An Asian Perspective on the Governance of Data Economy

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Chinese Model Better for the Utilization of Data?

• Data with “network externality (benefits in accumulating and sharing)” can be better governed with norms of Confucian communalism?

• Western modernity based on individuality and human right. Belief that individuals’ pursuit of happiness lead to societal good.
  ⇒ Liberalism, democracy and the market economy
  ⇒ Imposes restrictions on the use of data

➢ Should data belong to individuals? or to the society?
➢ How can we benefit from big data while protecting the dignity of individuals?
Not Just Network Externality

• “Zero” Marginal Cost
  ⇒ Market (pricing) mechanism ineffective?

• Traceability
  ⇒ Eliminates the need for anonymous trade among strangers
  ⇒ From property right exchange between individuals to “access” right reward for contributions to the society

*Fundamental forces at work to change the perquisites of the modern liberal market economy to which the western individualism provides the ethos.*
The Bigger Picture: From Exchange Economy to Potluck Economy

From Exchange among Individuals to Contribution to/ Reward from Society

Potluck Economy

Platform that facilitates shared use of goods

Maximize usage of goods (vs. conventional goal of maximizing sales)

- Ecological maximum use of goods
- Use of technology to level demand/supply
- Maximize “yield” from asset

Term Potluck economy is found in a blog by Timothy Nash
In Search of Ethos for the Cyber Civilization
Asian Philosophical Legacies Revisited

• Confucianism
  ➢ Putting emphasis on benevolence, loyalty and trust (vs. rule)

仁・義・礼・智・信
(humanity, justice, courtesy, wisdom, integrity)

• Buddhism
  ➢ Placing value on altruism and compassion

• Animism (Pacific tradition, including Japan)
  ➢ Humans as part of (vs. at the top of) cosmos. Lacks the desire to control nature/technology, but to cohabitate with them. Conviviality.

All emphasizing harmony and respect/contribution to others, instead of emphasizing individuals’ rights and autonomy
Ethos for Honoring the Dignity of Others

Animism: All that exists

Buddhism: All that lives and dies

Confucianism: Extended Family

Modern Individualism: Self