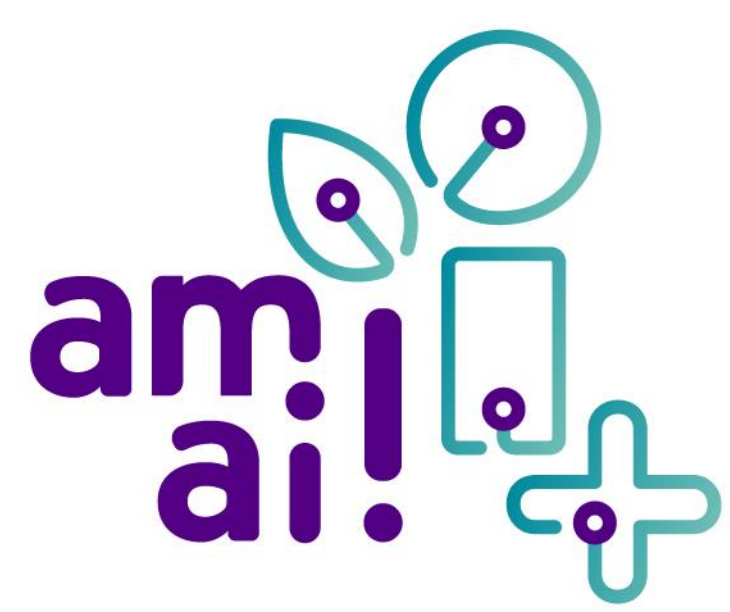




Amai!: Bridging Voices in AI Development!

A Mission-Oriented Participatory Approach

Annelies Duerinckx¹, Karen Verstraelen¹, Jef Van Laer¹, Isaak Vandermaesen¹, Charlotte Vandooren³,
Michiel Vaes², Carina Veeckman², Neena Singh², Pieter Duysburgh²

¹ Scivil (Flemish Knowledge Centre for Citizen Science), Leuven, Belgium

² Knowledge Centre Data & Society, imec-VUB-SMIT, Brussels, Belgium

³ Brightlab, Leuven, Belgium

Amai!

("Oh, my!" in Flemish)

- Goal = **give citizens a voice** in AI research and development
- Method = **participatory approaches** in each phase from idea to application
- **Outreach** component of Flemish AI Action plan

General approach:

- **Insight:** How is AI part of our lives?
 - Why should you care about AI?
 - What do you need to know about AI?→ **Science communication**
- **Ideas:** What should AI be used for?
 - Capture how citizens think about AI and what is important to them.
 - Involve them in all steps of the process→ **Citizen science**
- **Impact!** We give consortia a chance to make citizens' ideas come true
 - Funding call
 - Projects with a citizen science approach

