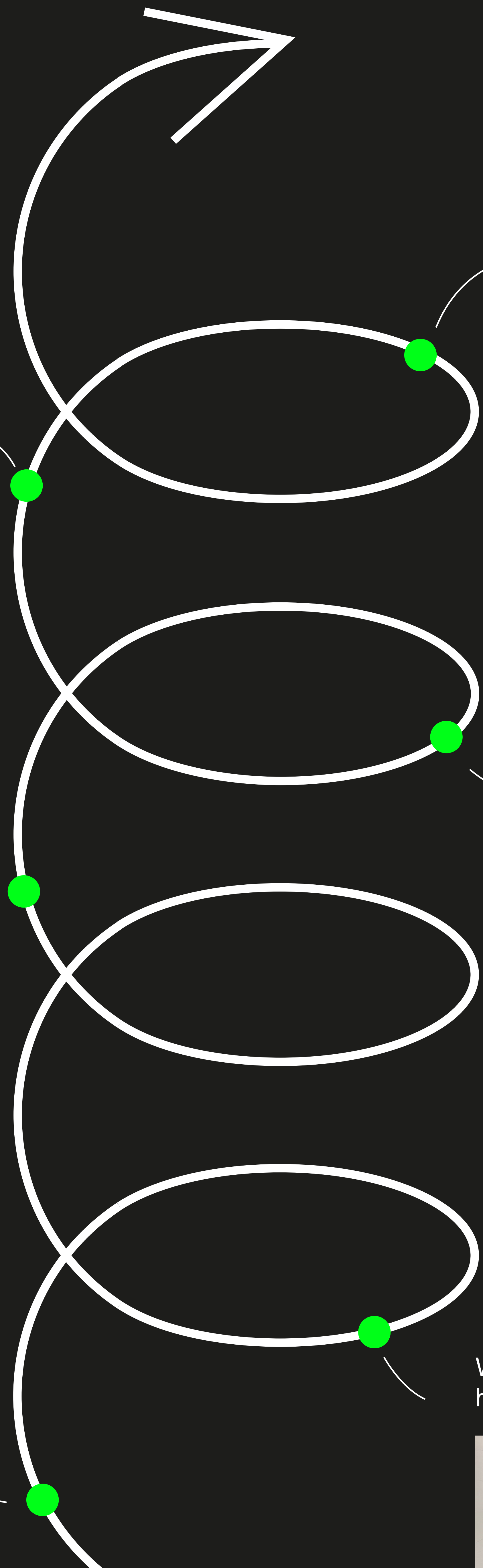


# How can we encourage people to be resilient when interacting with AI?

## AIs

seem certain but they only make predictions; they can also make mistakes.  
are designed by humans, so they can be biased.  
reason in a way that humans can't understand.



Can data ever be objective?  
What would an AI trained on fully subjective data be like?



### What we did

We asked people to tell us the first holiday memory that popped up in their minds. With those descriptions we let an AI generate images to create the atmosphere of the story. Then we showed those images to other people and asked them to describe what they thought the image showed.

### What we found

- Subjective information can still be universal somehow.
- AI can be a powerful tool for collective memory-keeping.

Can AI generate an objective subjectivity?



