

THE CULTURE OF TRUSTWORTHY AI

Venice 2-3 September 2021

AI4EU

Working Groups

A European Survey on AI and Ethics.

Key factors in building AI trust and awareness across European citizens.

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01 — Introduction —



The working group

*The goal of this group is to **understand and increase people's awareness of AI capabilities and ELSEC issues.***



About us

Participants: 6 participants from interdisciplinary area (CS, Philosophy, HCI, Communication, Engineering, Psychology)

Meetings : 12 Nov 2020 – ongoing. 1-2 meeting at months

Activity: Citizen consultation survey

Our contribution

We try to fill a gap
by create a survey:



- That gathers the opinion and represents the EU on AI.

- That assesses citizens' awareness of recent EU initiatives (GDPR, Ethic Guidelines etc.)

- Offers insights of citizens' priorities and opinion of AI



02 — AI4EU Citizens — Consultation

We interviews **4000 European Citizens** in **8 EU countries** (500 for each country) to gather their opinion on ethics and AI on this topic: ***AI Awareness, AI Attitude*** and ***Trust in AI.***

Our categories

We defined three key-factors relevant to investigate:

AI AWARENESS

A set of questions to analyze people's **self-reported knowledge of AI** and understanding of **its impact on their life**.

7 items

AI ATTITUDE

A set of questions focuses on the citizen' **approach toward AI** and their interest to **improve their current knowledge** on the subject.

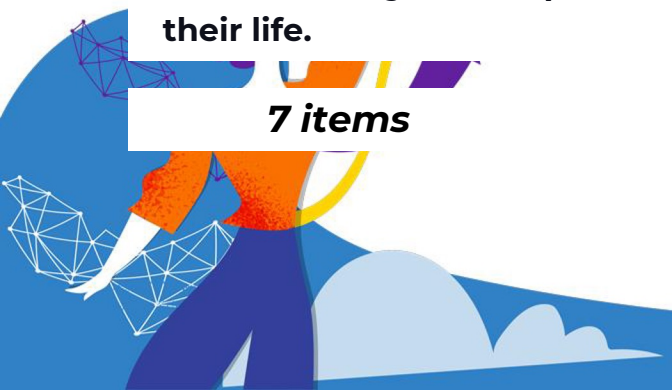
5 items

TRUST IN AI

A set of questions to assesses the **trust of citizens towards AI** and possible **entities to ensure its correct use**.

4 items

16 Questions total



Working Groups on Social Awareness

Countries Involved

Italy

Germany

Spain

Romania

Poland

France

Netherlands

Sweden



Our sample

Age span

18-34 y.o.

35-54 y.o.

55-75 y.o.

**Balance
age**

**Age
18-75**


**4000
people**


**Balance
regions in
countries**

**Balance
gender**



Our definition

 **Artificial intelligence (AI) refers to computer systems that can perform tasks *that usually require intelligence* (e.g. making decisions, achieving goals, planning, learning, reasoning, etc.). AI systems can perform these tasks based on **objectives set by humans with a few explicit instructions.****





03

Results

AI awareness

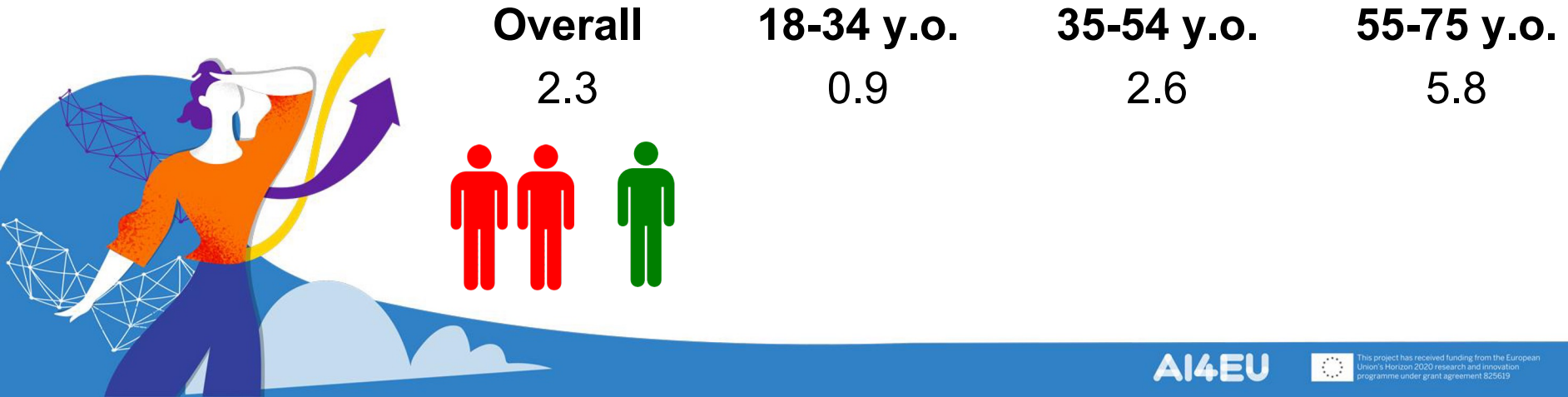


AI Competence

Q. When it comes to Artificial Intelligence (AI) and its impact on society, I feel my competence on the subject would be:

