D.E.A.D.

Digital Employment After Death

SURVEY

Survey on the handling of posthumous portraits and data – The Results

The latest advancements in technologies allow us to create a variety of content from personal data. Examples include an AI software that mimics your personality by learning your social media posts, and a technique called Deepfake, which takes someone else's video image and swaps in your face. We see more discussions around the use of such technologies from an ethics standpoint lately because it easily allows for the creation of content bordering on the violation of personality rights.

We surveyed to understand what people think about the handling of portraits and personal data for the deceased.

Survey Outline

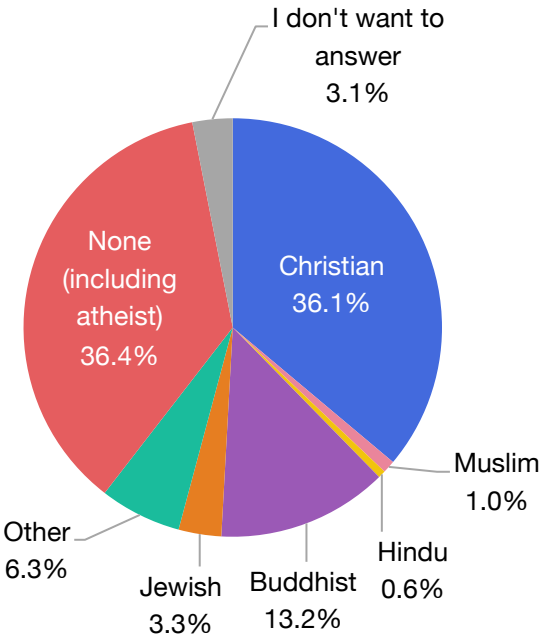
Period: Jan. 30 – Feb. 7, 2020

Country: Japan, U.S.

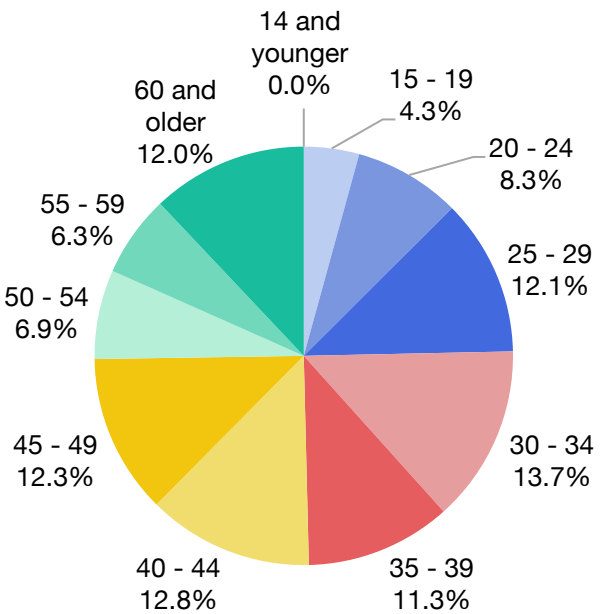
Samples: 1,030

Method: Online

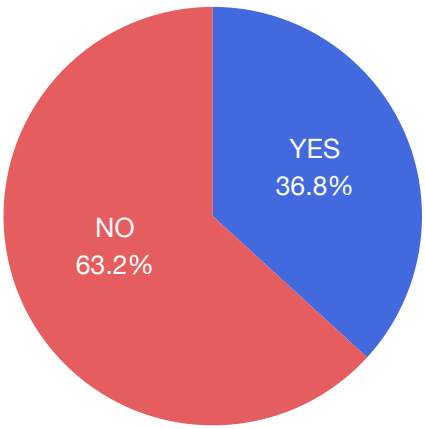
With what religious family do you most closely identify?
(n=1030)



