

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

D5.3 HumanE AI all communities' platform

Author(s): Davor Orlic,
Contributing partners: K4A, DFKI, CNR, INRIA, Aalto
Date: June 12 2019
Approved by: Paul Lukowicz
Type: Websites, patents filling, etc
Status: First report
Contact: davor.oric@ijs.si, paul.lukowicz@dfki.de

Dissemination Level		
PU	Public	✓
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

DISCLAIMER

This living document contains material, which is the copyright of *HumanE AI* Consortium parties, and no copying or distributing, in any form or by any means, is allowed without the prior written agreement of the owner of the property rights. The commercial use of any information contained in this document may require a license from the proprietor of that information.

Neither the *HumanE AI* Consortium as a whole, nor a certain party of the *HumanE AI* Consortium warrant that the information contained in this document is suitable for use, nor that the use of the information is free from risk, and accepts no liability for loss or damage suffered by any person using this information.

This document reflects only the authors' view. The European Community is not liable for any use that may be made of the information contained herein.

DOCUMENT INFO

0.1 Authors

Authors	Institution	e-mail
Davor Orlic	JSI	davor.orlic@ijs.si

0.2 Document History

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

TABLE OF CONTENTS

0.1	Authors.....	2
0.2	Document History	2
	Table of Contents	3
	List of Figures	4
	List of Abbreviations	4
	Executive Summary.....	5
1.	Introduction.....	6
1.1	Platform Objectives	6
1.2	Community Target Groups	6
1.3	Communications Instruments and Activities	6
2.	Initial Setup Communities Platform.....	7
3.	Real-World Community Engagement.....	12
3.1	Workshops Results Communication	13
3.2	Industrial Results Communication	13
3.3	Policymaking Results Communication.....	13
3.4	Real-World Impact Assessment and Feedback	14
4.	Digital-World Community Engagement.....	14
4.1	General questions to set the stage	15
4.2	Social Media and Internal Mailing list.....	30
4.3	Video Channel.....	30
4.4	Website and Blog	31
4.5	Online-World Impact Assessment and Feedback	31
4.6	Online statistics	31
5.	Conclusion	32
6.	Next steps	33

LIST OF FIGURES

Figure 1: Extended target groups.....	7
Figure 2: Communications platform front-end	9
Figure 3: Design cards approach to personnel.....	10
Figure 4: Community membership application	11
Figure 5: Internal admin back-end system	12
Figure 6: Targeted communities for real-world engagement	13
Figure 7: Initial project simplified value proposition	15
Figure 8: Project Technological offering.....	16
Figure 9: Project main target.....	16
Figure 10: Website target audience	17
Figure 11: Website main message.....	18
Figure 12: Website purpose.....	18
Figure 13: Website main product	19
Figure 14: Website language offer	20
Figure 15: Website textual content.....	20
Figure 16: Website main target audience.....	21
Figure 17: Website main content type.....	22
Figure 18: Website content translation.....	22
Figure 19: Main takeaway product	23
Figure 20: Membership offer.....	24
Figure 21: Deliverables simplification.....	24
Figure 22: Website content style and language.....	25
Figure 23: Project reports conversion rate.....	26
Figure 24: Website survey space	27
Figure 25: Website partners public profiles	28
Figure 26: Website partners listing.....	28
Figure 27: Partners social media usage	29
Figure 29: Partners content generation.....	29
Figure 30: Website opinion	30
Figure 30: Number of users, user trend and content consumption	32

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).

Therefore, D5.3 is designed to reflect on these tasks on a wider community level and pinpoint with precision the public perceptions of AI and react and present in a positive, transparent and humane way the potential and results of the HumanE AI project.

First, this document is reporting on the first iteration of the planned CMS and LMS, website and community tools to integrate all required components for the various AI communities with chapters for specific target groups; initial (M04) and final (M12) versions will be provided in the projects lifetime.

Second, the document is designed on novel website building perceptions towards service design principles building on long term scalability and sustainability aspects of the project, this deliverable also functions as a policy and product development roadmap with business identity, to enhance our competitiveness and further increase opportunities.

