



Deutsches Institut für Vertrauen und Sicherheit im Internet

# Das Internet prägt den Alltag der Menschen – wie muss die Verwaltung reagieren ?

Forum Bundesfinanzakademie 2015

Berlin, 03.03.2015

Matthias Kammer



**DIVSI**

Deutsches Institut für  
Vertrauen und Sicherheit im Internet

# Über DIVSI

## Beitrag zu mehr Vertrauen und Sicherheit im Internet durch...



# Papstwahl 2005



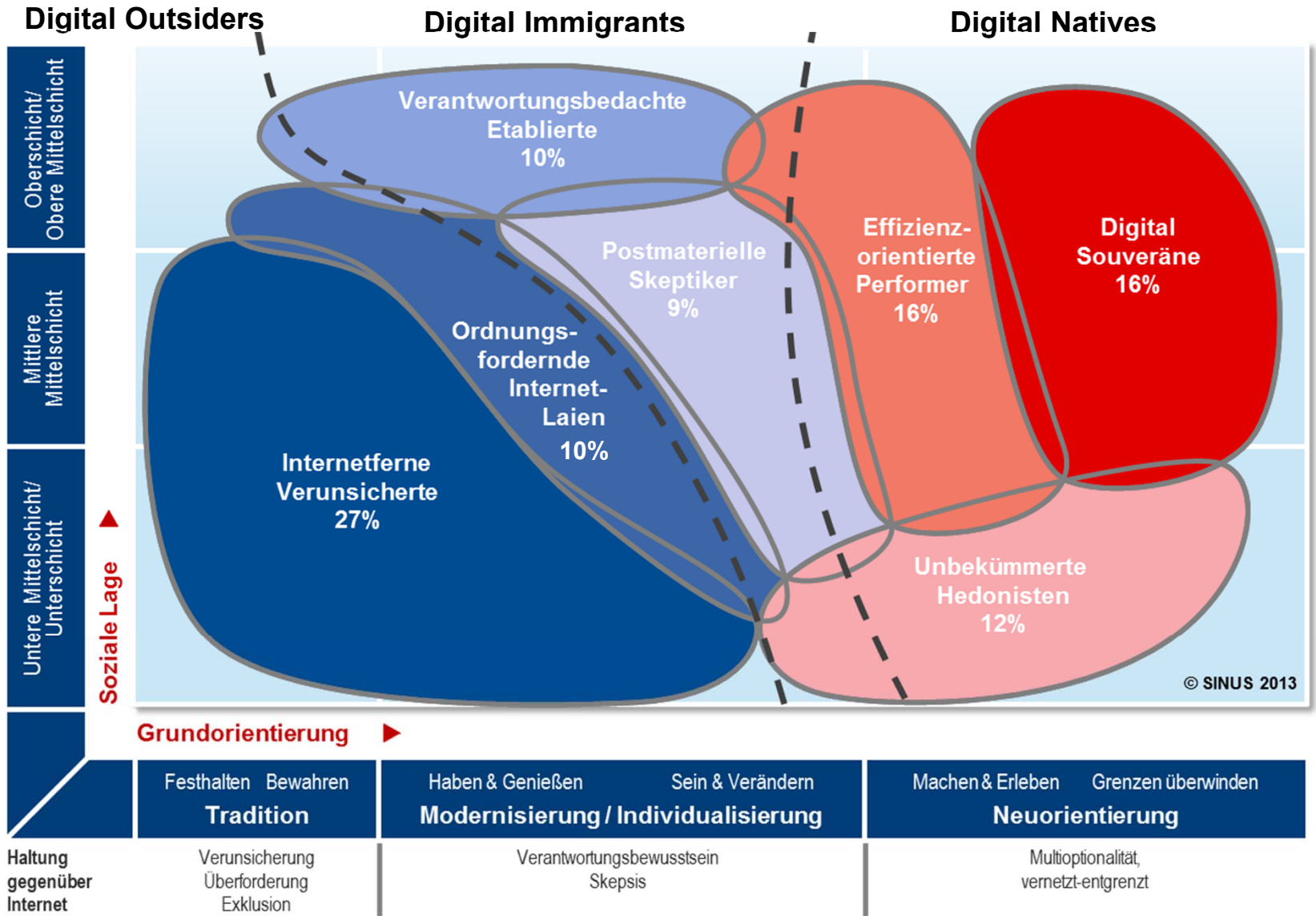
# Papstwahl 2013



# **„Die“ digitale Gesellschaft – wie sieht sie aus?**



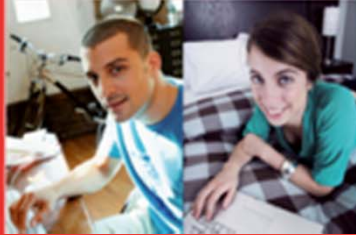
# DIVSI Internet-Milieus Gesamtbevölkerung



