# PECHAKUCHA TALKS, 11:45-12:30

| PECHAKUCHA TALKS # 1 | ROOM: CINEMA 1 |
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| What's in the black box? | Akil Benjamin |
| To regulate AI, demystify AI | Tariq Rashid |
| Scary black boxes: Why explanation lies at the heart of socially-responsible AI | Tom Bewley |
| The ideology of infallibility | Joseph Wilk |
| Failing to work with me. The implications of creating rigid algorithms | Corina Enache & Anna Aris |
| Opportunities in the industrial strategy | Adam Luqmani |

| PECHAKUCHA TALKS # 2 | ROOM: CINEMA 3 |
|---|---|
| Understanding the ethical implications of data's collection, sharing & use | Miranda Marcus |
| AI in medicine: Informed consent and unintended consequences | Laura Sobola |
| Bias, AI, and recruitment | Nemo D'Qrill |
| What does "The Man" say when AI discriminates? How does "The Man" find out? | Jani Turunen |
| Responsible innovation in the smart city: Commitments for digital inclusion | Catherine Makin |
| Operational & ethical challenges in the police use of Automated Facial Recognition | Inspector Scott Lloyd |

| PECHAKUCHA TALKS # 3 | ROOM: WATERSIDE 3 |
|---|---|
| Design fiction: Using design & sociology to shape AI futures | Judith Mühlenhoff |
| A series of disobedient provocations for reclaiming future AI technologies | Birgitte Aga & Coral Manton |
| How should we design conversational AI in order to provide emotional support? | Ellie Foreman |
| Social responsibility and reciprocity in synthetic friendships | Aliya Mirza |
| Ever-listening assistants: Privacy and convenience in the use of AI smart speakers | Laura Musgrave |
| Participatory video & design thinking for inclusive AI design | Chris Lunch |

## PECHAKUCHA TALKS # 1 — ROOM: CINEMA 1

**What's in the black box?** — **Akil Benjamin**

Can you make an algorithm explainable without making it explainable? In this PechaKucha talk I will take you through our process in answering this question with our fictional prototype MoodJar. I will share our methods, our insights, our challenges, and our outcomes.And I will close my talk by sharing our tips on how you could embark on a journey of AI explainability for yourselves.

**To regulate AI, demystify AI** — **Tariq Rashid**

Tariq will try to convince you that we, as a society, can't hope to regulate AI if we don't understand it. And we can't understand it if we don't unmask it of its mystique. He'll be talking plainly on issues of education and teaching, legislating and lobbying, governance and trust, human (not digital) rights, and provocatively suggesting that many answers might already be found in the boringly mature engineering disciplines.

**Scary black boxes: Why explanation lies at the heart of socially-responsible AI** — **Tom Bewley**

My talk will introduce the rapidly-growing field of explainable artificial intelligence (XAI), the aim of which is, broadly speaking, to build autonomous intelligent agents capable not only of processing large bodies of data and following complex decision-making algorithms, but of doing so in a way that allows an explanation to be constructed about their reasoning processes. This will become essential for building public trust, guarding against hidden bias, and demonstrating technical safety.

**The ideology of infallibility** — **Joseph Wilk**

Exploring the history of automation from Babbage through to its modern guises in AI & robotics and its attempts to solve once and for all the problem of the human. What the attempts tell us about software as ideology and the ways our thoughts have been shaped about our supposed smart & intelligent machines. How we can find new ways of seeing the quality of error, in the light of human creativity & human centered design. An alternative narrative to the positivistic, reductive, systemic efficiency and expediency of modern automation.

**Failing to work with me: The implications of creating rigid algorithms** — **Corina Enache & Anna Aris**

Over six months, our team of anthropologists completed an ethnographic research project at a large airline company on digitization and change. Our aim was to better understand the ways in which the mechanics, who conduct engineering and maintenance on the airplanes, learn to work with new digital technologies such as the Boeing 787, to what extent their algorithmic design reflects the needs of their practice, and how using such algorithms affect their craftsmanship.

**Opportunities in the industrial strategy** — **Adam Luqmani**

My mission, as Senior Portfolio Manager at the Economic and Social Research Council (ESRC), which is part of UK Research and Innovation (UKRI), is to get more social scientists to work with businesses. In my talk I aim to highlight some upcoming opportunities for collaboration, and make the case for why business and social scientists should work together.

## PECHAKUCHA TALKS # 2 ROOM: CINEMA 3

**Understanding the ethical implications of data's collection, sharing and use** **Miranda Marcus**

In this talk, I will focus specifically on the ODI's (Open Data Institute) Data Ethics Canvas, a non-technical, collaborative tool which aims to support people using data to create a shared understanding and language around their data use and its potential implications. This has been developed as part of an applied, interdisciplinary research programme which draws on social science methodologies.

