HumanE AI:

Toward AI Systems that Augment and Empower Humans by Understanding Us, our Society and the World Around Us

Grant Agreement Number: 761758
Project Acronym: HumanE AI

Project Dates: 2019-01-01 to 2019-12-31
Project Duration: 12 months

D5.1 HumanE AI multimedia package

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Date: June 25, 2019
Approved by: Paul Lukowicz
Type: Websites, patents filling, etc
Status: First report
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DISCLAIMER

DOCUMENT INFO

0.1 Authors

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0.2 Document History

Revision		
Date	**Lead Author(s)**	**Comments**
15.5.2019	Davor Orlic	Initial draft
12.6.2019	Davor Orlic	2nd draft
25.6.2019	George Kampis	formatting

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF ABBREVIATIONS

AI	Artificial Intelligence
BD	Big Data
LMS	Learning Management System
CMS	Content Management System

EXECUTIVE SUMMARY

HumanE AI is a European project funded by the European Commission through the H2020 Programme for research and technological development. Launched on 1 January 2019 by a consortium made up of with 35 partners from 17 countries and it will run until 31 December 2019.

This deliverable is part of WP5 community building and public outreach and is directly connected to objective groups *O4 Bringing together the Community* and *O6 Creating public awareness and generating political momentum for the project* aimed at creating a HumanE AI community and generating awareness of and support for the HumanE AI research agenda.

WP5 covers community building and public outreach of the HumanE AI project. It includes a number of tasks including political momentum building (T5.5), the mobilization of the scientific and industrial R&D community (T5.1), and civil society including IGOs, NGOs, trade unions, charities, think tanks and other influencers at the crossroads of AI research (T5.4), and creating public awareness and support for the HumanE AI project (T5.3).

First, this document is reporting on the first iteration of the planned series of web-tailored mini documentaries, materials from partner interviews, best practices, success stories, testimonials, lectures, conference appearances and a portfolio of filmed events, initial (M04) and final (M12) versions will be provided in the projects lifetime.

Second, the document is designed to be in support of *D5.3 HumanE AI all communities' platform* which describes the building of the community platform website in line with service design principles.

The deliverable presents the initial structure of the multimedia package, currently including 3 short promotional videos with a documentary design and 20 interviews produced during icebreaking conversations with project partners.

Finally, we were conscious to provide special inclusion and engagement of women, ethnic minorities and people of different levels of seniority. We were responsible for monitoring the gender balance and relevance of the multimedia approaches and equilibrium of the personnel involved. Women were sought after and encouraged to become involved at all levels of the creation of the multimedia package.

4

1. INTRODUCTION

1.1   MULTIMEDIA PACKAGE OBJECTIVES

Multimedia is content that uses a combination of different content forms such as text, audio, images, animations, video and interactive content. Multimedia packages are usually a combination of the five multimedia elements, namely text, image, audio, video, and animation. In the case of HumanE AI project, the first multimedia element is text, all other elements mostly follow from text creation.

The HumanE AI multimedia package will help the project to achieve the following objectives:

- Ensure that the project results are appropriately presented to all target audiences, end-users, relevant target groups and key players.
- Ensure the presentation of the project is in line with the ethics of the Human-Centered approach to Artificial Intelligence.
- Fit the community platform in its scope and delivery
- Ensure the sustainability and long-term operation of the platform and technical interoperability after the end of the project.

The first iteration of the HumanE AI multimedia package aims at answering the following questions:

- What is Human-Centered Artificial Intelligence?
- What is the HumanE AI project?
- What is each of the partners AI blue sky project in/for Europe?

1.2   MULTIMEDIA PACKAGE CONTENT

In the initial multimedia setup, we provide the following multimedia items:

- 3 hours of video materials from HumanE AI meetings and workshops
- 20 interviews with project partners, including majority of women personnel
- 3 mini documentaries or promotional videos for online consumption
- 20 blogs produced and edited from raw editions of interviews
- 25 inspirational quotations from project personnel
- 4 main result pillars: roadmap, recommendations, team and members
- 5 detailed descriptions of HumanE AI workshops
- 1 dedicated video channel

Initial set of interviewees from project partners sites:

- James Crowley, Institut Polytechnique de Grenoble
- Alípio Jorge, University of Porto
- Philipp Slusallek, German Research Center for Artificial Intelligence
- John Shawe-Taylor, University College London, UNESCO Chair in Artificial Intelligence
- Catholijn Jonker, TU Delft