# DIVSI Studie Internet-Milieus

## Digital Natives

Unbekümmerte  
Hedonisten



Effizienzorientierte  
Performer



Digital  
Souveräne



## Digital Immigrants

Verantwortungs-  
bedachte Etablierte



Postmaterielle  
Skeptiker



## Digital Outsiders

Internetferne  
Verunsicherte

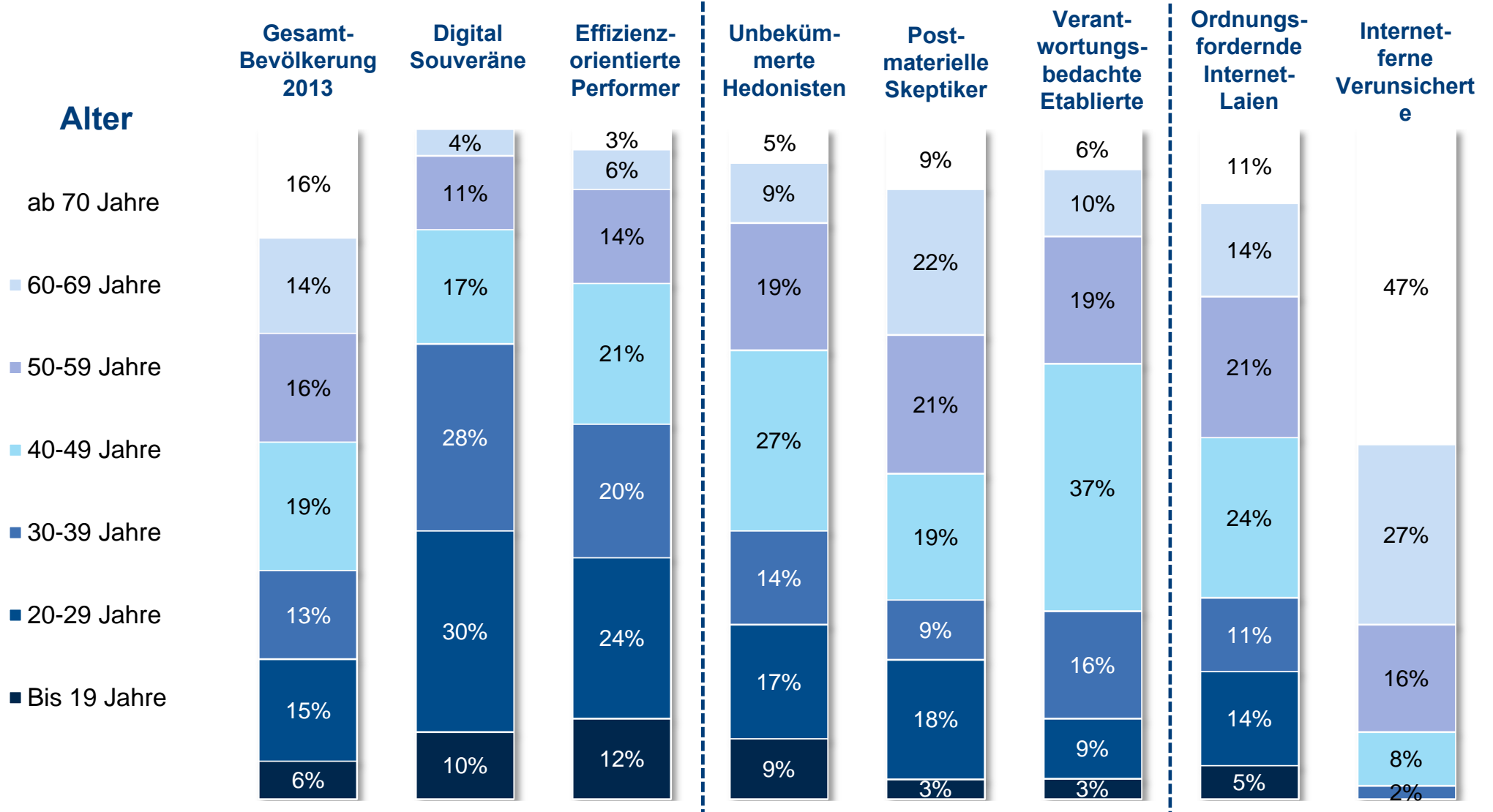


Ordnungsfordernde  
Internet-Laien



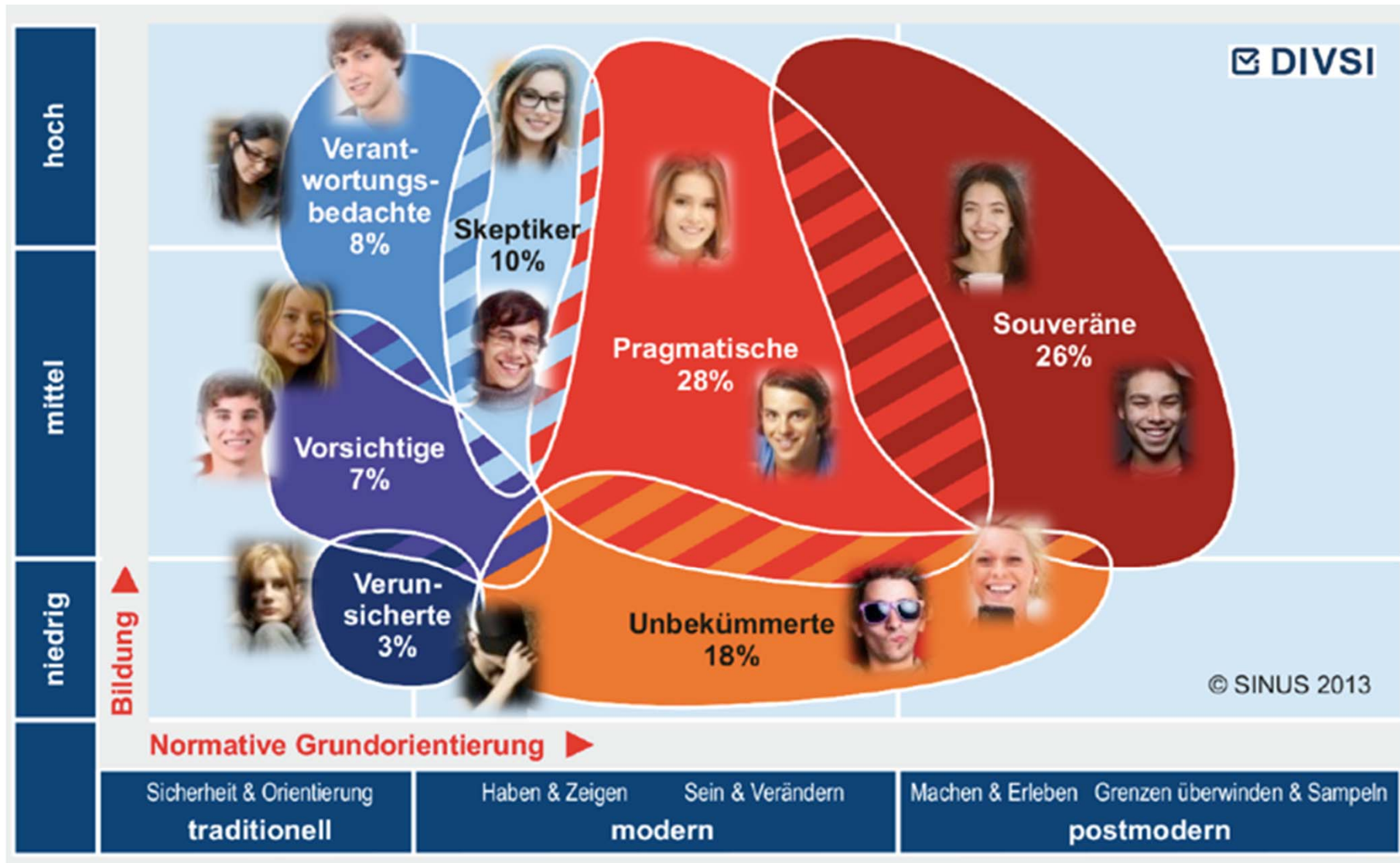


# Verteilung in der Altersstruktur



Quelle: Milieu-Aktualisierung 2013, Basis 1.045 Fälle, CAPI-Stichprobe

# DIVSI Internet-Milieus U25



# Das Lebensgefühl der jungen Generation

98%  24/7 **ONLINE**

