ELSA Impact Tool: An Introduction

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https://ai4sfs.org

Applying Product Impact Tool to the Context of AI

More information about Product Impact Tool: https://productimp acttool.org/en/port al-english/

above-the-head
utopian technology
dystopian technology
ambivalent technology

before-the-eye
guidance
persuasion
image

behind-the-back
side effects
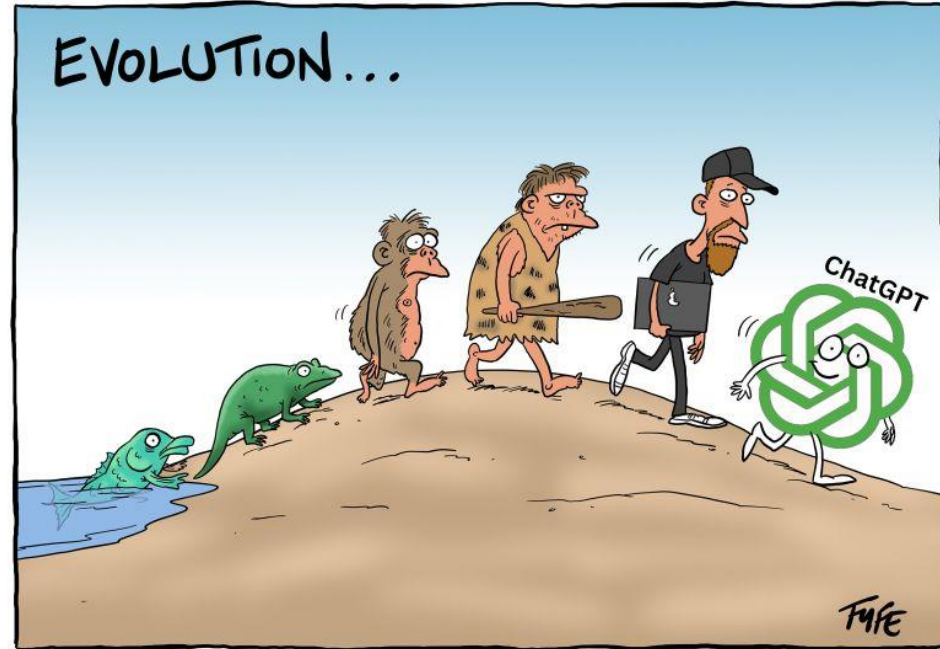background conditions
technical determinism

to-the-hand
coercion
embodied technology
subliminal affect

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First point of interaction: 'Above the head'

- Consider what your assumptions and beliefs around AI technology.

- Dystopian, utopian, ambivalence, techno-solutionism, dataism, etc.

Second point of interaction: 'behind the back'

Type 1: Background condition: Map the physical and organizational infrastructure that maintain AI.
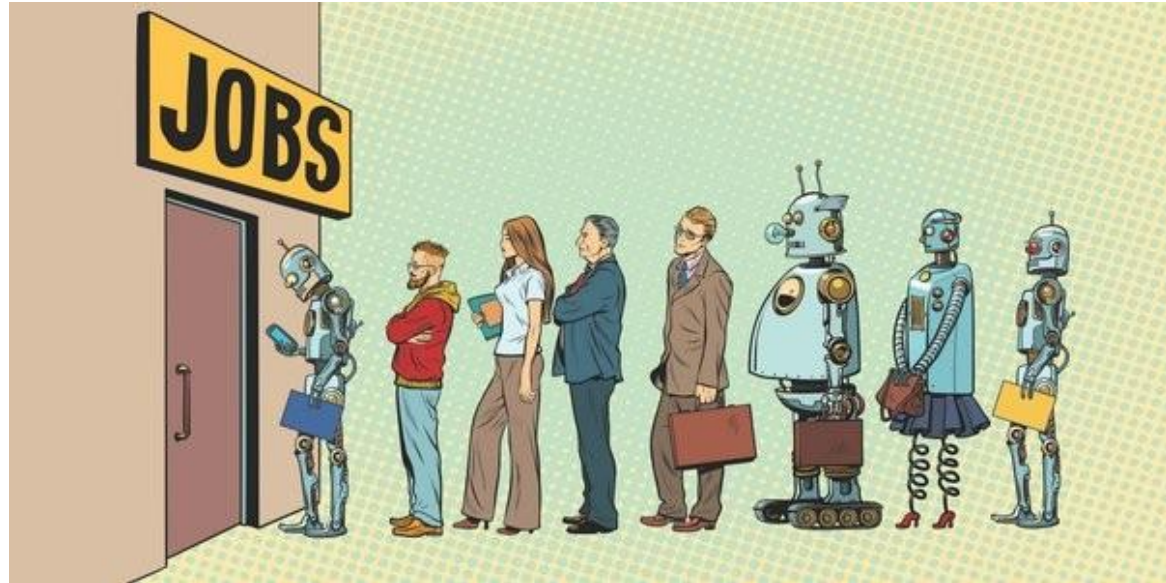
Example: OpenAI Used Kenyan Workers on Less Than $2 Per Hour to Make ChatGPT Less Toxic

Other conditions: data, earth, etc.

