

Toward a More Ethical Digital World: How to Think and Talk About Life in the Digital World



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Agenda

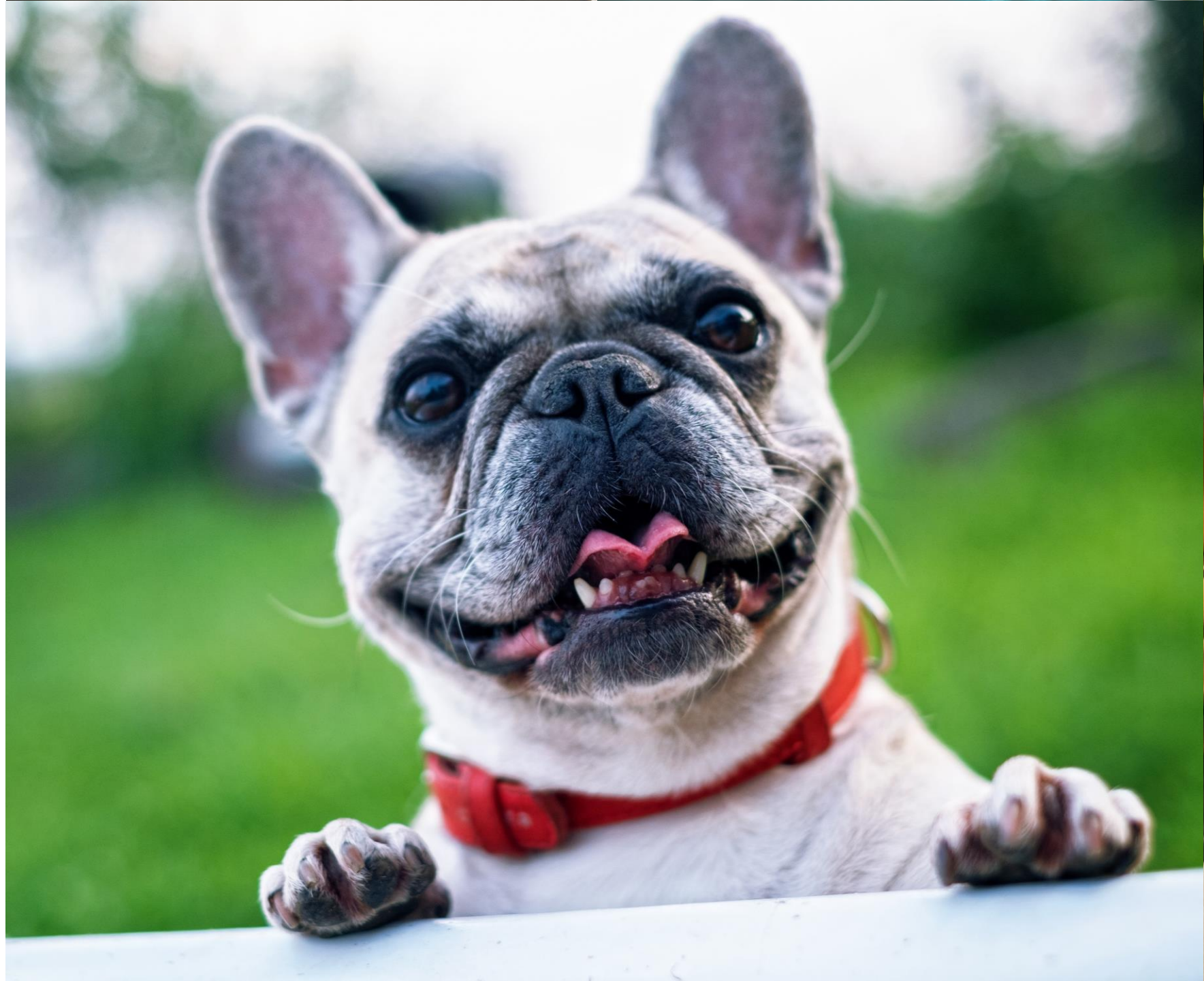
- Introduction
- “Me2B”
- Me2B as an Ethical Foundation
- The Me2B Relationship & Commitment
- The Me2B Deal

Introduction

The internet has changed
everything.

The internet has changed
how we live.

**We live in the
physical world.**



We also live in
the digital
world.



Photo by [Marcus Aurelius](#) from [Pexels](#)



Photo by [Ketut Subiyanto](#) from [Pexels](#)

We don't have the right
vocabulary
to describe our digital lives.

And it's hurting us.

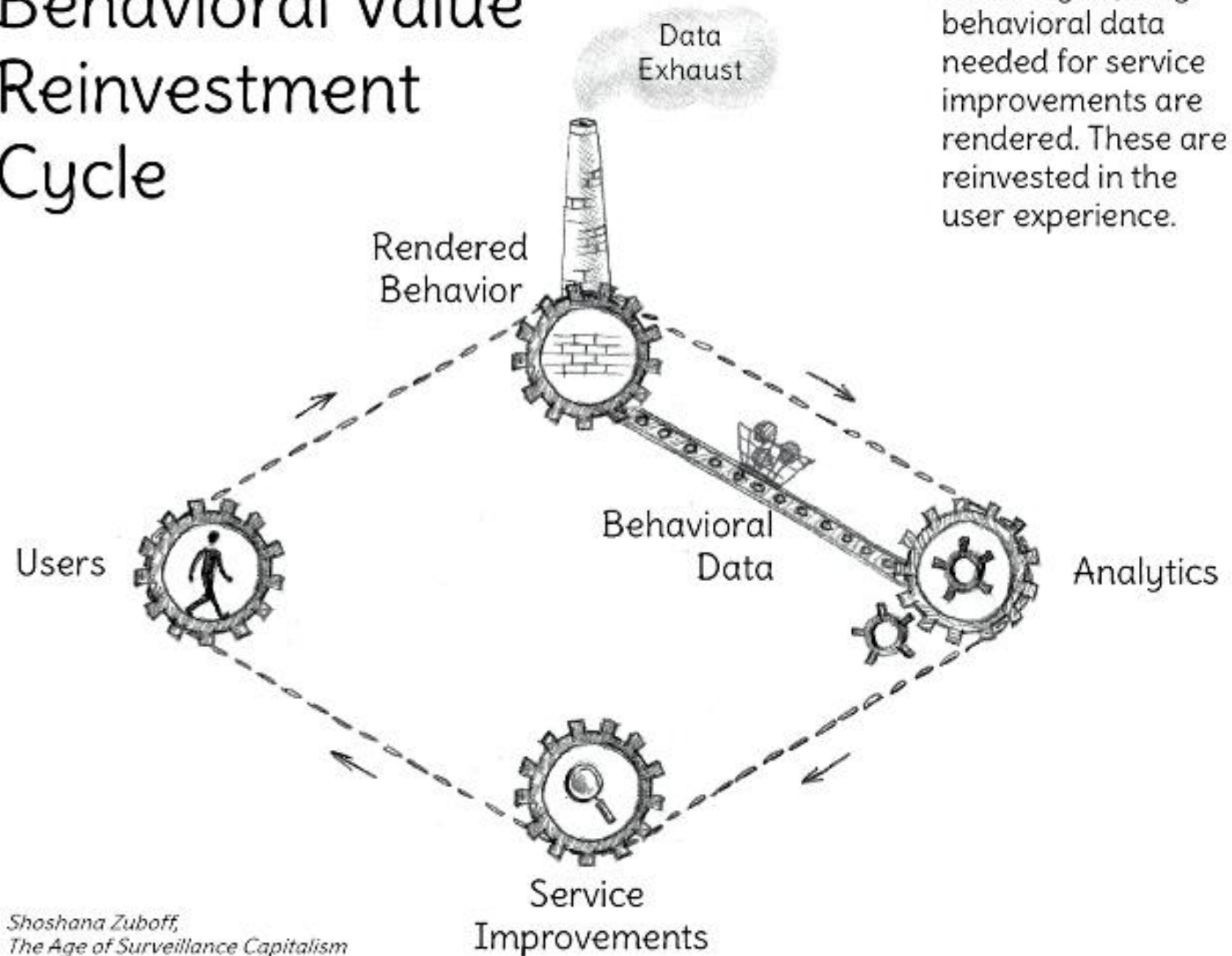
“Data is the new oil.”

Architects of the digital world
didn't reproduce or ensure
the same **social norms**
we enjoy in the physical world.

Surveillance Capitalism:
“the process of commodifying
personal data with the core purpose
of profit-making”

Initially, analyzing behavior was used for service improvement.

Behavioral Value Reinvestment Cycle



But it quickly became a “business model” for new-fangled internet businesses.

(Like Google.)