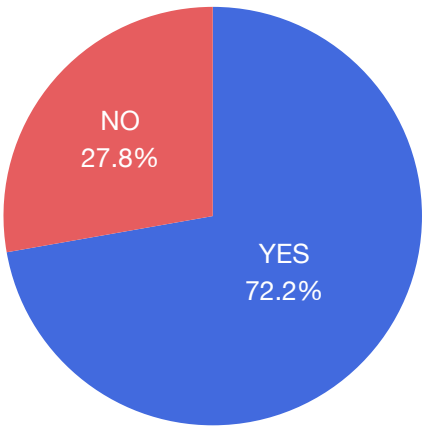
What is your age?
(n=1030)



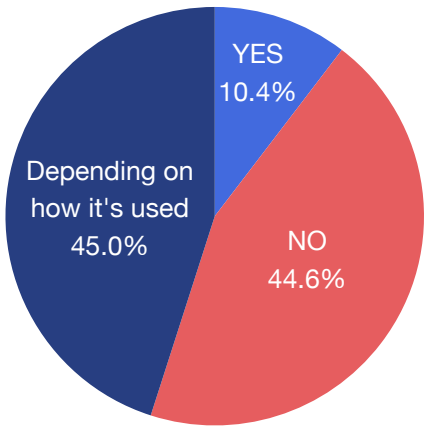
Would you allow yourself to be "resurrected" after death, using your personal data and technology such as AI and CGI?
(n=1030)

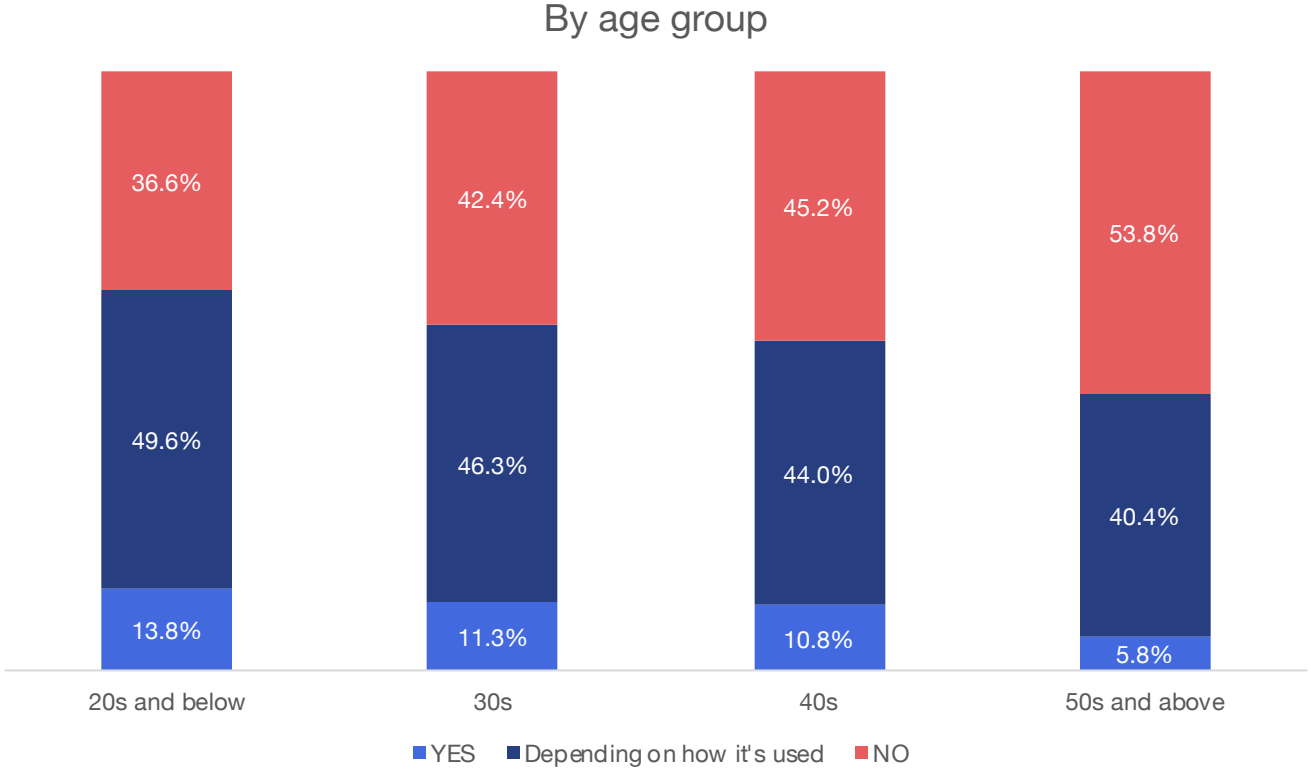


Are you aware that your personal data will remain in the cloud even after your death? Such data includes photos and texts you post to social media and your search history on Google.
(n=1030)