A. Expert, Advanced, Intermediate, **Basic**, Almost none.

Inexperienced: Knowledgeable ratio



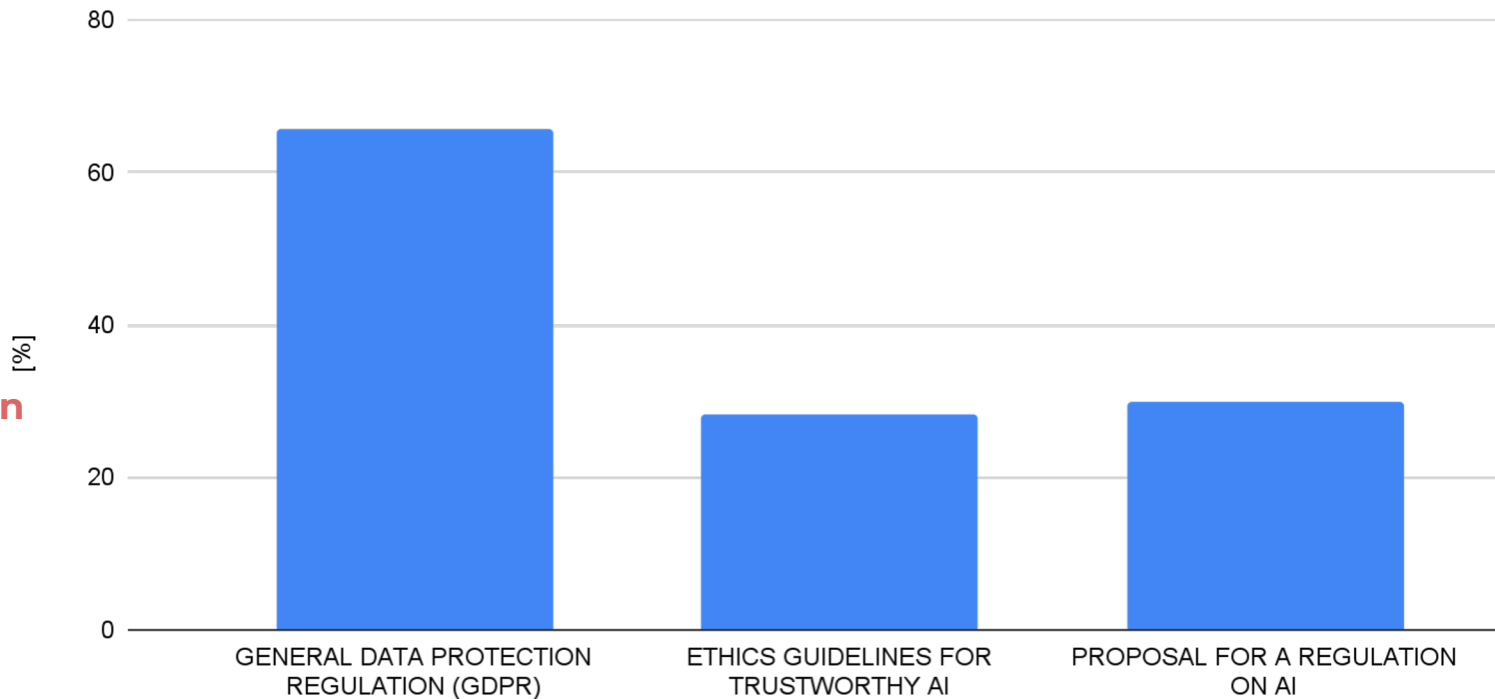
EU Initiatives

Q: Have you ever heard about the following European initiatives regarding AI?

Overall:

66% of EU Citizen are aware of **GDPR**

30% about **Ethics Guidelines** and **AI Proposal Regulation**



Working Groups on Social Awareness

Impact on daily life

Q: To what extent do you feel Artificial Intelligence (AI) and its applications impact your daily life already?

A. A lot, Somewhat, So and so, **Not so much**, **Not at all**.

Impacted: **Indifferent** ratio





03

Results

Attitude towards AI



Attitude toward AI

Q. How would you describe your attitude towards Artificial Intelligence (AI) and its applications?

A. Strongly approve, Approve, Indifferent, Disapprove, Strongly Disapprove.

Approving: Disapproving ratio

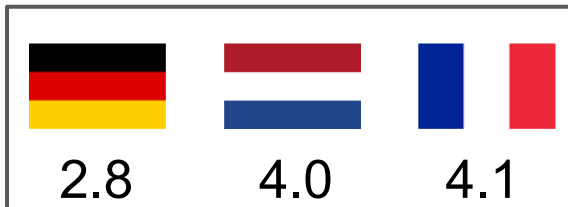
Overall

5.9



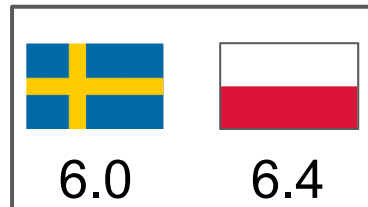
18-34 y.o.

