

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

Forum Bundesfinanzakademie 2015

Berlin, 03.03.2015

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DIVSI

Deutsches Institut für
Vertrauen und Sicherheit im Internet

Über DIVSI

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



Papstwahl 2005



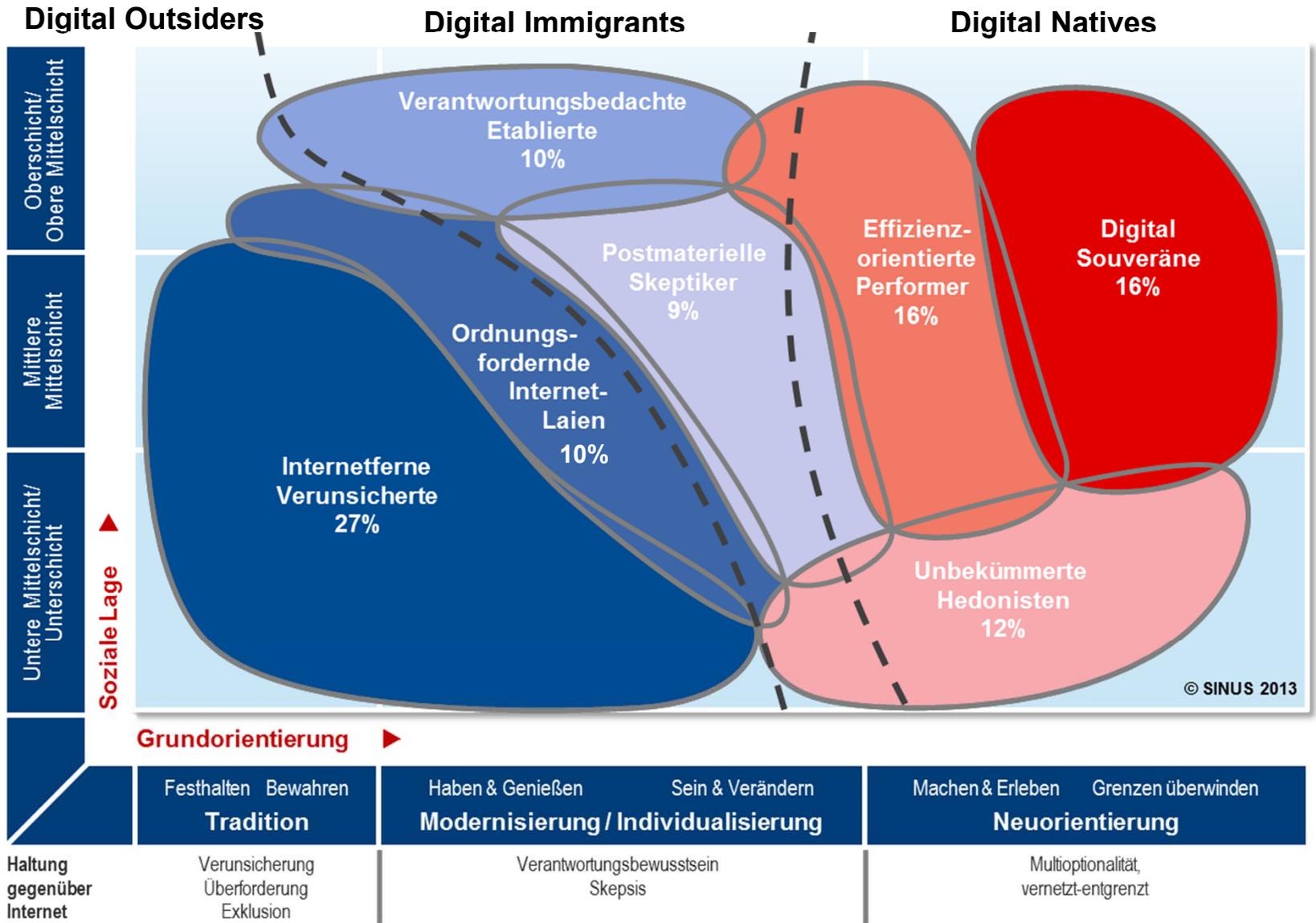
Papstwahl 2013



„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

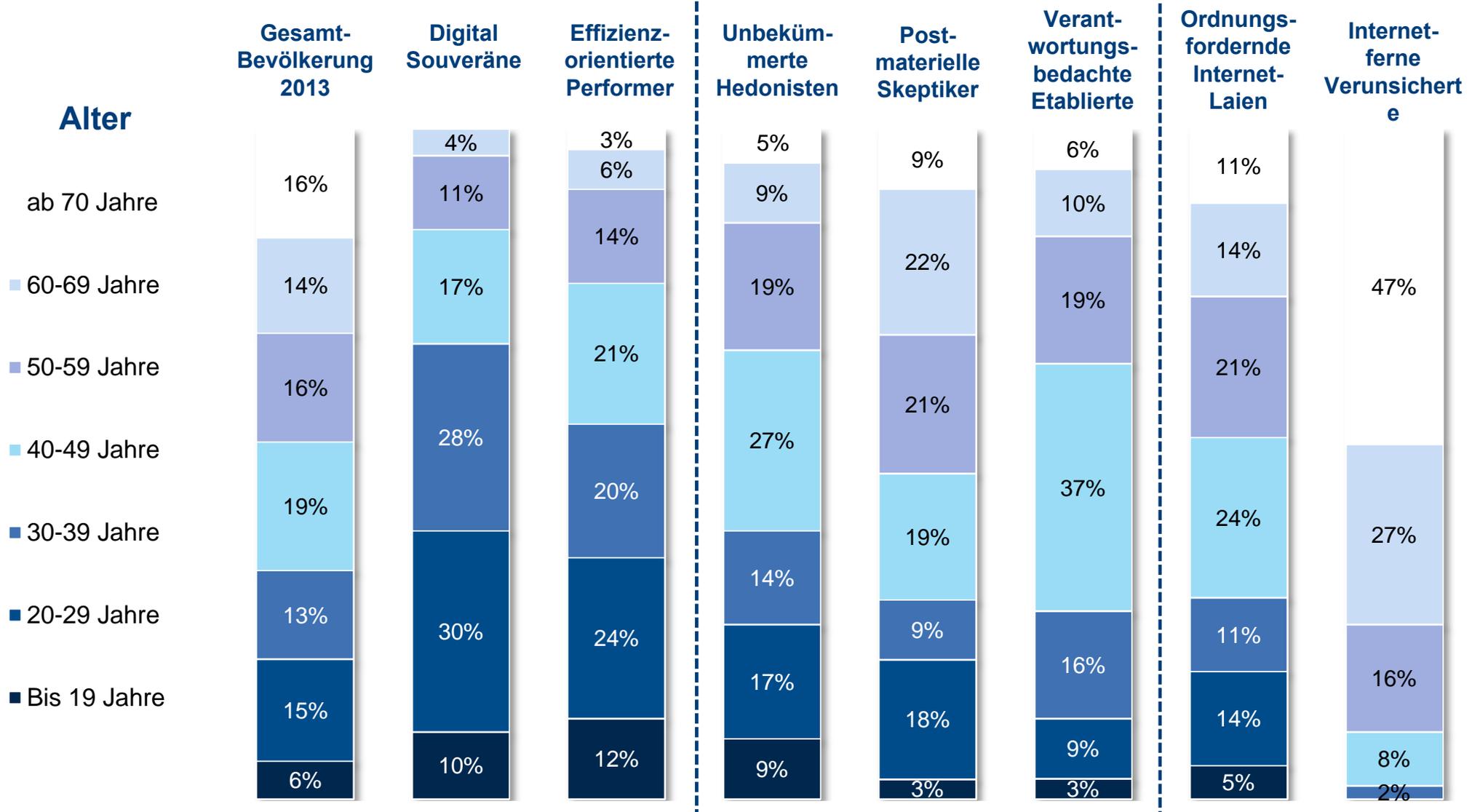
Internetferne
Verunsicherte



Ordnungsfordernde
Internet-Laien