We stimulated the creation of high expectations of humane centred AI and revitalized the potential of AI technologies on a large scale, promoted research driven innovation and the circulation of a new science among policymakers. In addition, though the presentation of the research roadmap as a main result, we present and deliver an innovation that is successfully validated by AI industry experts, as well as all identified target groups in the WPs tasks.

The two distinctive objectives are **resulting in a** broad promotion and support for HumanE AI in an extended community, ensuring further support and engagement. Additionally, ***we are focusing on political momentum building for the Humane AI research agenda.*** In parallel to increase awareness we will specifically address political decision makers through public channels as well as direct interactions at various European and national levels. This is resulting in a set of workshops for various organizations, further letters of support from political organizations, information and dissemination material specifically targeting political decision makers.



1. INTRODUCTION

1.1 PLATFORM OBJECTIVES

The HumanE AI community platform will work towards the following objectives:

- Ensure that the project results are appropriately disseminated at consortium level and within each partner organization.
- Ensure a public dissemination by contributions to local, regional, national and international industrial, civil society, policy and scientific institutions.
- Make the platform widely known to end-users, relevant target groups and key players, and
- Ensure the sustainability and long-term operation of the platform and technical interoperability after the end of the project.

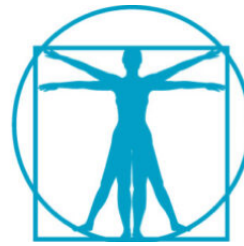
1.2 COMMUNITY TARGET GROUPS

Based on the preliminary analysis performed for the identification of the HumanE AI target groups, the following groups of interest for the HumanE AI Consortium were identified:

- **European and world citizens** who need access to relevant information on human-centered Artificial Intelligence that is not biased by technology, algorithms, business, policy or research agendas and other barriers.
- **European Researchers**, who need access to accurate and robust HCI and AI infrastructure.
- **European Students**, who wish to receive high-quality, integrated, aggregated, curated and personalized human-centered AI services.
- **European Policymakers**, wish to create a strong regulatory framework that will set the global standard for human-centered AI.
- **High level politicians across Member States**, who wish to make highly informed decisions.
- **High level EU politicians**, focusing on supporting AI innovation and developing high-quality specifications, standards and collaborations between academia and industry, instead of regulating too early AI technology still in its infancy.
- **European companies involved in AI**, wish to encourage an open ecosystem where European developers can thrive.
- **Chambers of Commerce**, wishing to explore the impact of AI on all business functions, and the actions which companies can take today to survive and thrive.
- **Funding agencies in EU**, wish to understand future funding plans from the Horizon Europe and Digital Europe programmes to invest in AI.
- **International Development agencies**, need a clear eyed understanding of how to ensure AI applications are effective, inclusive, and fair in the Global South.
- **ML communities in general**, who need a platform for promoting, testing and showcasing their solutions and applications.

1.3 COMMUNICATIONS INSTRUMENTS AND ACTIVITIES

The abovementioned target groups will be addressed through the following platform design services:



- Public website¹ has been set-up to present the main results of HumanE AI as well as its expected impact to society,
- Communication journeys have been developed so as to cover the needs of events and communication actions of the project for different target groups,
- Section for scientific publications and presentations of research roadmap,
- Web-tailored mini documentaries, interviews, and testimonials
- Best practices, success stories,
- Social Media groups gradual creation and usage (Twitter, Facebook and LinkedIn groups, YouTube channel).

