

International Institute of Communications

Regional Regulators' Forum

Implementing practical regulation in a cross-sectoral, cross-jurisdictional world

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**SESSION 4: GLOBAL ISSUES: INITIATIVES TO EMPOWER THE USER:
CONSUMER PROTECTION, MEASUREMENT AND CAPACITY
BUILDING**

**Presentation by Cordel Green, Executive Director, Broadcasting
Commission of Jamaica**

SPEAKING NOTES

I want to begin with the observation that we live in a Bifurcated Digital Society. On one hand there is the "Digerati" (the Digital Elites) and on the other, the "Digital Commoners". Both groups consume YouTube videos, WhatsApp videos and make connections through social networks, which require very little effort and knowledge.

They separate when it comes to technical prowess which requires mental agility and effort. This separation is problematic because in the digital economy a citizen must be adept at both consumption and innovation (the Prosumer), a point to which I will return.

There is also a generational bifurcation. Engagement with technologies diverge along the axes of age difference.

Those over 40 have different experiences and expectations than millennials and Generation Z.

Taxonomy of Needs

So, we need a taxonomy of consumer needs which reflects their different and differing experiences, perceptions and expectations.

I suggest three areas for priority attention:

First, information asymmetry. This is one of the most pressing societal concerns associated with the digital society. As 'Will I Am' puts it, most people do not know that their digital DNA is data and that the phrase "data is currency" can only be true when ordinary people own their data and use it to develop themselves.

Second, according to the Deloitte Millennial Survey 2018, millennials and the Z generation are unprepared for the 4th industrial revolution. They are not confident in their skills and knowledge and are not optimistic about their readiness for society 4.0. [This result is counter-intuitive because most of Generation Z have used the Internet since a young age and are comfortable with technology and social media.] This is clearly a problem which requires urgent attention.

Third, is the problem of privacy, which remains one of the greatest individual challenges in the digital era. There is yet no common agreement on where the ethical boundaries lie but recent experience has shown that we cannot rely on tech companies to draw the boundaries because the social impacts are far-reaching.

We believe that the most practicable response to these challenges is to build capacity in the area of Digital Literacy. In framing the response, we have had to consider, what Chris Chapman describes as “the confluence of disruption”, occurring on a scale and scope never seen before. So, we should not underestimate the scale and scope of disruption, or the capacity of citizens to respond.

I want to share with you, the approach that is being taken by the Broadcasting Commission of Jamaica. First, we are developing award winning digital literacy content for television and online. [PLAY VIDEOS]

The media campaign is to be supported by a Virtual Digital Literacy Academy, which we are building. [CLICK]

We also believe that regulators must build capacity for the regulation of content across platforms: broadcasting, cinemas, video games, social media, virtual reality (which

might be an entirely new medium), augmented reality, and Internet of All Things.

This means that we must deploy available technology, including intelligent machines and algorithms, to manage new and complex regulatory challenges. BCJ is therefore about to collaborate with local universities to help us develop a customized Automated Content Monitoring System (ACMS), with next generation capabilities.

The most important point is that we have recognized that the operating system of society has changed. This requires us to first understand the new and changing environment, challenge the assumptions which inform regulation and to continuously innovate to keep up with the rapid pace of technological change and the broad impacts on society.

We are mindful though, that we must do so without overreaching and doing only what is practicable in an environment of redistribution, decentralization and democratisation of power.