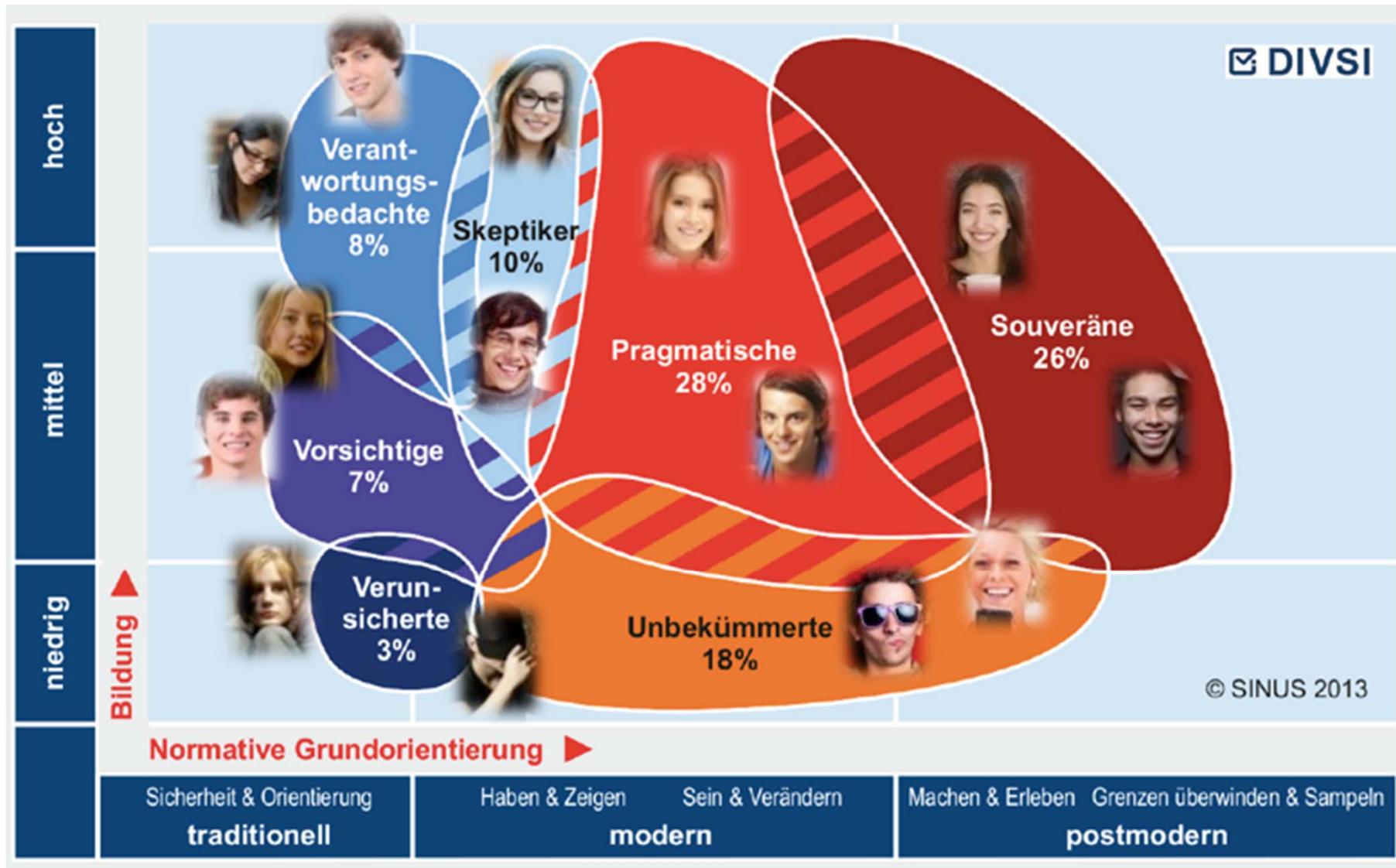


Verteilung in der Altersstruktur



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



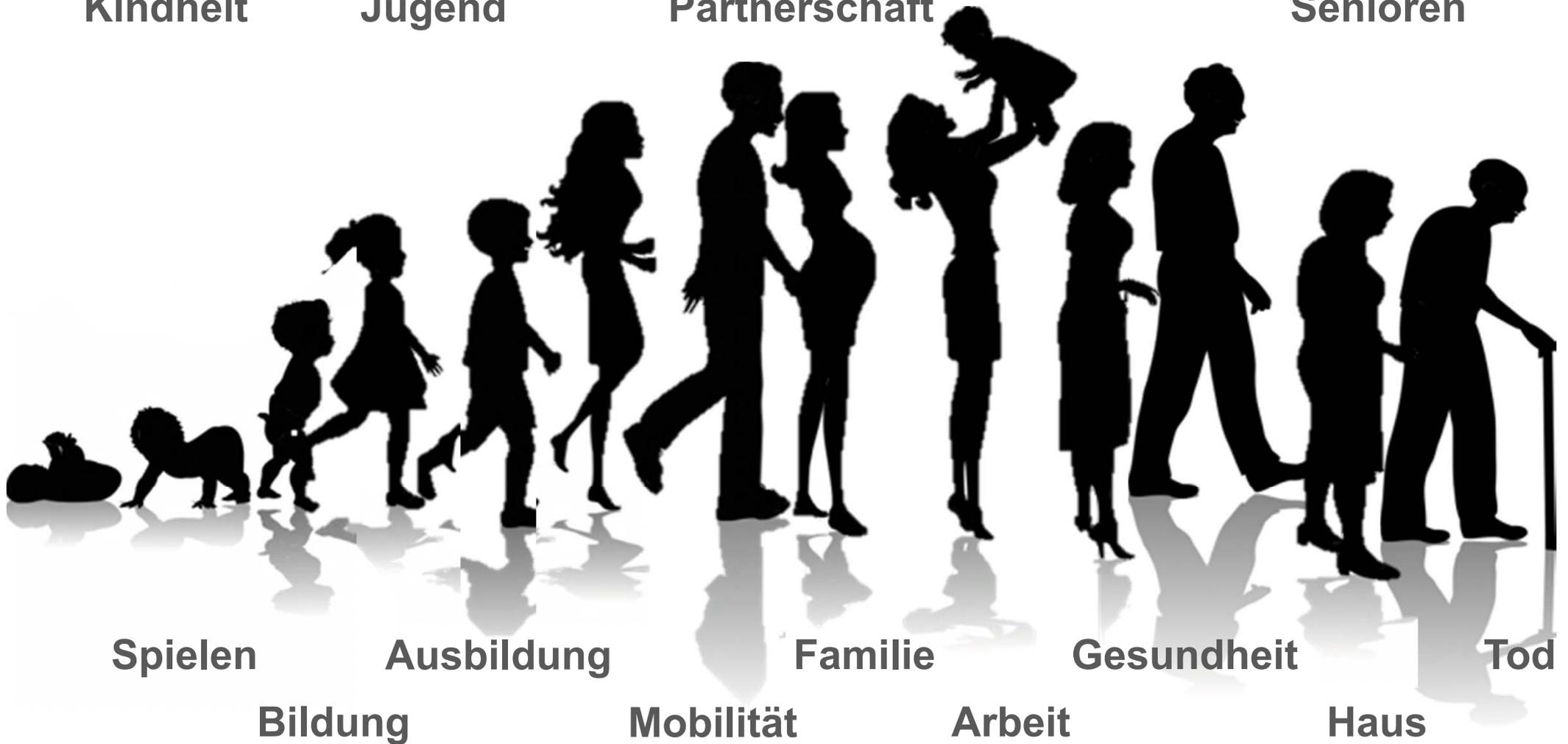
Digitalisierung im Lebensalltag

Kindheit

Jugend

Partnerschaft

Senioren



Spielen