10.9



35-54 y.o.

4.7



55-75 y.o.

4.9

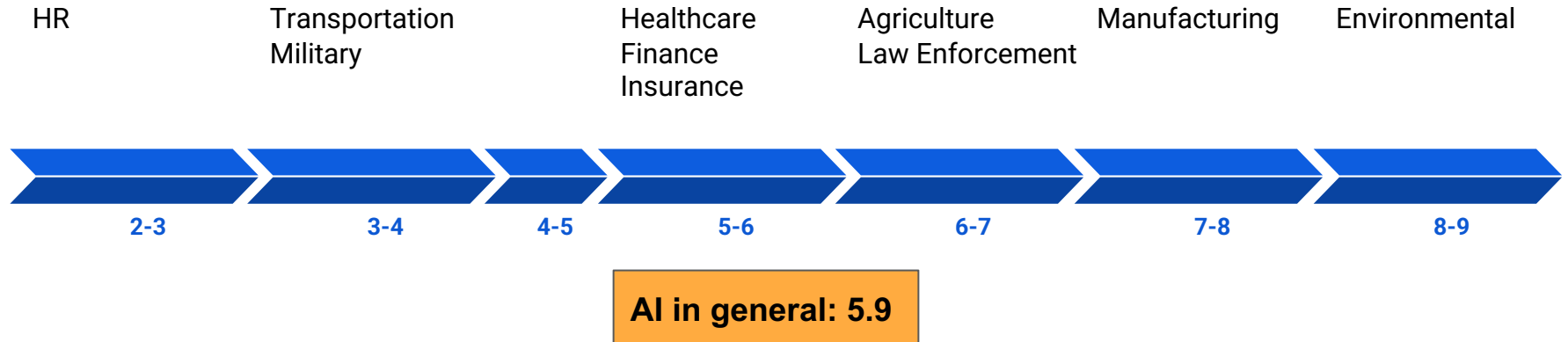


AI Approval by Sector

Q. How would you describe your attitude towards the use of AI in Europe in the following sectors?

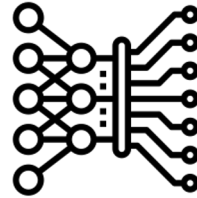
A. Strongly approve, Approve, Indifferent, Disapprove, Strongly Disapprove.

Approving: Disapproving ratio



AI Approval in Specific Scenarios: Job Application

Stage 1



Stage 2



Comfortable:Uncomfortable ratio = 1.7

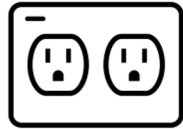
Q: To what extent do you feel comfortable with this process?

A: Very comfortable, fairly, neutral, not very comfortable, not at all.

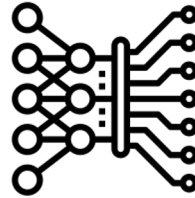


AI Approval in Specific Scenarios: Smart Meter

Consumption



Advice



Comfortable:Uncomfortable ratio = 4.2

Q: To what extent do you feel comfortable with this application?

A: Very comfortable, fairly, neutral, not very comfortable, not at all.