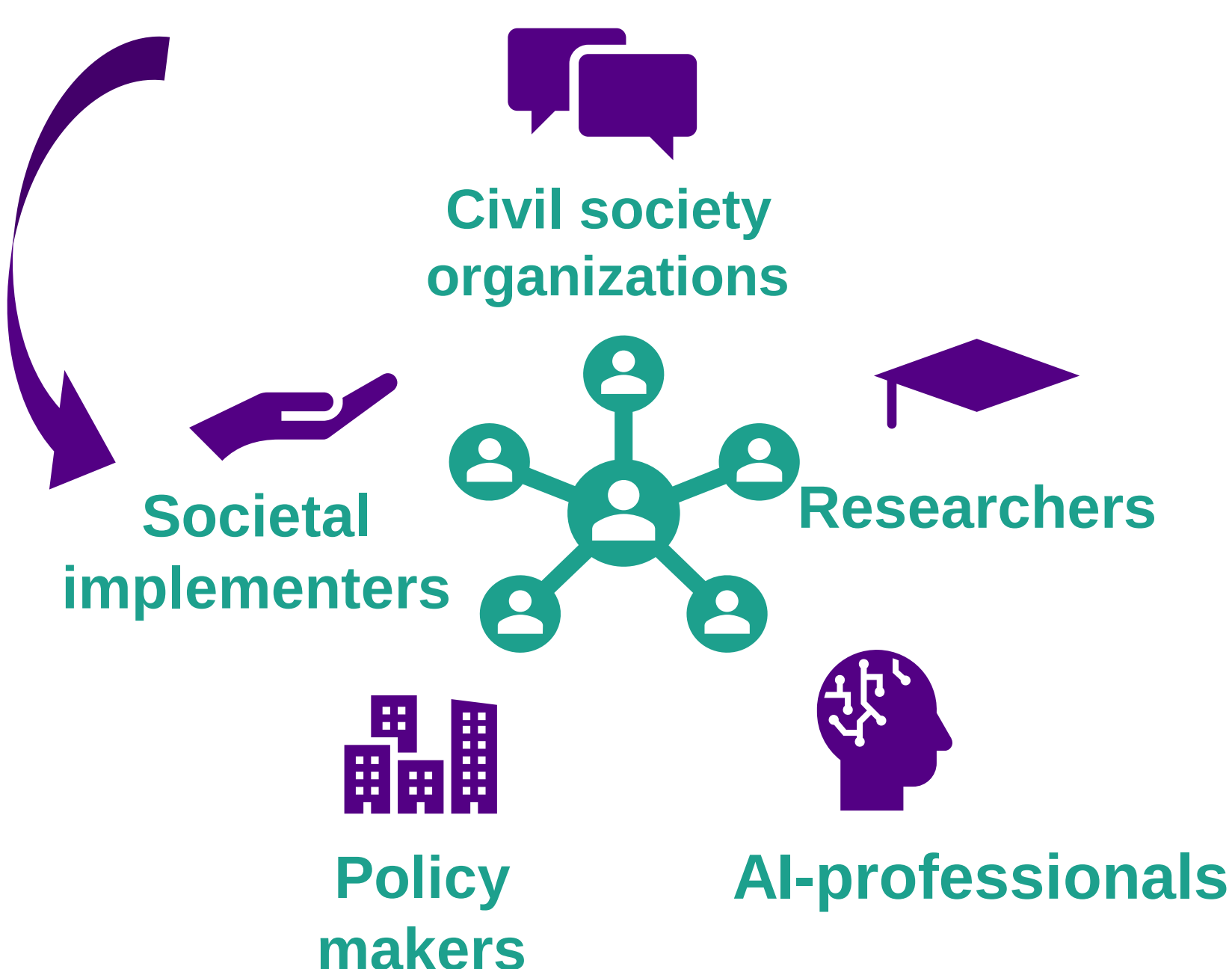
Focus on **4 societal themes**:



Mobility – Climate – Health – Work

Target audience: "societal implementers":

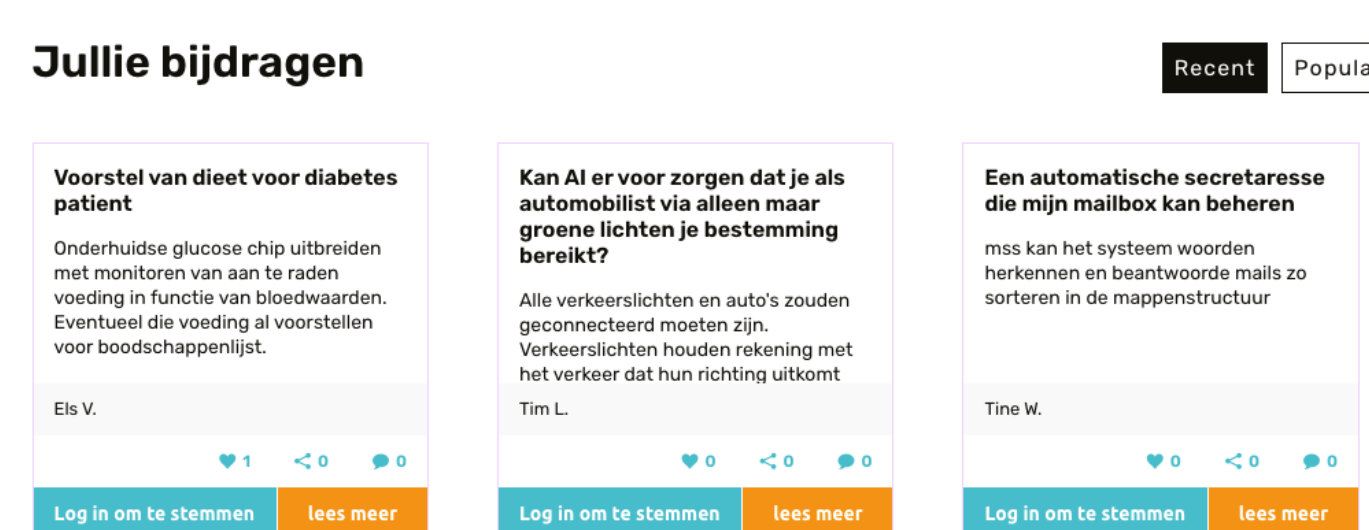
- Little interest in technology
- Highly engaged by societal issues