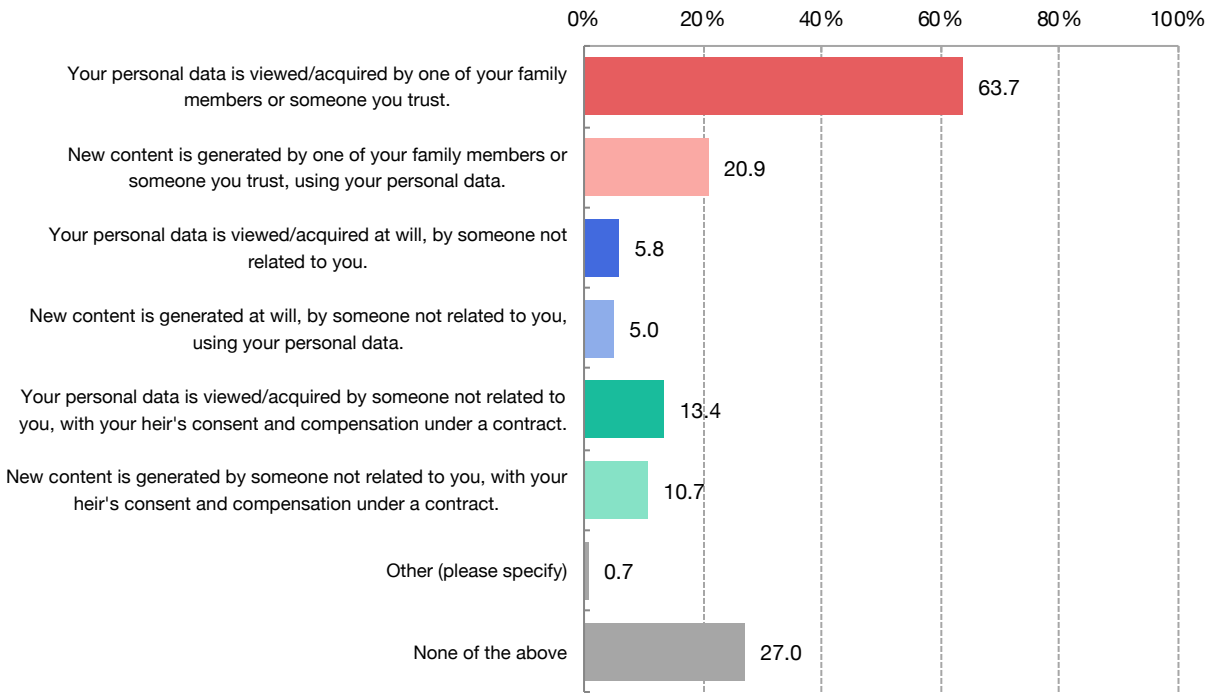
Would you allow others to use your personal data after your death?
(n=1030)