Online-Freund  $\neq$  Offline-Freund



# Digitalisierung im Lebensalltag

Kindheit

Jugend

Partnerschaft

Senioren



Spielen

Bildung

Ausbildung

Mobilität

Familie

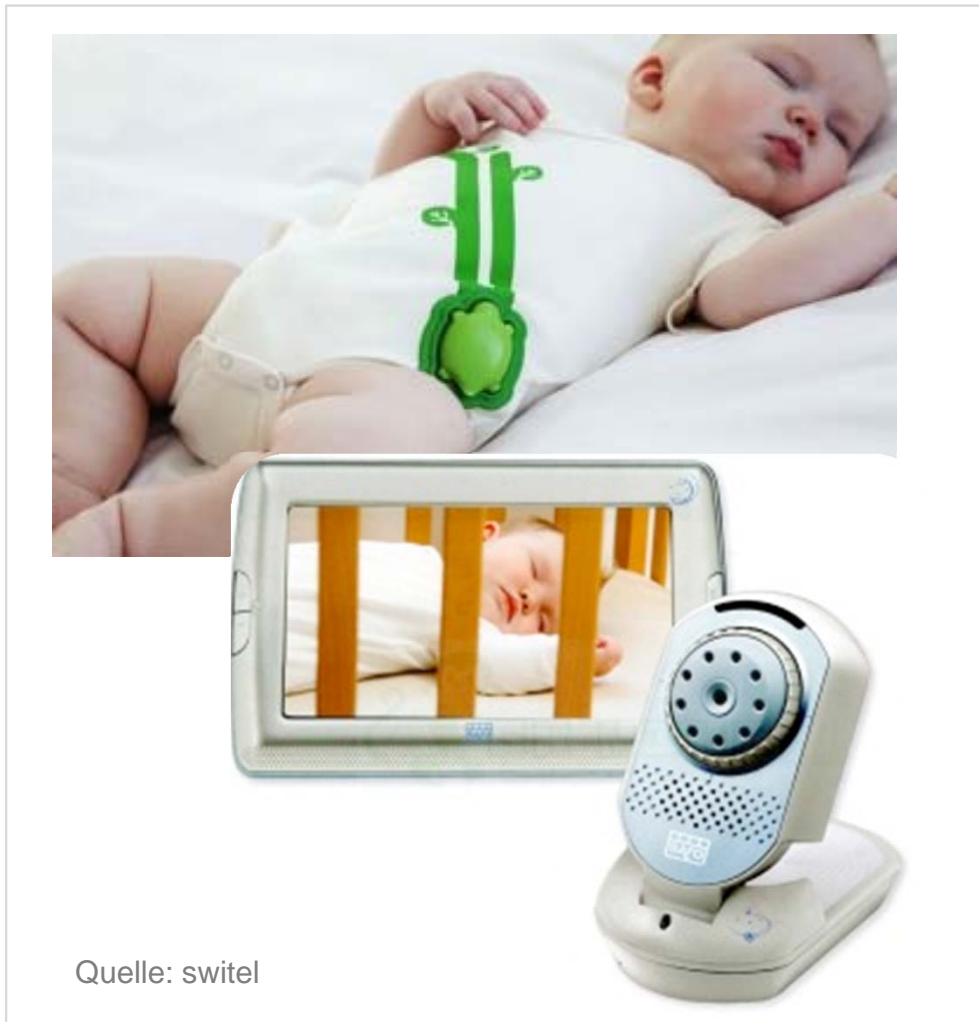
Arbeit

Gesundheit

Haus

Tod

# Beispiel: Kindheit



# Beispiel: Jugend



# Beispiel: Bildung, Ausbildung und Lernen



# Beispiel: Bildung, Ausbildung und Lernen





# Vorteile der „neuen“ Arbeitswelt



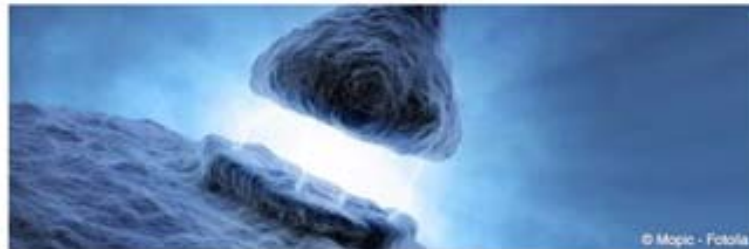
## Auswirkung auf die Arbeit



# Beispiel: Gesundheit

## Depressionen

### Serotonin - überschätzter Einfluss?




