

Data: beyond AI in a fully interconnected world

WIPO Conversation
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Two lenses on the social value of data

Analytical (economic) lens	Contextual (information) lens
Positive and negative externalities	Provenance
(Non-)excludability	Data type
Increasing/decreasing returns	Data subject/sensitivity
Depreciation	Generality (reference data)
Fixed and marginal costs	Accuracy
Complementary investments	Interoperability/accessibility

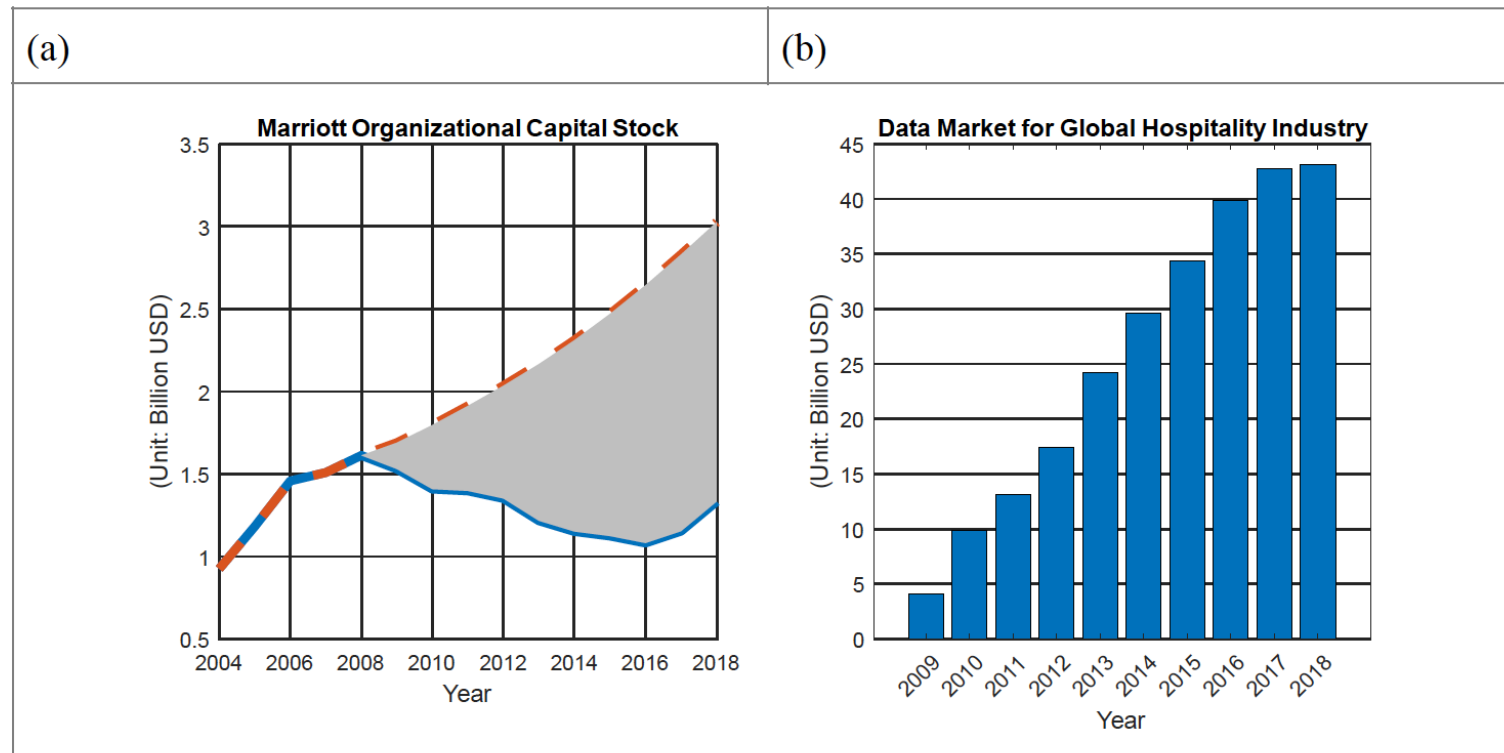
See Coyle et al 2019

https://www.bennettinstitute.cam.ac.uk/media/uploads/files/Value_of_data_Policy_Implications_Report_26_Feb_ok4noWn.pdf

- ‘Market solutions’ by themselves **inefficient**
- **Social and private value diverge** & some valuable uses non-monetizable
- Value lies in **use**; context matters
- **Relational** character → solutions cannot all be individual; danger of foreclosing valuable uses
- What do these features imply for governance and policy choices?

Global market values

Figure 4: Marriott's organizational capital stock and the estimated data market size of the global hospitality industry



THANKYOU!

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