

Ethical and Social Challenges in the Algorithmic Fabric




An Anthropological Perspective Ethical Dimensions of the Information Society

Presented by

Estrategia Latinoamericana de Inteligencia Artificial

Co-hosts



 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation

Co-organizers




unesco
United Nations
Educational, Scientific
and Cultural Organization



WORLD SUMMIT ON THE INFORMATION SOCIETY





“The algorithmic fabric
has a human weft.”

Nick Seaver

What Should an Anthropology of Algorithms Do?
Cultural Anthropology | 2018-08-21 | Journal article

“In the age of digital data,
mathematics has become
the parliament of politics.
The social law has become
interwoven with models,
theorems and algorithms.”

Manifesto (politicallymath.in)



Social-Algorithmic Fabric

Made with Copilot Designer / DALL-E 3 / Fabiana Cunha.



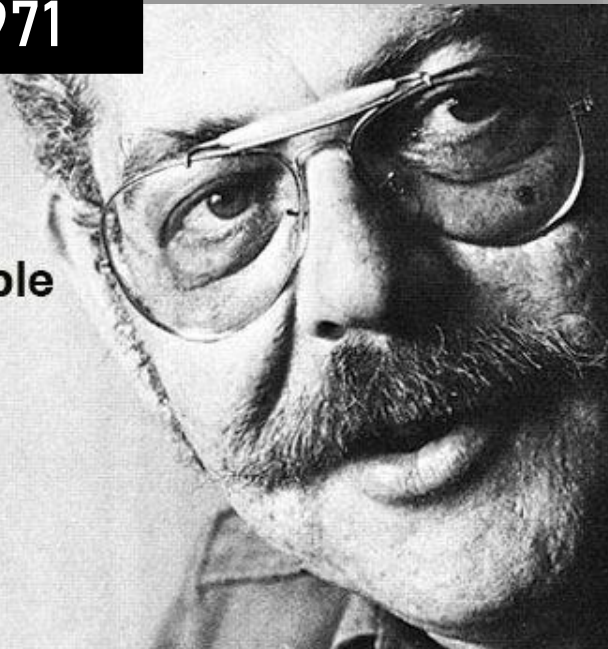
Design, the great enabler

The Age of Design

1971

**“You are responsible
for what you put into
the world.
And you are responsible
for the effects those
things have upon the
world.”**

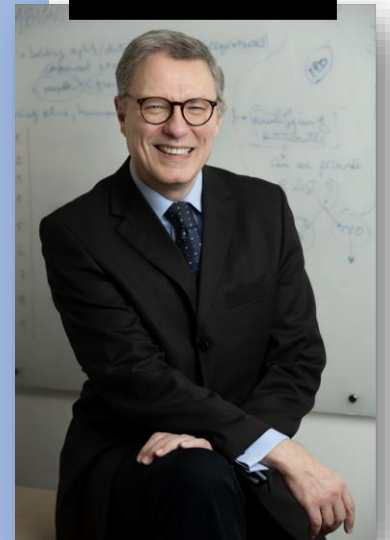
Victor Papanek



2024

**“Digital Technologies,
digital culture, digital
business has transformed
our world and design
is the counter part
of that transformation”**