5

- Felix Schoppa, German Entrepreneurship GmbH
- Viviana Gropengiesser, German Entrepreneurship GmbH
- Paul Lukowicz, German Research Center for Artificial Intelligence
- Marko Grobelnik, Artificial Intelligence Laboratory, Jožef Stefan Institute
- Wendy Mackay, INRIA
- Carles Sierra, Artificial Intelligence Research Institute (IIIA-CSIC)
- Luc Steels, Universitat Pompeu Fabra
- Andrzej Nowak, University of Warsaw
- Samuel Kaski, Finnish Centre for Artificial Intelligence
- Chiara Boldrini, National Research Council of Italy
- Aart van Halteren, Philips, University of Amsterdam
- Albrecht Schmidt, LMU Munich
- Raja Chatila, Sorbonne University
- Fosca Giannotti, Research ISTI-CNR
- Paolo Traverso, Fondazione Bruno Kessler
- Davor Orlic, Knowledge 4 AI Foundation
- Helena Lindgren, Umeå University
- Michael Klein, VU University Amsterdam
- Virginia Dignum, Umeå University
- Holger Hoos, Leiden University

2. INITIAL SETUP OF MULTIMEDIA PACKAGE

Equally to the community platform (D5.3), this initial multimedia package is a portfolio of products designed via a series of detailed usability conversations that we designed to be incremental and evolving in its delivery.

Since the specification of the multimedia package product was done at the same time as the community platform, we did not know what the final products should look like, what those products should be in terms of multimedia, and what the success rate of the implementation and results would be, so we started with a set of product hypotheses, market assumptions, and customer and service mapping.

We formulated a set of assumptions based on the survey about user and stakeholders' requirements (see sections 5.1 and 5.2 in D5.3). These requirements showed that there was scope for "organic" content. At the same time, we wanted to break away from the traditional pattern of creating project based content.

Furthermore, as the evolution of the grants long-term conditions showed a different timeframe, our understanding evolved into realising that the partners would meet less than it was initially planned, so less interaction would take place and less content would be available.

Thus we decided that we needed to take any and all opportunity of the partners being on one location and had to make the best out of it.

Following these constraints, we developed a lean approach to multimedia creation and an agile method towards fast prototyping, while working at the same time on the initial platform product.

Lean methodology was applied as the business analysis was informed and written in parallel with the development of the final product, as it follows the methodology of agile development in technological and business terms.

This practice for developing products and business based on "validated learning", getting customer feedback quickly and often with the objective of eliminating uncertainty in the product development process, was done via the two case studies.

HUMANE AI
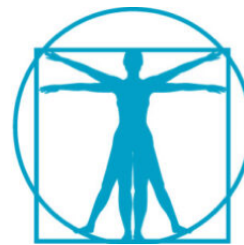
Blog

Paul Lukowicz, German Research Center for Artificial Intelligence

8 May, 2019

We have reached a stage where AI is a technology that impacts virtually every section of our lives. It controls things it tells...

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Viviana Gropengiesser, German Entrepreneurship GmbH

6 May, 2019

I think an important part of what we are trying to do at the Humane AI project is that we...

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Albrecht Schmidt, LMU Munich

4 May, 2019

For me the Humane AI project is really bringing together people from interaction, artificial intelligence, machine learning,...

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Helena Lindgren, Umeå University

3 May, 2019

Humane AI is extending AI as technology to produce intelligent systems also to apply it to situations where people live in work. It has to...

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Fosca Giannotti, Research ISTI-CNR

3 May, 2019

AI has transformed and will transform even more society and the way people live. The...

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John Shawe-Taylor, University College London, UNESCO Chair in AI

1 May, 2019

The jump into AI has to some extent jumped into a technology that can replace humans, a...

Learn more >

Chiara Boldrini, National Research Council of Italy

29 April, 2019

Humane AI is a very important project for all European countries, because we all know that...

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Paolo Traverso, Fondazione Bruno Kessler

28 April, 2019

Humane AI is the distinguished vision of Europe for AI. When we say something like...

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Aart van Halteren, Philips, University of Amsterdam

23 April, 2019

As a company it's really important that we do AI research, that its really done in a...

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Raja Chatila, Sorbonne University

22 April, 2019

Humane AI is a project or an endeavour shaping the whole AI research of the future. We want Human-Centered AI, what does this...