03

Results

Trust in AI

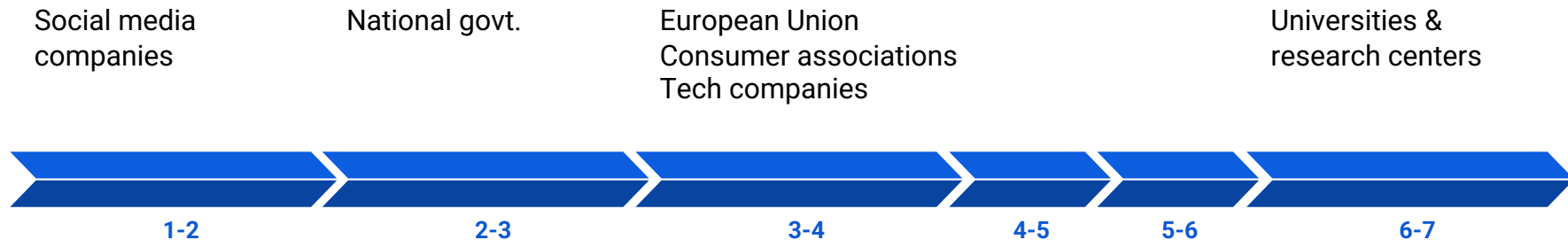


Trust in Specific Entities

Q. How much do you trust the following entities in ensuring that AI is in the best interest of the public?

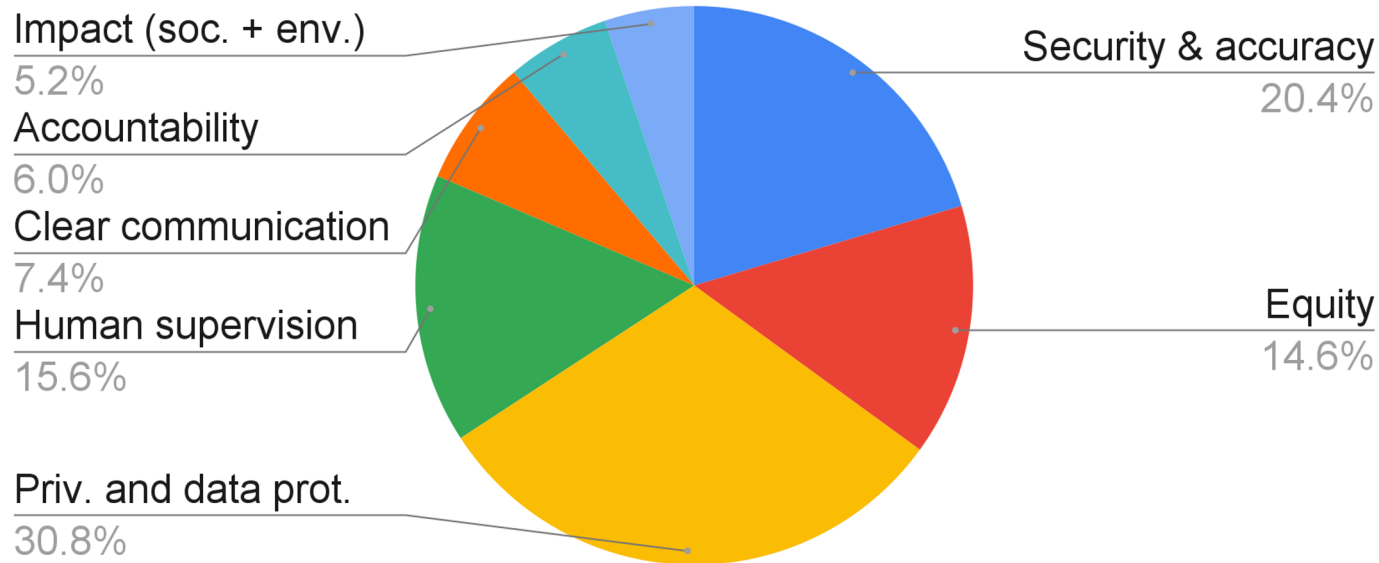
A. A lot, somewhat, so and so, not so much, not at all.

Trusting:Skeptical ratio



Working Groups on Social Awareness Priorities

Q. With respect to the previous scenarios, which of the following aspects should an organisation developing or using AI consider more?



Over 66% of citizens are aware of GDPR.



04 — Discussion —



Key Takeaways

- EU citizens don't feel knowledgeable on AI and its impact on society.
- They mostly approve of AI and its applications in different sectors; the degree of approval varies by sector and is heterogeneous across the surveyed countries.
- Privacy and data protection is a fundamental driver for trust and approval.



AI4EU

Working Groups

Thank you!

