

# Annals of Emerging Technologies in Computing (AETiC)

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## Editorial

Dear Reader,

In a recent discussion with a colleague, I encouraged them to apply for a new job they were interested in. I enthusiastically said, "You can do it". Their response made me stop and think: "Just because I can, doesn't mean I should".

In the fast-paced world of computing and technology, the drive to innovate often outpaces the time we take to reflect. As developers, engineers and users, we are empowered by tools and capabilities that previous generations could only dream of. But as we celebrate our technological prowess, a sobering truth confronts us: just because we can, doesn't mean we should.

Consider the rise of artificial intelligence, where machine learning models can generate lifelike images, mimic human speech and even predict behaviour. The temptation to push these boundaries is irresistible, but without ethical considerations, such pursuits risk deepening inequalities, eroding privacy and spreading misinformation. The question isn't merely can we do this but what will it mean for society if we do?

This principle extends beyond AI. In software development, we often can collect vast amounts of user data under the guise of 'improving experience'. But should we, if it comes at the expense of user trust? In hardware, we can produce devices that demand rare earth minerals, but should we if it exacerbates environmental degradation?

The phrase 'just because I can, doesn't mean I should' is a powerful reminder to temper ambition with responsibility. It challenges us to prioritise long-term consequences over short-term gains. It calls for a culture of accountability in which the pursuit of innovation is guided not just by feasibility, but by purpose, ethics and sustainability.

As we navigate the limitless potential of computing, let this mantra guide us. Our greatest achievements won't just be defined by what we can do but by the wisdom to know when not to.

With best wishes for 2025,

Professor Andrew Ware,  
On behalf of the Editorial Board,  
Annals of Emerging Technologies in Computing (AETiC).