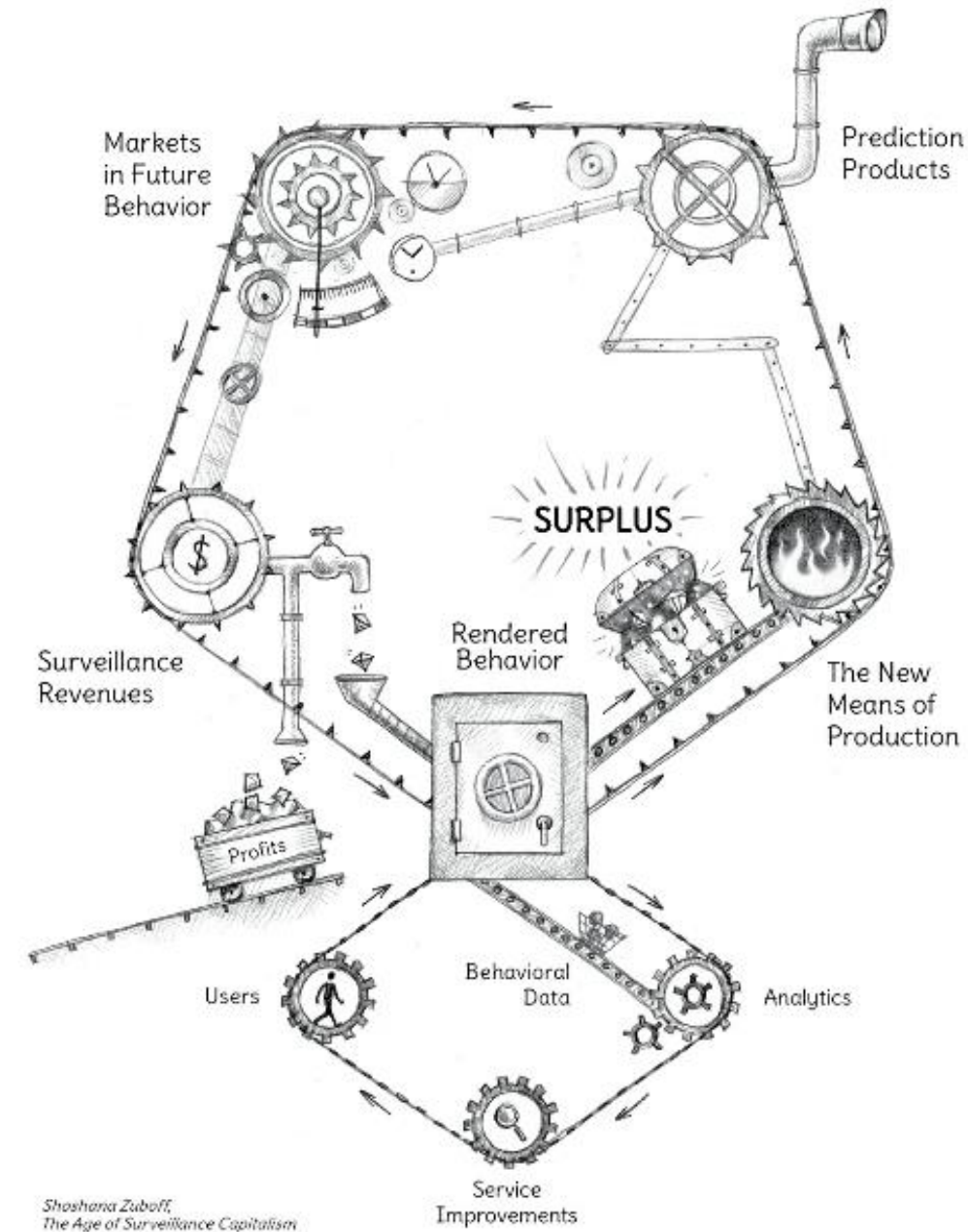


Figure 2: The Discovery of Behavioral Surplus

Surveillance Capitalism

Is the irresistible allure of
lazy marketing &
easy money.

Shreds **personal privacy**.
We wouldn't tolerate
this kind of behavior in
the physical world.

Deliberately exploits what
we used to call
“customers”.

Is essentially a
highly asymmetrical,
dysfunctional
B2C relationship.

Enter “Me2B”

Who Coined “Me2B”?

Ctrl-Shift (2014)

- <https://www.ctrl-shift.co.uk/news/general/2014/10/27/the-rise-of-me2b/>

Meeco

Bill Price & David Jaffe (2014) 

- <https://www.amazon.com/Your-Customer-Rules-Delivering-Experiences/dp/1118954777>

Probably others

BILL PRICE

DAVID JAFFE

AUTHORS OF *THE BEST SERVICE IS NO SERVICE*

YOUR
CUSTOMER
RULES!

DELIVERING THE **Me2B**
EXPERIENCES THAT
TODAY'S CUSTOMERS DEMAND

What is Me2B?

- It's an adjective.
- It's a deliberate response to the asymmetry of B2C relationship
“I'm in charge.”
- “Me2B” represents the relationship that I have with any institution
 - Traditionally understood as “being a customer of”
 - Not “employee of” or “citizen of”
 - (But the ethical rules may still apply.)

Me2B is an **ethos**.

Core Belief:
Respectful, more balanced
Me2B Relationships
are better for
both Me-s and B-s.

Core Belief:
Respectful, more balanced
Me2B Relationships
foster **wellbeing** for
both Me-s and B-s.

Other Groups That Align with the Me2B Ethos

- Center for Humane Technology
- MyData
- ID2020
- Ranking Digital Rights
- Decentralized Identity Foundation
- Trust Over IP
- AI Now Institute
- Data 4 Black Lives
- Patient Privacy Rights
- A New Governance
- Customer Commons
- EFF
- Mozilla
- Online Trust Alliance.....
- In fact, there are hundreds
<http://www.goodtech.wiki/>

Me2B Usage

- When used, it implies **idealized** Me2B principles
 - Me2B Deal
 - Me2B Relationship
 - Me2B Commitment
- **Aspirational** and **achievable**

Anyone can use it.
It's **not** a trademarked term.

(In fact, please **do** use it.)

Me2B as an Ethical Foundation

Informed by

- **Human Rights**
UN Universal Declaration of Human Rights – Article 12^[1]
4th Amendment US Constitution^[2]
- **Consumer Rights^[3]**
- **Moral Foundations Theory^[4]**
- **Communication Privacy Management Theory^[5]**
- **How we behave in the physical world**

[1] <https://www.un.org/en/universal-declaration-human-rights/index.html>

[2] <https://constitution.congress.gov/constitution/amendment-4/>

[3] <https://www.consumersinternational.org/who-we-are/consumer-rights>

[4] <https://moralfoundations.org/>

[5] https://en.wikipedia.org/wiki/Communication_privacy_management_theory

Core Belief restated:
Healthy
Me2B Relationships
are better for
both Me-s and B-s.

Taking a note from psychology on
the characteristics of
**healthy human
relationships.**

Me2B Rules of Engagement

- **Freedom**
We agree to not coerce or manipulate each other.
- **Respect of Boundaries**
We agree to respect each other's personal boundaries, including...
- **Respectful Defaults**
In the absence of stated preferences, we default to the most conservative behavior.
- **Fairness & Non-exploitation**
We agree to treat each other fairly and not exploit things we are owed.
- **Good Communication**
We agree to be forthright, honest and clear in our communication.
- **Non-Harming**
We agree to not willfully harm one another.
- **Problem Solving & Accountability**
We agree to respectful, collaborative, and fair problem solving.



Apply to
Businesses
&
Technology

Add a dash of
Consumer Rights
sensibilities

Me2B Core Principles

1. **I'm in Charge**
Of the relationship
Of information about me
2. **Play Nice**
Me2B Rules of Engagement
3. **No information about me without a Me2B
Commitment**

In short, it's about
respectful
businesses, products & technology,
that treat people* right.

* It's Not Just Me

- The Me2B ethos isn't individualistic.
- It recognizes our interdependence
Web of wellbeing
- Healthy societies need respectful relationships at all levels
- Including a planetary level
We must also respect our planet

The Me2B Relationship

It's **complicated.**

The internet has changed
everything.

Who's the B?



The B is the **legal entity**
that built the thing.

What's the nature
of my **relationship**
with a B?

Me2B Relationship in the Physical World*

- **Geographical**
 - Local – retailers, restaurants, theaters
 - Remote – manufacturers
- **High autonomy & agency**
 - Loyalty
- **Proportional legal burden**
- **Human customer care**

Me2B Relationship in the Digital World

- Paradoxical geography
 - Absence of space
 - Simultaneously proximal and remote
- Reduced autonomy & agency
 - Forced into relationships
 - Surveilled
 - DIY privacy burden (and nowhere near as intuitive as physical world)
- High legal burden for **everything**
- DIY and non-human customer care

Me2B Relationship in the Digital World

- The deliberate relationship I have with a business as experienced through multiple touchpoints:
 - Interaction with the **business**
 - Required legal agreement establishment and maintenance
 - Customer Care
 - Interaction with a particular brand of the business, as embodied through **connected products & services**:
 - Brand website
 - Brand app
 - Branded connected device

The Me2B Relationship is
layered.

