



### **Biography**

Eran is a visiting associate professor at Cornell Tech. He is also a faculty member at Tel-Aviv University and the co-director of the IWIT (Interacting with Technology Lab). Eran's research group is working on usable privacy and security, large-scale analysis of interactive behavior, and mobile computing. The research group is currently running several projects funded by agencies such as the Israeli Science Foundation (ISF), European Union Horizon 2020 Program, DARPA, and Israel Ministry of Science. Eran is also a proud father of three children and an amateur cook.

### **Abstract**

The idea of the Smart City is becoming central to the adoption of technologies that enhance and regulate urban spaces. At the same time, smart cities bring about new challenges, as diverse populations interact with an array of new technologies, most of them are based on large-scale data collection and with increasing effects on residents' lives. In this talk, we will discuss the emerging impact urban technologies have on cities. For instance, how would urban technologies impact urban inequality? Would privacy concerns hinder the adoption of particular systems?

This talk will investigate those broad issues by discussing the results of a survey (n=480) and data collection activities conducted at Tel Aviv, Israel. We will discuss the effects of demographic factors, neighborhoods, and computer literacy on adoption of smart city technologies and perceptions related to them (such as privacy and security.) The empirical analysis points to the emergence of urban collective efficacy when addressing urban technologies, with people from different neighborhoods having different attitudes toward privacy, digital utility, and interaction with digital services. Overall, our analysis of Tel Aviv shows that services are geared mostly towards specific social groups, many times excluding the elderly, ethnic minorities, and people from less affluent neighborhoods.

With Shahaf Donio, Michael Birnhack, Tali Hatuka, Issy Rosen-Tsvi.

Date

**Thurs 20 Sep**

Time

Gather at 12.30pm  
Presentation from 12.40pm - 2pm

Venue

Room 131 | Tata Innovation Center  
Cornell Tech | Roosevelt Island

DLI Speaker

**Eran Toch**

Visiting Associate Professor | Cornell Tech

Title

**Smart Cities / Digital Neighborhoods:  
Privacy, Equality, and Adoption of  
Urban Technologies**

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