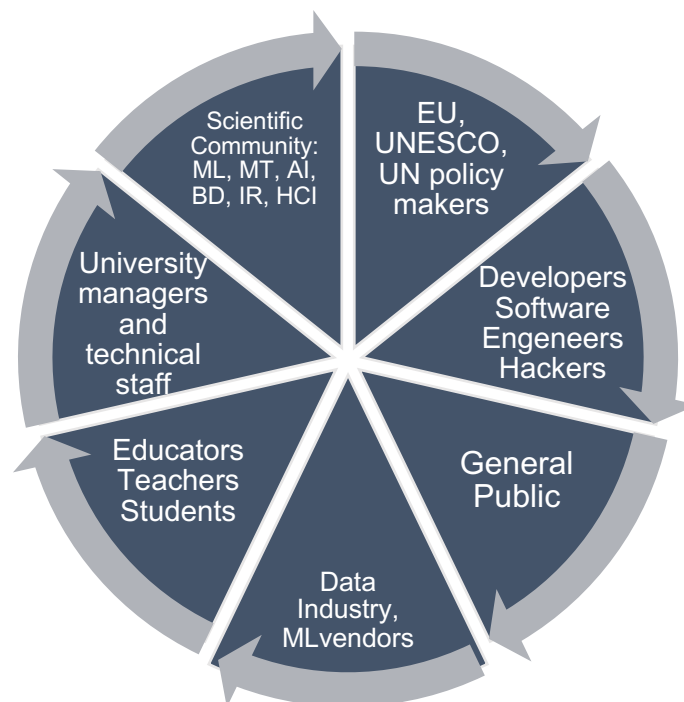


Figure 1: Extended target groups

2. INITIAL SETUP COMMUNITIES PLATFORM

This platform is the initial product designed via a series of detailed usability conversations that we designed to be incremental and evolving in its delivery. Since the specification of the final product was finalised only in the final stage of the project, we did not know what the final product would look like 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) and what message the website should convey, its purpose, and target audience and started experimenting

¹ Project website <https://www.humane-ai.eu/>



with a way for users to navigate. This evolved into a step by step navigation through cards. As the project evolved and innovation manifested itself, through the introduction of research results, in particular the research roadmap with workshops, we were able to understand much better the opportunities and landscape that surround the consortium's needs.

Lean management with agile development methods and fast prototyping was applied while working 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.

We have populated the site with content available from M1 onwards, to present to the users that there is already a portfolio of activities in HumanE AI. The design will evolve over a few rounds of user research and iteration, also according to amount and type of content that we will be publishing, and most importantly with our target goals. At this point we cover the broad categories of events, research, projects, blogs, news.

HUMAN-CENTERED ARTIFICIAL INTELLIGENCE

We are designing the principles for a new science that will make artificial intelligence based on European values and closer to Europeans.

This new approach works toward AI systems that augment and empower all Humans by understanding us, our society and the world around us.

Result: Research Roadmap >

Result: Policy Guidelines >

Result: Humans and AI >

Result: Connect Communities >

News [NEWS ARCHIVE](#) >



Workshops to design a Human Centered AI roadmap in Europe

11 June, 2019

On June 17th and 18th the project partners will meet at Centre International de

[Learn more](#) >



HumaneAI partners contribute to OECD AI principles

28 May, 2019

HumaneAI partner Jozef Stefan Institute with expert Marko Grobelnik has been involved in

[Learn more](#) >



HumaneAI co-chairing a session at AI for Good Summit

25 May, 2019

HumaneAI partner Virginia Dignum from Umeå University is co-chairing a session at AI

[Learn more](#) >



H2020 Call on European Network of Artificial Intelligence Excellence Centres: Information and Brokerage day

22 May, 2019

HumaneAI partners are attending the match-making brokerage day on 28 May 2019 in

[Learn more](#) >



The Government AI Readiness Index 2019: How is Europe Doing in Comparison to the Rest of the World

21 May, 2019

Over the past few months, Knowledge 4 All Foundation, a key partner in the HumaneAI

[Learn more](#) >



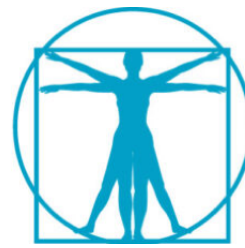
HumaneAI presentation at DG CONNECT

20 May, 2019

The representatives of the HumaneAI project had a meeting with Khalil Rouhana, Deputy

[Learn more](#) >

Figure 2: Communications platform front-end



Blog
BLOG ARCHIVE >

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 aspect of our lives. It is essential to make sure that we are in control of the technology and that it is used for the benefit of society.