Die These vom Serotoninmangel galt lange als wahrscheinlichste Erklärung für Depressionen. Nun aber kommen Zweifel an der Hypothese auf. [> mehr](#)

- [> Müde Zellkraftwerke](#)
- [> Depression: Männer sind aggressiv](#)
- [> Depression - was die Krankheit bedeutet](#)

[1](#) [2](#) [3](#)



[Bilder zeigen](#) 


### Die häufigsten Depressions-Mythen

Antidepressiva machen süchtig! Mensch, reiß dich doch zusammen! Die wichtigsten Irrtümer bei Depression.

[> Bilder zeigen](#)


## Themen der Woche



[Bilder zeigen](#) 


**Achtung ansteckend!**



[Bilder zeigen](#) 

**Immunschutz aus der**

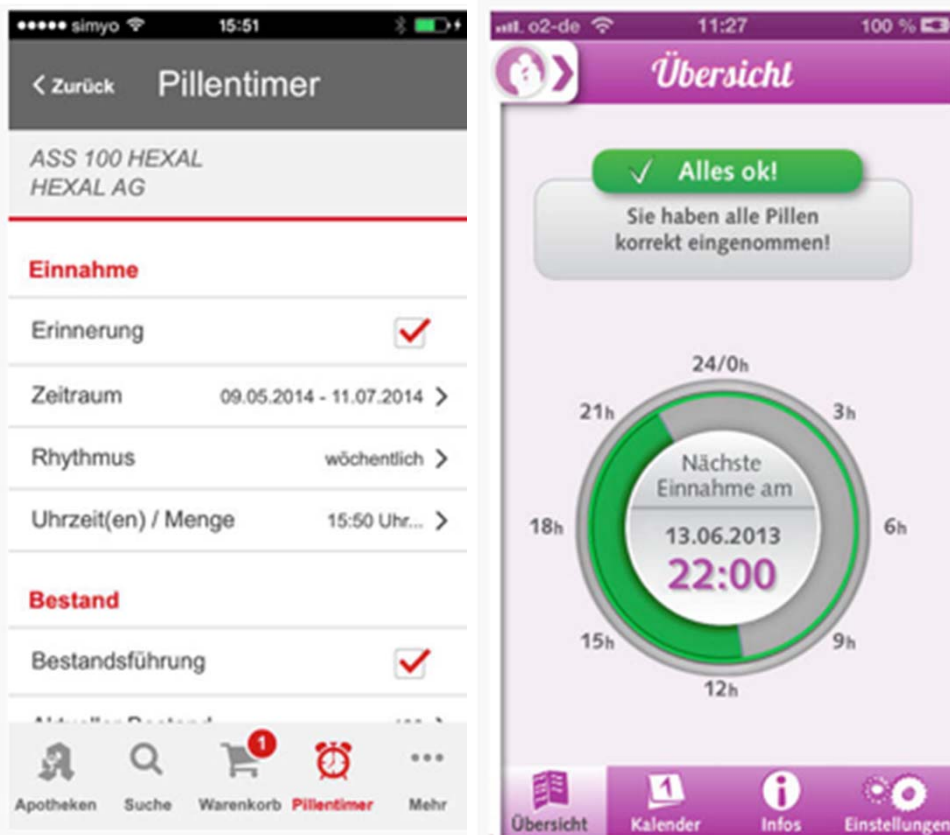


[Bilder zeigen](#) 