BUILDING THE EUROPEAN AI ON- DEMAND PLATFORM



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 825619



Extras



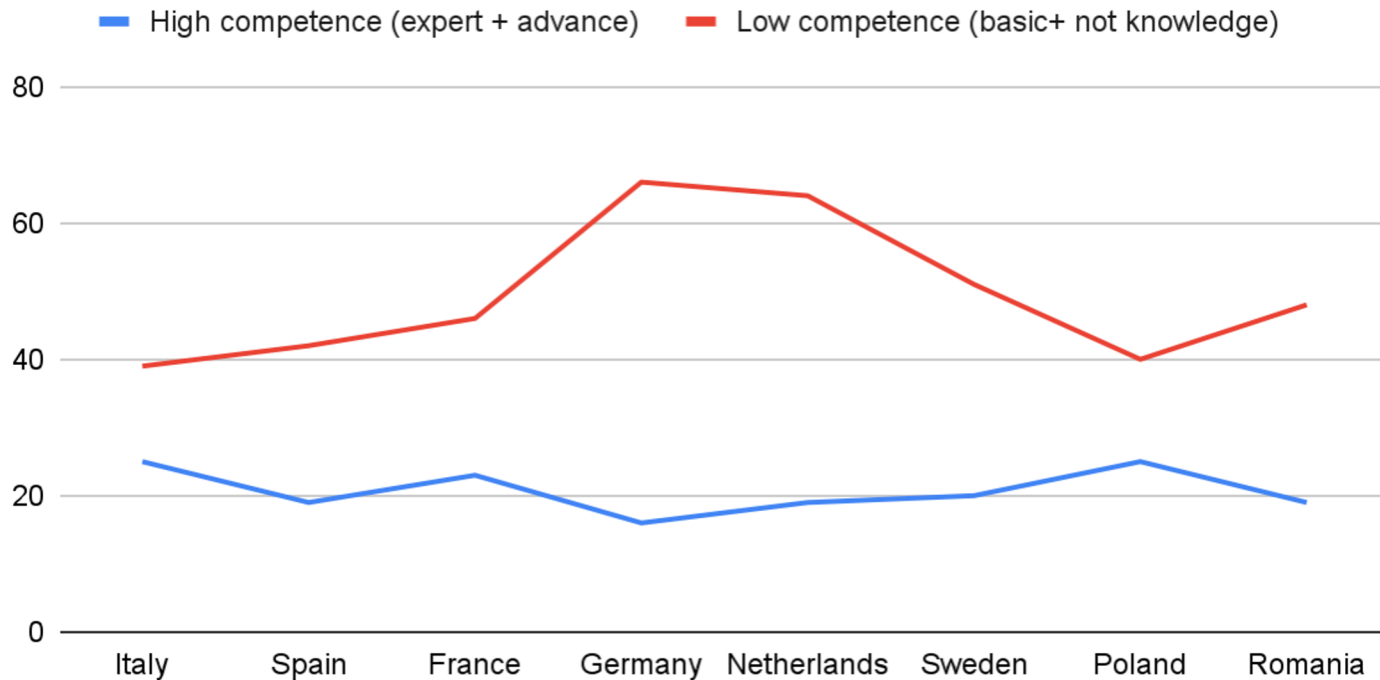
AI Competence

Q. When it comes to Artificial Intelligence (AI) and its impact on society, I feel my competence on the subject would be:

IN GENERAL:

50% don't feel competent on AI and ethics

20% feel competent on AI and ethics

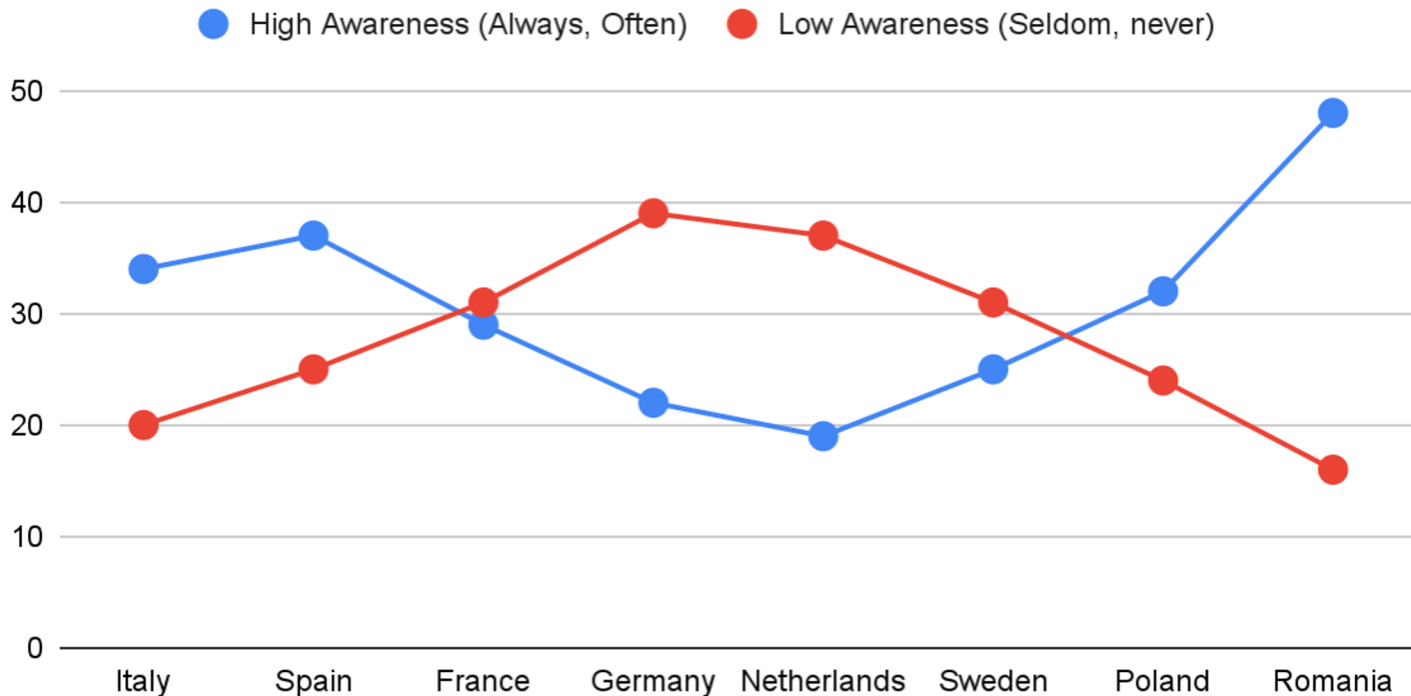


AI Interaction

Q. How often are you aware of interacting with a product/service based on or including AI?

IN GENERAL:

Around **30%** of population reported to be **aware/unaware** of interact with AI



Working Groups on Social Awareness

AI Awareness by Sector

Q. To what extent do you think AI is used in each of the following sectors in Europe?

HR
Agriculture

Transportation
Insurance
Healthcare

Law Enforcement
Environmental
Finance

Military
Manufacturing



Aware:Unaware ratio



Q: To what extent do you think AI is used in the following sectors?