[Learn more >](#)

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 are bringing together people from different backgrounds and disciplines to work together on a common goal.

[Learn more >](#)

Albrecht Schmidt, LMU Munich
4 May, 2019

For me the Humane AI project is really bringing together people from interaction, artificial intelligence, machine learning, and other fields to work together on a common goal.

[Learn more >](#)

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 be a technology that is designed to be used by people and for people.

[Learn more >](#)

Fosca Giannotti, Research ISTI-CNR
3 May, 2019

AI has transformed and will transform even more society and the way people live. The challenge is to make sure that the technology is used for the benefit of society and that it is designed to be used by people and for people.

[Learn more >](#)

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 technology that is designed to be used by people and for people.

[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 we need to make sure that the technology is used for the benefit of society and that it is designed to be used by people and for people.

[Learn more >](#)

Paolo Traverso, Fondazione Bruno Kessler
28 April, 2019

Humane AI is the distinguished vision of Europe for AI. When we say something like 'AI for people', we are saying something like 'AI for people'.

[Learn more >](#)

Aart van Halteren, Philips, University of Amsterdam
23 April, 2019

As a company it's really important that we do AI research, that it's really done in a way that is designed to be used by people and for people.

[Learn more >](#)

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 mean?

[Learn more >](#)

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 different from what we see in the US.

[Learn more >](#)

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 but also academic and public interest.

[Learn more >](#)

Figure 3: Design cards approach to personnel

Building a European Research Community in Human-Centered AI

Become a HumanAI partner and be part of our partner network and let us help you innovate, deepen your research and scale projects with Human-Centered AI values.

Join our community

Organisation *

Address *

Street Address

Address Line 2

City

ZIP / Postal Code

State / Province / Region

Country

Phone *

Email *

Website *

Communities we suggest you could join

☐ Knowledge for All Foundation

Knowledge for All Foundation is the only European non-profit organization focused on Artificial Intelligence and with the goal of bridging the gaps and connecting AI communities, practitioners and researchers across the Global South and Global North to meet and work together as a Global Network of Excellence in AI.

☐ CLAIRE

CLAIRE is an initiative by the European AI community that seeks to strengthen European excellence in AI research and innovation. To achieve this, CLAIRE proposes the establishment of a pan-European Confederation of Laboratories for Artificial Intelligence Research in Europe that achieves "brand recognition" similar to CERN.

☐ ELLIS

ELLIS is a community with a mission to create a diverse European network that promotes research excellence and advances breakthroughs in AI, as well as a pan-European PhD program to educate the next generation of AI researchers. ELLIS also aims to boost economic growth in Europe by leveraging AI technologies.

