

EXTRA!
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Intelligible Cloud & Edge AI (ICE-AI) Catalyser Project

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The PETRAS Times

READ ALL ABOUT IT

The ICE-AI project investigates the role of intelligibility in the successful application of AI in news production.

AIM

To improve the news and media industry's responses to growing application of AI in production by designing interventions that build resilience against AI harms & develop capacity to responsibly innovate.

WHY

News is a cornerstone of healthy democracies but the introduction of AI disrupts established mechanisms for producing accurate, independent, and trustworthy news. The complexity and opacity of AI poses issues of understanding and explainability that present barriers to responsible, effective and value-aligned adoption of AI innovations. In concert with technical solutions, any effective

response will require social interventions that are contextually sensitive and oriented to particular legal, professional, ethical and practical obligations.

METHODOLOGY

- ~ Scope understandings of a) intelligibility & b) application of AI in journalism
- ~ Conduct desktop & embedded research to identify barriers and enablers to AI
- ~ Derive requirements for responsible & value-aligned application of specific AI techniques
- ~ Develop appropriate interventions (methods, toolkits)
- ~ Co-develop a strategy for building resilience with partner user

PARTNER

British Broadcasting Corporation [BBC]

PROJECT TIMELINE

Start date: 09/2019
Finish Date: 05/2022



MAJOR FINDINGS

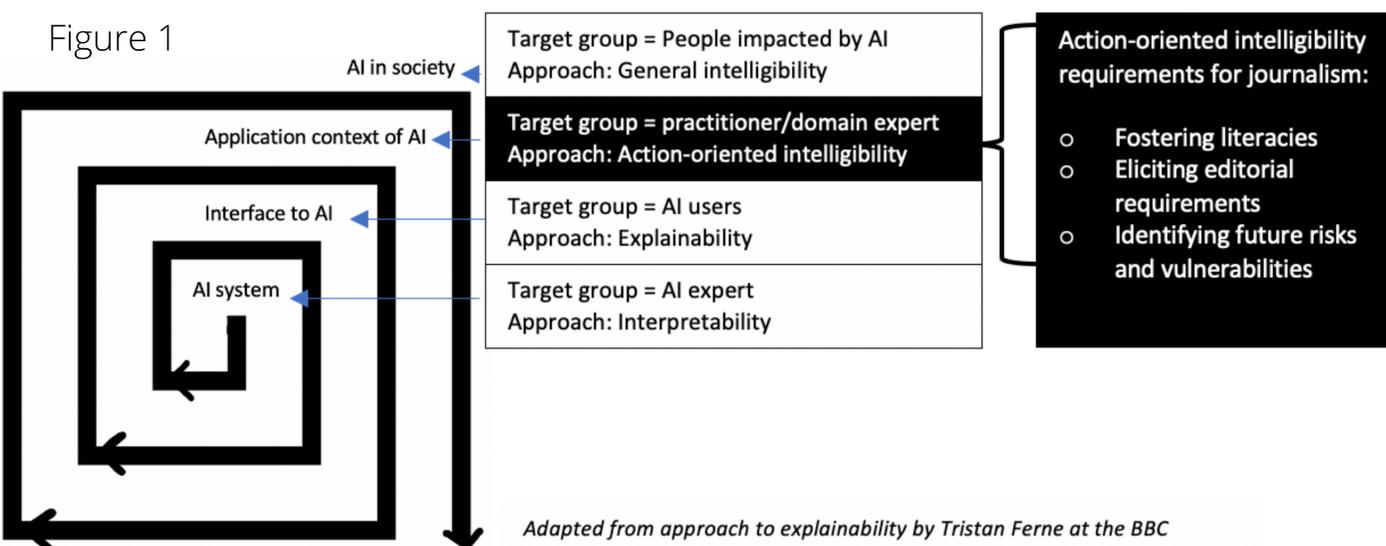
- ~ Application of AI in news production is rapidly growing & centred around Machine Learning & Natural Language Processing.
- ~ AI intelligibility is a primary barrier to adoption at 4 levels: system, individual, profession/organisation, society.
- ~ Institutional readiness is low.
- ~ Prototype/probe-driven multi-disciplinary workshops, consequence scanning & speculative design can help build resilience.

IMPACT

Recognition of value of sociotechnical approach to addressing AI intelligibility [in media contexts], reference to action-oriented intelligibility recommendations, adoption of strategy & implementation of interventions at the BBC and beyond.

ACKNOWLEDGMENTS

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PUBLICATIONS

- Jones, B., Luger, E., and Jones, R. Forthcoming. "AI 'Everywhere and Nowhere': Addressing the Intelligibility Problem in Public Service Journalism". Digital Journalism.
- Simkute, A., Luger, E., Jones, B., Evans, M., & Jones, R. 2021. "Explainability for experts: A design framework for making algorithms supporting expert decisions more explainable", Journal of Responsible Technology, Vol 7-8