Published: **August 1, 2020** [What's new?](#)

Effective: **October 1, 2020**

[Existing Microsoft Services Agreement](#)



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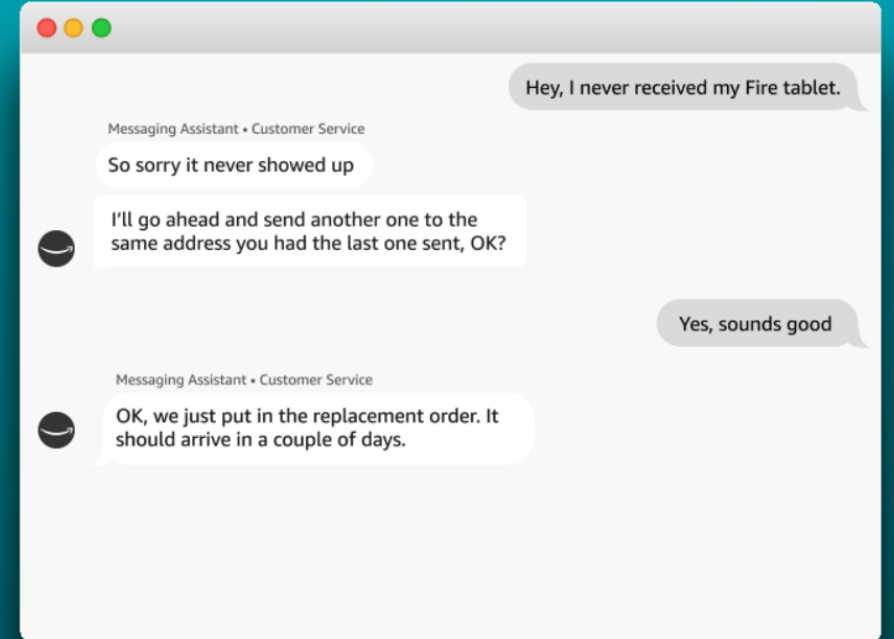
Customer care has changed

Fixing things is quick & easy

The bot quickly fixes your problem or connects you to someone who can.

Start chatting now

 Need help over phone? [We can call you.](#)



The bot quickly figures out what you need help with.



It fixes your issue, or connects you with a human if you need more help.



You're on your way!

Here are a few things you can take care of on your own



Check on an order



Returns & Refunds



Manage content & devices



Get help with Prime



Update payment info



Account settings

**More accessible interaction
with B than
BI (Before Internet).**

But disproportionate
legal burden.

The internet has changed every
thing.

**Our
relationship
with things
has been
private &
purpose built.**



But with
connected
computing,
things are
capable of
regular two-
way
interaction &
observation.



In other words,
we have
relationships
with things.

Let's call these
Me2P Relationships

Connected digital products are
digital
brand agents.

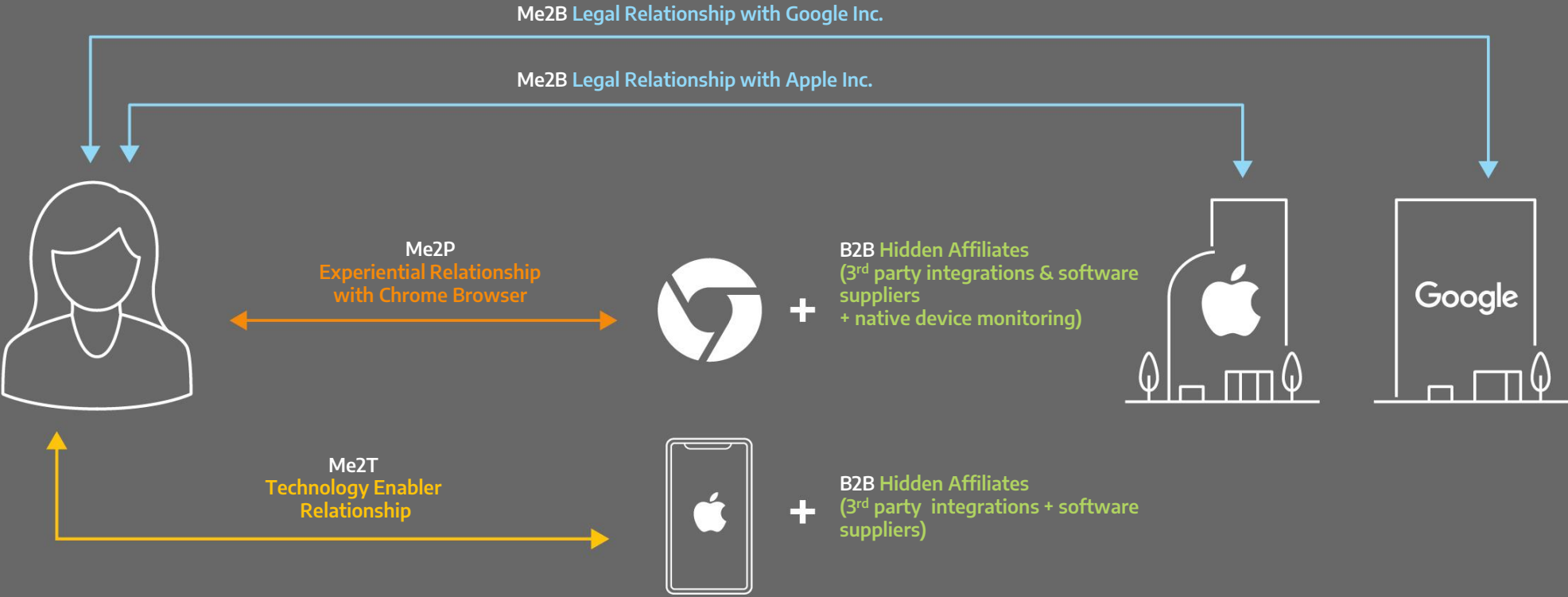
Me2B,
Me2P.

It's **complicated.**

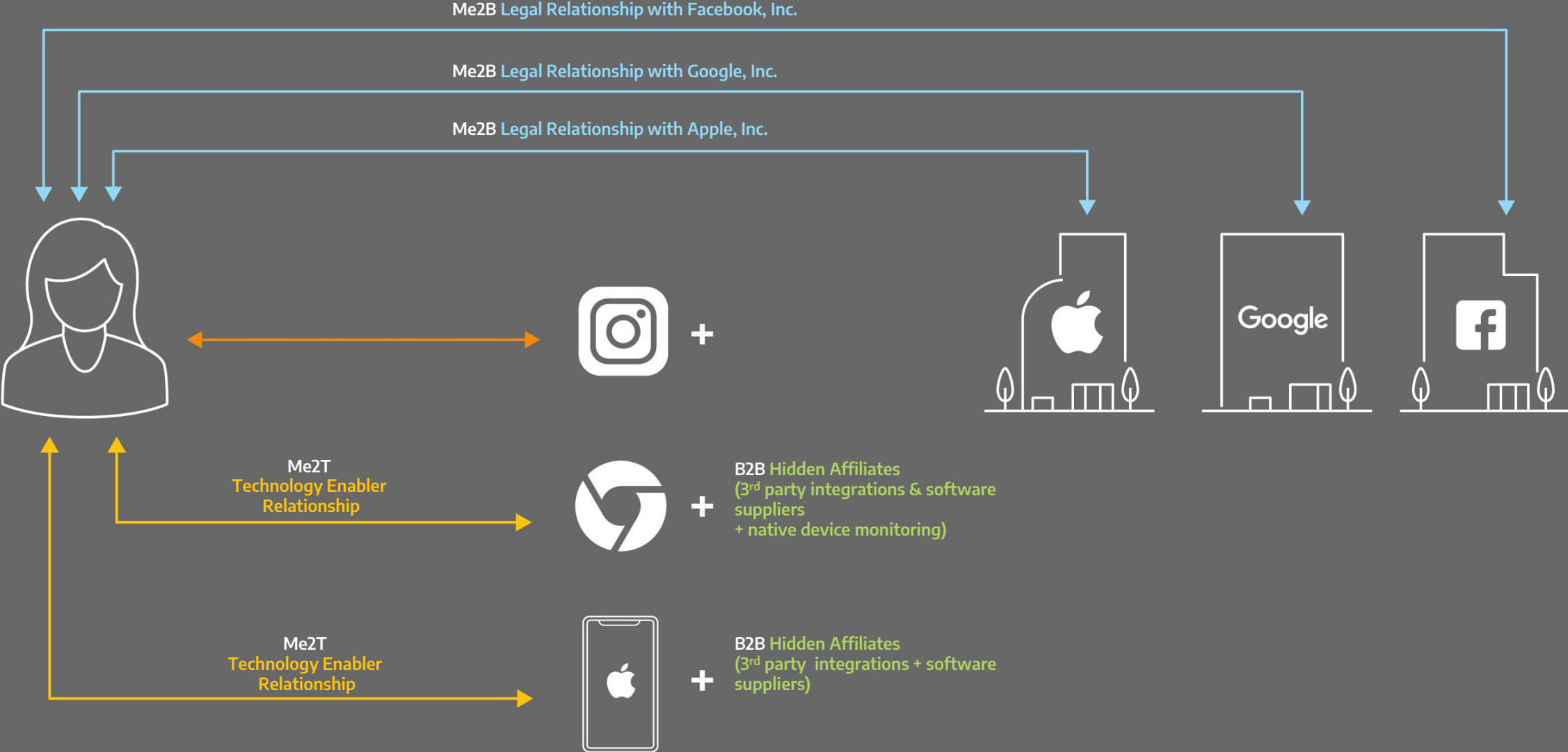
Me2B Relationship Layers



Me2B Relationship Layers



Me2B Relationship Layers



Who's the B?