Is Artificial intelligence a labour exploitation?

Second point of interaction: 'behind the back'

- Type 2: Side-effects:
  Unintended consequence of
  using AI
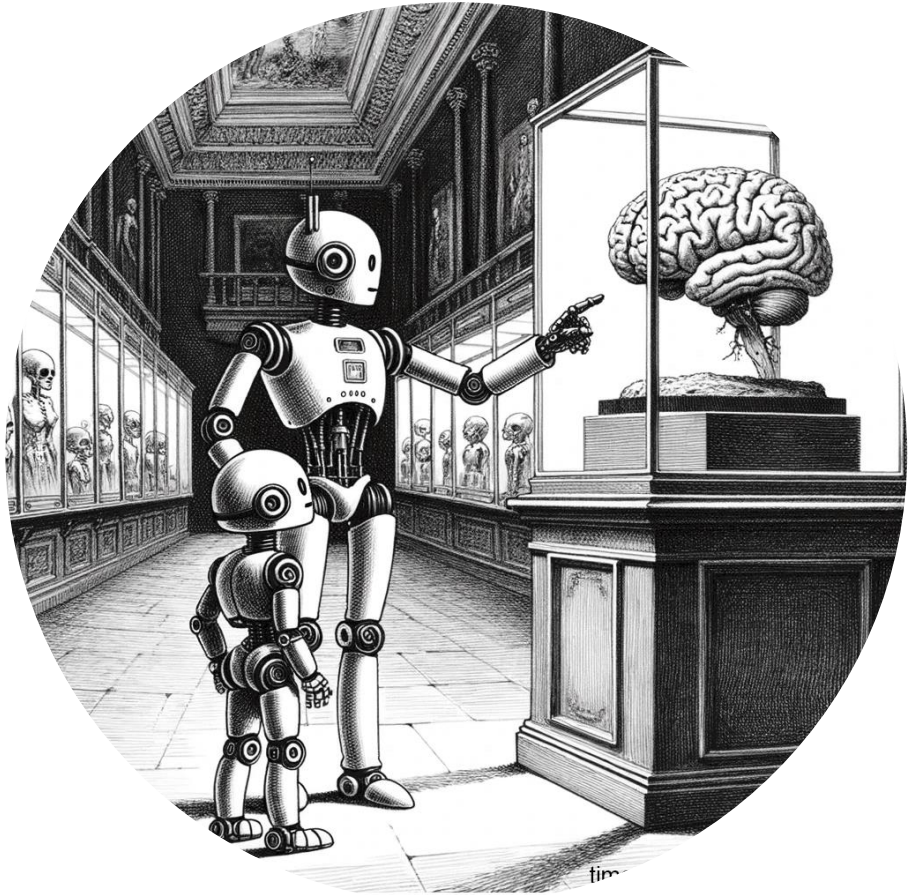
- Examples:

- job displacement

Second point of interaction: 'behind the back'

Type 3: Technical determinism: the feeling of being controlled by AI or AI's out of human's control

Example:

Black-box system of AI

The sudden emergence of ChatGPT

# Third point of interaction: 'to the hand'

Coercion: An AI product enforces a certain behavior or habit.

Example: smart home system: Automate and control lighting, heating, ventilation system etc to enforce energy saving behavior.

Third point of interaction: 'to the hand'