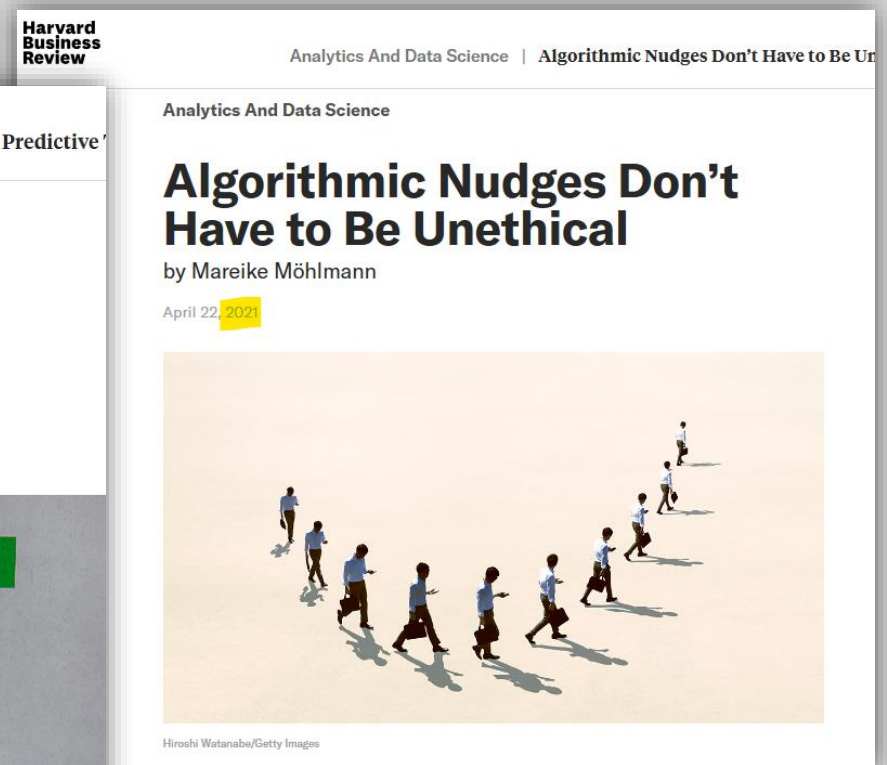
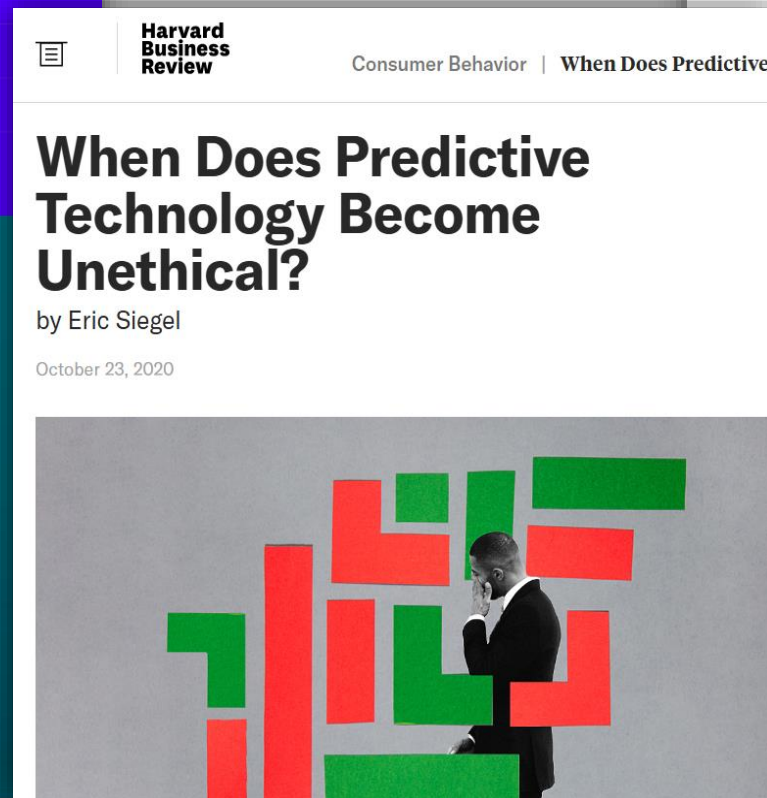