Ausbildung

Familie

Gesundheit

Tod

Bildung

Mobilität

Arbeit

Haus

Beispiel: Kindheit



Quelle: switel



Quelle: gpsvisio.de, kinder.de

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

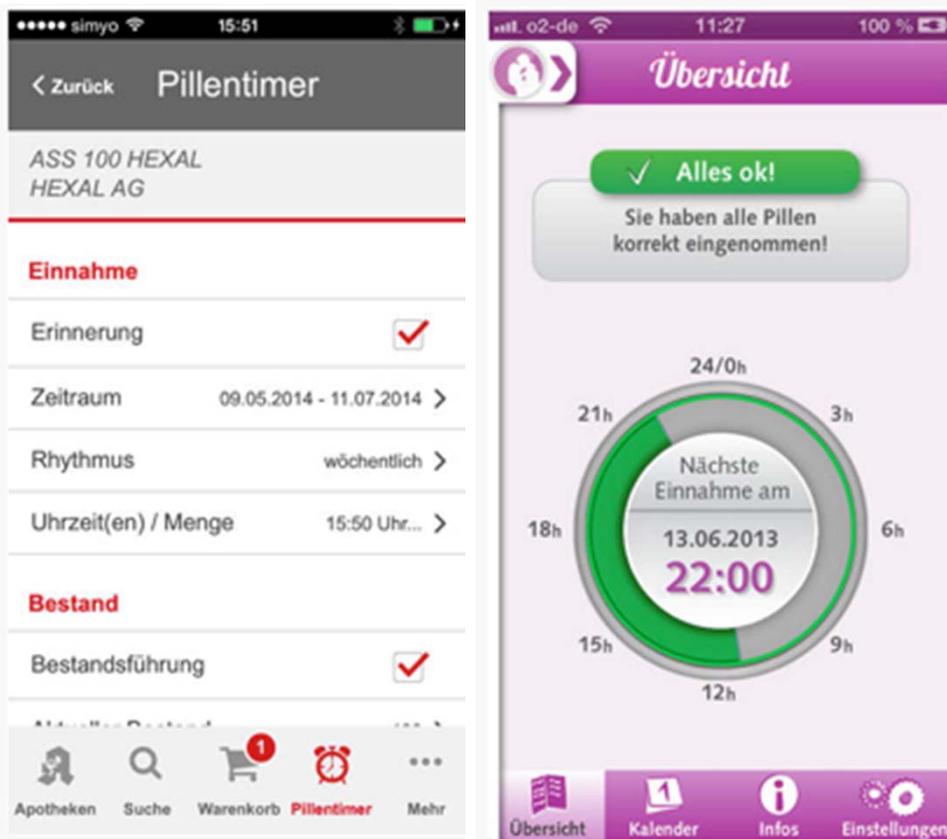


[Bilder zeigen](#) 

