



# ISM SEMINAR

## Summer Term 2016-17

Speaker: **Professor Elizabeth Davidson, University of Hawaii, Manoa**

Title: Investigating Values in Personal Health Data Governance Models

Date: Monday 22 May 2017

Venue: 3.006

Time: 14:00

Abstract: The ever-growing stockpiles of data generated through pervasive digitization present substantive ethical as well as practical issues for data governance. Embedded in data governance structures are assumptions about what types of value will be realized and whose values and interests will be served through governance. Realizing value from “mining” data is not a zero-sum game, as data can be used and reused to support multiple forms of value creation. Neither is it necessarily a win-win situation, as the value(s) realized lie in the social and economic purposes and outcomes of data-inspired policies and practices. Also important are the societal resources committed to “extracting value” or mining data. Will the “best and brightest” data scientists be dedicated to trolling “big data” to benefit society or to monetize data for corporate actors?

Our research project is investigating these issues in the context of personal health information (PHI). Digitization of health-related data is generating highly coveted PHI data sources. Along with well-known issues of privacy and security there are ethical and practical questions about how these data should be or could be governed. Expectations are high for the societal and economic value that could be realized by using personal health data for health system improvements and innovation, yet effective PHI governance remains an elusive goal, due in part to conflicts in values and interests of stakeholders. Our research project questions what types of value are potentially afforded by personal health data (PHI) data and, importantly, whose values and interests shape governance structures and goals toward realizing value. In our initial study employing discourse analysis, we are delving beneath high-level questions about health data privacy and security and of serving the public good through health data research to consider how different arrangements of stakeholders, data value, governance structures and goals align around different models for PHI data governance and the social and economic implications of these models.

Biography: Elizabeth Davidson is the W. Ruel Johnson Professor of Information Technology Management at the Shidler College of Business, University of Hawai'i. She has studied the diffusion and assimilation of health information technologies such as electronic health record systems and personal health records using field study, action research, survey and discourse analysis methods. In other research streams she studies social movements and co-innovation activities arising in social media networks. Her research has appeared in *MIS Quarterly*, *Information Systems Research*, *Information and Organization* and other IS field journals. She serves as Editor in Chief of *Information and Organization* and has in past served as senior associate editor for *EJIS*, senior editor for *JAIS*, and associate editor for *MISQ*.

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