**Zehn Krebsgefahren für Dicke**

# Beispiel: Gesundheit

## Medikamenten App



Quelle: <https://itunes.apple.com>

## Blutdruck

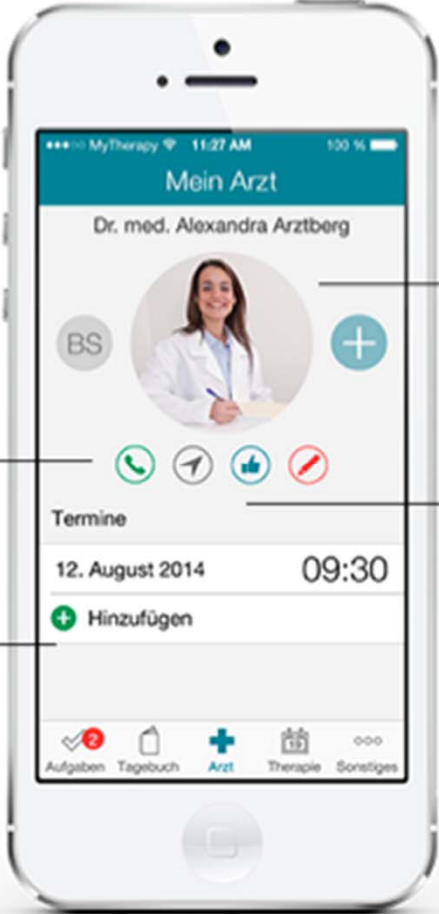
## Blutzucker



Quelle: <https://itunes.apple.com>

# Beispiel: Gesundheit

## Integration des behandelnden Arztes



The image shows a smartphone screen displaying a doctor's profile in a health app. The profile includes a circular photo of Dr. med. Alexandra Arztberg, a 'BS' (Berufshilfsarzt) icon, and a plus sign for adding more information. Below the photo are icons for calling, navigation, liking, and sharing. A 'Termine' (appointments) section shows an appointment for August 12, 2014, at 09:30, with a 'Hinzufügen' (add) button. The bottom navigation bar has icons for 'Aufgaben' (tasks), 'Tagebuch' (journal), 'Arzt' (doctor), 'Therapie' (therapy), and 'Sonstiges' (other).

**Ansprechpartner Nr.1:**  
Anruf und Navigation direkt aus dem Therapiekontext

**Terminstreue eingebaut:**  
Weniger Terminausfälle durch eingebaute Erinnerungen

**Ihr Foto, Ihre App:**  
Geben Sie Ihrer Innovationsführerschaft Ihr Gesicht

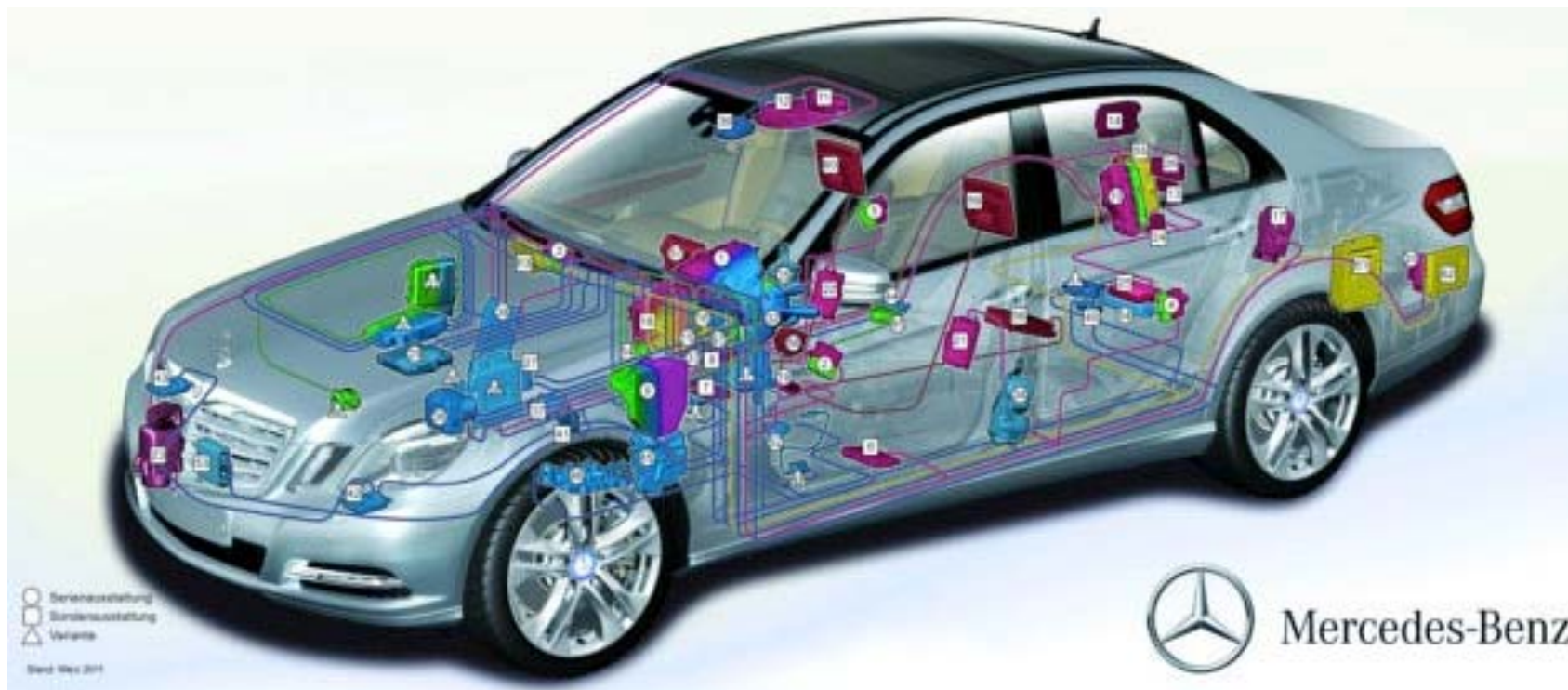
**Zum Weitersagen:**  
Lassen Sie sich direkt aus der App weiterempfehlen