Zehn Krebsgefahren für Dicke

Beispiel: Gesundheit

Medikamenten App

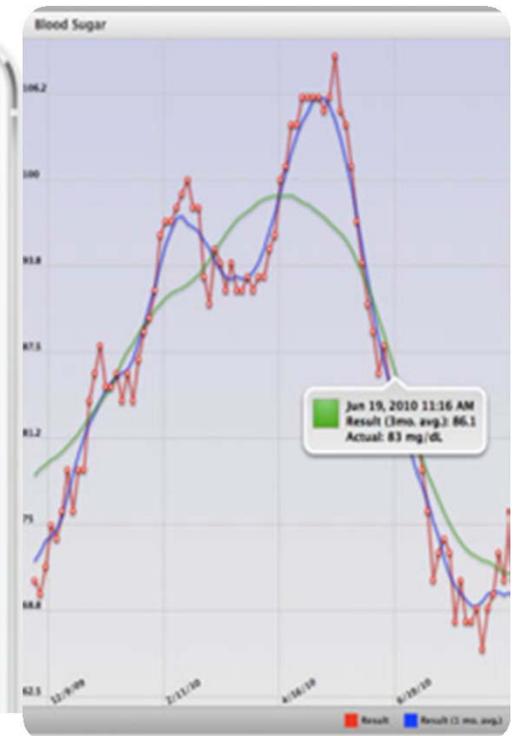


Quelle: <https://itunes.apple.com>

Blutdruck



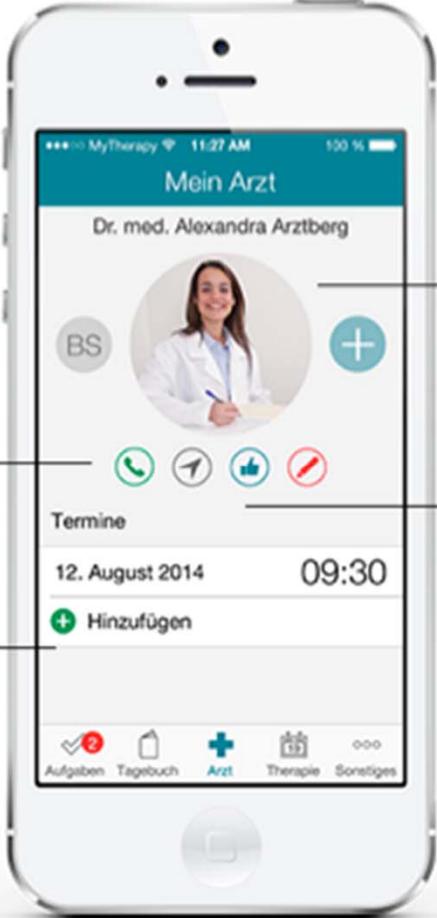
Blutzucker



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 a female doctor, a name 'Dr. med. Alexandra Arztberg', and a 'BS' (Berufshilfsleistung) icon. Below the photo are icons for calling, navigation, liking, and sharing. A 'Termine' (appointments) section shows a date '12. August 2014' and time '09:30', with a '+ Hinzufügen' (add) button. The bottom navigation bar has icons for 'Aufgaben', 'Tagebuch', 'Arzt', 'Therapie', and 'Sonstiges'.