Instagram

Sign up to see photos and videos
from your friends.

 Log in with Facebook

OR

Mobile Number or Email



Full Name

Username

Password

.....



Show

Sign up

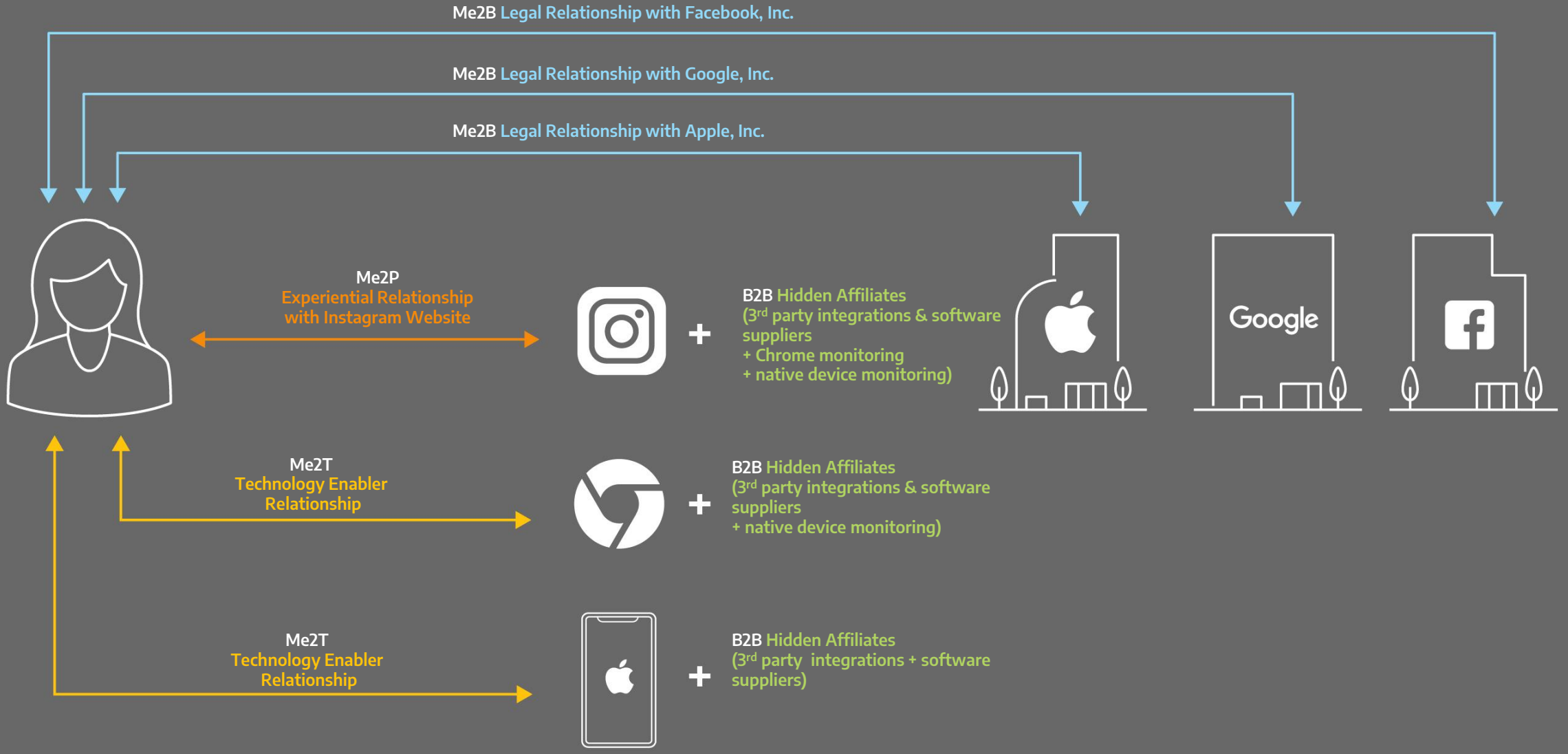
By signing up, you agree to our [Terms](#), [Data Policy](#) and [Cookies Policy](#).

Have an account? [Log in](#)

Get the app.

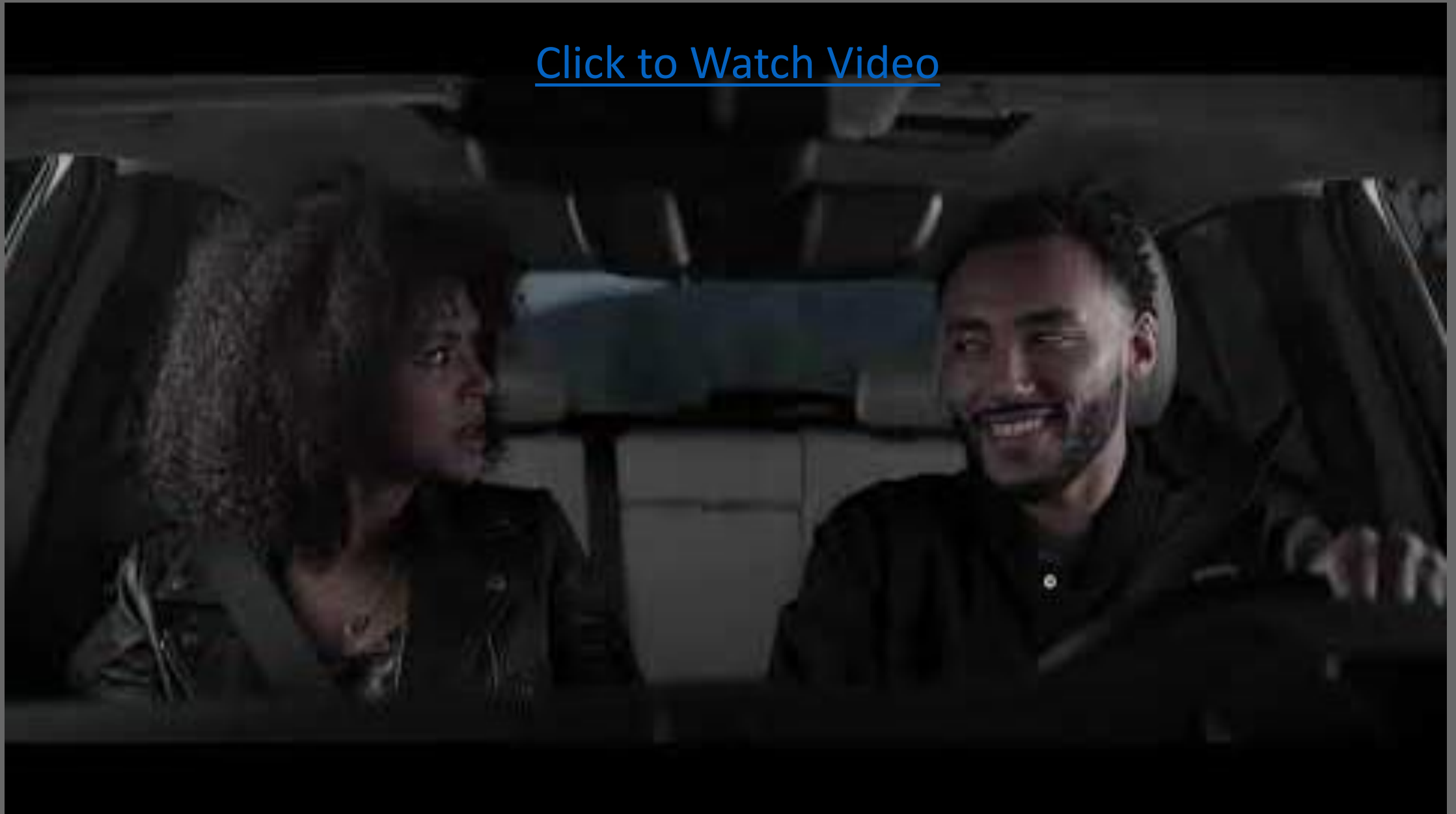


Me2B Relationship Layers



**Businesses are celebrating
the confusion.**

[Click to Watch Video](#)