Quelle: <https://itunes.apple.com>

# Beispiel: Mobilität

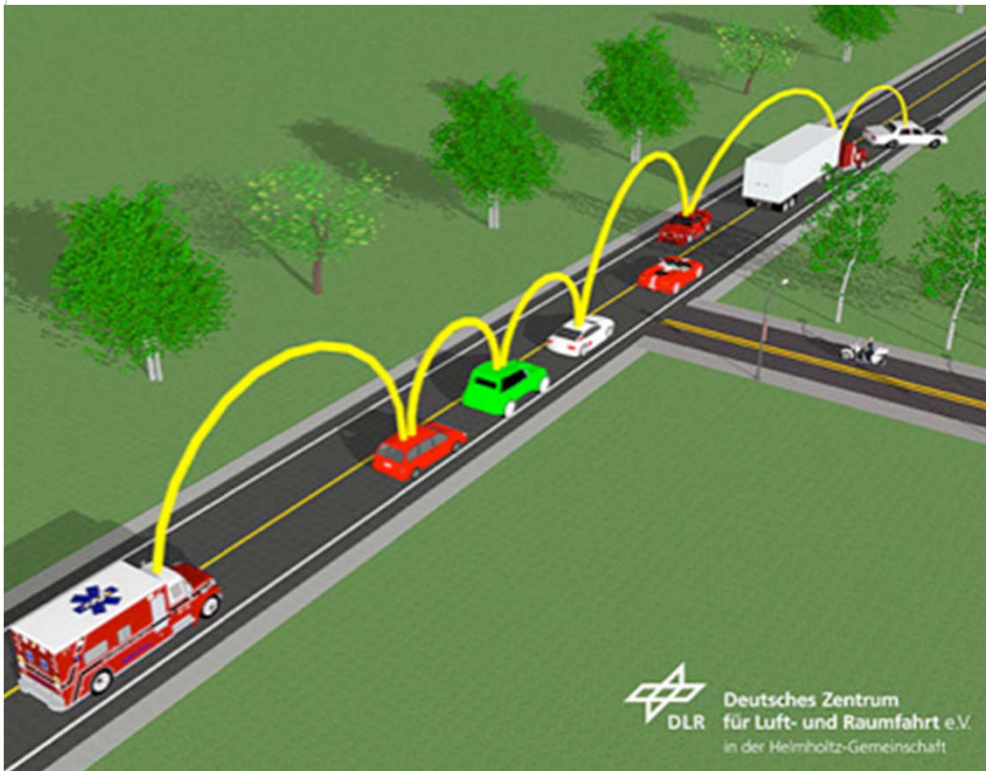
„Unsere Autos sind heute schon **rollende Rechenzentren** mit 1,5 km Kabeln, mehr als 50 Steuergeräten und der Rechnerleistung von 20 modernen PCs.“

VW-Chef Martin Winterkorn



# Das vernetzte Auto (connected car)

## Car-to-car Communication



Quelle: Dr.-Ing. Karl-Oskar Proskawetz ITS Niedersachsen GmbH

## Fahrerloses Fahren – Self-driving car



Quelle: New York Times

# Kommunikation





# Nutzen der Digitalisierung



# 83% wissen: Anbieter machen mit ihren Daten Geschäfte



Quelle: DIVSI Studie „Daten – Ware und Währung“  
Bundesweite dimap-Erhebung, Erhebungszeitraum 14. bis 28.10.2014 insgesamt 1002 Internetnutzer ab 14 Jahren

# Wären Sie bereit, Geld dafür zu bezahlen, ...

... dass Ihre Daten garantiert nur so verwendet werden, wie Sie das möchten und nicht ohne Ihre Zustimmung anderweitig zu Geld gemacht werden?



Nutzen überwiegt bei weitem

66%

Internet-Nutzer insgesamt



# AGB's – erst klicken, nicht lesen!?

## Your first born child

In using this service, you agree to relinquish your first born child to F-Secure, as and when the company requires it. In the event that no children are produced, your most beloved pet will be taken instead. The terms of this agreement stand for eternity.

Accept terms and continue



### FREE WIFI TERMS OF SERVICE

These Terms of Service & Acceptable Use Policy (the "Terms") govern your use of services provided by F-Secure ("we", "our" or "us"). Your use of the Service represents your agreement to these Terms. If you do not agree with these Terms, do not use the Service.