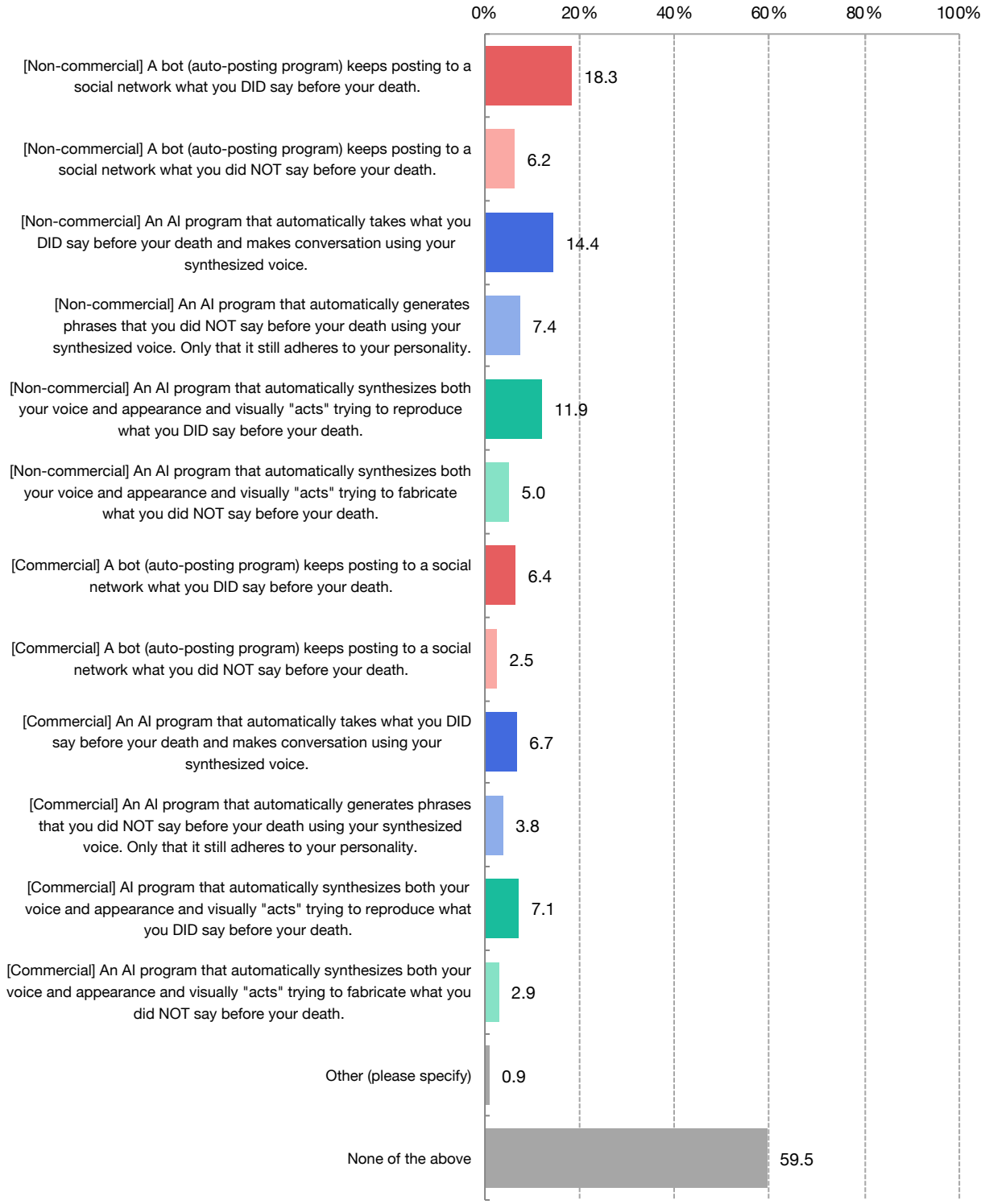


Which of the following cases would you accept for the use of your personal data after your death?

(n=1030)

