

Video of the Partners – University of Osnabrück



Introduction (00:00 – 00:22 sec):

Hello, I'm Rainer Mühlhoff. I'm a professor of artificial intelligence ethics here at the University of Osnabrück and we're participating in SIMPORT as a project partner.

What are your tasks in the SIMPORT project (00:23 – 00:49 sec)?

We have a team here at the University of Osnabrück and ensure that an ethics-by-design approach is implemented in the project. This means that we accompany the entire development processes of our apps, learning tools and frameworks from the beginning with data ethics and data protection considerations in order to find innovative solutions on the ethical level as well.

How would you describe the project in one sentence (00:50 – 01:17 min)?

At SIMPORT, we are developing new interfaces and design elements to empower users on their digital devices to take better and more responsibility for their location data, i.e. to empower users not to share all their location data with every app and big data company if they don't want to.

Why is the SIMPORT project important (01:18 – 01:40 min)?

The project is important because there is far too little awareness among the general population about what can be done with location data, i.e. what can be deduced about individuals or society as a whole in order to treat people differently, to interfere with their privacy, and so on.

What are you working on in the project (01:41 – 01:58 min)?

In our ethics project, we are currently writing up the experiences with the process of the last two years into a guideline, which we will then publish in order to make it available to other, similar projects.

What impact will the results of the SIMPORT project have in 5 years (01:59 – 02:15 min)?

We will achieve more awareness of the implication of location information, location data, GPS data etc. on mobile phones with regard to diverse target groups from old to young.