A: A lot, somewhat, so and so, very little, not at all.

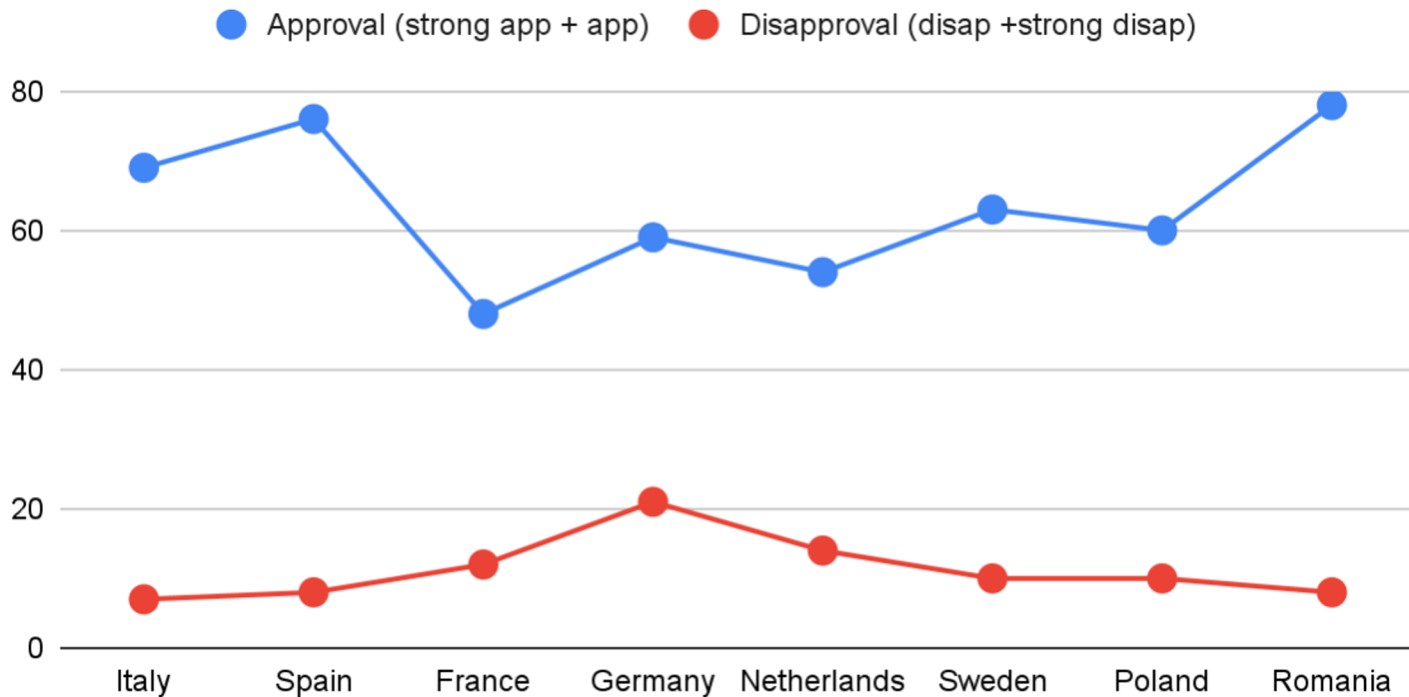
Attitude toward AI

Q. How would you describe your attitude towards Artificial Intelligence (AI) and its applications?

IN GENERAL:

60% of citizens approve the use of AI

10% Disapprove its use



The Scenarios

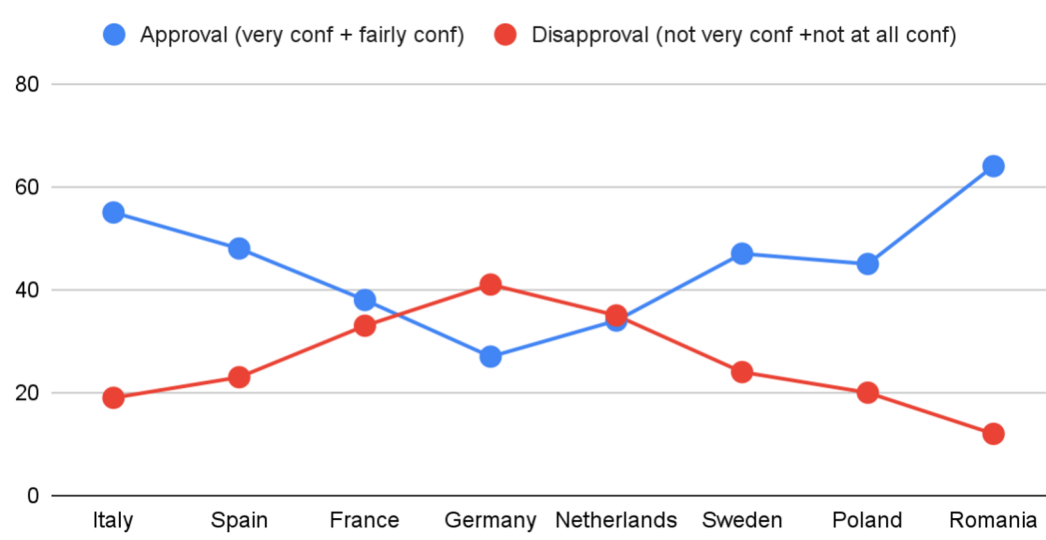
We asked how comfortable the participants feels in two different context in which AI was used:

