TRANSPARENCY AND TRUST IN A WORLD OF SOCIAL BOTS
#mediaX 2018 Conference

May 8, 2018, Mackenzie Room, Jen-Hsun Huang Engineering Center

Welcome: *Martha Russell, mediaX*

1. As "Industry 4.0" becomes a reality, the horizon view opens up to "Society 5.0," a vision in which implicit values about the "common good" are explicitly expressed. These values are the foundation of mediaX discovery.
2. Stanford's responses to the disruptions confronting the intersections of people and information technologies are multi-faceted and multi-disciplinary; the world pays attention to what we do.
3. As a member-supported organization, the mediaX response to these challenges reflects the interests and concerns of our members. Thank you to our members for the support for this Conference and for ongoing discovery collaborations.

Creating Trust and Trustworthiness in Digital Institutions

Margaret Levi, Center for Advanced Study of the Behavioral Sciences

1. Trust of institutions is the result of an interaction between citizens and institutions about something particular - not generic or innate.
2. Institutional trustworthiness is often multi-dimensional - it can be trustworthy in some regards and not others.
3. Citizen perceptions are affected by other things than reality.
4. Behavioral measures are better than surveys.

DISCUSSION: New AI Solutions to Verify Facts

Shelby Coffey III, Newseum

1. The methods of deceiving the public are ever more sophisticated.
2. In a contrarian and sardonic fashion, we will look at 10 ways deception, especially self-deception, is growing in society.
3. The best cure is media education, which the next speaker, Esther Wojcicki, will detail.

Esther Wojcicki, mediaX Distinguished Visiting Scholar

1. All students need to learn journalistic skills.
2. They develop purpose, autonomy, and mastery.
3. They learn how to recognize fake news.

What Is It About The Internet That Makes Brilliant People Look, Well . . . Less So? *Sam Wineburg, Graduate School of Education*

1. The problem is not enough media literacy, but teaching a different media literacy.
2. We don't need another barnacle on the bottom of the curriculum but a transformation of the curriculum itself.
3. What does "general education" mean when we learn about the world through a screen?

PANEL: BUILDING TRUST THROUGH TECHNOLOGY

Marcelo Tournier, SESI Innovation Center for Health Technologies

1. SESI is developing a new platform for promoting safer workplaces - integrating a smart web of sensors, risk management AI, on-site + on-demand worker training, and a "smart helmet".
2. Because of concerns about data misuse, a framework of "Design for Good Will & Trust" was developed to build shared values among all stakeholders (workers, employers, unions, and the Government).
3. One of the outcomes of this design process was the Platform Ethos, presented informally, in plain language and plain sight, for all users.

Emily Withrow, Quartz Bot Studio

1. We're not designing conversations; we're building relationships. These evolve over time and require investment on both sides.
2. Emotional intelligence is every bit as important as artificial intelligence.
3. Social media is a one-to-many model; chats are one-to-one, at scale. This changes the nature of the communication and allows for better individual experiences.

Yangbin Wang, Vobile Group

1. Original content creation is essential to the global entertainment business and to our everyday life.
2. Content creators need to be adequately compensated and maximize the reach to their audience to realize the value of content.
3. AI-powered technology platforms can help content creators protect content value and augment audience reach globally in the new era.

How Do People Actually Use Their Smartphones? Implications for Learning, Trust, Addiction, Politics, and Health.

Byron Reeves, Communications

1. Measuring how people use digital devices is really hard. We know much less than we think.
2. Smartphone use progresses in hundreds of stops and starts per day, and in sessions that last only seconds.
3. An extreme range of content is experienced in rapid succession.
4. People follow their own threads through different digital content, atomizing experiences that used to be considered whole.
5. There is increasing interdependence of content - i.e., social influences politics, play influences work, money influences health.
6. We need to reconfigure problem spaces in the study of technology to better reflect actual technology use.

What You Need to Know About Your Child's School Data

Marsali Hancock, EP3 Foundation

1. We do not yet understand the true value of data, nor do we fully understand how data is used.
2. Information gathered about our children from their schoolwork, social networks, devices, applications and other interaction will be used for decades.
3. Educators and administrators need training to understand how data is used, its value for the digital economy and innovation, and the implications of unexpected outcomes.
4. We need to better understand how we are going to work together to protect our children's digital assets.

Building a Behavioral Analytics Platform for Forensics, Fraud, and Financial Growth

Karen Hsu, BlockCypher

1. Blockchains have led to vibrant networks where users interact with each other in exchanging instruments or engaging in transactions.
2. Blockchain analytics can be used to identify growth trends, understand network behavior, correlate specific behaviors, and analyze user activity.
3. Particular techniques and visualizations reduce the amount of work needed to analyze the flow of transactions.

Rights, Revenues and Responsibilities in the Supply Chain of Data

Will Murphy, Blockchain

1. The dangers of AI (even before it becomes sentient).
2. Complex, intelligent system design.
3. Rules for creating bots (10 principles of bot design).
4. Managing bot employees: ID, decision validation, collaboration, and learning.

Horizons on mediaX Research Themes

David Evans, mediaX Distinguished Visiting Scholar

1. Trust is an emergent property. The answer will not lie in technological weeks implemented behind a proprietary curtain.
2. The academic and tech communities must take the lead in changing expectations, standards and practices.
3. Academia has a special role, fostering trusted partnerships for open collaboration.
4. mediaX facilitates discovery collaborations between industry and Stanford thought leaders – join us in our new Research Focus exploring key issues in transparency, trust and technology.

PANEL: PERSONALITIES FOR SOCIALLY INTERACTIVE BOTS

Davar Ardalan, iVOW

1. The era of automated intelligent storytelling versus centralized platforms is coming, but the cultures of the world are not represented in AI algorithms.
2. Effective fusion of AI with cultural storytelling will help diminish bias in algorithmic identification and train AI software to be much more inclusive.
3. Storytelling robots of the future need us to collaborate today.

Omar Abdelwahed, Softbank

1. Character and Story matter in order to create relatable experiences for people.
2. For robotics, the "user experience" is the entire robot and the environment where she resides.
3. Trust, in part, is a function of data and the willingness for people to share their data with technology.

Maria Lin, Hanson Robotics

1. Consistency of voice and diction (across function, device, language, and user) is critically important in establishing trust, particularly in an increasingly fragmented world of social/digital media voices.
2. Absurdities and quirks create a natural and enjoyable tension between function and personality. They should stem from a cohesive backstory, otherwise the effect can feel disjointed or affected.
3. AI personalities should have a belief system. Beliefs create an authentic foundation for personality; thoughts and feelings stem from them. Beliefs can be explicit or implicit.

Freedom-agency Trade-offs in Design and AI: Addressing Them With Installation Theory

Saadi Lahlou Chair in Social Psychology, Department of Psychological and Behavioural Science, London School of Economics and Political Science

1. "Installations" channel behavior. They have 3 layers: affordances, embodied competences, social regulation. Redundancy of 3 layers makes installations resilient.
2. For better activity support (better business) improve installation layers (design / training / rules).
3. Artificial agents in installations raise serious design tradeoff issues (semantic Rubicon, privacy, freedom of action). Changes should be designed *with* the stake-holders.

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