**AI in medicine: Informed consent and unintended consequences** **Laura Sobola**

In recent years, several ethics frameworks that consider the guiding principles of either digital health or AI or both, have been published by companies, governments and NGOs. How are these two types of frameworks considering the issue of informed consent? And is there a difference? Professor Floridi has written that biomedical research and AI has a lot in common due to their nature of novel experimentation. As a former biomedical scientist and current data scientist I will share my perspective on the ethical issues surrounding both of these fields.

**Bias, AI, and recruitment** **Nemo D'Qrill**

AI is starting to play a greater and greater role in recruitment from automated lead generation of candidates, chat-bots in every stage of the process, CV-scrappers, talent assessments via gamification, and automated interview pre-screening. I will outline the role of AI in recruitment, what is meant when saying an AI protocol is 'biased', and how such bias might emerge, and suggest some solutions.

**What does "The Man" say when AI discriminates? How does "The Man" find out?** **Jani Turunen**

AI applications are all around us, part of our everyday lives. Do we know we're using AI when we use a social media website? What if the AI application is not playing fair with us? Is ubiquitousness of AI leading to a wider scale disappointment in the technology, when, it seems, no one's looking after our – the end users' – interests.

I will be sharing a story of a man trying to buy goods from an online hardware store. What went wrong and how these kinds of AI applications should be built in a more future-proof and sustainable way.

**Responsible innovation in the smart city: Developing commitments for digital inclusion** **Catherine Makin**

Bristol City Council's City Innovation Team are working to develop a set of commitments or principles which aim to ensure that people across Bristol can become involved with digital developments in different and relevant ways. This short talk will share our progress and learning to date, offer insight into the process and where inspiration has been drawn from, and (hopefully) provide tips for other cities looking to do the same.

**Operational and ethical challenges in the police use of Automated Facial Recognition** **Inspector Scott Lloyd**

In 2017 South Wales Police started using Automated Facial Recognition (AFR) technology as a result of the UEFA Champions League final coming to Cardiff's Millennium Stadium. Over a week, Cardiff's population swelled to 1.5 million. The live-time deployment of the technology was the largest of its kind and resulted in the first arrest from utilising the technology anywhere in the UK. Since then, South Wales Police have continued to refine its use of the technology along with considering the ethical implications of its use.



## PECHAKUCHA TALKS # 3 ROOM: WATERSIDE 3

**Design fiction: Using design & sociology to shape AI futures** **Judith Mühlenhoff**

Design Fiction and Speculative Futures have acknowledged that there is not one future to prepare for. Instead — given our increasingly complex world — there are many possible futures and it is up to us to shape them. Design Fiction is an approach to help us imagining the futures and discussing which one is the most preferable for us. This is mainly done by making our future visions tangible through designing objects or acting. How might we use design fiction for shaping the futures of socially-responsible AI? How can sociology contribute to this?

**A series of disobedient provocations for reclaiming future AI technologies** **Birgitte Aga & Coral Manton**

The design & distribution of AI systems is veiled behind commercial patents and algorithmic complexities. This is a process the end consumers are largely left out of, rendered voiceless and powerless in the design of systems set to pervasively influence their life. With the ubiquitous integration of AI systems across society there is an urgency to move beyond efficient user experience design and system integration, towards a holistic understanding of the wider impact of these technologies on the thoughts, behaviour and actions of their users and society as a whole.

**How should we design conversational AI in order to provide emotional support?** **Ellie Foreman**

AI chatbots aimed at providing mental health support can offer an accessible form of emotional support, in terms of cost, time, and with reduced stigma. There is great potential for using technology to address wellbeing, mental health, and loneliness but we need to develop an ethical framework for designing these products. My talk will share some of the research in this area and discuss the ethical considerations of building technology for this purpose.

**Social responsibility and reciprocity in synthetic friendships** **Aliya Mirza**

Increasingly, AI products and services act as agents in social interactions with humans, bringing about outcomes in our social worlds and emotional reactions in us. Could one element within the story of AI interacting in a 'socially responsible' way mean acting in friendship with us? What does it mean for a device without consciousness to behave like a socially responsible friend? And what friendship responsibilities do we take on towards AI? I will explore these questions drawing on experiences of conducting research and insights gleaned from fieldwork.

**Ever-listening assistants: Privacy and convenience in the use of AI smart speakers** **Laura Musgrave**

My talk will explore the intriguing relationship between people and their smart speakers based on my research. Using mobile ethnography and surveys, I'm looking at how privacy and convenience are being exchanged. I aim to understand what, if anything, has changed since GDPR (General Data Protection Regulation) and the privacy headlines of 2018. How do the themes of privacy and convenience affect how people interact with their AI smart speakers?

**Participatory video & design thinking for inclusive AI design** **Chris Lunch**

The problems in successful design and implementation of technological or technical solutions arise from systemic issues in the research and design phase. If we can apply agile, participatory and iterative design approaches, we can enable really exciting and novel approaches to some of the "wicked" problems many at this conference are trying to address. I will share a project we carried out with municipal government policy makers and urban engineers in one of Europe's largest social housing projects in Paris.