#### Description of the Service

The Service is provided by F-Secure. The Service provides with access to the Internet via certain high-speed Internet access points ("Locations"). Primarily, the Service is provided via a Wi-Fi network using an 802.11 standard (the "Wi-Fi Service"). To access the Wi-Fi service, you must have a device that is compatible with the specific Wi-Fi equipment deployed at the Location. In some instances, the Service will provide you with access to the Internet via a wired connection at part of a managed network (the "Wired Network Service"). The Service is intended for the limited purpose of allowing access to the public Internet for e-mail, web browsing, downloading via the "ftp" protocol typically implemented in such web browser programs and for purposes otherwise consistent with the terms of service. The Service is not intended for high-bandwidth applications such as streaming video.

#### SECURITY WARNING

The unsecured nature and ease of connection to public Wi-Fi hotspots increases the risk that unauthorized persons can

interact or gain use of the Service, including email, text, and changes or other assessments applicable to the Service.

Modifications to the Service / updates to the Terms. We reserve the right to modify or discontinue, temporarily or permanently, at any time and from time to time, the Service (or any function or feature of the Service or any part thereof, including but not limited to new and changed) with or without notice. You agree that we will not be liable to you or to any third party for any such modification, suspension or discontinuance of the Service. These Terms may be updated or changed from time to time. We will provide notice of changes in the Terms in any manner acceptable by law, including by posting them to our website.

#### Operational Limits of the Service

Provisioning of the Service is subject to the availability and the

of the party to use. This Service may be provided to other customers, which are not under our control. We are providing these links to you only as a convenience, and the inclusion of any link to such site does not imply endorsement by us.

#### Privacy Policy

Registration data has not been taken from you to ensure your privacy from F-Secure.

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your violation of these TOE, (c) your acts or omissions, and (d) use of your account, whether or not such usage is expressly

Customer

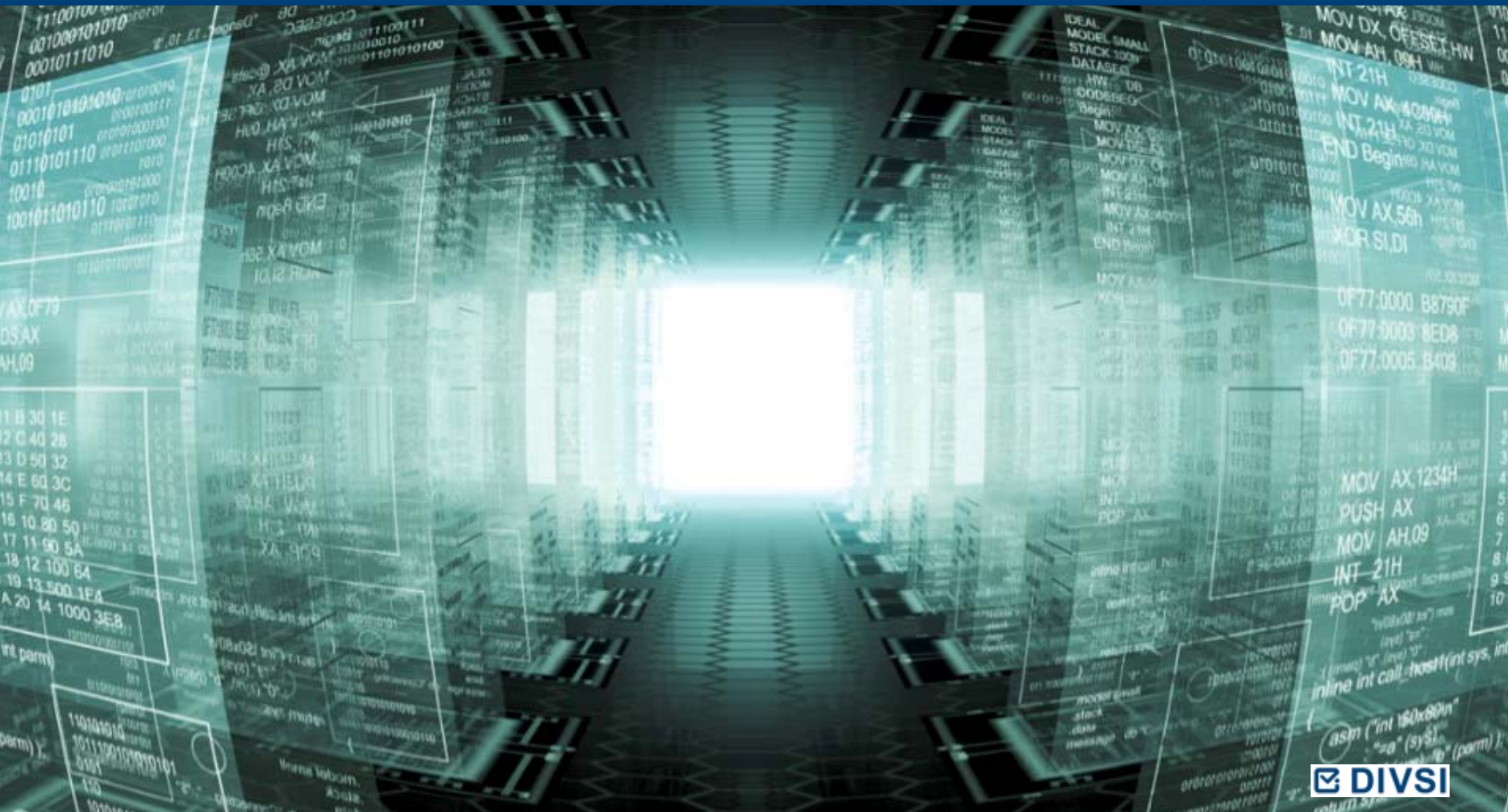
RESPONSIBILITY FOR ADEQUATE BACKUP OF DATA AND/OR EQUIPMENT WITH THE SERVICE AND WILL NOT BE RESPONSIBLE FOR LOST DATA, REVENUE, DELAYS OR LOST PROFITS OF THE SERVICE AND