Involve citizens in each step of the process

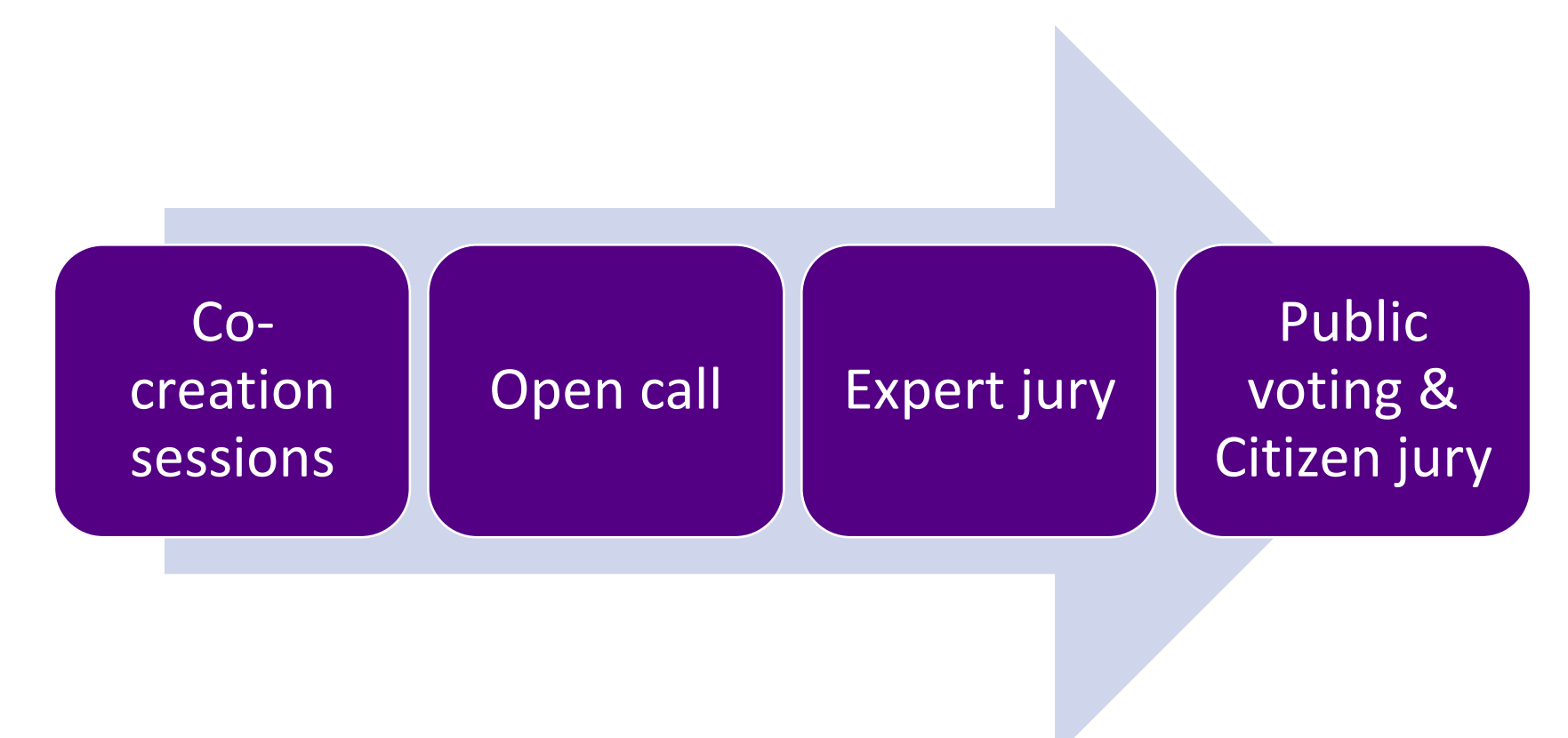
1. Collecting research questions

- **Accessible information**
Stories that connect to daily lives of citizens
e.g. Sara's spamfilter, Julie the oncologist
- **Fun elements** to lower barriers:
Social media test: AI in the supermarket
Interactive wall for events
Card game about AI
- **Broad communication** to general public:
social media campaigns
media partnership with radio and newspaper
- **Guided conversation** leading citizens to formulate their ideas on AI
+1000 ideas collected
Go where the people are (festivals, markets)