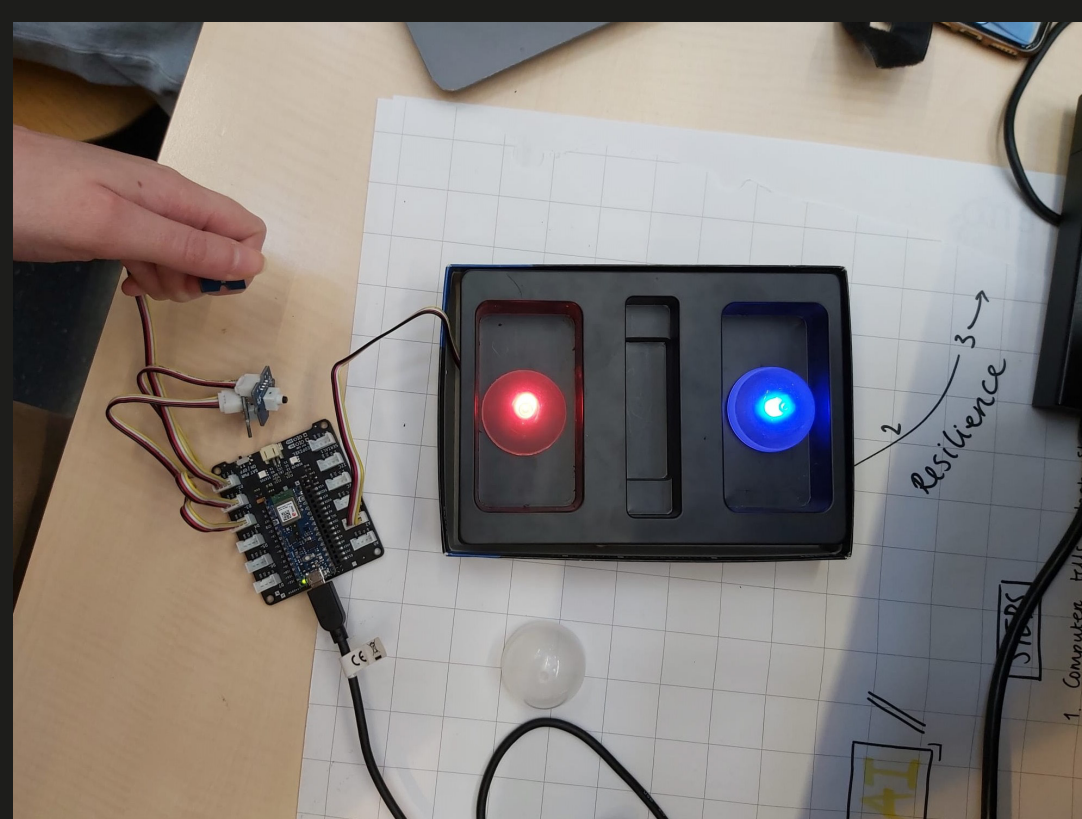
### What we did

Information is always subjective; we wanted to show how AI systems and humans react on subjective information and how AI depends on human input, which is subjective. AI systems use randomness to decide while humans use their own perspective.

### What we found

This was a turning point in our process when we realized this direction was too theoretical and incomprehensible to people that were not as immersed in the topic as we were.

How do humans think AI reasoning works?



### What we did

We created a small game inspired by "Black Stories" in which players try to reconstruct a crime by asking questions. People had to compete against the AI and try to win the game first. After they inevitably lost to the AI, we showed them the method it was using to find out the answer (methodically going through the alphabet).

### What we found

- People were very surprised at how different the AI's reasoning was from their own.
- People felt that the method followed by the AI was unfair.
- We realized the game element worked really well to make people really experience firsthand what we wanted to show them.

How can we show how machine learning works?