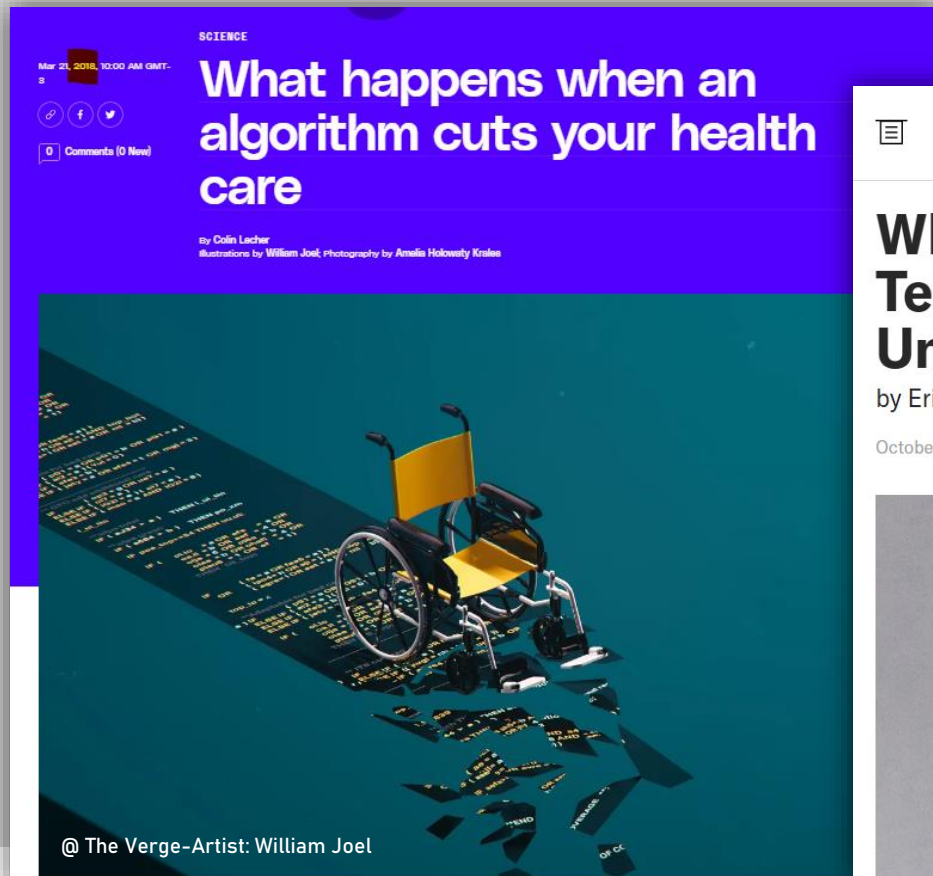
Luciano Floridi