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

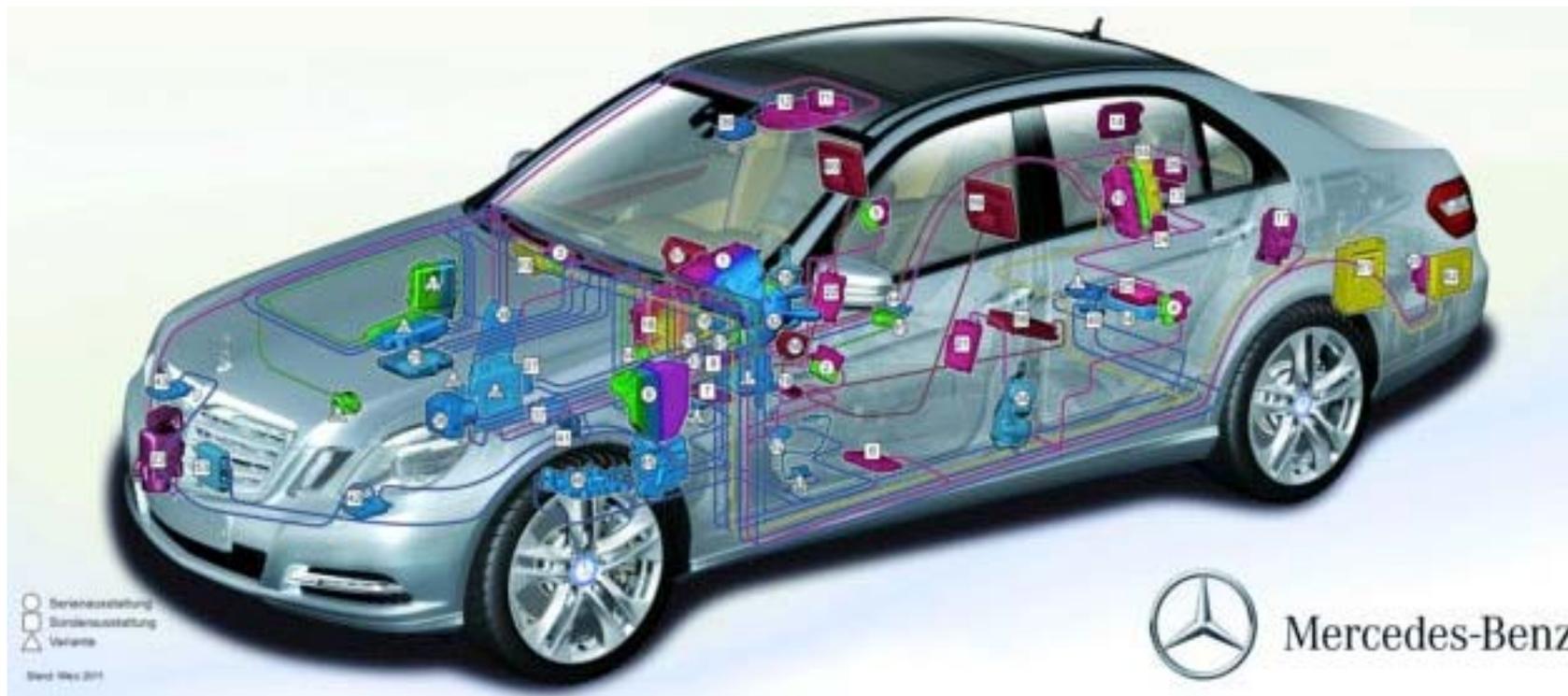
Zum Weitersagen:
Lassen Sie sich direkt aus der App weiterempfehlen

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

Beispiel: Mobilität

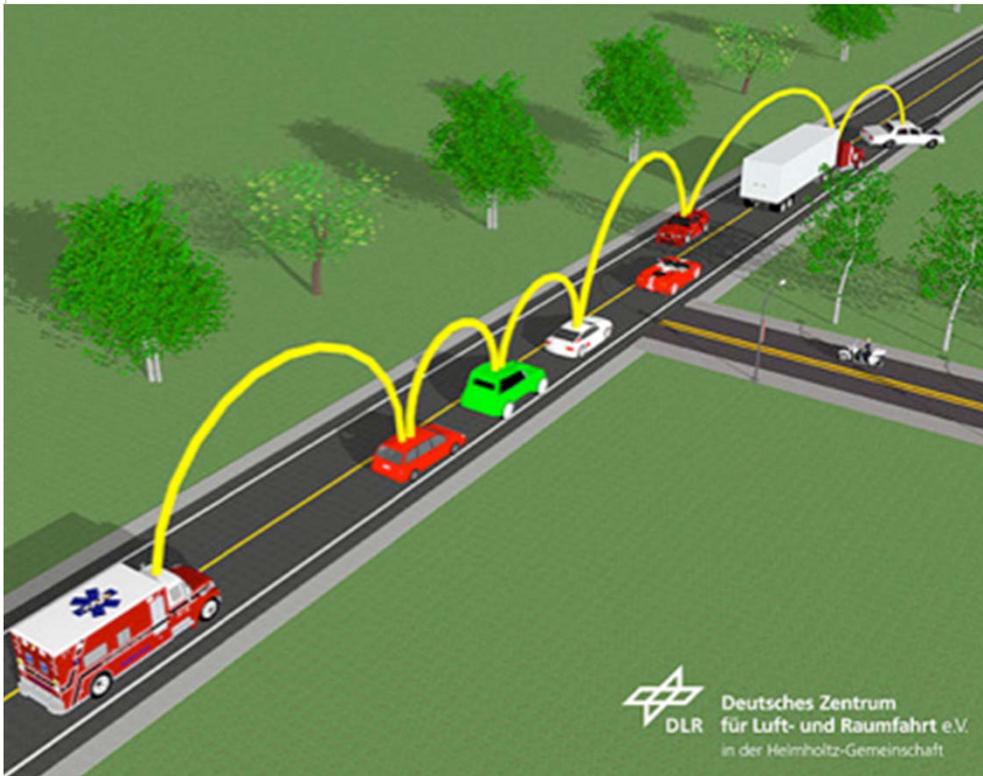
„Unsere Autos sind heute schon **rollende Rechenzentren** mit 1,5 km Kabeln, mehr als 50 Steuergeräten und der Rechnerleistung von 20 modernen PCs.“

