

7 core conditions for building Responsible and Culture-Sensitive AI Systems

ICA Pre-conference 2023

"We must not only look at what the impact of AI is on the market, we also need to look at the impact on our society, for example, on press freedom, freedom of information, free choice, autonomy and privacy. So how can researchers come in and engage with the regulatory work. This is a very good question and I think it is very important that you can impact the regulatory work - so get up from behind your desks!"

These were the concluding words of EU Parliament Member Kim van Sparrentak, as she opened the interdisciplinary ICA pre-conference titled 'Building the Conditions for Responsible Human-Centric AI Systems' in Toronto on May 24, 2023. This resonated directly with the goal of the conference which was to discuss what conditions could help foster the development of responsible AI systems.

During the conference junior and senior scholars presented novel work relating to responsible AI in media. During the final keynote panel of the pre-conference the notion of 'human-centric AI' featured in the conference title was challenged. The emphasis on the 'human' needed to be placed in the center of the development obscures the existing work of humans - e.g., data labelers, developers and so on. Another panelist equally highlighted how the 'human' considered is often a western conception of the human, advocating for a more culturally sensitive understanding of responsible AI. With these insights in mind, we present seven conditions for building Responsible and Culture-Sensitive AI Systems, which are distilled from the discussions during the pre-conference with the aim to highlight both (1) where more knowledge and methods are needed and (2) how regulation can help foster this aim:

7 core conditions for building Responsible and Culture-Sensitive AI Systems

- 1** Facilitate more normative discussions of AI systems and develop methodologies for multi-actor involvement in these normative discussions (e.g., users, media professionals, societal stakeholders, policy makers etc.).
- 2** Produce more knowledge on how to democratize access to, and use of AI to make it inclusive for marginalized communities (e.g., ensure infrastructure, literacy, technology development).
- 3** Enable more agency and add value for users in AI systems (allow custom personalization, feedback and contestation), and produce more knowledge on what form of disclosures/explanations in fact facilitate user agency and literacy.
- 4** Create a shared language across disciplines and sectors for key values relating to responsible AI (e.g., transparency, empowerment, trust, etc.).
- 5** Develop concrete methodologies (e.g., training, tools, evaluations measures etc.) to measure how responsible AI is. Moving beyond principles alone and focusing on both development as well as implementation.
- 6** Move beyond the human-AI bifurcation, AI is developed by humans, trained on human data and emulate human action - this should be recognized in the way we discuss AI.
- 7** Ensure regulation does not concentrate power with Big Tech and rather facilitates a diverse AI development landscape.

Background Information

The pre-conference was part of the International Association of Communication (ICA) annual conference and took place on May 24 at the Knowledge, Media and Design Institute in Toronto Canada. The conference included keynotes by first Kim van Sparrentak, Member of the European Parliament, on AI policies, and second Mihaela Vorvoreanu, Director of UX Research and Education for Aether. The conference ended with an interdisciplinary keynote panel that based on the previous presentations, discussed the concrete conditions needed for responsible AI. The panel consisted of:

- Jean Burgess, Professor of Digital Media in the Digital Media Research Centre (DMRC) and School of Communication at Queensland University of Technology
- Shion Guha, Assistant Professor in the Faculty of Information at the University of Toronto.
- Taberez Ahmed Neyazi, Assistant Professor of New Media and Political Communication at National University of Singapore.
- Olivier Brochu Dufour, former Senior Developer in Machine Learning at Radio-Canada.

The pre-conference was centered around three themes, namely (1) the democratization of AI and inclusion of marginal voices, (2) design principles for responsible AI and (3) regulatory and governance perspectives on AI. The pre-conference included the following presentations:

1. **Assessing Digital Platform Viability for Marginalized Users in the Global South: A Methodological Framework for Digital Platform Sustenance.** Aditi Bhatia (*University of Toronto*)
2. **Elevating Marginalized Communities through Community-Aware Collaborative Filtering.** Sarah Shugars (*Rutgers University*)
3. **What the human perspective reveals about news recommender systems, and how it can be integrated into media practices.** Arni Már Einarsson (*University of Copenhagen*)
4. **The Forgotten Human-in-the-Loop User Agency as a Means for Responsible Human-centric AI in Content Moderation.** Anna Maria Planitzer (*University of Vienna*)
5. **Keeping the editor-in-the-loop: Building news recommender systems that reflect journalistic expertise.** Lyngé Asbjørn Møller (*Aarhus University*)
6. **When recommendations are explainable: An eye-tracking study comparing what and how to explain in recommender systems.** Iris Wang (*University of Amsterdam*)
7. **Personalized transparency: A scoping review of approaches to personalized privacy disclosures.** Christoph Lutz (*BI Norwegian Business School*)
8. **Limits of imagination: a comparative study of filters and censorship in texts-to-image AIs.** Ksenia Ermoshina (*Center for Internet and Society*)
9. **Hey Google, We Need Help!" The Need for Regulatory Frameworks to Safeguard the Implementation of Smart Speakers in Families.** Rebecca Wald (*University of Amsterdam*)
10. **AI-Governance for Public Service Media's News Production. A Comparative Analysis between Switzerland, Germany, Finland and France.** Laura Pranteddu and Colin Porlezza (*Università della Svizzera italiana*)

Conference Organising team

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