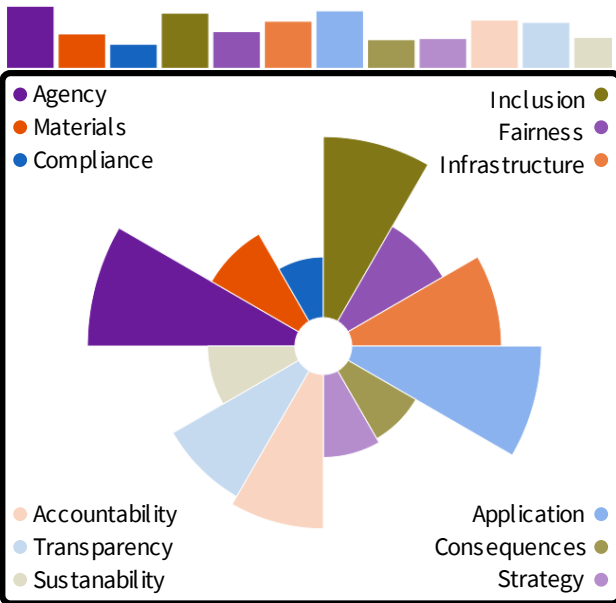




Survey id: demo

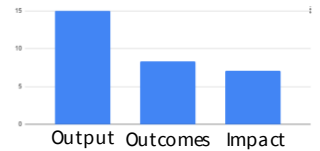
Date: July 2021

Participants: 39



Significant bias towards short term outputs

This team shows a very significant level of confidence in its practical capabilities, feels empowered and capable of action. Confidence in medium term outputs and longer-term impact is significantly weaker. This bias towards immediate output is very common in environments where data ethics is championed by the technical teams.



The difference in scores between these modalities suggests that there is a significant disconnect between the core technical teams and the wider organization. This low level of alignment could manifest itself in increased communication overheads and greater levels of conflict leading to unnecessary innovation drag. Increased multi-stakeholder engagement in exploring consequences may be a good next step.

Need to know

- Staff most want clear guidance on ethical practice
- Not enough time is spent understanding consequences
- The business case for ethical data use is not being communicated
- The quality and availability of data has a significant (possibly hidden) cost to innovation

Start with “why”

The lack of clear guidance and process on how to meet ethical standards is the single strongest concern for respondents. Taking the time to establish an ethical “baseline”, a set of essential practices based on current knowledge, may make a big difference. Solid ethical guidelines however will require high-level strategic input. All the lowest scoring aspects of this survey would be addressed by communicating a clear business case for ethical data use and responsible innovation. Start with the “why”, and the “how” will follow.

Look at the big picture to accelerate future projects

Perhaps the largest cause of concern is the almost universal belief that there is not sufficient effort expended to explore the consequences of the work. This presents several legal, reputation and financial risks, but it's more immediate impact can be seen in the increased cost of innovation due the difficulties of finding and trusting data. When teams are given time and space to explore the consequences of their work, they will naturally discover and highlight issues with their original datasets and find it much easier to propose practical mitigation steps.

Actions

- Define essential ethical compliance processes.
- Establish a clear business case for ethical data use.
- Broaden engagement by training multi-stakeholder teams in Consequence Scanning