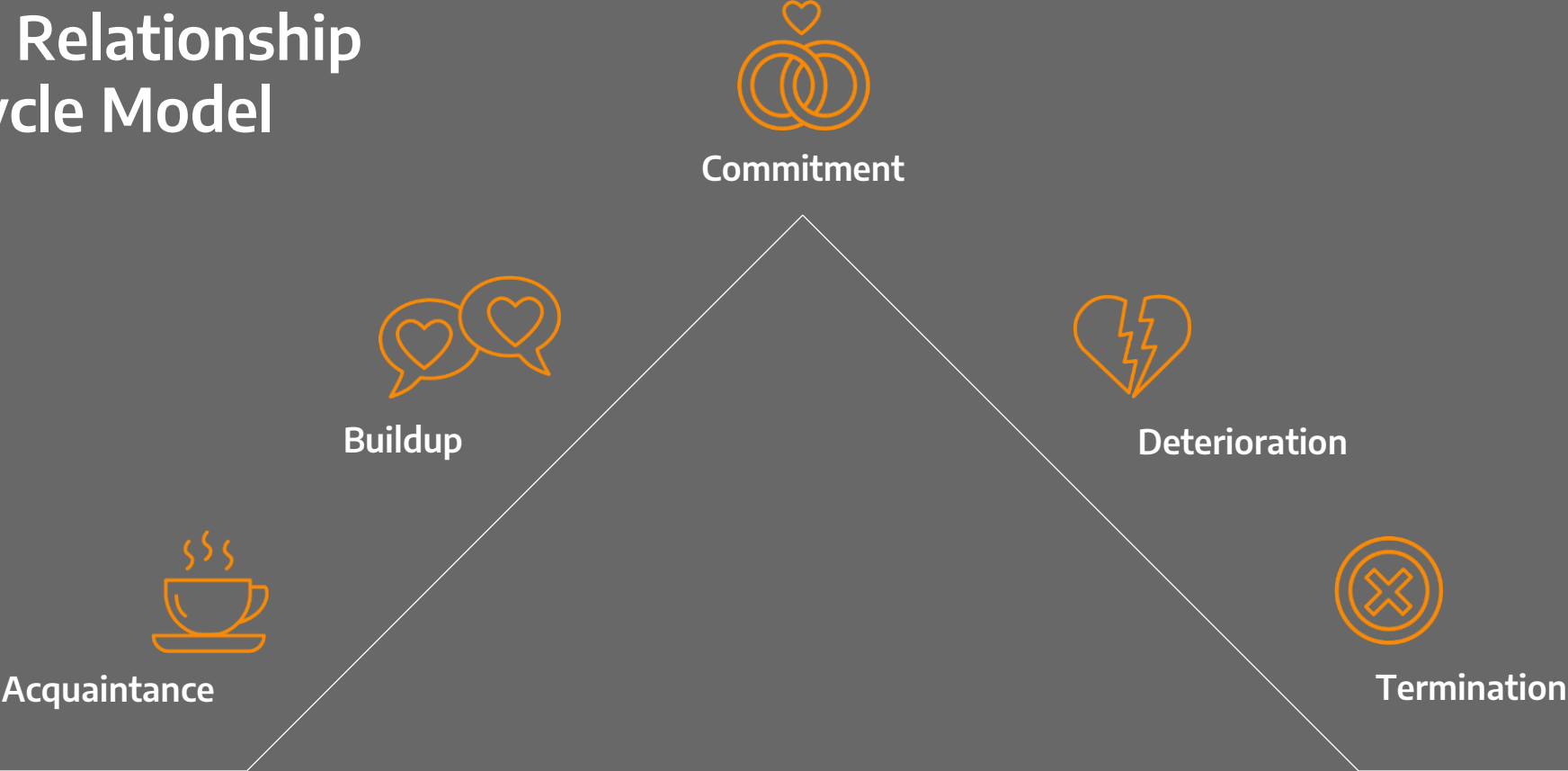


“Me2B” covers
all of the layered
relationships & touchpoints.



Because all the touchpoints
should be
respectful.

Me2B Relationship Lifecycle & Me2B Commitments






Me2B Relationship Lifecycle Model



Me2B Relationship Lifecycle Model






	 Acquaintance	 Buildup	 Commitment	 Deterioration	 Termination
Physical World	I'm going to go into the place and check it out.	Yeah, I like it. I'm going to buy something here.	I'm a regular shopper/patron.	I'm tired of their stuff/they changed their stuff/their stuff no longer suits me.	I don't go there anymore.

Me2B Relationship Lifecycle Model

	 Acquaintance	 Buildup	 Commitment	 Deterioration	 Termination
Physical World	I'm going to go into the place and check it out.	Yeah, I like it. I'm going to buy something here.	I'm a regular shopper/patron.	I'm tired of their stuff/they changed their stuff/their stuff no longer suits me.	I don't go there anymore.
Digital World	I want to do X online.	I explore a website or download an app and play with it.	I regularly use the service. I like it, so I create an account.	I'm using the service less —for whatever reasons.	I no longer use or even open the website/app. I delete my account.

(No relationship is ever this clean, and no model is ever perfect. It's just a tool to help us apply social norms to digital Me2B Commitments.)






Me2B Relationship Lifecycle Model

	 Acquaintance	 Buildup	 Commitment	 Deterioration	 Termination
Physical World	I'm going to go into the place and check it out.	Yeah, I like it. I'm going to buy something here.	I'm a regular shopper/patron.	I'm tired of their stuff/they changed their stuff/their stuff no longer suits me.	I don't go there anymore.
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Comment from IIW: Overlay Remembered, Recognized and Responded to into each phase

A digital **Me2B “Marriage”**
begins when the individual
establishes an account.

Me2B Relationship Lifecycle Model

	 Acquaintance	 Buildup	 Commitment	 Deterioration	 Termination
Physical World	I'm going to go into the place and check it out.	Yeah, I like it. I'm going to buy something here.	I'm a regular shopper/patron.	I'm tired of their stuff/they changed their stuff/their stuff no longer suits me.	I don't go there anymore.
Digital World	I want to do X online.	I explore a website or download an app and play with it.	I regularly use the service. I like it, so I create an account.	I'm using the service less —for whatever reasons.	I no longer use or even open the website/app. I delete my account.

Me2B
"Marriage"
Start

Me2B
"Marriage"
End

By creating an account,
I'm saying:

“I want to be remembered, recognized,
and responded to* by the product
when I'm logged in.”

* <https://github.com/WebOfTrustInfo/rwot6-santabarbara/blob/master/topics-and-advance-readings/functional-identity-primer.md>

This entails uniquely identifying
me.

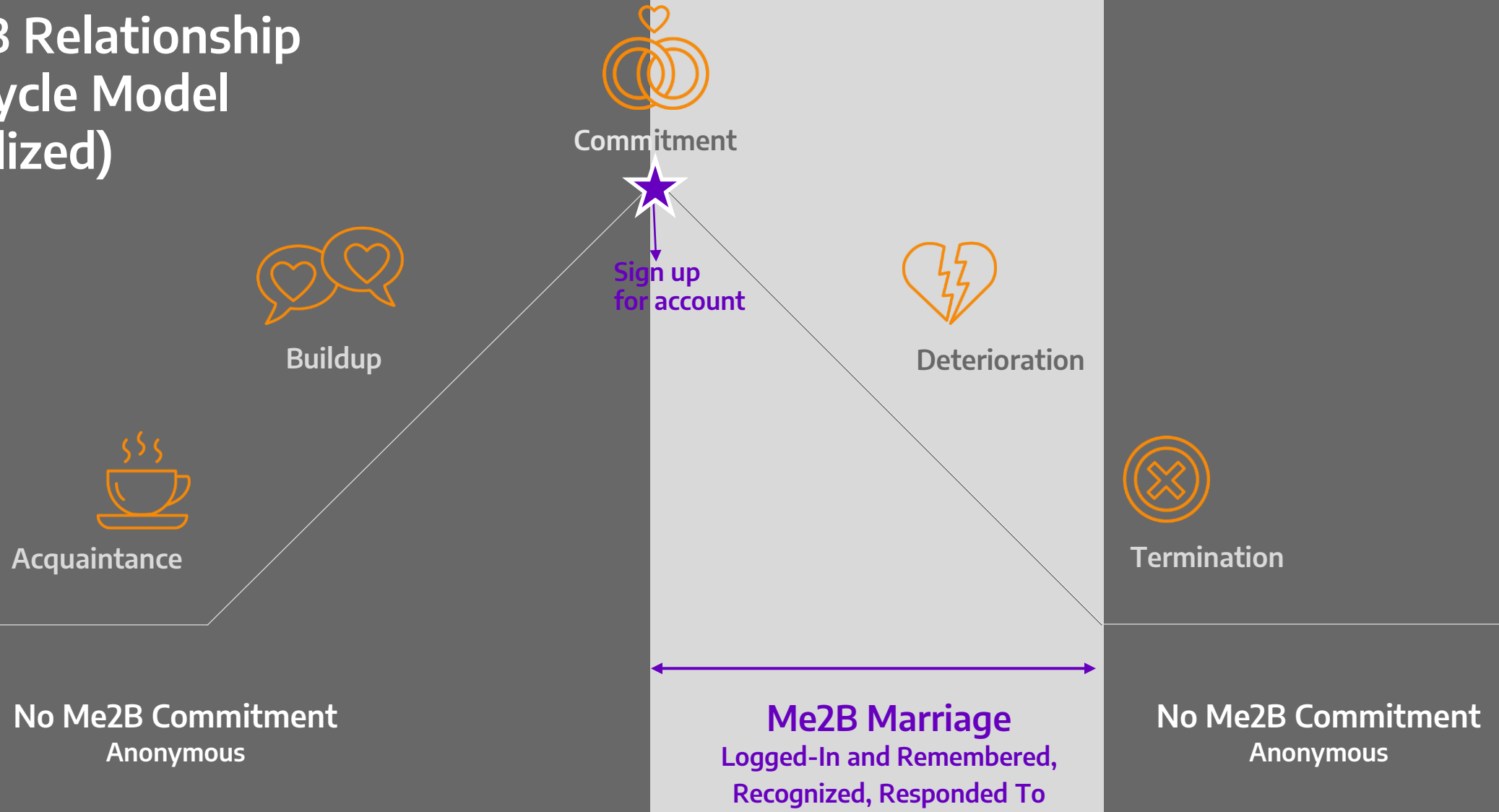
Ceremony of
agreeing to Terms of Service
marks the beginning of
a digital “Me2B Marriage”.