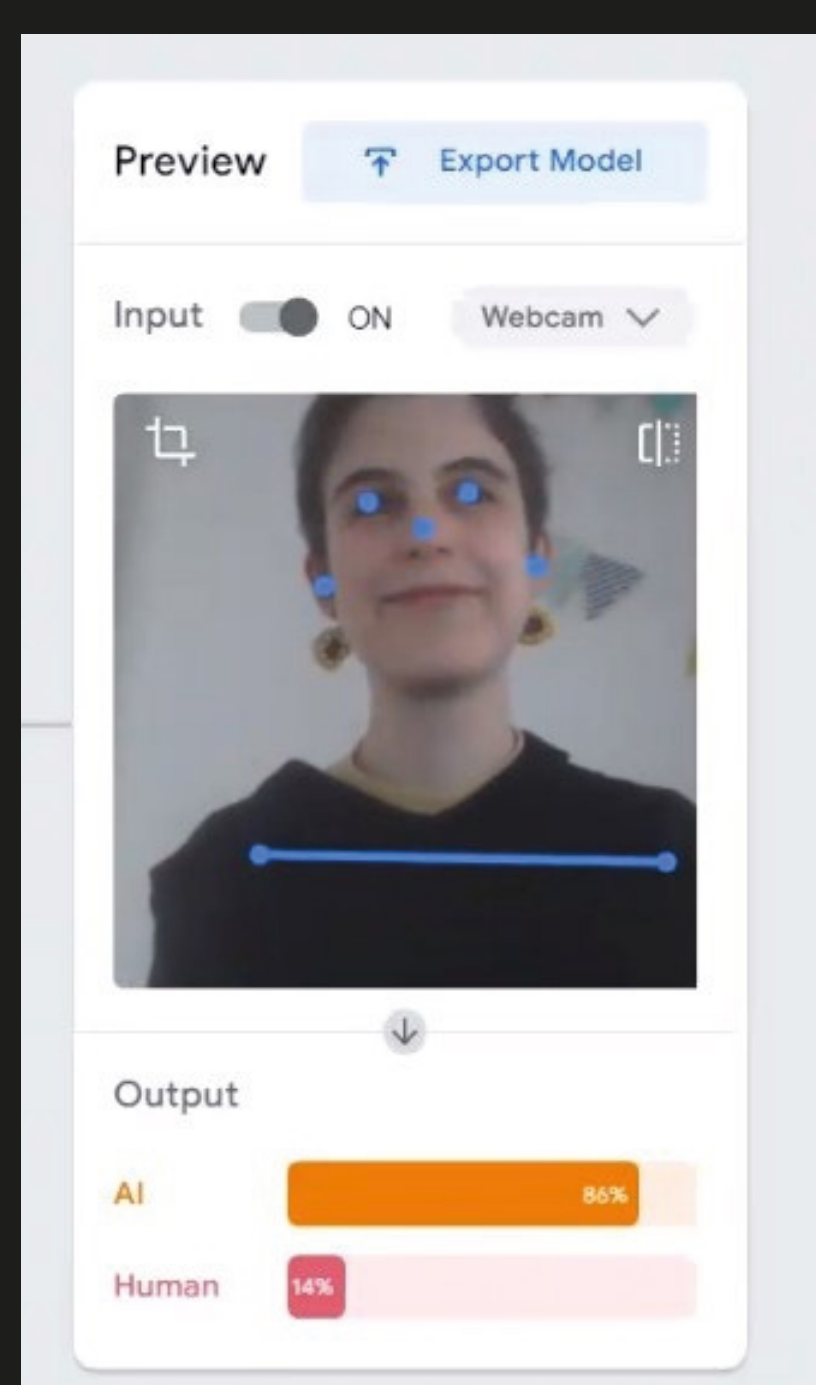
### What we did

AI's gather a lot of data that is irrelevant and store it, because it is still necessary for it to be able to compare and discern what matters. We wanted to make the irrelevant data that AI's have to collect, next to the relevant data on which they base their outcome tangible. For that, we trained an AI on a curated dataset of irrelevant pictures and had people play a little game of hide and seek with it.

### What we found

- People did not really understand the working of AI, not even after the experience.
- People are generally careless about the amount of data they generate and to who (or what) they give access to it.

How do humans imagine AI's?



### What we did

We trained a teachable machine with videos of people answering some questions as themselves, or then asking questions pretending to be an AI. Not only did their body language change in ways we could recognize, the teachable machine was able to detect it too.

### What we found

- People think AI knows everything.
- People used really rigid body language when pretending to be an AI, and gave really direct and short answers with no hesitation.
- Most people know little to nothing about AI (including us).

What happens when AI's have power over humans?



### What we did

If AI knows everything, it would make sense to imagine a future where it can pass judgement on us. We imagined the futuristic scenario that later became The Shell, in which people reviewed their year with an AI and got a (completely random) assessment on their contribution to society.

### What we found

- People accepted the judgement of the AI, even without explanation.
- People really wanted to know the reasoning behind the assessment.
- We realized that we wanted to encourage people to question the decisions of the AI.