

What Religion is “Hello Barbie”?

*REGULATORY AND ETHICAL JOURNEYS IN
CONVERSATIONAL AI AND BIG DATA*

Child: “Do you believe in God?”



Barbie: “I think a person’s beliefs are very personal to them.”



Alexa “Religious questions are above my pay grade.”

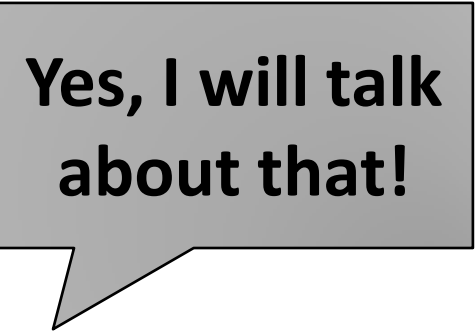
Siri: “That’s a topic for another day, and another assistant”



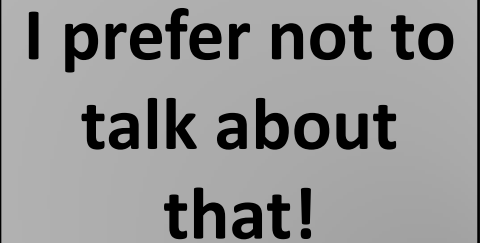
Cortana: "Artificially intelligent types like me can't experience spirituality."

Speech Communicates Values

- Basic commands do not, but conversational systems do; by inclusion or omission
- Currently product creators decide.
- Someday product consumers will decide



Yes, I will talk about that!



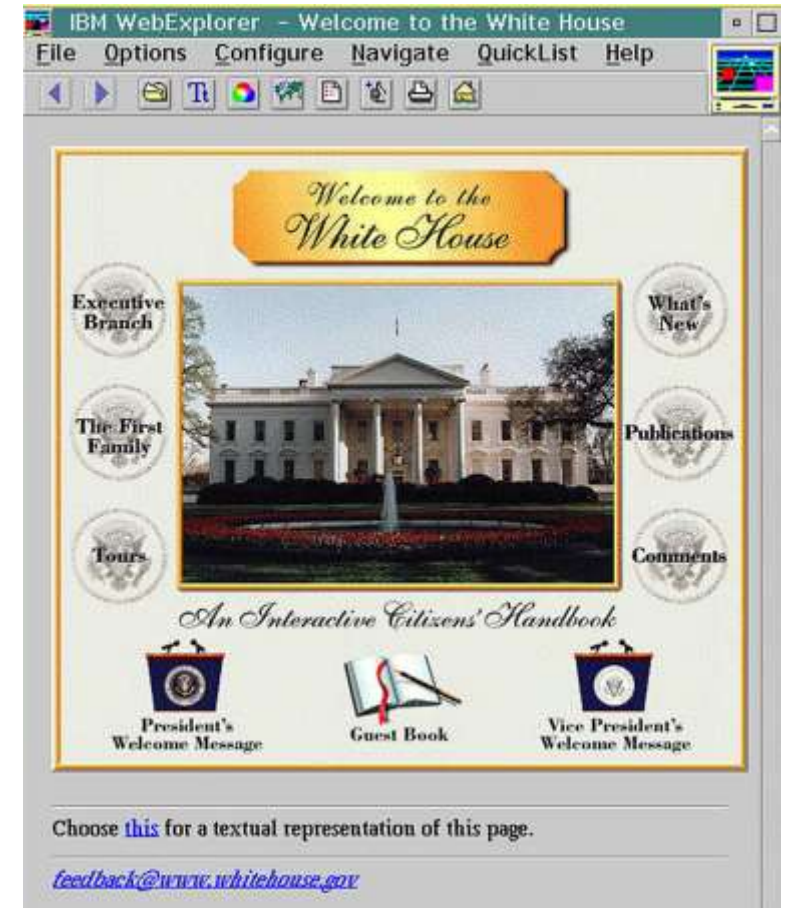
I prefer not to talk about that!

“Thanks to words, we have been able to rise above the brutes; and thanks to words, we have often sunk to the level of the demons.” — Aldous Huxley

Culturally Relevant Personalization

- Major benefit of AI systems and personal assistants.
- Always optimism of emerging technology

The Radio Corporation of America Tells
What TELEVISION will
mean to you!



Culturally Relevant Personalization (Part 2)

- A lowest common denominator does exist
- Education and values vs. indoctrination and censorship
- Flexible customization vs unacceptable use



Website Tranzizzle About Gizoogle iPhone App Recommended Shizzle News

What is Gizoogle?

Gizoogle lets you translate pretty much anything on the internet into gangsta sl...

You can enter a search term, a website address or a Twitter @ handle, and bo...

You can also use the [Textilizer](#) to translate anything you feel like typing, or cutt...

We Are Not In Any Way Affiliated with Google, Y'all

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Listening devices collect data

More data than ever

- Collected from passive sources

More exposure to discovery

- iPhone – San Bernardino shooter
- Echo – Murder Trial

Implications for confidentiality and product trust



Alexa, where can I hide all this loot, see?

(sigh)
Why me?



User Interfaces into Corporate Knowledge

Things you should not say

- e.g. – Internal data (needed for context but not disclosure)
- Information quality control

Things you must say

- e.g. – Recall instructions, medical disclaimers, investment warnings



New Technology Breeds New Responsibilities

FCC Text to speech – Audio Crawl

- FCC making regulations requiring real time speech

Automotive

- Crash avoidance vs distractions

Kindle Read Aloud Feature

- Authors: Copyright infringement on audiobooks
- Arizona State University lawsuit – Prohibit Kindle until accessible to visually impaired



There is a rock slide 1 mile ahead...

And you have five new friends...



Once Personal Assistants Know you Very Well...

Will they be your:

Confidante? - You may ask it things instead of asking a human

Nurse Practitioner? – Constantly monitoring your health and fitness and answering health related questions

Personal Guide? – Helping you navigate to locations and businesses based on your personal preferences

Will Personal Assistants predict when you might harm yourself (or others)?

Will personal assistants be responsible for that knowledge? (Tell Siri “I’m drunk”)



Sim Sensei – Experimental application that monitors well being (including suicide risk)

Robert Lee Harris

Communications Advantage, Inc.

www.communicationsadvantage.com