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Philipp Slusallek, German Research Center for Artificial Intelligence

20 April, 2019

We are in this situation where AI has been a very fragmented area in Europe, which is very...

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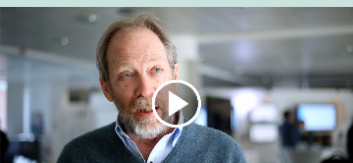**Samuel Kaski, Finnish Centre for Artificial Intelligence**

19 April, 2019

It's important that there is a third route of AI which is not purely big company interest...

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Figure 1: Cards approach to present content

8

Figure 2: Cards approach to present content

May 6, 2019

Blog

Viviana Gropengiesser, German Entrepreneurship GmbH


Viviana Gropengiesser, German Entrepreneurship GmbH

I think an important part of what we are trying to do at the Humane AI project is that we need to bring together all different kinds of entities to understand a lot of different aspects of a very complex topic and increase the involvement of very different players and stakeholders in the field, to create something that the entire society and the industry, economy and science can actually support and stand behind

If I had unlimited resources my dream would be to really able to educate on all levels what opportunities we have and what is happening and bring people together to create something that everyone participated in or can participate in the future and change the future to something we all want to live in.
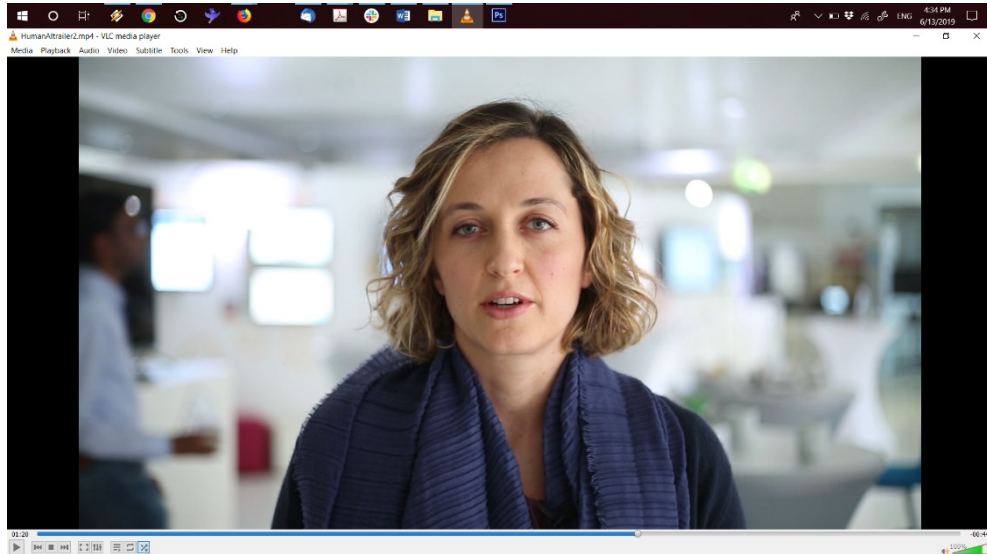
Figure 3: Authored blog with interview video
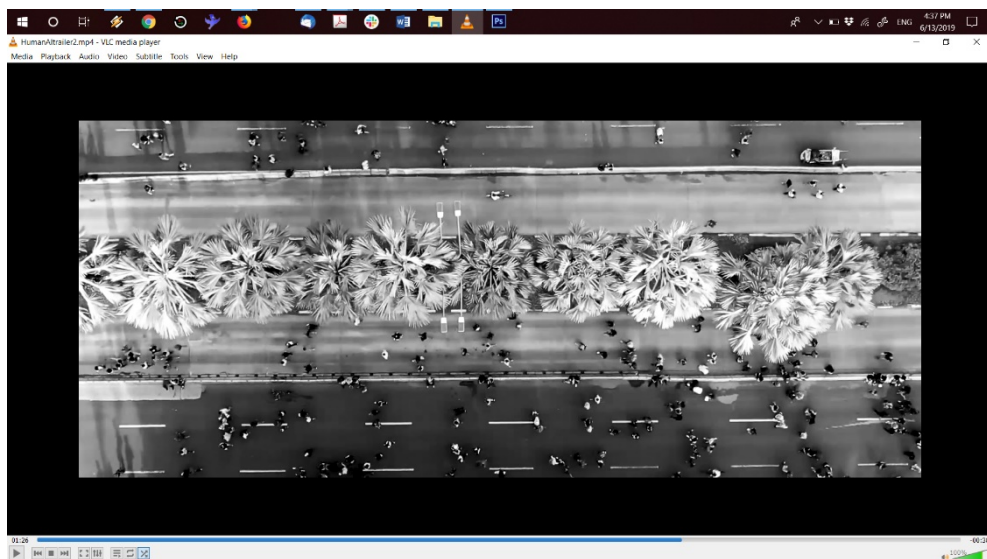
10

