



Societal Needs and Standardization: Seeing Standardization Differently

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Overview

- **Standardization, Legislation, and Society**
- **Education – How to create a discipline**
- **Necessary Information and Research**
- **Managing Innovation with Standardization**
- **Health Care and Standardization**

KEY SOCIAL CONCEPTS

- Standards are “Impure Public Goods”
 - Standards have long term social impact
 - The Government MUST manage them to:
 - Prevent private sector from exploiting power
 - Prevent markets from being regulated too much
 - Comply with International trade agreements
- Standards Must Serve Society
 - Permit and encourage societal growth
 - Encourage sharing and spur innovation and economic growth
 - Strengthen National growth and industrial development

KEY STANDARDIZATION CONCEPTS

- Private Sector (US) Model
 - ◆ Government enabled, no governmental oversight
 - ◆ Based on “Pure Capitalism” ideal
 - ◆ Public good no longer served
 - ◆ Precedent and now IPR used to control
- ◆ European Regional Model (CEN, CENELEC, ETSI)
 - ◆ Based on social welfare/engineering
 - ◆ Too restrictive for business
 - ◆ Limited to specific economic and political areas
- ◆ No model exists to move forward

GOVERNMENTAL ISSUES

- ◆ National Standardization System (WTO/WIPO issues)
 - ◆ Who Represents China in ISO/IEC/ITU?
 - ◆ Single Entity, Sectoralization, Regionalization
 - ◆ What agency speaks for and to China?
 - ◆ How do social, environmental, policy, industrial questions get answered in the system?
- ◆ Enabling legislation for all Standardization bodies
 - ◆ US differentiates clearly between SDO, SSO, alliances
 - ◆ Governmental intervention very high
 - ◆ Legal system and liabilities
 - ◆ Europe recognizes only SDOs and European Regionals
- ◆ How to deal with Multinational Corporations

THE QUESTION OF EDUCATION

- ◆ Standardization is multi-disciplinary
 - ◆ No single discipline covers it all
 - ◆ Technology, public policy, legal, economics, business all have parts
 - ◆ Little in-depth knowledge of all aspects of standardization
 - ◆ Need common core curriculum
- ◆ Expansion of role is only recent
 - ◆ Not seen as policy issue
 - ◆ Legal involvement only with IPR Crisis
 - ◆ Economics was theoretical, not applied
 - ◆ Business created system to block governmental involvement
- ◆ Absent educational program, little change is possible

RESEARCH ISSUES

- ◆ Simple Questions:
 - ◆ How much does China spend on standardization?
 - ◆ How much funding/help does China provide?
 - ◆ To Chinese organizations (academic, consultants, companies)
 - ◆ To non-Chinese organizations?
 - ◆ Is there value in a Chinese led standardization movement?
 - ◆ What are the major standards in use in China?
 - ◆ Internal and externally mandated standards
 - ◆ What enforcement mechanisms exist for regulatory standards?
- ◆ These questions need to be studied and answered
 - ◆ Locally, nationally, regionally, internationally
 - ◆ They form the basis for policy decisions and action

MANAGING INNOVATION

- ◆ Standardization helps manage innovation
 - ◆ Stabilizes and deploys base technologies
 - ◆ Discourages “gratuitous” innovation
 - ◆ Allows other to use and implement interfaces standardized
 - ◆ Allows innovation to occur above standardization
- ◆ Allows developers access to knowledge
 - ◆ Reference implementations show “how to do things”
 - ◆ Allows innovation at levels where it is needed
 - ◆ Allows interoperability testing and conformance
- ◆ Can be used to manage technology directions
 - ◆ Stabilize and promote certain methods and structures
 - ◆ “Rewards” for providers who build to standards

STANDARDS AND HEALTH CARE

- ◆ Standardization of health care technologies
 - ◆ Intent is to standardize tools, information, reporting
 - ◆ Common formats allow information transfer
- ◆ Use of Web based technologies
 - ◆ Telemedicine – specialized information available nationally
 - ◆ Common descriptors and formats allow early detection/diagnosis of trends and threats
- ◆ Education of practitioners/population
 - ◆ Web based instructions allow increased local initiatives
 - ◆ Increases equity and accessibility of services
- ◆ Provides base to continue to advance

CONCLUSION

- ◆ Standardization is a potent governmental tool
 - ◆ It needs enabling legislation and incentives to succeed
 - ◆ Complex and powerful effects
- ◆ Problem is creating a national infrastructure to take advantage of it
 - ◆ Knowledge of interactions between disciplines is lacking
 - ◆ Practical knowledge of use is lacking
 - ◆ Basic research needs to be done
- ◆ On the positive side -
China has some of the best young standards talent in the world today.

Thank You

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