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



83% wissen: Anbieter machen mit ihren Daten Geschäfte



Quelle: DIVSI Studie „Daten – Ware und Wahrung“
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

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Accept terms and continue



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

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Provisioning of the Service is subject to the availability and the

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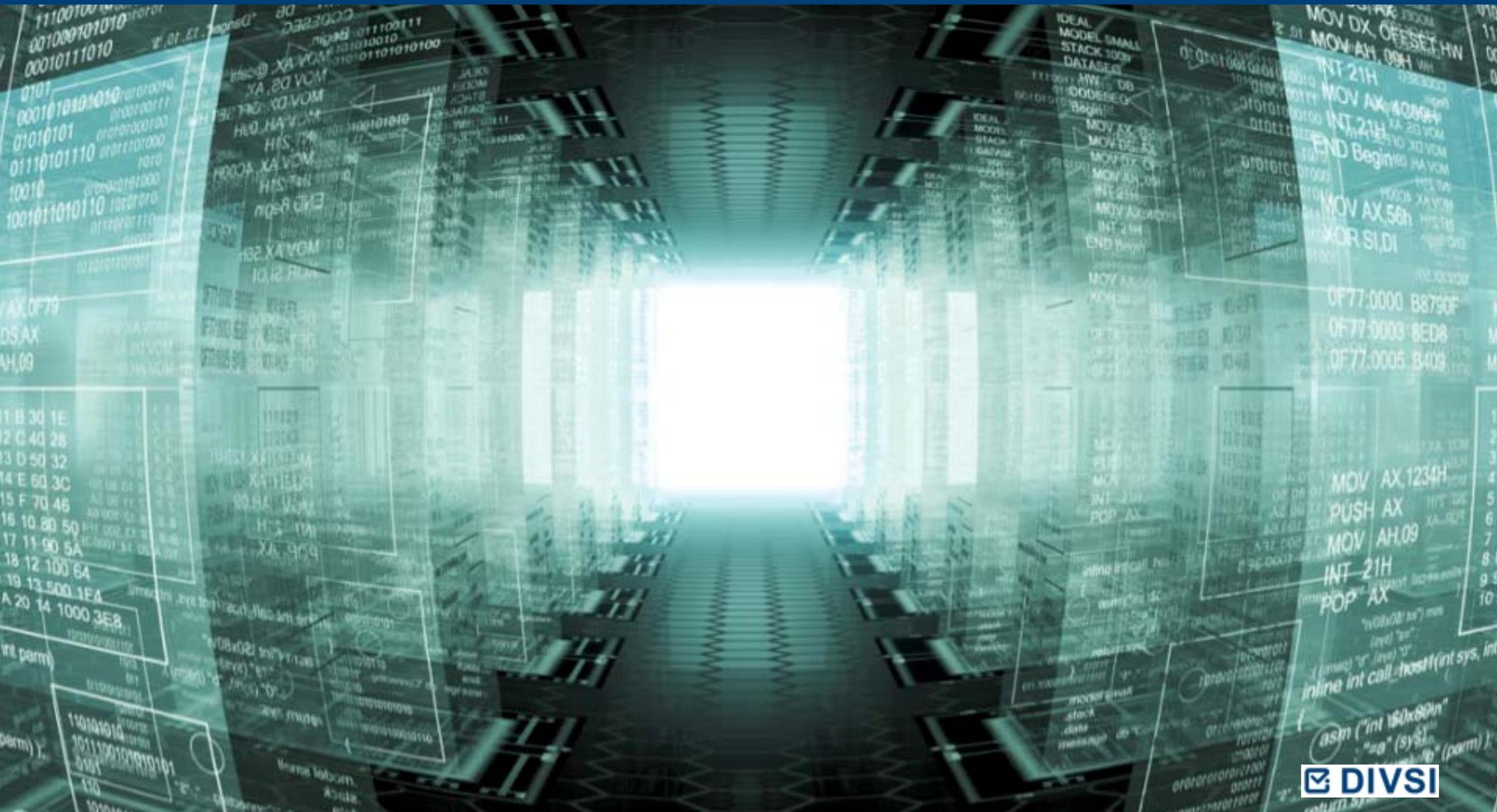
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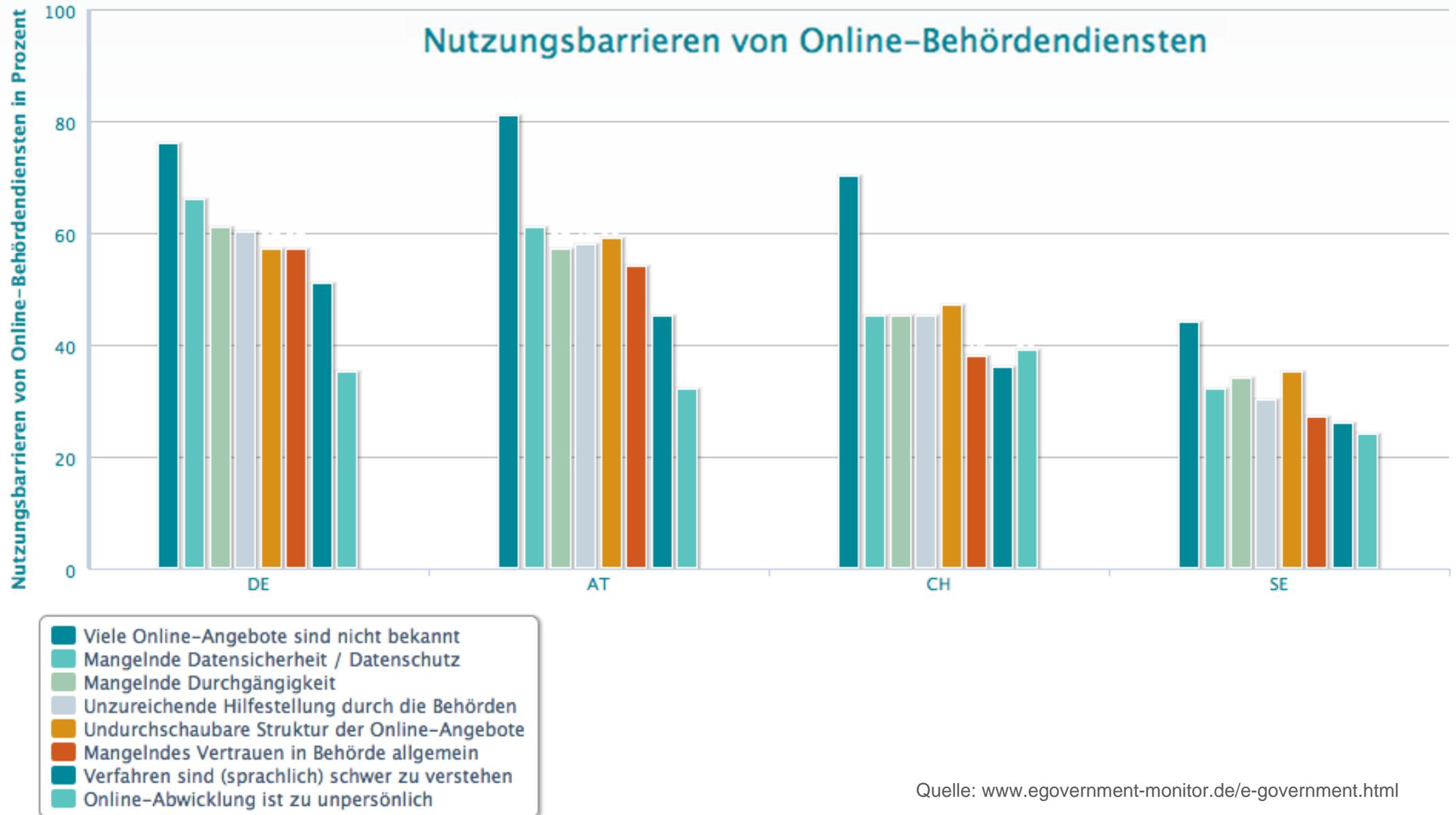
Convenience gewinnt über Sicherheit



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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