

# Co-Creation and Co-Design Methodologies to address Social Justice and Ethics in Machine Learning

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Teaching HCI for AI: Co-design of a Syllabus

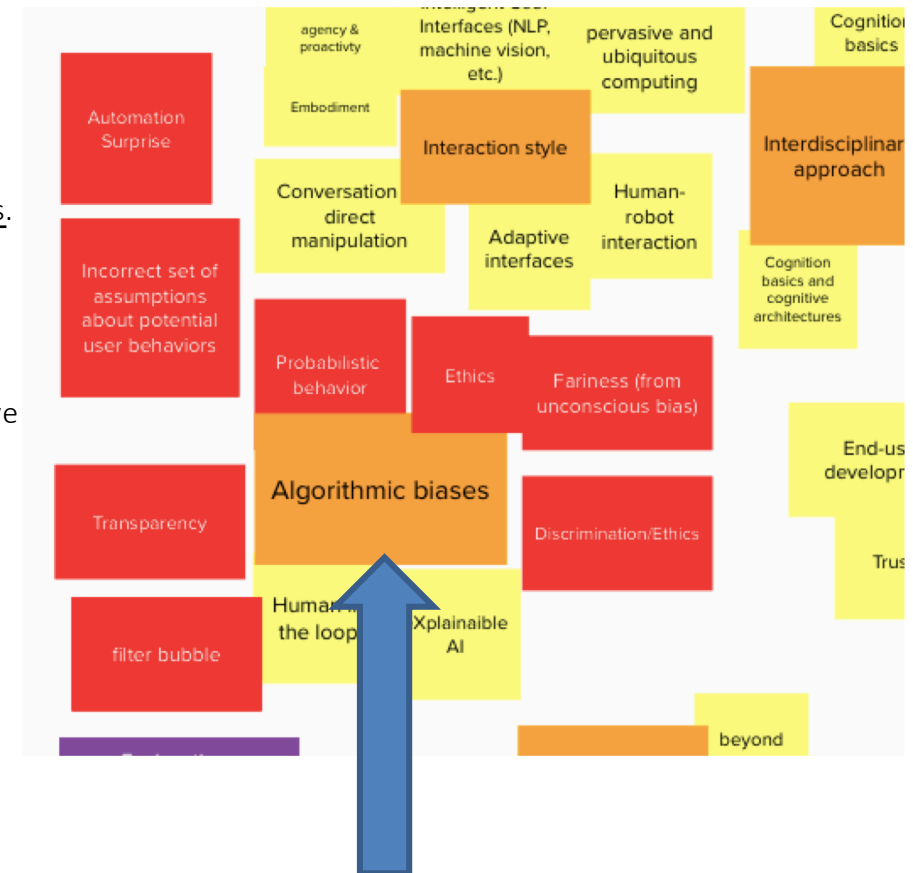
7<sup>th</sup> July 2020

## RATIONALE

- What theories and design methodologies should be used for creating AI systems that best empower people?

## Context and Background

- Algorithmic bias has been recognised as a relevant issue in AI applications
  - e.g. Training set privileging one arbitrary group of users over others.
  - Joint Technical Committee (ISO/IEC-SC42) for the development of standards related to AI which covers algorithmic bias
- Little research on how mitigation strategies work in practice
  - Current literature mostly focused on the USA but UK or Europe have different governance and circumstances
- Existing tools
  - Guide to the Ethical Design and Application of Robots and Robotic Systems by the British Standards Institute
  - As of 2019, 84 AI guidelines or ethical principles
  - Most of those are not easily actionable in practice



## Co-Creation and Co-Design Methods

- Will need to be highly inclusive involving engineers, social scientists, policy-makers and citizens
  - Co-Creation: Design Fictions
  - Co-Design and Participatory Design
- Those methods can:
  - stimulate reflections on accountability, fairness and transparency of AI algorithms at design time before deploying such algorithms in the society and potentially causing exclusion and inequality
- Educating the next generation of AI developers to adopt co-creation and co-design methods at design time
  - Positively affect companies they will be working for, e.g. by being able to launch AI-based products into the market with a lower risk of social issues
  - The society will indirectly benefit from such approaches by having access to AI-based applications carrying a lower risk of bias



<https://not-equal.tech/>

# Thank you

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