Scoring and Recognition

Micro-Policing

Mid-future pessimistic scenario

Driverless cars put a dent in traffic tickets, a key source of revenue for police budgets. This unintentional defunding leaves law enforcement searching for new sources of income. Scoring and recognition programs provide an answer: micro-policing, which involves tracking down and charging people for minor crimes and infractions using recognition technology such as biometrics, proximity sensors, spatial internet, and more. Littering, jaywalking, and even "borrowing" your neighbor's Wi-Fi come with hefty fines. Obscure, outdated laws that haven't been applied in ages are suddenly revived and enforced. This practice of micro-policing may be a boon for police departments, but the constant fear of being fined for barely perceptible infractions has citizens longing for the days of good old parking tickets.
In what ways could algorithmic scoring be improved? For companies that engage in scoring, there is ample opportunity to disrupt the current model and make needed improvements to address bias, how vulnerable communities are scored, and how the vast dimensions of people are reflected in the outcomes that are generated. Innovation teams can play an important role by working together with product, risk, consumer insights, UX and e-commerce teams on their expectations and road maps.

R&D teams working on algorithms and scoring need to have a good degree of autonomy to design, build, and test new ideas and to experiment with models—but given the sensitive nature of scoring, they should coordinate their activities with strategy, innovation, and risk teams. As new research is pursued, transparency should be prioritized. Show other teams what work is in progress, and invite discussion about ethics and accountability. This will build trust within the company and will ensure an easier go-to-market strategy down the road, whether the intended customers are other teams inside the organization or external people and customers.

Scoring presents tremendous opportunities to help businesses understand their customers better, which is why in 2021, every organization must develop a data governance strategy and ethics policy. For those who work in risk and compliance, this will be the start of a newly complicated landscape. Organizations will need to hire compliance specialists who understand the complexities of using scoring systems in general, and as they relate to worker or customer safety in the wake of COVID-19. For those in the public sector, massive-scale scoring impacts every facet of our daily lives, and it will soon influence geo-economic relationships around the world.
Key Questions

We recommend using this report to support your strategic foresight activity in the coming year. Every executive team should begin by asking these questions about recognition and scoring:

1. What new insights require a deeper understanding?
   Where must we take action in the next quarter or year?
   These include issues related to proposed or new regulations, changes in technology, and shifts in consumer sentiment (domestic and international).

2. Do our current data hygiene and data governance policies create vulnerabilities?
   Some teams may first need to ask:
   Do we even have a data hygiene or data governance policy?

3. With regard to scoring, what is our position on transparency, ethics, and accountability?
   Do our employees understand this position?
   Do our customers?
Selected Sources


Proceedings of the 33rd Annual Symposium on User Interface Software and Technology (UIST '20)

https://medium.com/pytorch/how-disney-uses-pytorch-for-animated-character-recognition-a1722a182627


Evolving public views on the value of one’s DNA and expectations for genomic database governance: Results from a national survey


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