- Hyper Nudging: changing the underlying choice architecture

- Example: Netflix personalized recommendation system
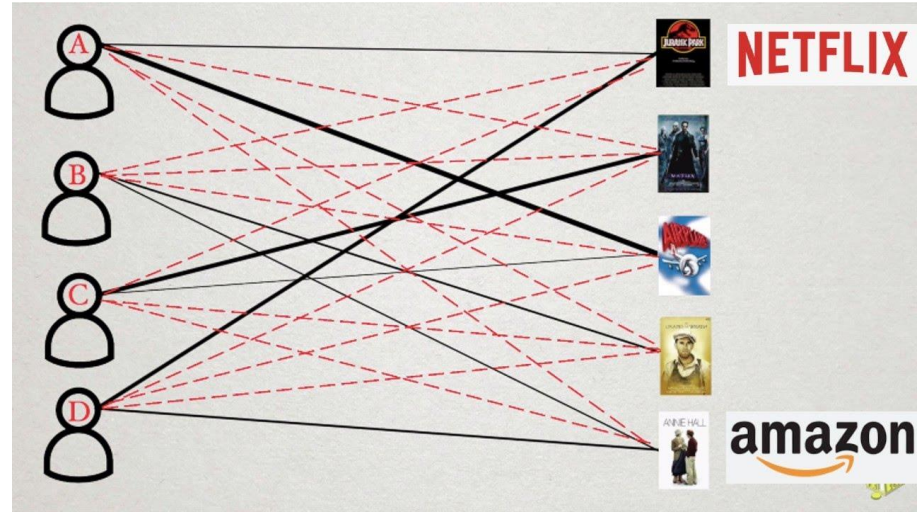
Fourth point of interaction: 'before the eye'

- Explore how AI technologies signal to individuals and how these signs inform decision making or action.

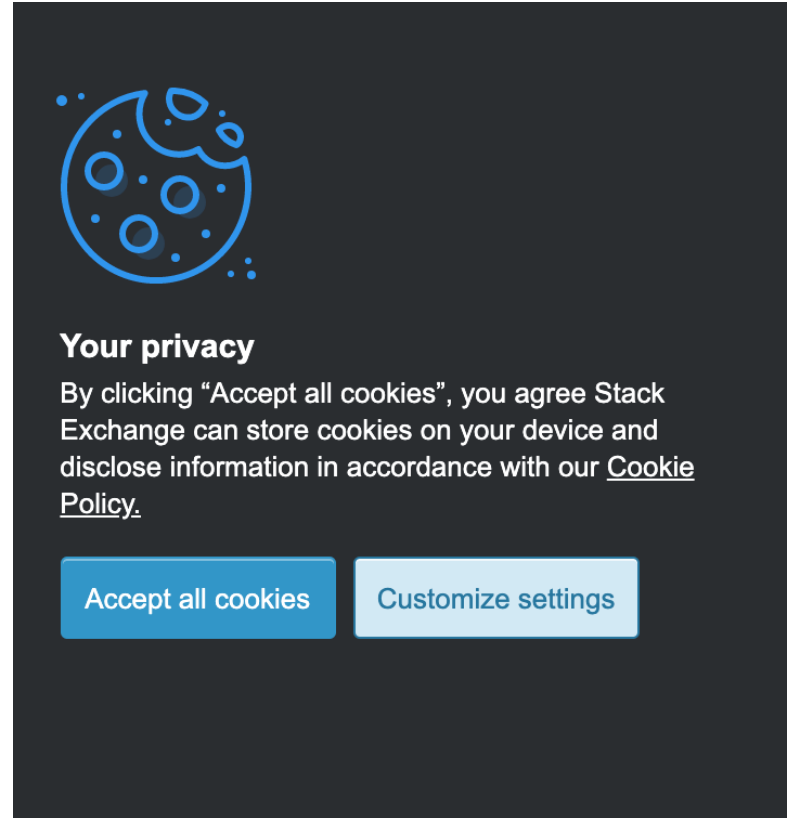- First type: Guidance: Give users instructions about possible use.
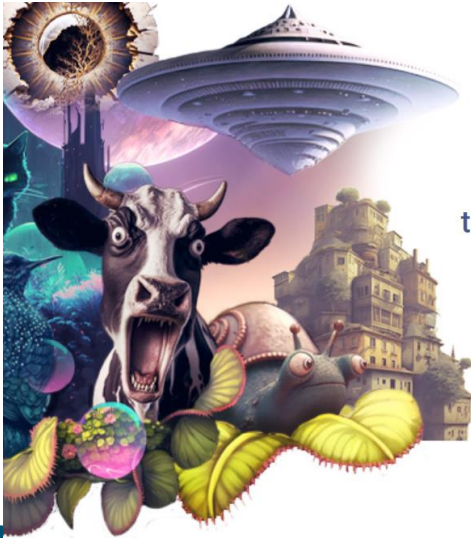
Join the Midjourney community on Discord or the Web, where thousands collaborate to create new worlds, fantastic characters, and unique imagery from short text descriptions.

Quick Start Guide

Fourth point of interaction: 'before the eye'

- Second type: Persuasion: Use visualized images and text to influence users' decision-making process.

- Example: The blue color of 'accept all cookies'.

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The application of ELSA Impact Tool

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