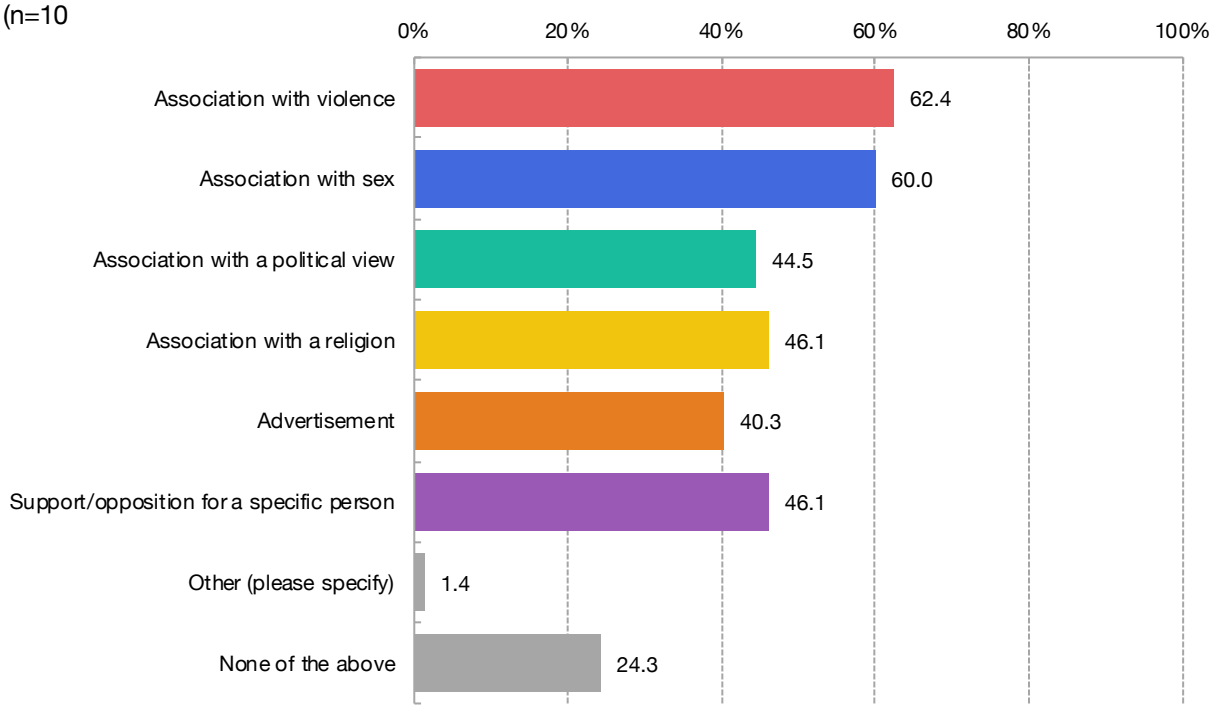


If one of your family members or someone you trust attempts to generate new content based on your personal data, either commercially or non-commercially, which of the following cases would you accept?
(n=1030)

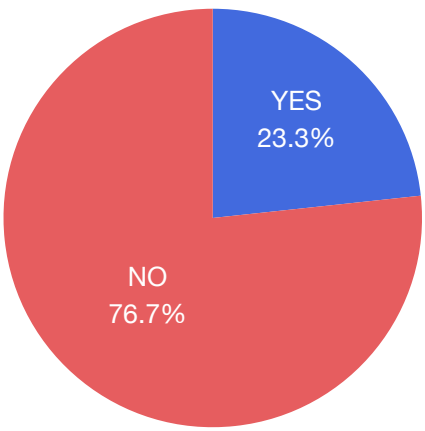


If someone not related to you attempts to generate new content based on your personal data, either commercially or non-commercially, which of the following cases would you accept? (n=1030)