Figure 4: Community membership application

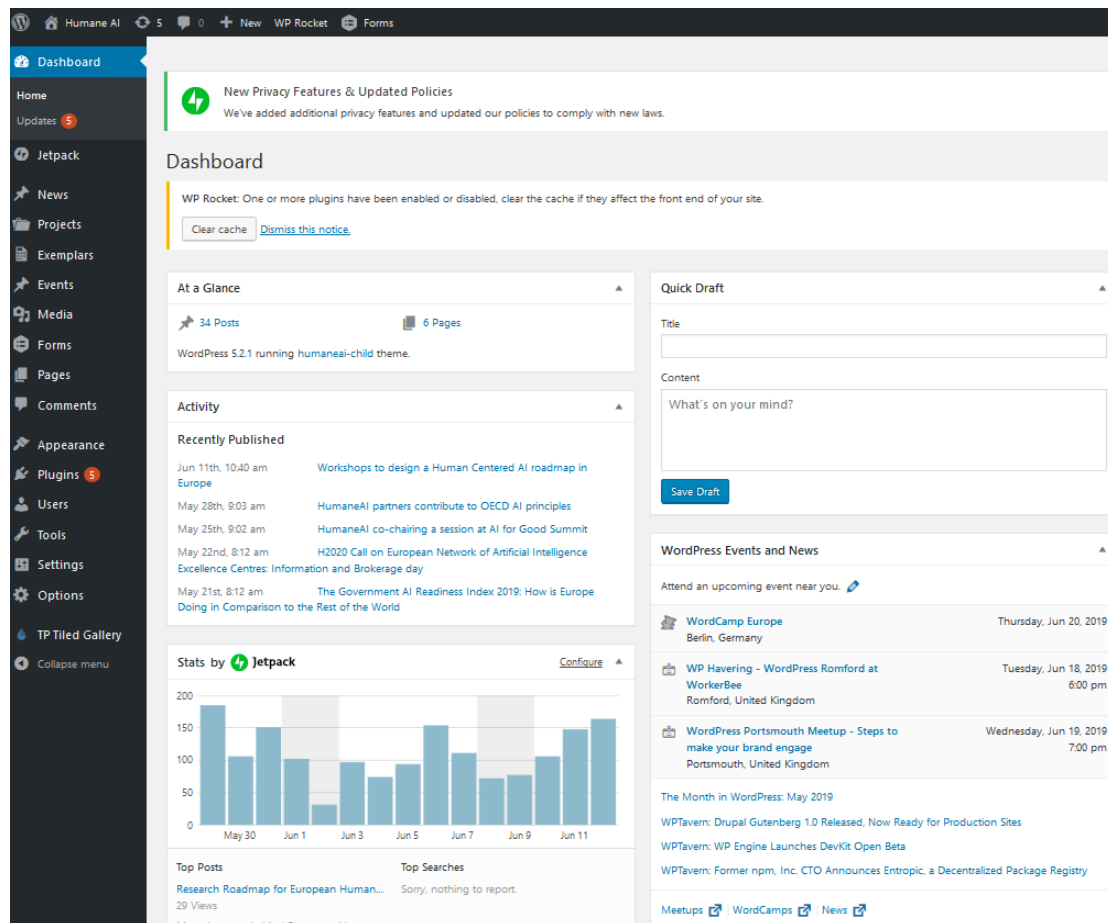


Figure 5: Internal admin back-end system

3. REAL-WORLD COMMUNITY ENGAGEMENT

Since the project aims to gain from the expert knowledge of several communities, but also satisfy the needs of a plethora of audiences and stakeholders, it is important to cater to the need of these different communities and engage them in the project. This will give us quick and valuable feedback.

Following this logic, members of the HumanE AI consortium need to be actively involved in creating and attending real-world events to communicate the results, news and details of the project. A specific set of workshops are going to be employed to antagonise and incentivize the communities.

These synchronised events are designed to interact with HumanE AI and engage with stakeholders and communities in real-world environments. All the results from the communications actions and communication types (see below) will be transferred to the platform and transformed in such a way as to suit the target audiences identified.

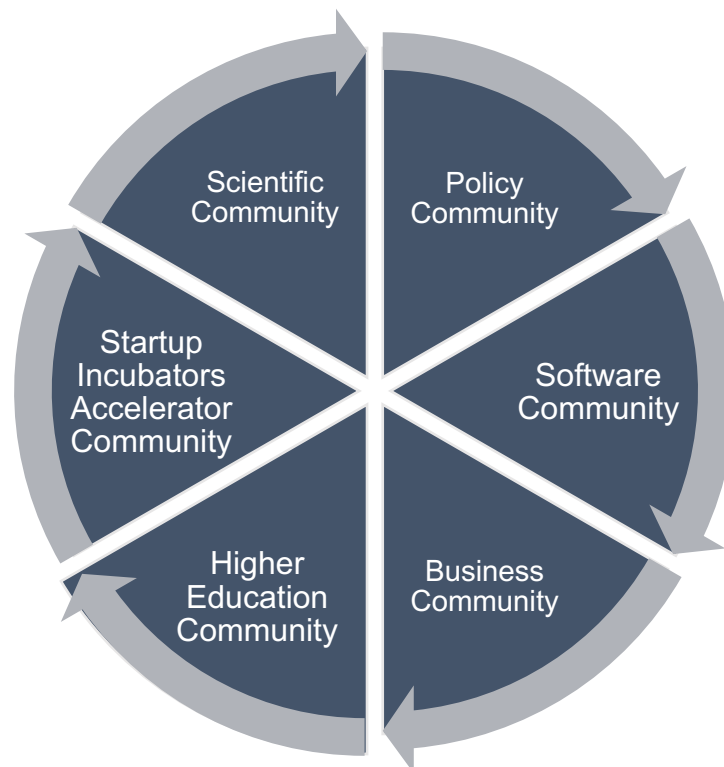
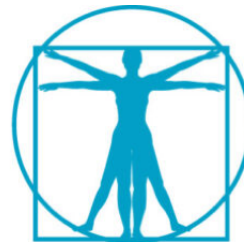


