

In the 1890's fourteen-year old

--

[Envisioning outcomes: innovation, dynamism, consumer choice & job mobility]

We received over 700 applications from talented individuals since launching the Office. We've had the opportunity to interview excellent technologists across the United States. Beyond sharing their expertise, some share their career goals to drive meaningful change at a law enforcement agency.

What has been inspiring to me is that candidates express optimism over defining the charter to drive positive outcomes for consumers and for the market. We need enforcement for small businesses to be able to innovate and compete in a level playing field.

For instance, a cancer patient should be able to travel to treatment facilities without their location shared to third party advertisers¹¹. Prospective tenants should not be denied housing due to inaccurate background reporting¹². Employers should be able to compete for the best skilled workers¹³. And a new startup should be able to enter the market, grow, and thrive without risking being cut out by dominant gatekeepers.

Bringing this many incredibly talented technologists into our agency creates an opportunity to strengthen the ways that we approach our enforcement and regulatory mission. At the Office of Technology, we are looking to seize this opportunity to create key shifts in the way that the agency approaches technology. But the foundation starts with people and with understanding the importance of how history plays into our current moment.

--

[Examining the history of platform shifts]

Once we have a goal in mind for the future state, we must look back and study historical platform shifts that have impacted consumer behavior and business models.

In the 1990s and early 2000's, brick-and-mortar businesses transitioned to the internet. New technology changed consumer online shopping habits, including price comparisons to purchases and returns. E-commerce platforms collect troves of information about us and can expose us to risks. This includes the risk of sharing sensitive data that could impact one's personal privacy or high stakes decisions including housing access and job opportunities. People no longer line up outside of gaming shops to get the latest gaming console. Companies can create highly curated content for personalization and generate recommendations to continue consuming that content.

And now today – with generative AI, we are shifting from information curation to creation – where generative models can take a large dataset of existing content, learn patterns and relationships and then generate more content through images, text, and video.

--

[Check outdated assumptions]

Beyond historical shifts, it's important to check outdated assumptions about how tech markets work to meet modern challenges. Some may believe that companies can self-correct and markets will correct themselves¹⁴. As Chair Khan stated in an op-ed on AI, "When government action required AT&T to open up its patent vault it "unleashed decades of innovation and spurred the expansion of countless young firms."¹⁶

We unstralscd2shant26(Ujy26(p-2661)0200 Op1ents0jtu040122(9. ((p0T. (st) d 0296(rs) ag 0u9 1m)-2-2. 6(\$)nv06

--

--

Tech evolves daily. Just as the agency has cultivated tech savvy lawyers – we are building resilient, law savvy technologists who are working directly on cases and enforcement to use their abilities to understand tech systems and structures and get at the root cause of harm.

Thank you.

Thank you to my FTC colleagues for your contributions to these remarks and to the indefatigable OT crew for which this Office would otherwise not exist. Jessica Colnago, Simon Fiedler, Alex Gaynor, Crystal Grant, Amritha Jayanti, Nick Jones, David Koh, Sam Levine, Josephine Liu, E, (e)-12.6k M (J)