



ICT-enabled Bright Society

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The AIS Council has adopted the Bright ICT Initiative on December 2014. Goal of the Bright ICT Initiative is to initiate a series of international research programs related to the dark side-effects of IT that surfaces rapidly with the recent unprecedented development of technologies. This initiative is calling our community that now is a good time for AIS community to broaden the scope and perspective of our research beyond business efficiency and effectiveness. IS/IT which most of us see as a nice tool leading us to a better life may now begin to reveal its negative side-impacts. For example, the Internet has brought us a variety of tools for nice communication, but it is increasing anonymous slandering and begin to affect political process in a way that has not be imagined. Automating, information and transforming IS/IT is increasing productivity but decreasing job opportunities.

This panel reports on and discuss on-going preliminary results of two different but related studies: (1) a Delphi study identifying topical areas and issues for Bright ICT, and (2) the Bright Internet study.

Panel 1: Identifying Research Issues via a Delphi Study of AIS Journal Editors

Jungwoo Lee (Chair and Presenter):

Panelists: Jane Fedorowitz, Jason Thather,

Masaki Hiraro, Waseda University

Panel 2: The Bright Internet – Global Collaboration Road Ahead

Zhangxi Lin (Chair, Texas Tech, USA), Jae Kyu Lee (KAIST, Korea), Jun Bi (Tsinghua U, China), TP Liang (Taiwan)



The concept of Bright Internet emerged since the advent of AIS Grand Vision of Bright ICT in ICIS2014. The primary purpose of the Bright Internet is making the Internet space preventively clean and moral by adopting the principle of perpetrator's responsibility on their misbehaviors in the Internet space. To fulfill this goal, six coherent principles are adopted in practice and the development research for the necessary technologies, policy, global governance and business models were proposed. In this panel, we present the progresses made about this endeavor in key countries such as Korea, China, USA and Taiwan.

In Korea, a project is proposed to secure a grant from Korean government for next five years covering the holistic research topics for the realization of the Bright Internet as the next generation Internet. Each year, the project requires about US\$3 million with the involvement of 20 professors and 12 institutions. As a part of this initiative, the Bright Internet Global Summit will be established in ICIS conference starting in 2017 in Seoul. We plan to organize the Bright Internet Global Research Network that will be comprised of global leading research groups, and thus welcome your participation in the Network and suggest to create collaborative research grants from each country.