Figure 6: Targeted communities for real-world engagement

3.1 WORKSHOPS RESULTS COMMUNICATION

In order to create connections with key target groups and key stakeholders, we will create and attend a variety of events. As highlighted by European and International reports in AI research, technologies and policies, there is the need for the consortium and the community to establish a value proposition and present benefits for adoption and usage of the HumanE AI results, and interact with these individuals at face-to-face events will be invaluable in carrying out this process. We will focus on a portfolio of themes identified during the workshops, each vitally important due to the nature of HumanE AI.

3.2 INDUSTRIAL RESULTS COMMUNICATION

With interesting developments taking place in the field of AI almost every day, and the general hype around events organised around AI, we need to be on top of our game to create and also catch-up with the trends. We will try to address and introduce Human-Centric approaches in the field of Artificial Intelligence in combination with our research roadmap. This is also connected to WP6 Exploitation.

3.3 POLICYMAKING RESULTS COMMUNICATION

Within Member States policy structures, the HumanE AI partners are deeply involved in and connected with all relevant NGOs and IGOs, including OECD, UNESCO, UN and National Commissions for UNESCO across the world, which is directly



connected to UNESCO headquarters, therefore granting access to global policymaking. The project wishes to influence international policy and standardisation organisations to shape policies via its communications efforts and phase this agenda on the HumanE AI platform.

3.4 REAL-WORLD IMPACT ASSESSMENT AND FEEDBACK

The impact of real-world engagement activities will be assessed based on the criteria developed during the projects lifetime and initially include the number of events communicated, their category (artificial intelligence or data science-related, etc.) and general estimated reach-out and impact of the published results, these will include recommendations, guidelines, reports, deliverables and the min roadmap. Finally, we will encourage feedback from the community, and when hosting real-world events, we will gather this specifically through surveys and user testing reports.

4. DIGITAL-WORLD COMMUNITY ENGAGEMENT

The digital and online engagement is designed to be synchronised with the real-world one and the events designed and described in Section 3. Here we similarly envision two types of interactions and community engagement strategies.

The first is the online injection of information towards the basic dissemination activities around HumanE AI, the second is a harvesting, attracting and incentivising users towards the HumanE AI best practices, documents, reports, recommendations, and other services that will cater to our target audiences.

In order to build and engage an online community, and not simply build a website or tools that will not be designed with users in mind, we have adopted a service design approach, to make the platform meet our end user's needs for the platform service. With this human-centred approach in mind, we have designed and based our platform layout and how our users will expect the site to work.

As there is a natural and necessary overlap in the off-line and on-line approach that we will utilise to our benefit and drive us towards deeper penetration in our target audiences, allowing us to plan for a long-term user engagement, we have employed an initial questionnaire to understand and map the needs and opinions of the HumanE AI partners.

Participants were asked about the website details to successfully design for the HumanE AI target audiences. Participation was voluntary and none of the questions asked in the questionnaire were mandatory in order to take users a minimal response time. The questionnaire was announced via the internal mailing list, and the project partners were asked to advertise it to their project members.

