitale Gesellschaft, Springer Vieweg 2016

## 11. The following policy demands can implemented through the concepts presented within the digital transformation!

GISAD is independent of political parties. Exclusively from the perspective of the digital transformation, GISAD wants to take the pre-digital democratic achievements into the digital transformation. For this purpose, GISAD compares the generally accepted goals of the pre-digital society with their current implementation in digitalisation. The tendencies that emerge in comparison with the pre-digital era are onto the further projected development for the future. If significant deviations arise, GISAD tries to make suggestions to counteract undesirable developments.

Currently, the most obvious undesirable developments are an increasing surveillance state and an increasing danger of mass manipulation by means of IT. At the same time there is an increasing imbalance between those involved in the value creation process in favour of a few data exploiters and access providers who bill access to data and data analyses as the currency of the future.

The programme points of all democratic parties can be into "The Right Way", "Foundations for a Satisfied Society" and "Democratic Maxim" divided.



## 11.1 Democratic maxims using the example of Germany

If one examines the basic programmes from 2017 of the democratic parties, one finds that the goals do not differ much from each other.

Only different emphases defined based on the interests of the represented voter target groups and different opinions on ways of implementation.

Only on the points of internal and external security are there major differences between the CDU / CSU on the one hand and the SPD, FDP, Bündnis 90/Die Grünen and DIE Linke on the other.

*Democratic maxim*



If one wants to position the demands of GISAD on this, GISAD is not compatible with the CDU/CSU because of its clearly different position on internal and external security. The implementation of surveillance measures, often even against the laws of the European Union, is the driver of an undesirable development that is highly dangerous for democracy.

If one compares the individual publications of GISAD with the demands of the other parties mentioned above, the different focal points are generally not in conflict with the GISAD demands. Rather, the GISAD studies offer aspects not yet taken into account in the basic programmes, which can be into the corresponding party programmes incorporated without conflict. Parties that take these aspects have a good foundation for helping to shape the digital transformation into account.

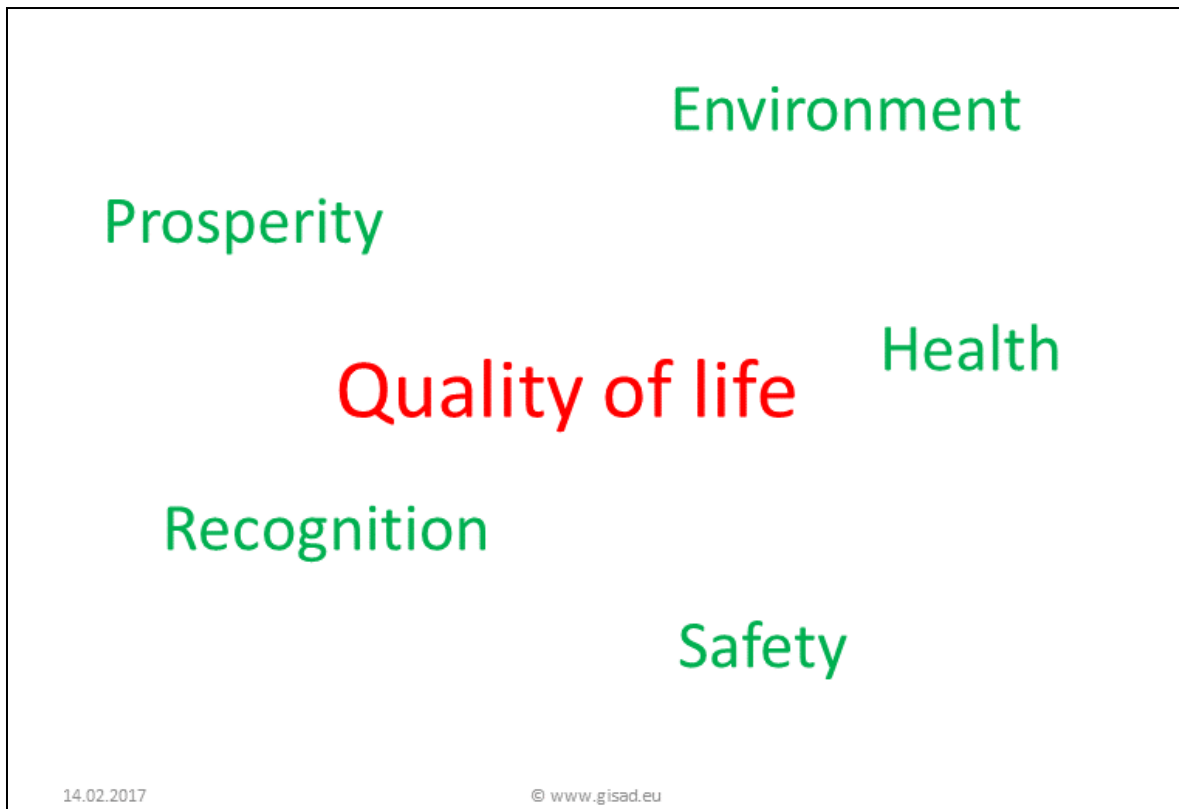
It can be in summary said:

- A self-determined life is only possible in freedom.
- Only when everyone has equal rights is there a possibility for everyone to develop all their potential.
- Only those who can rely on justice can act sovereignly.
- Fairness means treating others as you would like to be treated, even where there are no sanctions or only vague rules.
- If the maxims are not implemented in a sustainable manner, there is a lack of trust, which is the prerequisite for behaviour that complies with the rules.

## 11.2 Foundations for a Satisfied Society

Quality of life not defined by one's income and health alone. Rather, we are always part of our environment. Only if our environment is doing well is an acceptable quality of life also possible for us.

*The basics of satisfaction*



In this respect, global factors such as international conflicts and ecological challenges must also be included in the AGS indicator (presented in this study). A company that behaves in a socially compliant manner in its own country, but triggers wars in other countries through its behaviour, also threatens security in its own country.

Prosperity is not only by one's own prosperity defined, but also by the prosperity of the individual neighbourhood, city, region and country. According to the legacy study by "Die Zeit" already cited in chapter 8, almost half of Germans want an upper limit on income. This does not mean, however, that a redistribution from rich to poor is simply possible.

Anyone who once tried the vested rights holder to convince actually threatened by their immediate demise to radically in a structural change adapt to the necessary changes knows that the attempt to redistribute wealth or income from top to bottom would lead to existentially threatening dislocations in society.

Many vested rights holders go under rather than change.

Any politician who tried seriously, would be very quickly replaced. After all, the influence of the owning sections of society also grows with corresponding wealth.

Political lip service in this direction has been in the past repeatedly pushed back by realpolitik.

The discussion of redistribution therefore does not help and represents a one-sided view of one part of the population. Rather, must be an incentive system created in which everyone benefits when all parts of society are doing well. The citizen participation concept presented here, in which all parts of society contribute to digital prosperity in the form of well-processed digital data and later all parts benefit equally from the data, must have a high social value.

Accordingly are policy makers called upon to prioritise the implementation of citizen participation portals.

This also solves the problem of recognising those sections of the population that have pushed to the fringes of society until now. Those who are recognised do not become criminals. Social fringe groups also cause social unrest and thus a perceived deterioration in the quality of life. Although we are better off today than we have ever been, subjectively we often do not feel that way because there are many threats in our environment. Some threats we only perceive today due to increasing information networking.

A general rethink needed. Simple formulas like "companies create jobs" are no longer appropriate. Successful companies in the past became increasingly global and created jobs where labour costs and taxes are low.

The right incentive systems must be for the owners created to invest in a socially relevant way. This is much more effective for all concerned than redistribution with a crowbar.

Every investor can profit from the success of companies listed on the stock exchange. Although this type of citizen participation leads to profits for investors if used correctly, it has less and less to do with the investor's own company. Many corporate leaders also no longer feel responsible to a particular country.

Without wanting to promote protectionism, the publication of country-specific key figures on structural relevance for the individual country helps to make the relationship of companies to individual countries clear to investors, as described above.

Shareholders themselves are dependent on the country in which they live. At least this is true if they are not themselves global companies. So they have a fundamental interest in living in a functioning society.

With the current low interest rate policy, the only investments left today, apart from highly risky start-up investments, are in shares of mostly globally active companies.

Alternatively, there is still the possibility of investing in non-profit organisations. However, these may only have a limited economic orientation.

This, in turn, does not correspond to the objective of the AGS indicator. Here is economic success assumed too. Only the start-up costs and refinancing times of investments are significantly higher than for normal commercial enterprises. In the best case, the sustainable investment in the own company leads to a higher return for the investor in the medium term of about 10 years. For this purpose, should be investor models with rising interest rates and late redemption considered.

For concepts with a high AGS ratio, must be government incentives created in any case, whether via 100% financing of the required research, government guarantees or tax breaks for the investor.