INDemnify AND HOLD US HARMLESS AND WARRANT AND WARRANT TO THE PROVIDERS AND OFFICIAL DIRECTORS AND MANAGERS, AND YOU GOVERNING NOT TO SUE US FOR ANY CLAIMS BASED ON, OR STEMMING FROM, YOUR USE OF THE SERVICE AND MATERIALS.

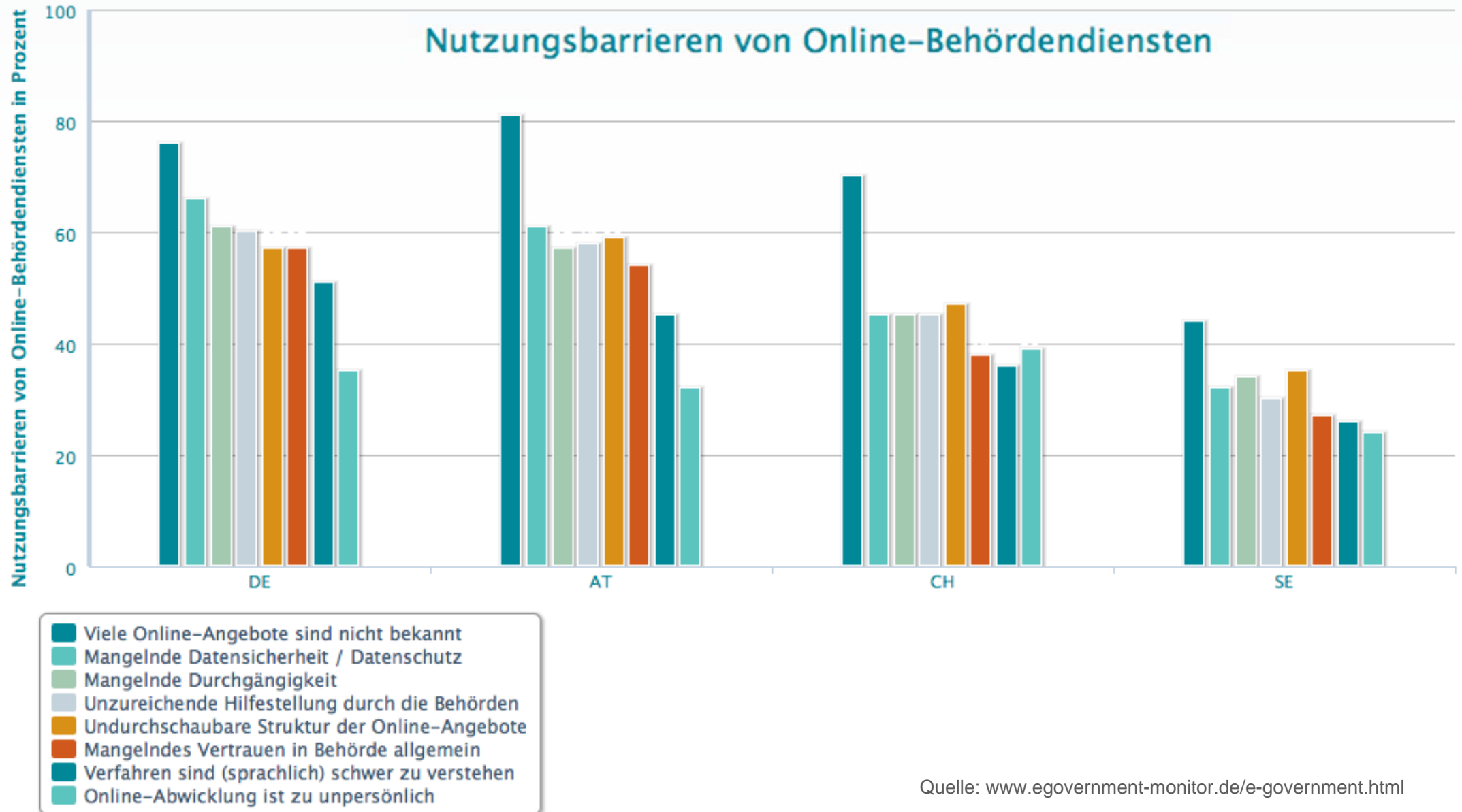
# Convenience gewinnt über Sicherheit



# Ableitungen für die Verwaltung...



# Anforderungen an die Verwaltung...





# Sicherheit



Elster



# Transparenz



# Digitalisierung von Arbeitsprozessen



# Braucht Deutschland einen digitalen Kodex?



# Ist das Grundgesetz tauglich für die digitale Zeit ?





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