

AI Nudging

Jim Isaak

29 April 2020

**UMaine Global Impact
Local Relevance**



Quick Bio

IEEE USA

Chair: [Committee on Communications Policy](#) (privacy, security, 5G...)

Member: [AI & Autonomous Systems Committee](#)

IEEE Standards

Member: [The IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems](#)

IEEE Collaboratec

[Digital Trust and Privacy Community](#)

President Emeritus – [IEEE Computer Society](#)

2015 VP, [IEEE Society on Social Implications of Technology](#)

My current focus is on raising awareness of the potential for personal Internet tracking applied to digital persuasion and propaganda

Pervasive, Invasive, Persuasive

- Advertising is a major internet revenue source (Google, Facebook, Amazon...)
 - Individual profiles => optimal targeting (personality characteristics, income, gender preferences, etc.)
 - Message personalization => max impact

- These are targeted AI applications
 - Potentially “Black box”(And unlike SciFi, the AI’s can’t explain)

A Critical AI question

You can fool some of the people all of the time, you can fool all of the people some of the time, but you can't fool all of the people all of the time.

Can you fool a sufficient number of the people a sufficient amount of the time?

Or – can AI driven persuasion substantially impact human agency?

Some relevant resources

- IEEE's AI Ethics work, esp:
[P7008 - Standard for Ethically Driven Nudging for Robotic, Intelligent and Autonomous Systems](#)
- **Online talks:**
 - Zeynep Tufekci on an [AI powered dystopia](#)
 - Michael Kosinski on [analytics & privacy](#)
- **Syllabus resources for my classes in this area**
 - https://is.gd/AI_SM

We'll keep an eye out for you!



▣ www.TechnologyAndSociety.org

www.JimIsaak.com --- SSIT@JimIsaak.com

Society on Social Implications of Technology