In addition to the clash between the goals of the economy and society, the clash between society and technology is also becoming increasingly dominant. Technology is increasingly being in such a way developed that it oppresses people instead of serving them. Technology must also be that subordinates itself to people positively considered, surveillance tendencies negatively in the AGS.

Security has already been by GISAD examined from many aspects and is a central driver for the focal points of anonymisation and decentralisation of IT structures set by GISAD.

Security is to all other foundations related for a satisfied society. Centralised IT with increasing data retention and collection of personal data profiles uses the unproven argument for more security, for example in the fight against terrorism, to constantly surveillance expand.

The drivers of these tendencies are secret services, which according to their very name work largely in secret.

There is competition between intelligence agencies for the best data analysis tools and for the most data.

This behaviour is necessary in the external espionage of every country. However, can be internal security expanded precisely because decentralised and anonymous storage makes mass surveillance possible neither for foreign services nor for the country's own.

The issue of security is not yet as hotly debated as for example, social equality, because is not the impact on individual liberties yet clearly felt.

However, the data collected grows into a lifetime of monitoring every detail of individuals' lives. Through constantly improving analytical tools, can be this data used to manipulate any individual at will. Once such a totalitarian system is in place, it is almost irreversible and leads to the long-term loss of the liberties of all citizens. Finally being the security strategy currently pursued is not in line with the maxims on citizens' freedom set by consensus of all democratic parties and should be for that reason alone rejected.

### 11.3 The right way

If there is a fundamental consensus across all democratic parties about what maxims to strive for and how a satisfied society defines itself, then there must be the one right way to achieve these goals too.

*The road to digital democracy*



13.02.2017

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Parties are successful when they convince as large a part of the population as possible that they are on the right track with real sustainable arguments.

In the 2017 election campaign, the actual and expected social changes of the digital transformation will become visible for the first time. Historically grown voter groups will not find themselves with core party if their does not changes take into account.

So far, the areas of economy, future, innovations and growth on the one hand and education, engagement, work and are citizen participation on the other hand seen as two areas.

Depending on the clientele, the parties place themselves on one of the two sides and view the overall event from that side.

Thus, historically are the CDU/CSU and the FDP seen more on the side of the economy and the SPD / The Greens / The Left more on the side of individuals. The arguments are adapted to the group that is closest to the party.

If a party comes into government, it is suddenly to many constraints exposed by all social groups. Thus, is to be expected s make decisions in government that do not differ significantly from each other.

In the context of the digital transformation is a radical break needed here however. The historically evolving arguments of various parties take less and less account of the radical changes in which we find ourselves and which are still ahead of us.

If at least one democratic party does not succeed in presenting competent and simple solutions for all parts of society, then a mood of frustration will strengthen the populists in Germany as well.

In this respect, institutes like GISAD must be in demand, which analyse changes without party-political blinkers and try to find holistic solutions to obviously wrong developments in society as a whole.

A third area is increasingly coming into focus: autonomous technology. This is often developed unreflectively by the economy according to the motto "whatever can be done will be done". Technology should in times of digital dematerialisation, largely replace human labour. The fact that humans are the only consumers on earth is little attention given here. Unlike the other two areas, however, it cannot be a matter of representing technology as an interest group. There should be no question that technology, no matter how autonomous, must be an aid to humans and not their master.

If all interests are to be reconciled, then the economy is no longer sufficient as a driver of innovation and the future. Instead must be concepts created in which parts of society themselves become drivers of innovation, like suggested as a first step with the citizen participation portals.

If autonomous robots allow everyone to open his own factory in the future, then the perspective of economic development must move away from promoting scalable business models and towards to small regional production and service centres. However cannot be these small enterprises represented by the AGS indicator because they are too insignificant for an overall societal change. Therefore must be a procedure developed to cluster many small enterprises and develop a group indicator from this.



## 12. Consideration of the basic programmes of democratic parties

If we look at the demands of the individual policy programmes<sup>17</sup>, then one notices many similar formulations. The basic programmes are the result of a long democratic decision-making process.

There are many similarities here. The differences in climate policy often only become clear when reading the texts closely.

In the following have been demands of the individual parties mixed. The list is neither complete nor does it satisfy a clear order of content. It is rather a matter of letting the mixed texts of the individual parties have an effect on you.

Some demands seem like they come from another time. Often they are general slogans under which one can understand nothing or everything. But sometimes a formulation is very specific.