This is a
legal contract.

Two States

- In a Me2B “Marriage”:
Logged in and being remembered, recognized and personally responded to.
- Not in a Me2B Commitment

Me2B Relationship Lifecycle Model (idealized)



The **No Me2B Commitment**
state reflects window-shopping
in the physical world.

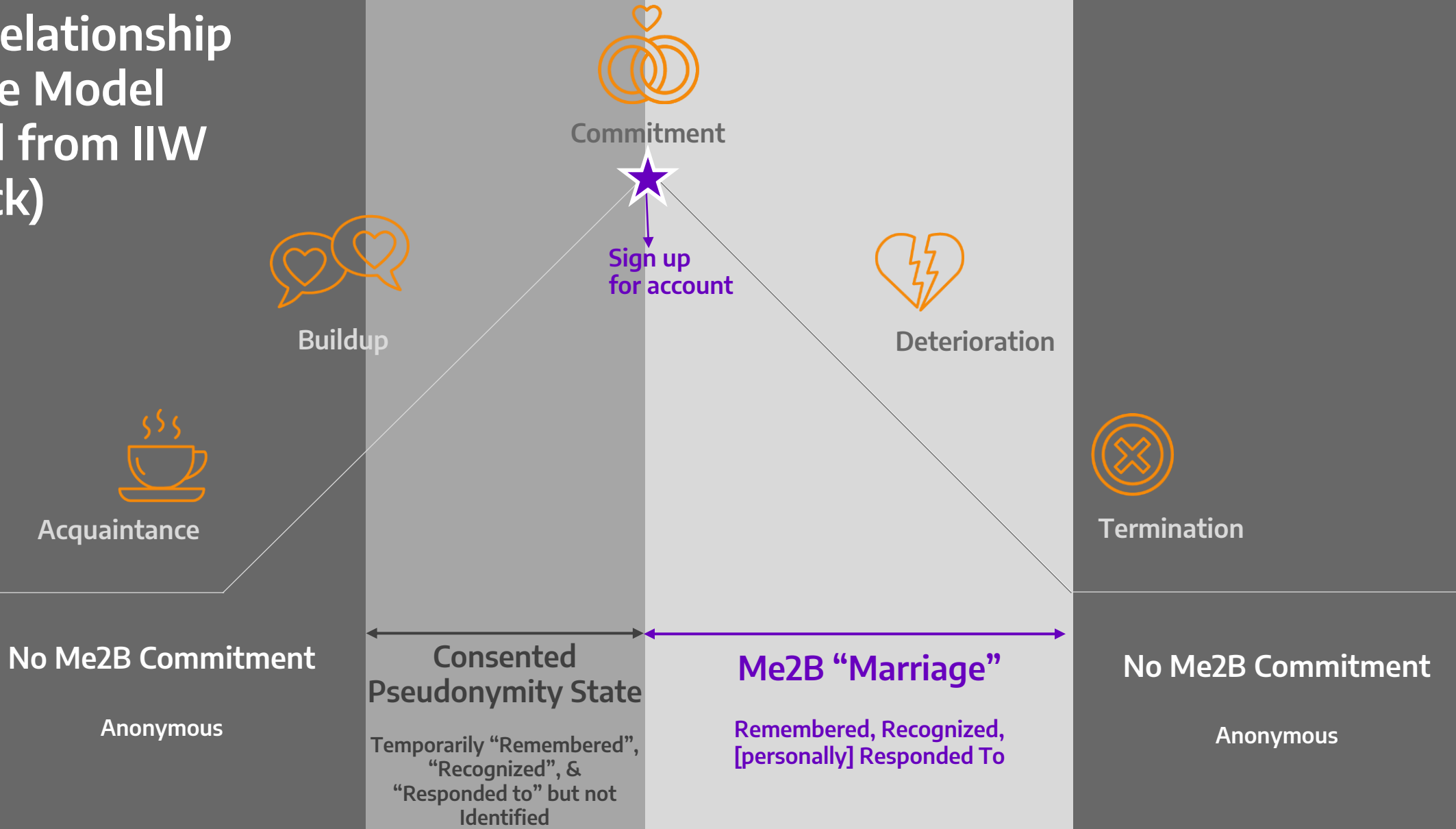
When I'm
not in a Me2B Commitment,
I have a reasonable expectation of
anonymity.

An orange starburst graphic with multiple points, containing the text "Respectful Default Behavior".

Respectful
Default
Behavior

But it's
complicated.






Me2B Relationship Lifecycle Model (revised from IIW feedback)

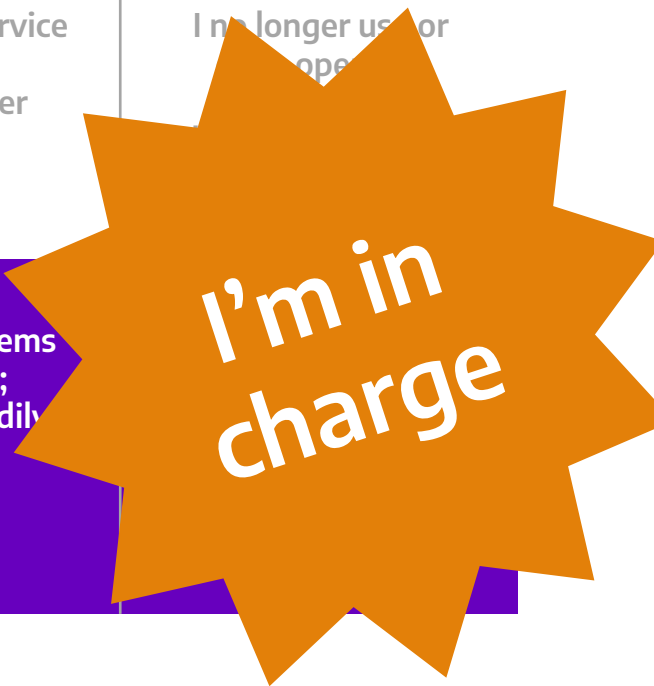


Multiple Types of Commitment

- **Me2B “Marriage”**: creating an account; being personally recognized, remembered and responded to
- **Promotional Commitment**: signing up for promotional emails.
- **Loyalty Program Commitment**: Signing up for a loyalty program [but not creating credentials]

Me2B Relationship Lifecycle Model

	 Acquaintance	 Buildup	 Commitment	 Deterioration	 Termination
Physical World	I'm going to go into the place and check it out.	Yeah, I like it. I'm going to buy something here.	I'm a regular shopper/patron.	I'm tired of their stuff/they changed their stuff/their stuff no longer suits me.	I don't go there anymore.
Digital World	I want to do X online.	I explore a website or download an app and play with it.	I regularly use the service. I like it, so I create an account.	I'm using the service less —for whatever reasons.	I no longer use or hope
Me2B	I'm anonymous until I say otherwise.	I can transact without being forced into a Me2B Commitment.	I decide to start a Me2B Commitment. I can BYOID and privacy terms & permissions.	I can report problems with impunity; problems are readily resolved.	



Characteristics of Me2B Relationships in the Digital World

- Layered
- Longitudinal
- Regular interactions
- Forced Me2B Commitments
 - Legal Agreement
 - Being
 - Remembered
 - Recognized and
 - Responded to
- We have **many**

Me2B Deal

Fair value **given**
for
fair value **received.**



I'm in
charge

The internet has changed
everything.

