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**CYBER
CIVILIZATION
RESEARCH
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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

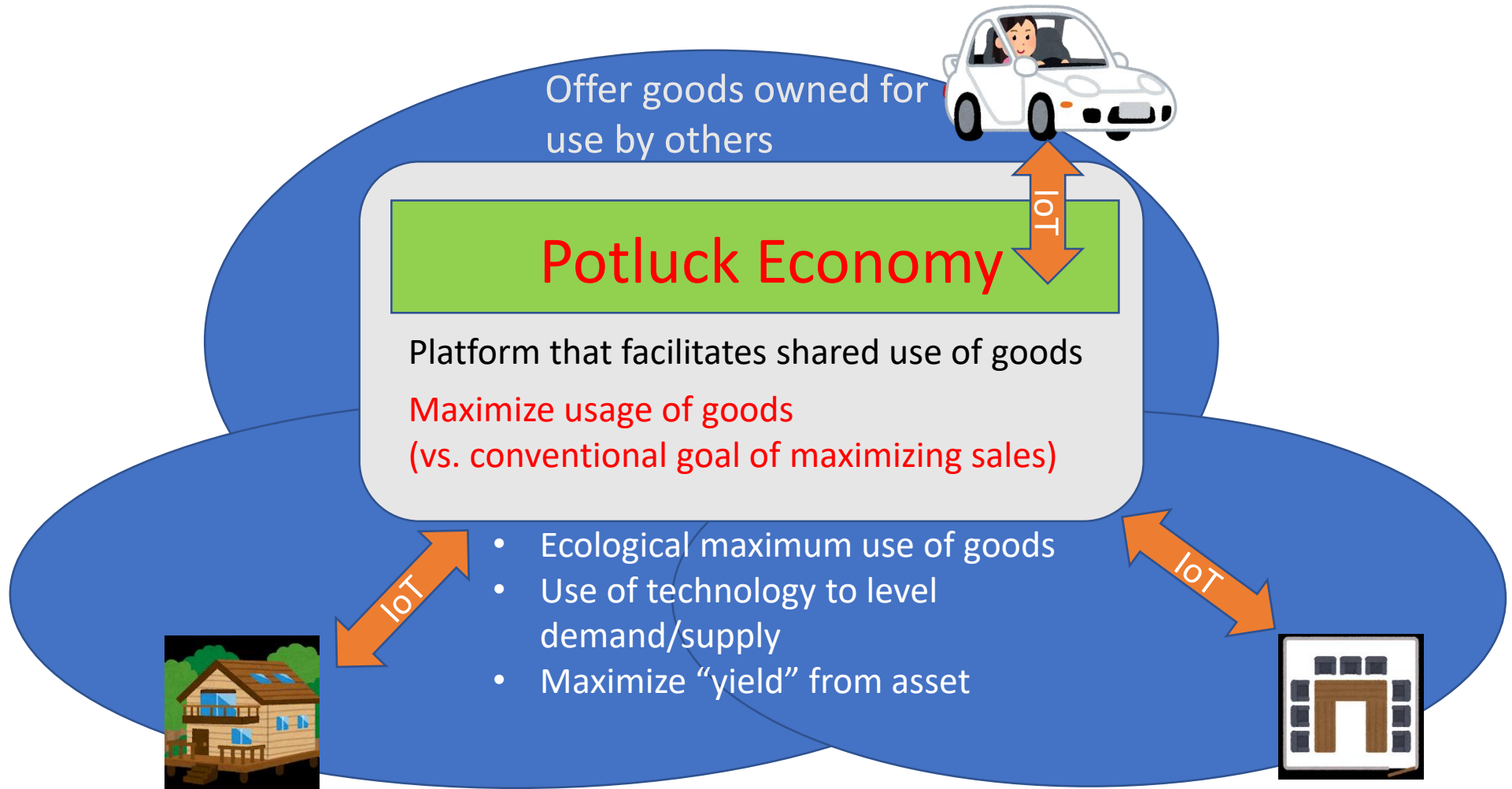
- “Zero” Marginal Cost
 - ⇒ Market (pricing) mechanism ineffective?
- Traceability
 - ⇒ Eliminates the need for anonymous trade among strangers
 - ⇒ From property right exchange between individuals to “access” right reward for contributions to the society

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



Term Potluck economy is found in [a blog by Timothy Nash](#)



In Search of Ethos for the Cyber Civilization

Asian Philosophical Legacies Revisited

- Confucianism

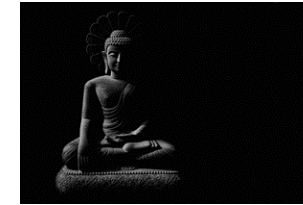
- Putting emphasis on benevolence, loyalty and trust (vs. rule)

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