- Freedom and security, privacy and freedom from coercion, freedom needs security, comprehensive security policy, responsibility for security and peace, security in freedom, security in change, social security, in the democratic welfare state;
- Renewal of the global market economy, in the global decentralised transformation;
- Protection of the natural basis of life, intelligent consumption, ecology means sustainability, economical use of resources, ecology and lifestyle, energy transition and protection of the environment, social-ecological restructuring, nature is our life;
- Active citizens, strong state, balance between citizen and state, human rights, non-violence;

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<sup>17</sup> FDP see

<https://www.fdp.de/sites/default/files/uploads/2016/01/28/karlsruherfreiheitsthesen.pdf>

Greens see [http://www.gruene.de/fileadmin/user\\_upload/Dokumente/Grundsatzprogramm-2002.pdf](http://www.gruene.de/fileadmin/user_upload/Dokumente/Grundsatzprogramm-2002.pdf)

SPD see

[https://www.spd.de/fileadmin/Dokumente/Beschluesse/Grundsatzprogramme/hamburger\\_programm.pdf](https://www.spd.de/fileadmin/Dokumente/Beschluesse/Grundsatzprogramme/hamburger_programm.pdf)

CDU see [https://www.cdu.de/system/tdf/media/dokumente/080215-grundsatzprogramm-kurz\\_0.pdf?file=1&type=field\\_collection\\_item&id=1919](https://www.cdu.de/system/tdf/media/dokumente/080215-grundsatzprogramm-kurz_0.pdf?file=1&type=field_collection_item&id=1919)

The Left see [https://www.die-linke.de/fileadmin/download/wahlen2017/wahlprogramm\\_erster\\_entwurf/2017-01-14\\_bundestagswahlprogramm2017\\_erster\\_entwurf.pdf](https://www.die-linke.de/fileadmin/download/wahlen2017/wahlprogramm_erster_entwurf/2017-01-14_bundestagswahlprogramm2017_erster_entwurf.pdf)

- Social policy and justice, peaceful and just world, welfare state as partner- civic engagement, primacy of politics and principle of sustainability, social democracy, solidary civil society and democratic state;
- Consistently implement the separation of powers - introduce self-administration of the judiciary;
- Technology and people, people taking responsibility, strengthening individual rights;
- Opportunity Europe, Unity in Diversity, Germany's Role in the World
- Freedom of the individual, self-development, diversity, civic sovereignty, self-determination realises freedom, liberty, equality, fraternity, overcoming all forms of discrimination, individual freedom and development of the personality;
- Fairness and responsibility, no egalitarianism, participatory justice, the preventive welfare state;
- Progress through self-determination, civic engagement, self-organisation, subsidiarity, good work for all;
- Solid finances, from the debt brake to freedom from debt;
- Security for the state, more trust in people than the state, freedom needs the rule of law, the state is the arbiter of the market, not a player, enforcement of democracy and the rule of law, a state capable of action and active economic policy;
- Regional economy, strengthening global and regional cooperation, modern service policy, strategic and ecological industrial policy;
- Responsibility, solidarity, sustainability;
- Growth needs innovation through knowledge, research and technology, knowledge economy, sustainable progress and qualitative growth, knowledge and ideas as productive forces;
- Economy and ecology, economy and justice, economy and self-determination, economy and democracy, democracy and politics;
- Freedom and growth need regulatory frameworks, trade union participation, strong co-determination;
- Intellectual property must be protected, its use possible, independence of the media, knowledge production and copyright;
- Property question and economic democracy, solidarity economy;
- Possibility of social advancement, equal participation, right of access to the labour market;
- Education leads to maturity and is a prerequisite for civil society;
- Citizen's income, social equalisation, poverty-proof solidarity pension for all.

The question is whether a procedure can be developed that can assign a specific factor to the demands of the individual parties.

A distinction would have to be between demands that are valid across parties and demands for a specific clientele of voters made.

Voter demands should only be into account in the ratio of a party's voters to the voting population taken.

From the factors of all demands, a basis for determining positive social relevance (PR) and negative social relevance (NR) could be determined. As societies are constantly evolving, the values would be adapted to political changes.

If one could then take into account the results of citizen participation portals to be with the help of AI assigned, a very accurate key figure would emerge that could be annually in the company adjusted. This would minimise the entrepreneurial risk of not being by the consumer accepted as socially compliant or of not taking into account important parts of possible target groups.

GISAD for a strong digital Europe!  
Get the pre-digital achievements with  
the help of the EU!