Freemium
business model.

TANSTAAFL

There ain't no
such thing as a
free lunch.

What **have** I given
for the value received
in the digital world?

Because **TANSTAAFL**

Several industries practice
product **subsidization.**



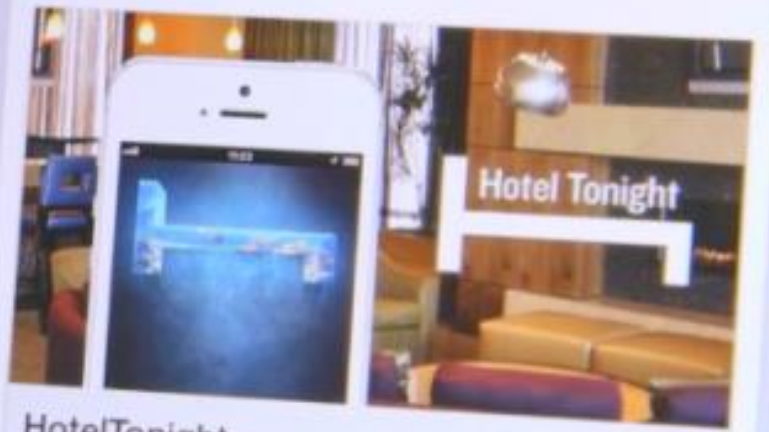


Like Comment Share

Suggested Travel

HotelTonight
Sponsored (demo)

HotelTonight is now in over 100 destinations!
Be spontaneous and book a weekend
getaway.



HotelTonight

Open In App

Book Now

AJ Glasser



Survey Report: "New Train Line" passenger volume



New Train Line use Running Solid, Forecasts also Positive

The New Train Line serving the west coast area has achieved its first anniversary of its completion. Passenger volume remains strong, with average daily ridership for 2011 exceeding initial projections across the 100-mile Corridor. In the corridor, train use has increased, average volume has increased. This increase is attributable to the availability of the New Train Line as well as higher use of the existing New Train Line. The increase in passenger volume is also attributable to the increase of the New Train Line service. The increase in passenger volume is also attributable to the increase of the New Train Line service. The increase in passenger volume is also attributable to the increase of the New Train Line service.

The New Train Line is a great addition to the New Train Line service. The increase in passenger volume is also attributable to the increase of the New Train Line service. The increase in passenger volume is also attributable to the increase of the New Train Line service.





Multiple Currencies

1

Buying
physical
“things”



Money

Multiple Currencies

1

Buying
physical
“things”



Money

2

Consuming
media



Time &
Attention

Multiple Currencies

1

Buying physical “things”



Money

2

Consuming media



Time & Attention

3

Doing things in the digital world



Time, Attention, & Behavioral Information

In the digital world,
we use all
three types of currency.



In the digital world,
free isn't without **cost**.



You deserve to know what
you're paying
for “free”.

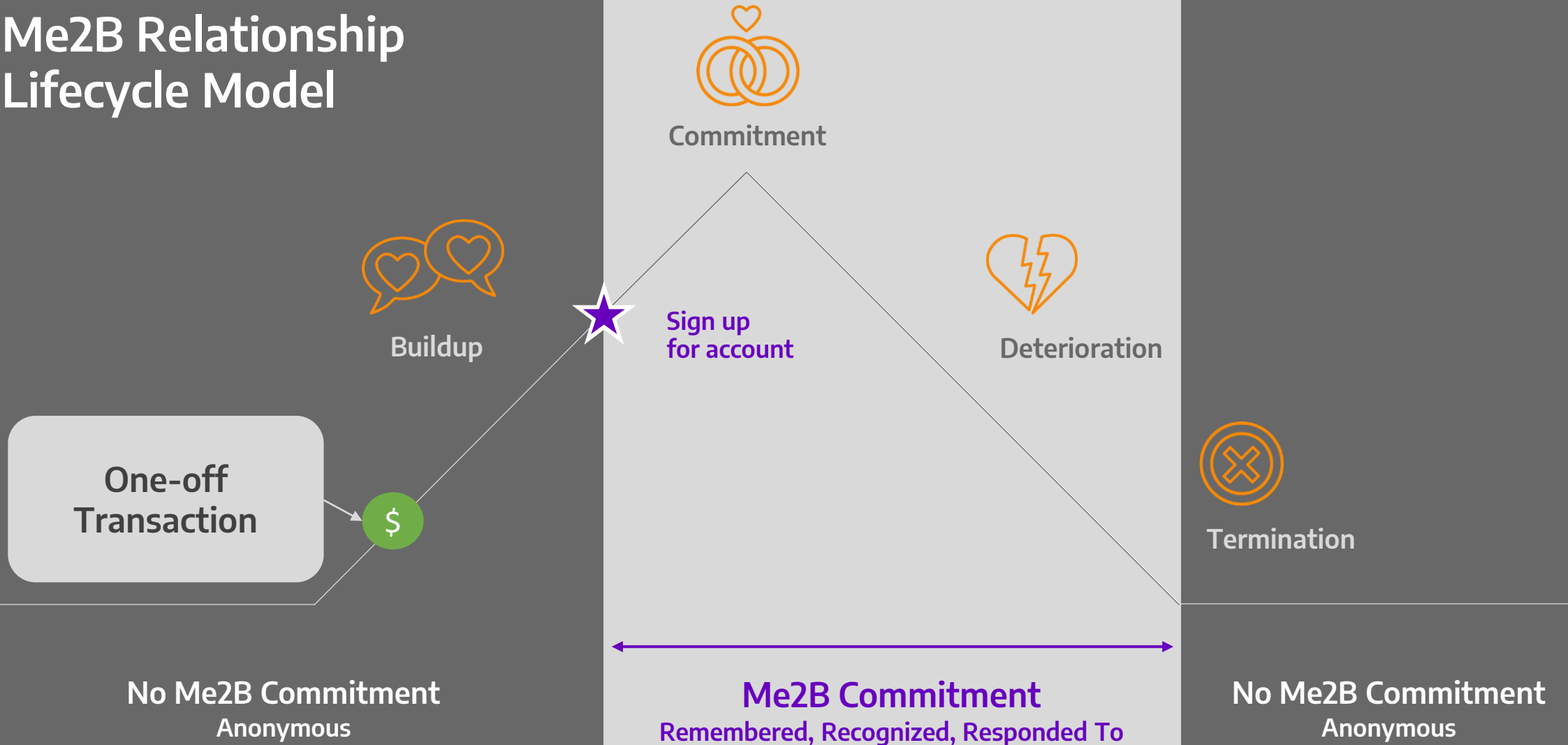
Two Types of Me2B Deals

- One-off transaction
- Me2B Commitment Deal

One-Off

- **One-off transaction**
 - “I want to purchase or do a thing.”
 - “I’ll give you X and you’ll give me Y.”

Me2B Relationship Lifecycle Model



Me2B Commitment Deal

- Setting up the Me2B Commitment Terms
“I want to be **remembered, recognized and responded to** by this product, and
I understand I will be giving you information <X> for an agreed-upon use, and I’ll receive <Y>.”

Me2B Commitment Deal

- Setting up the Me2B Commitment Terms
“I want to be remembered, recognized and responded to by this product, and
I understand I will be giving information <X> for an agreed-upon use, and I’ll receive <Y>.”
- Creating an account

Me2B Commitment Deal

- Setting up the Me2B Me2B Commitment Terms
 - “I want to be remembered, recognized and responded to by this product, and I understand I will be giving information <X> for an agreed-upon use, and I’ll receive <Y>.”
- Creating an account
- Agreeing to TOS/TOU