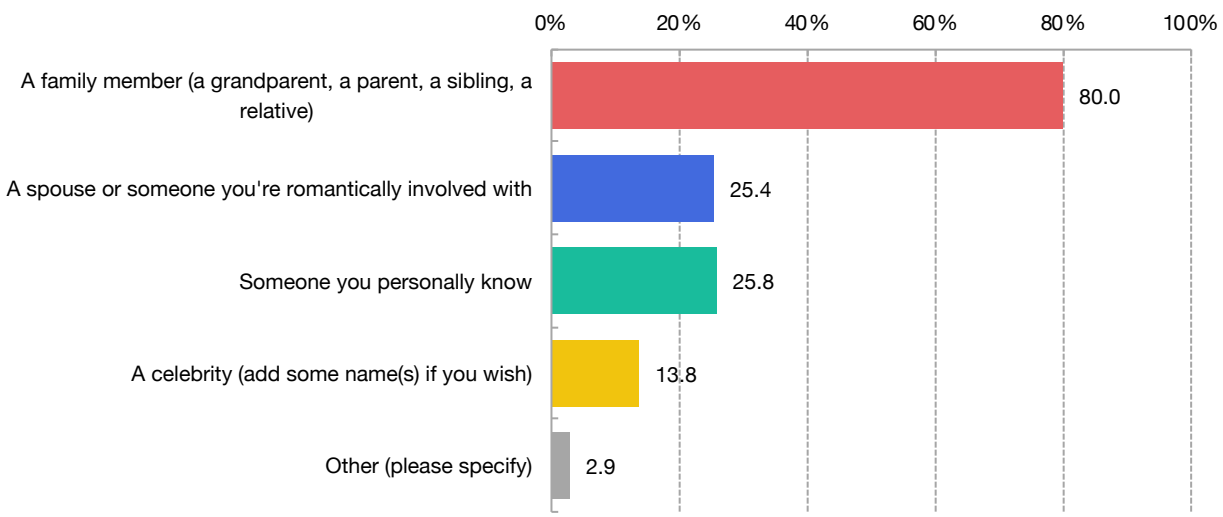
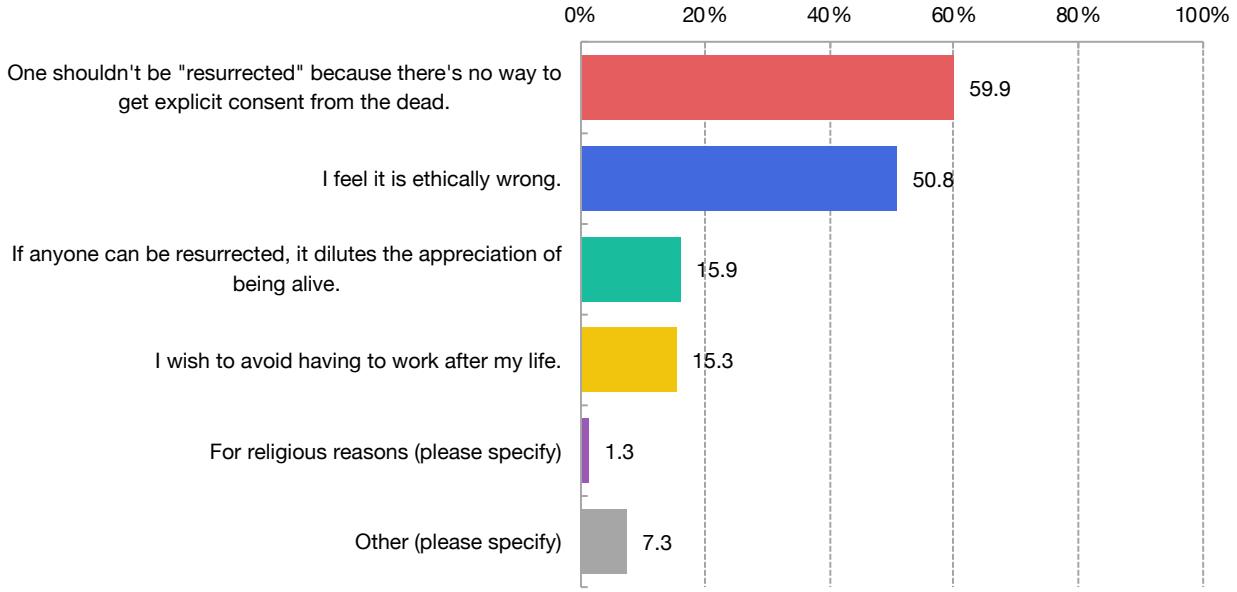
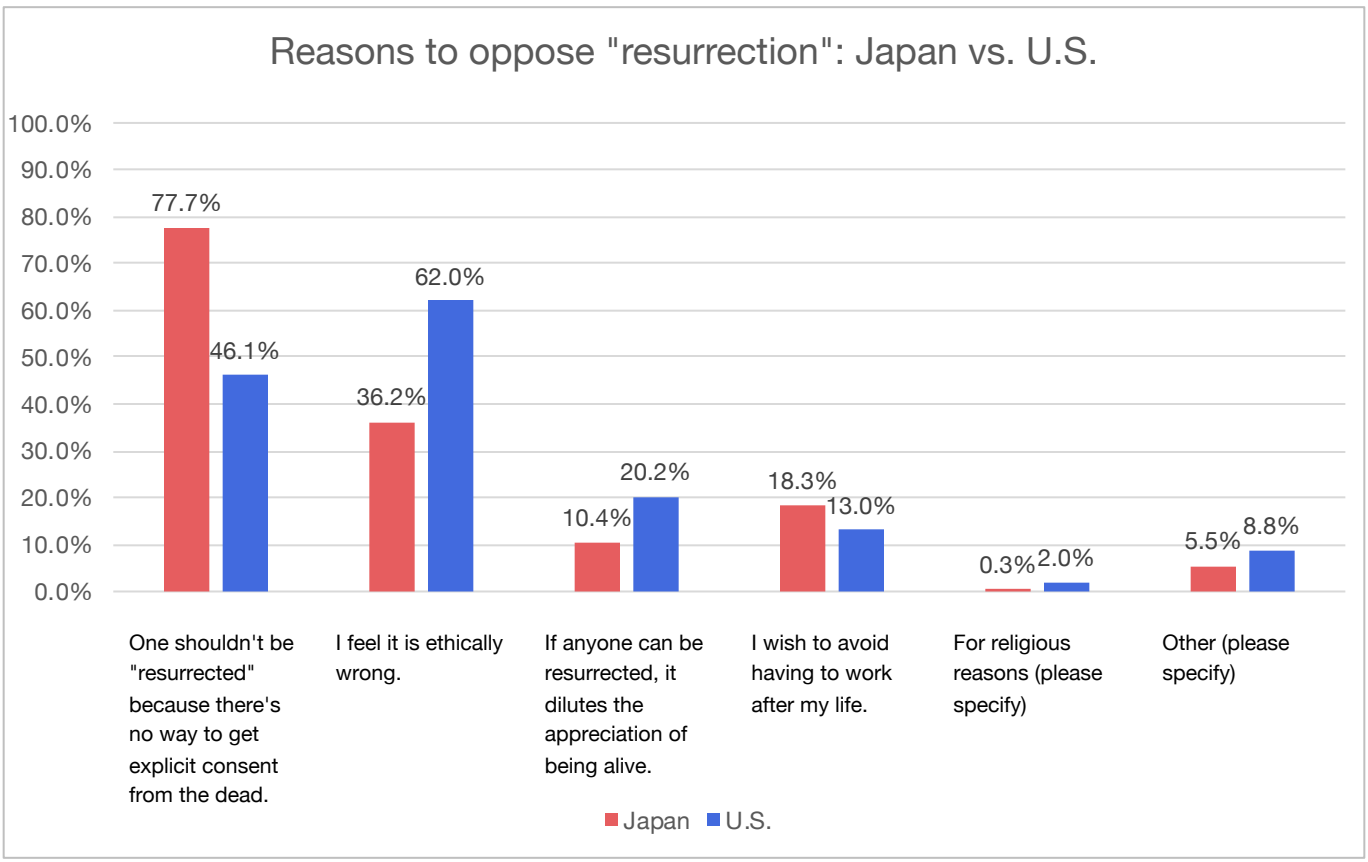
Someone (not related to you, one of your family members, or someone you trust) attempts to generate new content that is what you did NOT say before your death, using an AI program that acts like you. Which of the following cases would you NOT accept?
(n=10



Do you wish to digitally "resurrect" anyone who passed away (bring back to life as a virtual simulation), using their data left online combined with AI and CGI?
(n=1030)



For those picked "Yes" in the previous question, whom do you wish to "resurrect"? (n=240)



For those picked "No" in the previous question, please pick the reason(s) you are against it.
(n=790)