Figure 4: Recording interviews at workshops
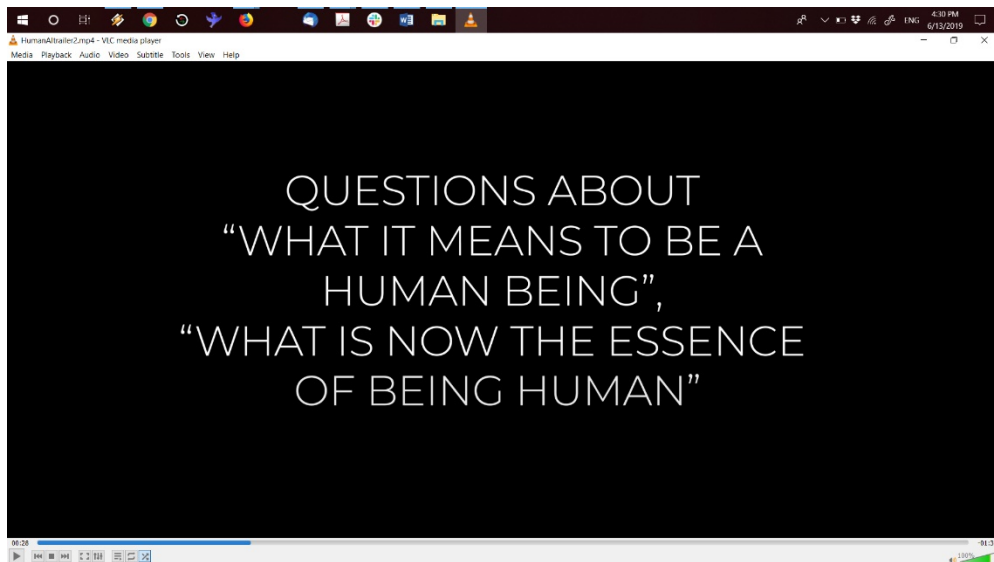
Figure 5: First mini documentary screen caption

Figure 6: Second mini documentary screen caption

Figure 7: Third mini documentary screen caption

Figure 8: First batch of interviews published online

HUMANE AI

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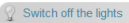
Location: Humane AI -- Toward AI Systems That Augment and Empower Humans by Understanding Us, our Society and the World Around Us » HumaneAI kickoff

Interview with Viviana Gropengiesser

interviewer: Viviana Gropengiesser, German Entrepreneurship GmbH
published: May 7, 2019,   recorded: April 2019,   views: 32

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Figure 9: Individual interview level

14

2.1   MULTIMEDIA PACKAGE IMPACT ASSESSMENT AND FEEDBACK

The impact of the multimedia package will be assessed based on the criteria developed during the projects lifetime and initially include the effectiveness and impact of the materials on the specific target audiences (D5.3). At the broadest level, evaluation will be done at two levels: at the level of content and at the level of technology employed.

3. CONCLUSION

In this deliverable we report on the performed and initial multimedia package activities. We then reflect and evaluate on the objectives, impact and strategy towards addressing target groups of the project results during its first half year. We then present an overview of the activities realized and provide for an assessment of their impact, along with the understanding and planning of impact in the last months of the project.

The information presented is based on the input collected from all HumanE AI partners by the end of June 2018. Regarding the multimedia content types strengthening the community creation activities, this initial deliverable aims at the presentation of the initial multimedia package, planned to be strengthened by the HumanE AI partners' dissemination activities, for making the project and its results known all over the world.

4. NEXT STEPS

- Investigating improvements with target audiences to upgrade package
- Develop 20-30 more interviews and tailor them to the specific end-user groups
- Develop 20-30 more blogs, quotations and inspirational pieces
- Develop with a design centred method all main content and results pillars