

## Workshop proposal for NTAIL - Making AI more understandable

**Who: BBC R&D. Tristan Ferne, Internet & Society team.** We are a multi-disciplinary team of engineers, developers, designers and producers who aim to discover applications and services that deliver new forms of public value on the internet, and infuse public service values into existing technologies.

### Background:

We've been working on how we could make AI and ML more understandable to the general public. Much of the work in the Explainable AI (XAI) research field is aimed at practitioners and policy makers, little at a more general audience. Similarly, very few AI-enabled products explain how and why they use this technology. From our research we've seen users suggest that they would like to know more about AI in a system, but when shown interfaces to explain recommendations they were nonplussed. We also see millions of users frequently using AI-powered apps without a second thought to understanding how they work. As the recent [AI Council Roadmap](#) says...

*"It is about knowing enough to be a conscious and confident user of AI-related products; to know what questions to ask, what risks to look out for, what ethical and societal implications might arise, and what kinds of opportunities AI might provide. Without a basic literacy in AI specifically, the UK will miss out on opportunities created by AI applications, and will be vulnerable to poor consumer and public decision-making, and the dangers of over-persuasive hype or misplaced fear."*

### The workshop:

We would like to use this workshop to work with other organisations to explore creative ways of explaining AI.

- What can we make that demystifies AI for the public, across digital products to education, media, language, imagery and culture?
- How can we help make better mental models of how AI works?
- Can we make people care about understanding AI? How can we show where it touches peoples' lives and affects individuals?
- How can we better show the benefits and limitations of AI systems?
- How can we ensure explaining AI benefits the individual and society, and enables trust in AI systems where appropriate?

We're interested in generating new ideas and finding collaborators to work in this area. We imagine that ideas could include, but not be limited to...

- Playful or game-like experiences that increase understanding of AI
- "Explainers" of AI in various forms, e.g. text, video, animation or graphics.
- Performances or workshops that demonstrate and explain aspects of AI

- Co-design workshops with the general public to develop better ways to make AI more understandable
- Collections of assets for communities or education settings to use

**Outputs of the workshop:**

Public documentation of the problem and challenges, priority areas, project ideas...

Proposals for collaborations