Ethical and Social Challenges in the **Human-woven** Algorithmic Fabric

The Automation of Inequity
and Dehumanization

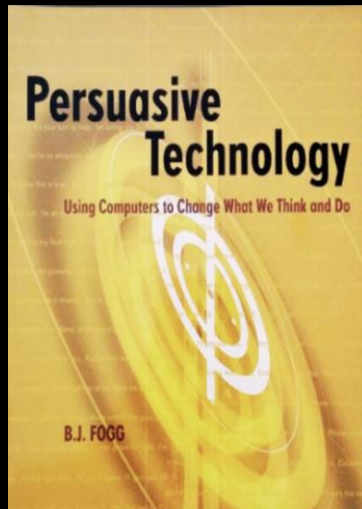




Ethical and Social Challenges in the **Human-woven** Algorithmic Fabric

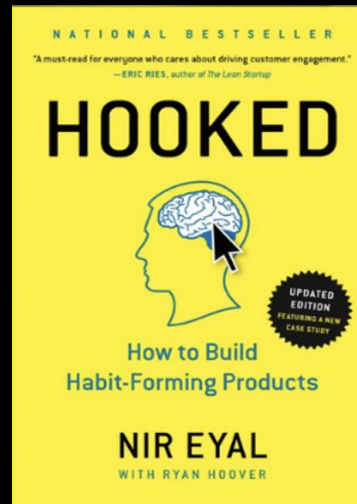
In 3 Books

2003



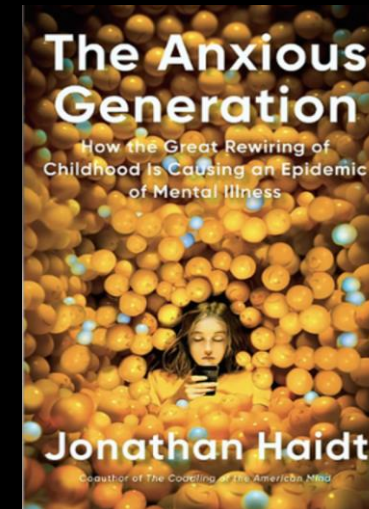
PERSUASIVE
TECHNOLOGY

2014



PERSUASIVE
DESIGN

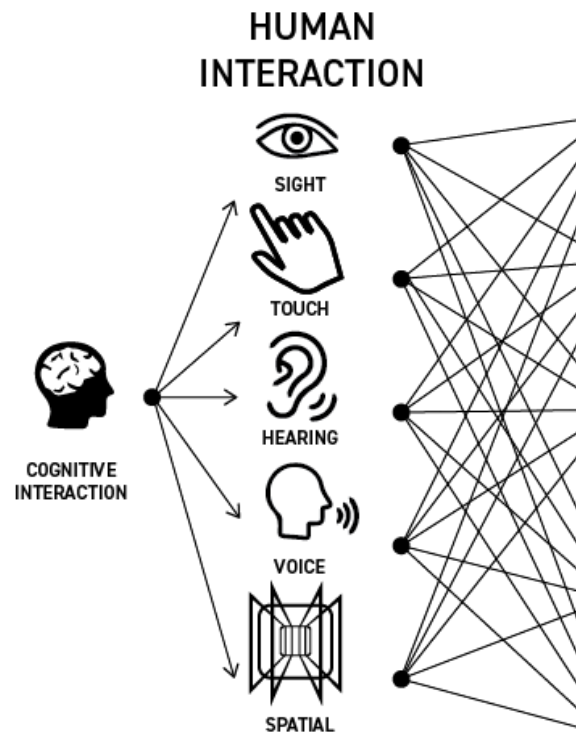
2024



UNETHICAL
PERSUASIVE TECHNOLOGY
PERSUASIVE DESIGN



INTERACTION DESIGN PARADIGMS

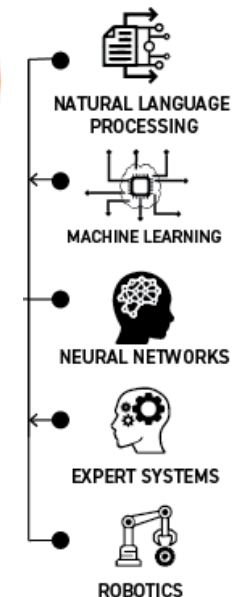


**BRIAN
PFAFFENBERGER**

Towards an Anthropology of Technology
(1988)