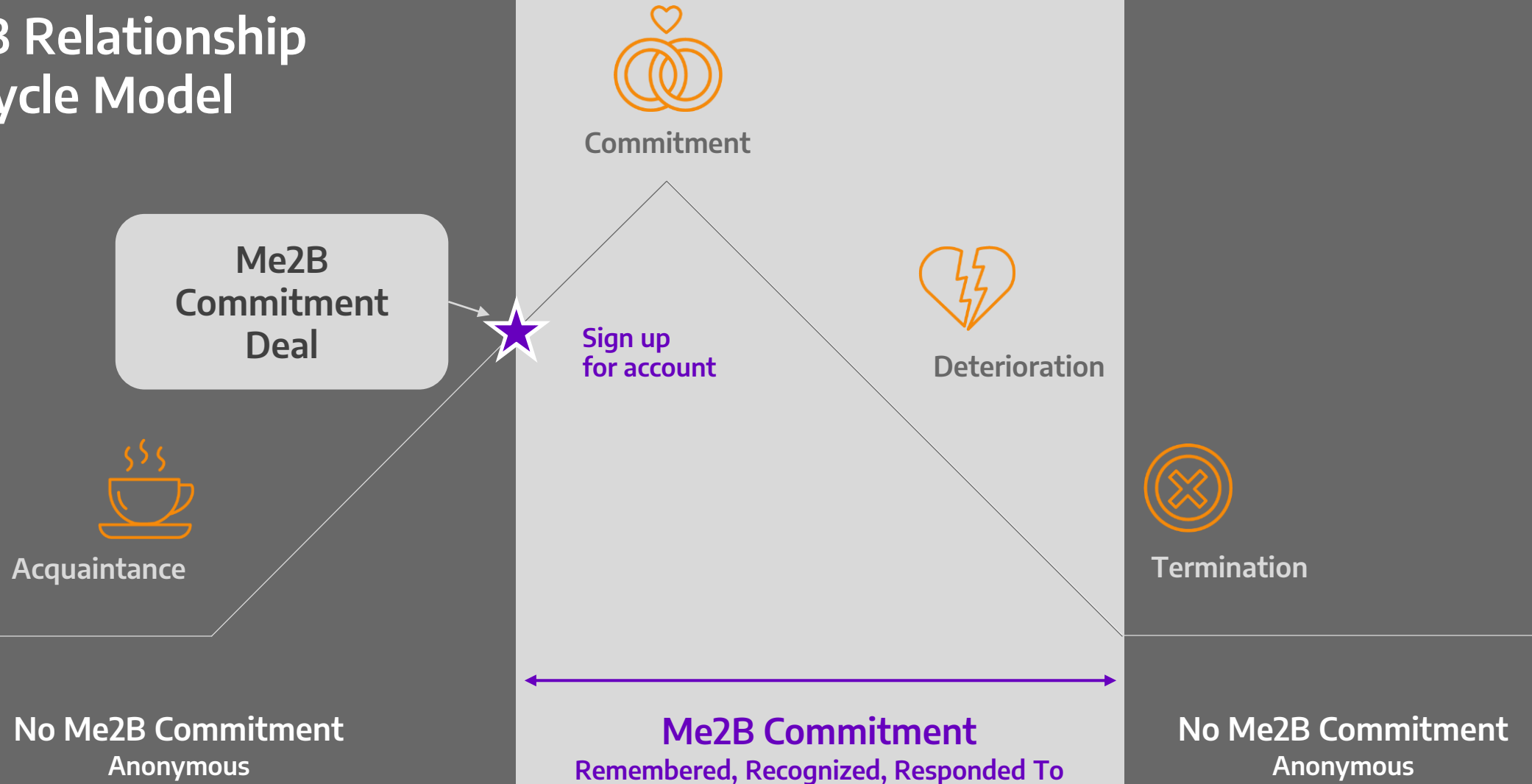
Me2B Commitment Deal

- Setting up the Me2B Commitment Terms
“I want to be remembered, recognized and responded to by this product, and
I understand I will be giving information <X> for an agreed-upon use, and I’ll receive <Y>.”
- Creating an account
- Agreeing to TOS/TOU
- Can change over time

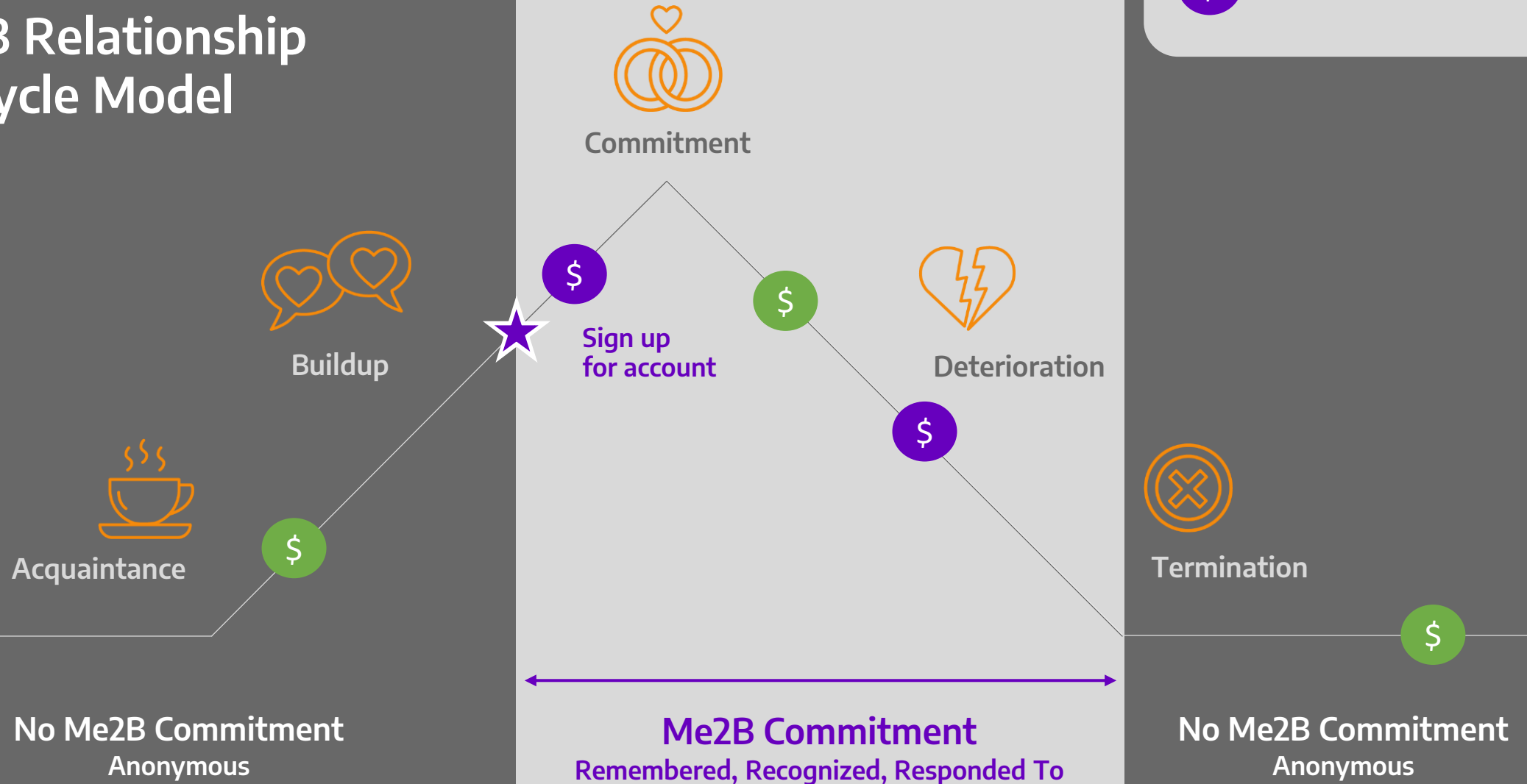


I'm in
charge

Me2B Relationship Lifecycle Model



Me2B Relationship Lifecycle Model



Notice & Consent
does **not**
align with the Me2B ethos.

User-asserted preferences & permissions.

An orange starburst graphic with multiple points, containing the text "I'm in charge" in white.

I'm in
charge

Me2B
Commitment
Deal
Problems
Today

- I don't know **what** information I'm giving

Me2B Commitment Deal Problems Today

- I don't know what information I'm giving
- I don't know **who** I'm giving information to

Me2B Commitment Deal Problems Today

- I don't know what information I'm giving
- I don't know who I'm giving information to
- I don't know **how** the information is monetized

Me2B Commitment Deal Problems Today

- I don't know what information I'm giving
- I don't know who I'm giving information to
- I don't know how the information is monetized
- I don't have a choice in the matter

Key Takeaways

Key Terms

- Me2B Relationships
 - Me2B Legal Relationship
 - Me2P Experiential Relationship
 - Digital brand agents
 - Me2T Technology Enabler Relationships
 - Stacked technology
 - B2B Hidden Affiliates
 - Invisible forced relationships
 - Me2B Relationship Lifecycle Model

Key Terms (cont'd)

- **Multiple Digital Commitments**
 - Me2B Commitment
 - Promotional Commitment
 - Loyalty Commitment
 - Consented Pseudonymous Commitment
- **Me2B Deals**
 - One-off
 - Me2B Commitment Deal

Key Points

- **Me2B is an ethical foundation**
 - Derived from healthy, human relationship principles
 - Physical world norms
- **Me2B Commitments are profoundly different in the digital world**
 - Multiple touchpoints
 - Digital brand agents
 - Stacked technology enablers -> Stacked observers
- **Me2B insists on respect in all touchpoints of Me2B Commitments**
 - Rules of Engagement
- **Me2B ethos includes two states of experiencing technology**
 - Not in a Me2B Commitment
 - Respectful defaults, anonymity
 - In a Me2B Commitment

Key Maxims

- Respectful Me2B Commitments benefit Me-s and B-s
- Respectful Me2B Relationships are about more than just privacy
- Anonymity as a default
- Permissions vs. consent
- TANSTAAFL
- Respectful Me2B Relationships require new tools & new legal obligations

Me2B is human rights &
consumer rights for the
digital world.

Thank you!



www.Me2Ba.org