

36th Bled eConference 2023

Business Panel

**UNCOVERING THE AFFORDANCES
WHICH ARE HINDERING THE
LEGITIMIZATION OF BLOCKCHAIN
TECHNOLOGY**

Panel Aim

Blockchain is a decentralized, secure, transparent and unchangeable ledger technology that allows multiple parties to record and verify transactions without the need for a central authority. The main objective of this panel is to reveal specific affordances of blockchain technologies which are serving as barriers to the legitimization of blockchain technologies. The panel will also discuss the positive impacts of blockchain technologies along supply chains.

Panel Members and Speaker Focus

Dr Trevor Clohessy (Panel Moderator and Speaker).
Department of Engineering,
Transcend Research Group,
Atlantic Technology University, Galway, Ireland
Theme: Supply-Chain Focus
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Dr Trevor Clohessy is a lecturer and researcher at the engineering department of the Atlantic

Technology University, Galway, Ireland. Dr Clohessy has been researching the impact of blockchain technologies along supply chains for the past 9 years.

Speaker Theme: Dr Clohessy will first talk about the positive impact of blockchain technologies using evidence from the **OSCAR research project he is currently working on**. He will then introduce Dr Sandy Schumann and Mr Sergi Bray who will then discuss the factors that are hindering the legitimization of blockchain technologies.

Dr Sandy Schumann,
University College London, UK
Theme: Blockchain Affordances Focus
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Dr Sandy Schumann is a Lecturer (Assistant Professor) and the Postgraduate Tutor at University College London, Department of Security and Crime Science. Her current research examines questions that pertain to the interplay between technology and hate (crime or speech), extremism, as well as radicalisation. She takes an interdisciplinary approach and works in the borderlands of communication science, social psychology, and terrorism studies. Sandy is also passionate about meta-research, improving research methods and analysis procedures in terrorism studies.

Speakers Theme: The adoption of blockchain technology has increased drastically in recent years. However, there is also evidence that many

organizations resist integrating BT or abandon the use of blockchain platforms. Several reasons for the latter have been explored, including knowledge and skill gaps, regulatory concerns, and problems aligning BT with the legacy system. In this talk, I will focus on another perspective. More precisely, the quality of affordances of BT platforms, for instance, the immutability of records, might change, driven by decisions of the core communities that develop different BT. Those emergent affordances can be, or become over time, incompatible with organizations' values and needs, which reduces the likelihood of BT adoption or leads to decoupling. We present different examples to illustrate this point.

Mr Sergi Bray
University College London, UK
Theme: Cybersecurity Focus
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Sergi Bray is a PhD candidate at University College London's Centre for Doctoral Training in Cybersecurity. His research focuses on mapping and mitigating the harm potential of deepfake technologies; his research interests include adversarial machine learning, human cybersecurity behaviour interventions, and online extremism and hate crime.

Speaker Theme: The online distribution of involuntary online content produced by deepfake generation technology has grown at an exponential rate since the end of 2017. This ecosystem is propped up by crowdsourced funding through cryptocurrency donations. There are reasons that

cryptocurrency is being used here, the strongest of which is a desire for anonymity or at least pseudonymity in this area of uncertain legal standing. The linking of cryptocurrency with involuntary deepfake online content activities points also, however, to an atmosphere of masculine technological superiority, the »tech bro« ethos that unfortunately pervades certain portions of the internet. Such use of cryptocurrency within the »manosphere« does a lot to delegitimize its presence and is likely to prove a barrier to its wider uptake.