**Any technology is a set of
social behaviors and a
system of meanings**

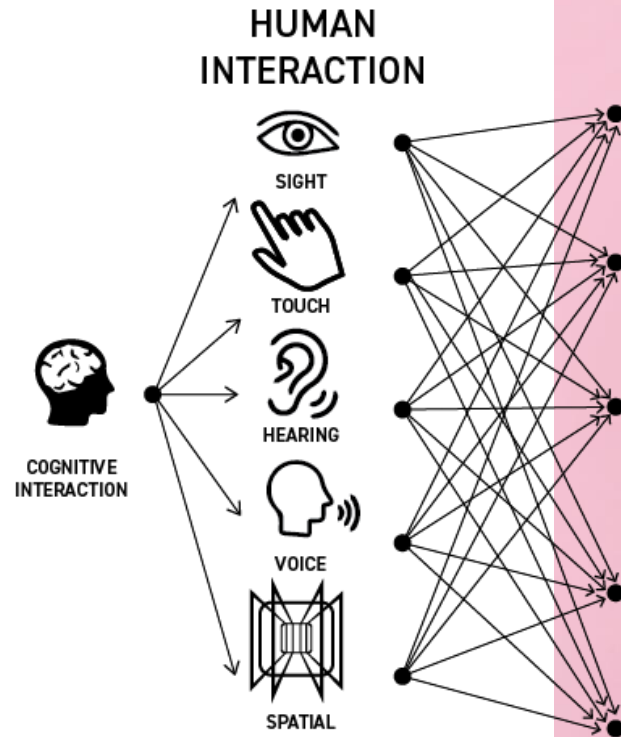
ARTIFICIAL INTELLIGENCE



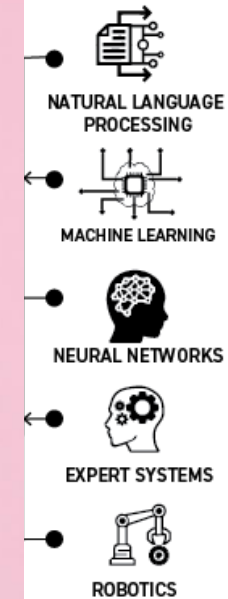
**MADE BY
HUMANS**



WORLD SUMMIT ON THE INFORMATION SOCIETY



ARTIFICIAL INTELLIGENCE



WHEN EVERYTHING WE DO
IS SUPPORTED OR AUGMENTED
BY TECHNOLOGY



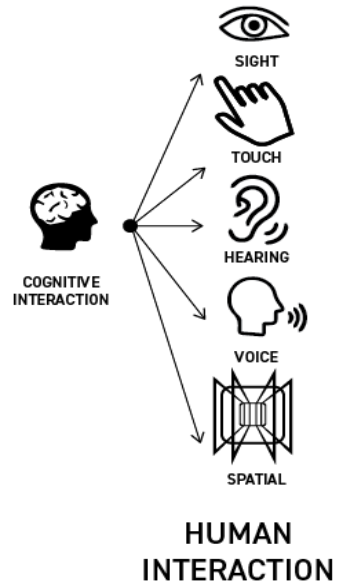
Digital Hermeneutical Injustice

Can you fully understand
your own digital experiences?

What will it mean to be human when everything we do is supported or augmented by persuasive technology and design?

INJUSTICE: asymmetry of information, knowledge, wisdoms towards a cohesive tapestry of shared understanding

HERMENEUTICAL: lack of algorithmic, computational, design languages to be able to understand and articulate one's own DIGITAL experience.



Interpretative
vacuum of users

prevents them from
interpreting their
digital experiences

because they lack
the cognitive tools
to do so



HARDWARE

SOFTWARE

ARTIFICIAL
INTELLIGENCE



4 **Proposals** to generate **collective interpretation resources** for the information society

1. Quality Seal for Ethical AI
2. Comprehensive Digital Literacy – Ethics Literacy Program (A two-way street)
3. Algorithm Transparency Toolkit
4. Global South Network: Ethics for All
 - Ethical AI | Ethical Algorithms | Ethical Design