3. Open call for proposals

- Proposals **start from an idea of a citizen**
- **2 stage application process** with in between feedback, matchmaking and support
- Funding call open for **mixed consortia** consisting of:
 - non-profits and **civil movements**
 - local governments
 - knowledge institutions
 - IT-companies
- **Selection** of projects
 - 1) Jury of experts assessing quality
 - 2) **Citizens have the final voice:**
 - large scale **public voting**
 - **citizen panel** to check societal impact



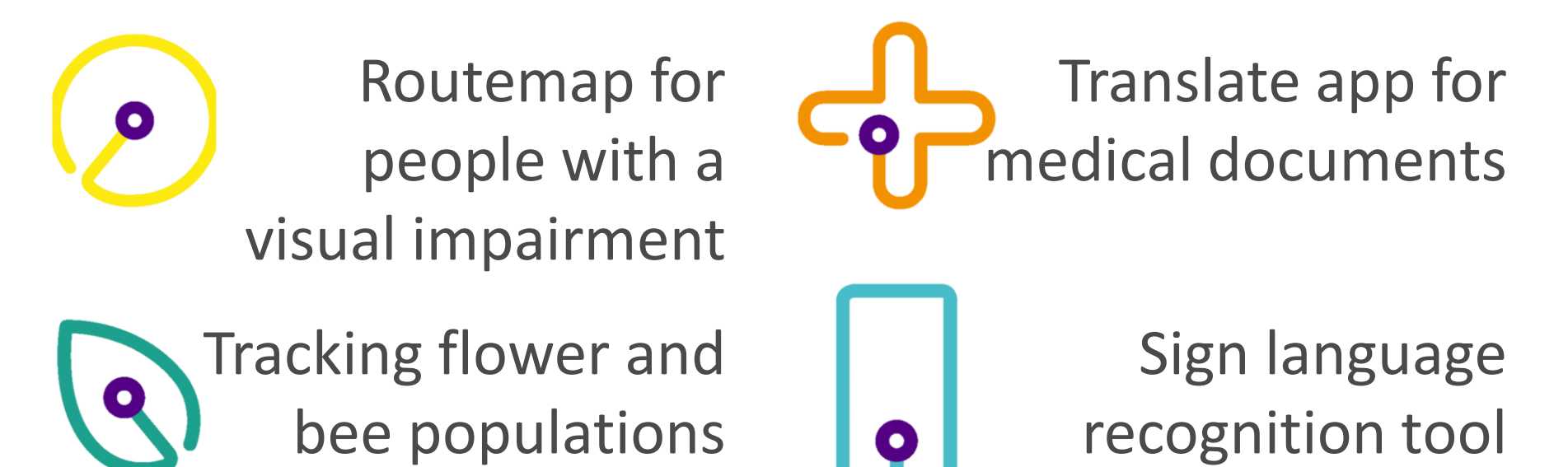
2. Co-creating solutions

- **Clustering** of ideas
e.g. all ideas on personal planning
- **Co-creation sessions:**
 - bringing together **quadruple helix actors**: citizens, experts in societal challenges, AI professionals and policy makers
 - **defining scope** of issues and requirements for solutions
 - **networking** opportunity in preparation of project call

34 clusters of ideas



4. Developing solutions with citizen science approach



- **Citizens** involved in development: e.g. focus groups, collecting data, annotating data...
- **Overarching support** for funded projects:
 - Community of practice
 - Integrated communication and outreach
 - Workshops on specific themes

Success elements



Activities

- **Several target groups**
 - educational material for people with low literacy levels
 - Outreach events in low technology-areas
 - idea booth for events
 - info-, brainstorm- & train-the-trainer-sessions
- **Card game:** build your AI-solution!
 - AI-solutions based on ideas from citizens
 - collect all the cards needed
 - also cards about ethics, law...
 - for +8 year olds, to play at school or at home