

Activity 1.4: Are we speaking the same language?

Duration: 30-40 minutes (depending on the number of Artificial Intelligence (AI) media stories - see below)

Aims:

- To explore the challenges around language and meaning when communicating with different stakeholders
- To provide examples of communicating basic concepts such as data, information, algorithms, AI and AI models to communities
- To raise awareness of where AI and data driven technologies are used in everyday life through story telling

Requirements:

Slides (see resources), large screen and projector

Activities:

The PowerPoint presentation addresses the three aims of the session and guides the activities for the session.

The session is designed to be interactive. For example:

- Slide 8 will involve the facilitator asking the audience - 'Can you explain what Artificial Intelligence is in 30 seconds to a wide variety of different humans who have different lived experiences of AI and data driven technologies?'
- Slides 10 to 18 provide a few examples of how we have explained and discussed concepts with communities. We have included these based on community member feedback – but remember, each community is different.
- Slide 20 outlines the storytelling activity using a wide range of examples. Use as many or as few as you like. The aim here is to emphasise how the media portrays the use of technologies and to encourage researchers as a “community” to debate these applications and think about impacted people.

Resources:

PEAs in Pods Training Activity 1.4 - Resource - Are we speaking the same language.pdf

Additional resources:

- Means, Reasons and Opportunities Model for Communication, in: Money D. Thurman S, (2002) Inclusive Communication. Speech and Language Therapy in Practice.
- *Digital Nation 2024*, Good Things Foundation. Sources at: <https://www.goodthingsfoundation.org/policy-and-research/research-and-evidence/research-2024/digital-nation>
- Latham and K. Crockett, "Towards Trustworthy AI: Raising awareness in marginalized communities," 2024 International Joint Conference on Neural Networks (IJCNN), Yokohama, Japan, 2024, pp. 1-8, doi: 10.1109/IJCNN60899.2024.10650957.

Facilitation notes:



- The facilitator will need to take time to familiarise themselves with the slides in advance of the session.
- This activity can be delivered online or in person.
- The stories included within the PowerPoint should be timely, and what is included is a sample only. Google news is a great way to search for recent stories. Facilitators should familiarise themselves with each news story at a high level.