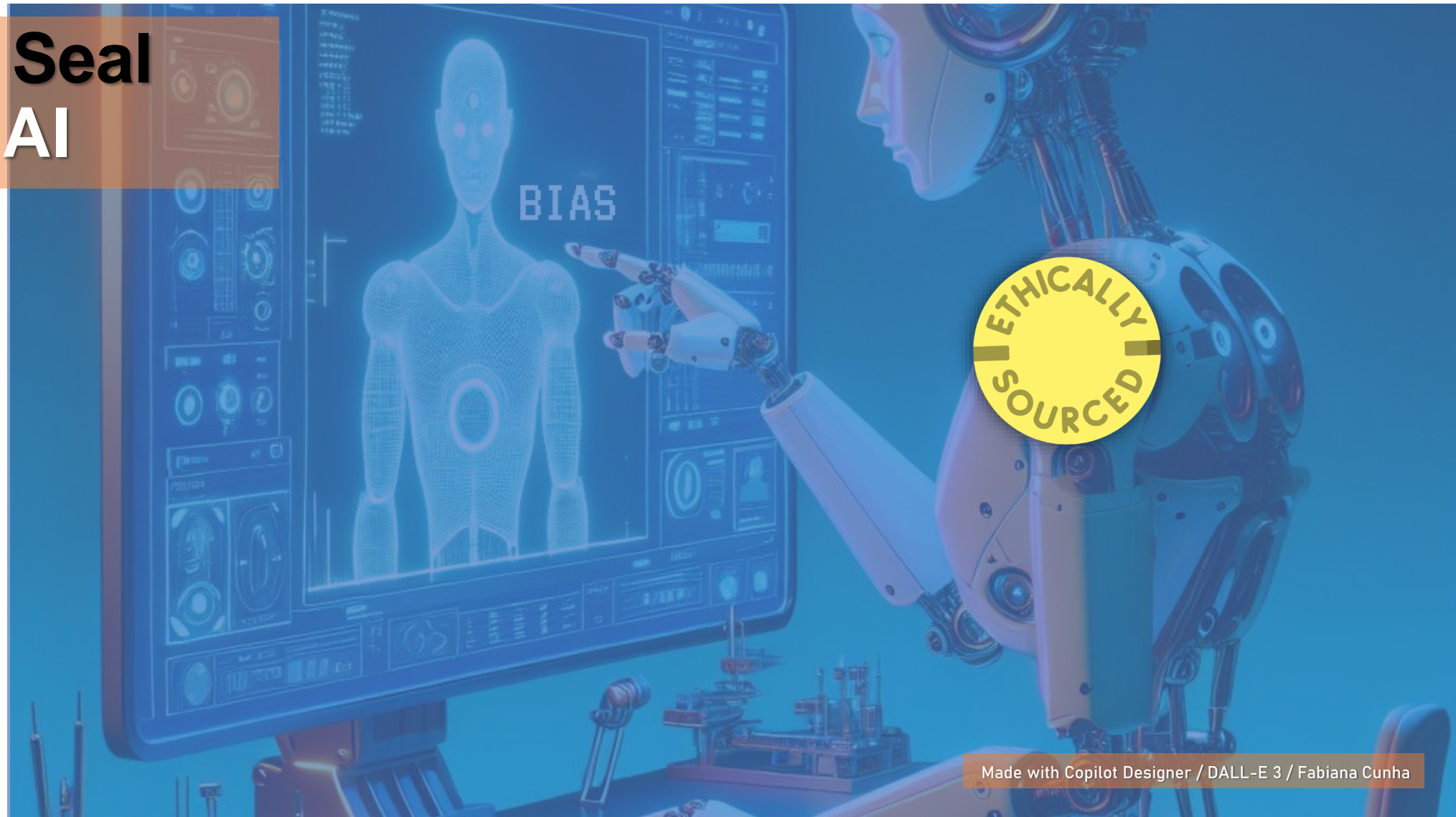


WHEN EVERYTHING WE DO
IS SUPPORTED OR AUGMENTED
BY PERSUASIVE TECHNOLOGY
AND DESIGN



collective interpretation resources: Proposal 1

Quality Seal Ethical AI





collective interpretation resources: Proposal 2

Comprehensive Digital Literacy – Ethics Literacy Program

For Users,
Public Agents,
and the HCI field





collective interpretation resources: Proposal 3

Algorithm Transparency Toolkit

Can you make informed decisions
if you don't know or don't understand
what's inside the package?

