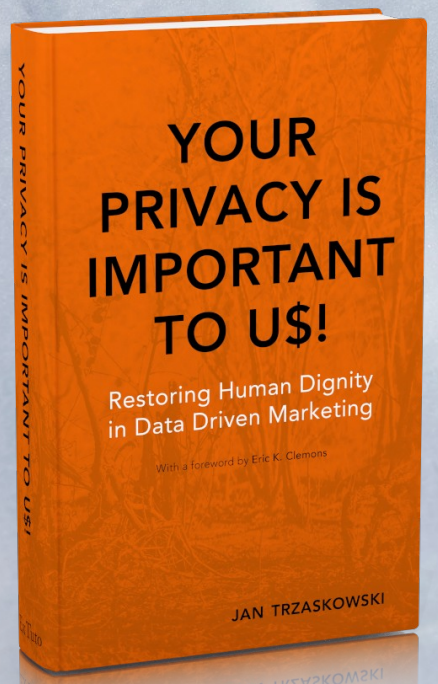
HUMAN DIGNITY IN AI AND TECH POLICY



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ARTIFICIAL INTELLIGENCE

- **Relying on data and intellectual property**
  - Developments in information technology law
- **Norbert Wiener, 1948**
  - Long before Nagasaki and the public awareness of the atomic bomb, it had occurred to me that we were here in the presence of another social potentiality of unheard-of importance for good and for evil…
  - We do not even have the choice of suppressing these new technical developments. They belong to the age…
  - The answer, of course, is to have a society based on human values other than buying and selling…
- **The Universal Declaration of Human Rights (1948)**
- **AI, like data, has no intrinsic value**
  - We need to be curious about their use (optimised for . . .)



EMPOWERMENT

- **Agency and the right to self-determination**
  - Rational choice theory and revealed preferences
  - Psychology: Bounded rationality and willpower
    - Ego depletion, adaptive preferences and rational apathy
- **Transparency (informed choice)**
  - Information does not equal transparency
- **Absence of manipulation (genuine choice)**
  - *Sufficiently* engage or appeal to the user's capacity for reflection and deliberation
  - A design agenda (choice architecture and friction)



BEHAVIOUR MODIFICATION

- **Persuasion <> manipulation**
- **Cialdini’s levers of influence**
  - Reciprocation
  - Liking
  - Social proof
  - Authority
  - Scarcity
  - Commitment and consistency
  - Unity



PERSUASIVE TECHNOLOGY

- **BJ Fogg | distinct advantages**
  - More persistent than humans (do not get tired)
  - Offer greater [perceived] anonymity
  - Manage huge volumes of data (good memory)
  - Use many modalities to influence (scale easily)
  - Go where humans cannot go
    - Or may not be welcome
  - Can evoke feelings
- **Online influence | Cialdini on steroids**
  - Automated, scaled and personalised in real time
- **It’s a kind of magic**



INFORMATION ASYMMETRIES

- **A three-tiered model**
  - Tier 1: The product and the trader
  - Tier 2: Behavioural sciences (people in general)
    - Including persuasive technology and AI
  - Tier 3: The individual (personal data)
    - Personalised realities and AI
- **Levelling information asymmetries**
  - Information, communication and transparency
  - Frames and storytelling
    - ‘Paying with personal data’



UNDERSTANDING THE DEAL

- **Logic, significance and envisaged consequences**
  - Postman, Miller (7±2) and Dunbar (148)
- **Understanding externalities**
  - H(ij)acking the human experience
    - Commercial, political and religious purposes
    - As citizen, worker and consumer
  - Personal, social and societal consequences
    - Markets, democracy, geopolitics and climate
    - Temporal (generational) and spatial (geographical) proximity
- **Humans as programmable objects**
  - Domesticated by tech? (Abated Reality)
  - Paying with what makes us human . . .



HUMAN DIGNITY BY DESIGN

- **Primary law as an operating system**
  - Secondary law as the application layer
- **Freedom, bounded rationality and antifragility**
  - Right – and ability! – to think critically
  - Aligned goals and voluntary use
- **Privacy, personal data and security**
  - Non-personal data (data-retention cases)
- **Equality, non-discrimination and bias**
  - Digital vulnerabilities and unemployment
- **Intellectual property rights**



‘BIG TECH ARROGANCE’

- **Businesses – like consumers – are vulnerable**
  - Outsourcing and dependencies | risks and costs
  - Is ‘cloud’ as cheap as social media are free?
    - Don’t confuse innovation with (societal) progress
- **Sensing environment and acting upon it**
  - Imagine better stories and design
  - Dēmos (‘people’) and kratos (‘rule’)
- **Human dignity in biz strategy and tech policy**
  - Policy is also what YOU think, say and do
- **Please don’t outsource humanity!**




‘if we do not take ownership of our attention, decisions and behaviour, someone else might’
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