Recruitment Process

You are applying for a job. **The AI software scan your resume to assigns you a score** that will decide which candidate pass to the interview. This is stated make **the process objective** and the company ensure the **data are anonymized and any personal data used.**

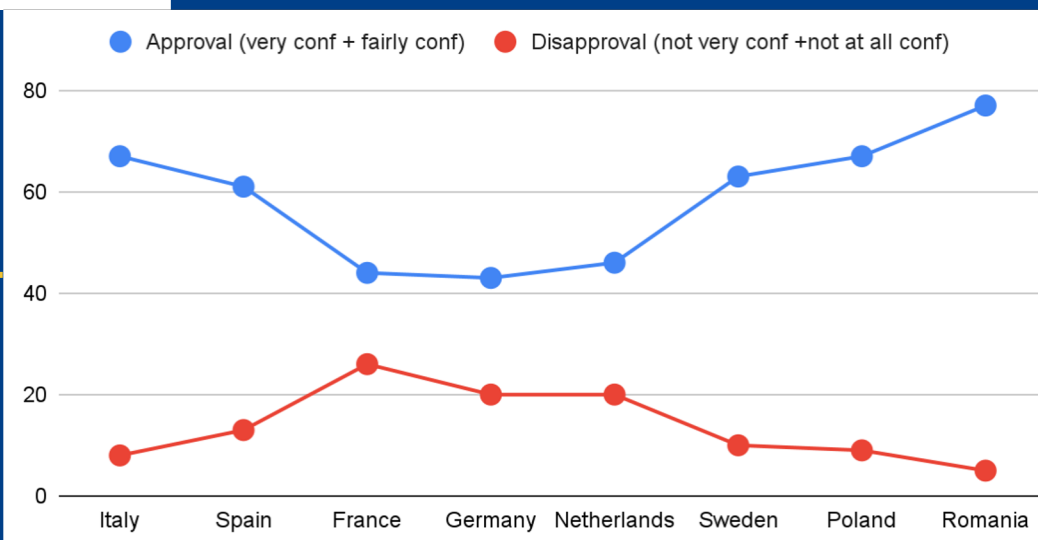
Smart Meter

Imagine to use a smart meter to **reduce the home energy consumption and cut utilities.** The company promise **your data is anonymized and not personal information are shared with third parts.**



Recruitment Process

Smart Meter



The Scenarios

Our findings:

Netherlands, Germany and France citizens were the **most sceptical of use AI** in both scenario