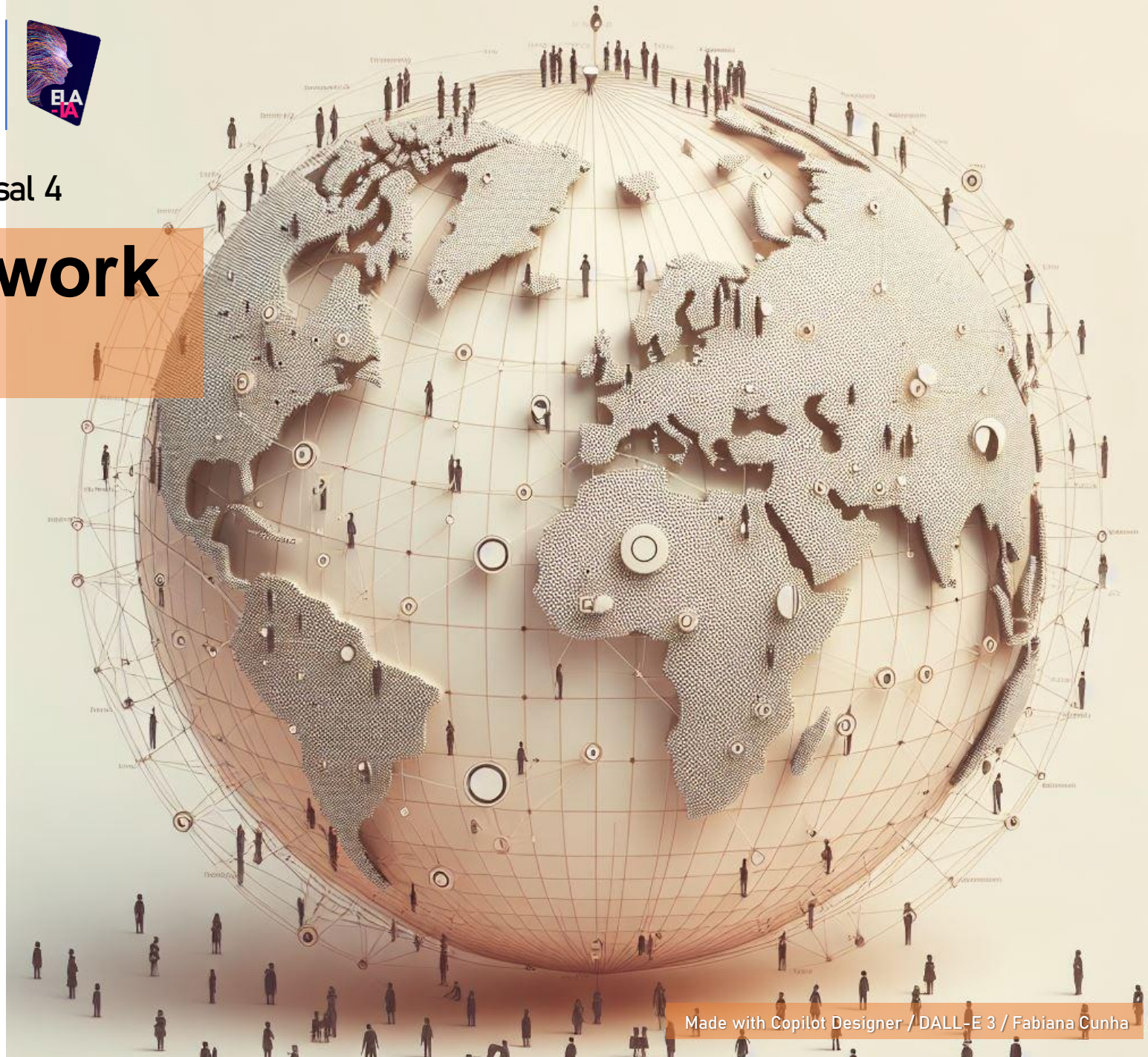




collective interpretation resources: Proposal 4

Global South Network Ethics for All

- ✓ Ethical AI
- ✓ Ethical Algorithms
- ✓ Ethical Design





Let's Talk!



A Conversation on:

- Collective Interpretation Resources | 10 min
 - What can organizations and governments do to bring this proposal to life?
 - Choose one of the ELA-IA proposals
- How can we sustain this conversation beyond today's session? | 10 min

Our Call to Action Agenda

- Working Groups (2024 3Q via Zoom)
 - Quality Seal Ethical AI
 - Comprehensive Digital Literacy – Ethics Literacy Program
 - Algorithm Transparency Toolkit
 - Global South Network Ethics for All

Thank You



WSIS+20 FORUM
HIGH-LEVEL EVENT 2024

27-31 May 2024
Geneva, Switzerland



<https://ela-ia.org/>

contato@ela-ia.org

Our founding members and associates:

Ilara Hämmerli

Hernán Poblete

Fabiana Cunha

William Waismann

Priscilla Matsushita

Luiz Joaquim Nunes

Angélica Baptista da Silva

Leandro Modolo

Crístyny Almeida

Aluísio Gomes da Silva Jr.

Antônio Martins

Henrique Pinto Coelho

Elen Nas

Ricardo S. Kaminski

Ives da Silva Duque

Raul Nascimento

Cristian Arão

Ana Regina Rêgo

Sérgio Camargos

Claudia Gorini

Luiz Sérgio Canário

Doralice Severo da Cruz

José Antonio Iturri

Giselle Machado

Olivio Souza Neto

Luis Eduardo Tavares

Pamela Petruska Gatica Ramírez