Romanian citizens were the **more comfortable**

Smart Meter

59%

Citizens comfortable to use a Smart Meter

Recruitment Process

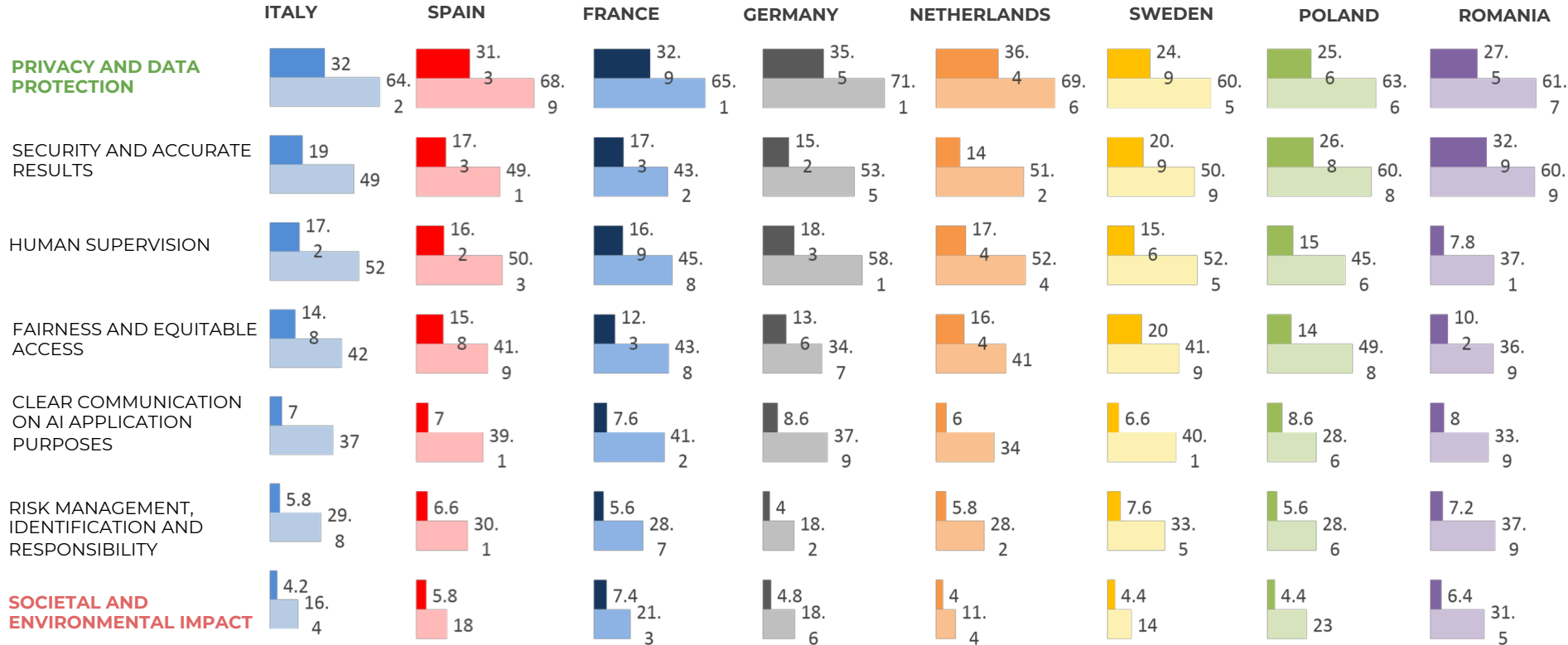
45%

Citizens comfortable with the process

Working Groups on Social Awareness

EU Ethical Principles

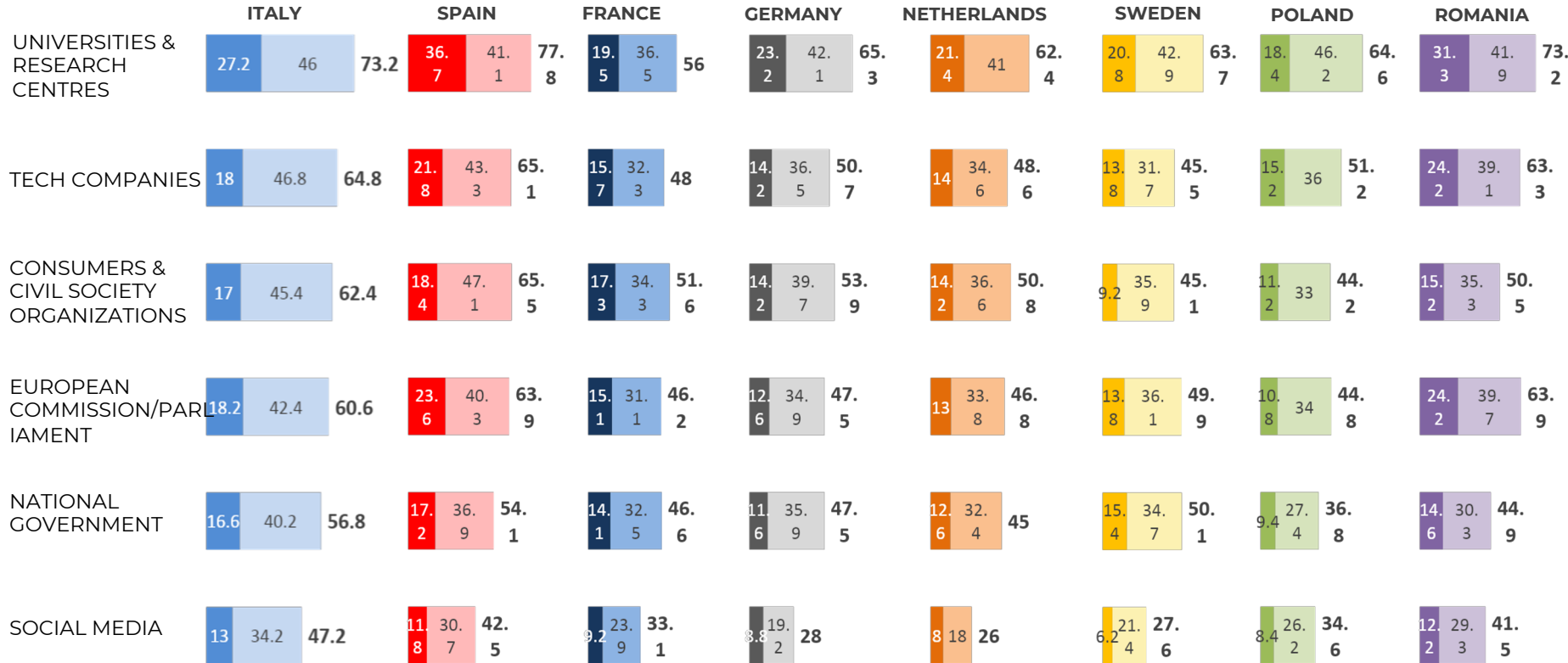
Q. With respect to the previous scenarios, which of the following aspects should an organisation developing or using AI consider more?



Working Groups on Social Awareness

AI Governance

Q. How much do you trust the following entities in ensuring that AI is in the best interest of the public?



Working Groups on Social Awareness

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IN GENERAL:

xxl

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