A total of 20 survey responses were identified and since the survey took place at the initial stage of the project and the participation was completely voluntarily, it was difficult to get a larger number of participants. The results are presented in the next sections by figures generated by the online survey tool Google Forms which was used for this trial and was GDPR compliant.

4.1 GENERAL QUESTIONS TO SET THE STAGE

Initial low level simplified interpretation of the current project -
 "HumaneAI will spend 1 million Euro budget to run a series of workshops, it will agree on and produce a Research Roadmap for a new AI based science and lobby for more funding".

20 responses

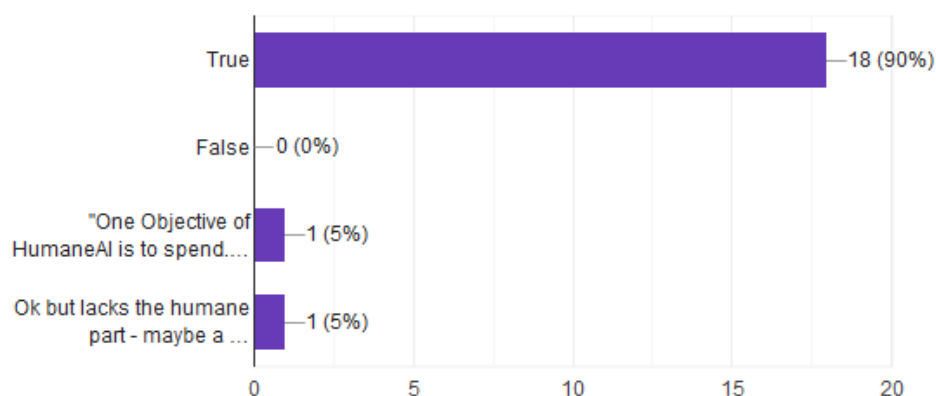


Figure 7: Initial project simplified value proposition

Figure 7 shows the response regarding the direct purpose of the existence of the project. It can be seen that the overwhelming majority of participants (90%) found the project as a vehicle for getting more funding.

Will the current project produce any technologies by 2022?

20 responses

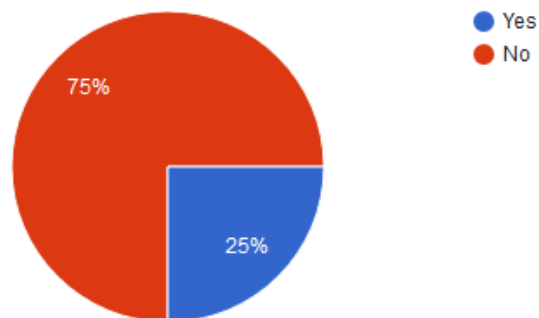


Figure 8: Project Technological offering

Another important question which can influence the perception of the project results is the presented in Figure 3: the majority of the participants assumes no technology will be produced in the projects lifetime.

Is the current project main target to secure funding after 2022?

20 responses

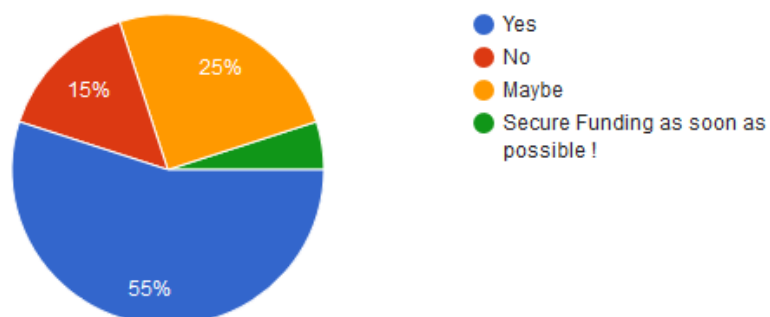


Figure 9: Project main target

The main project target is presented in Figure 9. More than 50% of participants believes that the project is a vehicle for securing post-project funding. One quarter believes this not to be the case (25%).

1. Personas for each type of user - who is the main target audience of the website?

20 responses

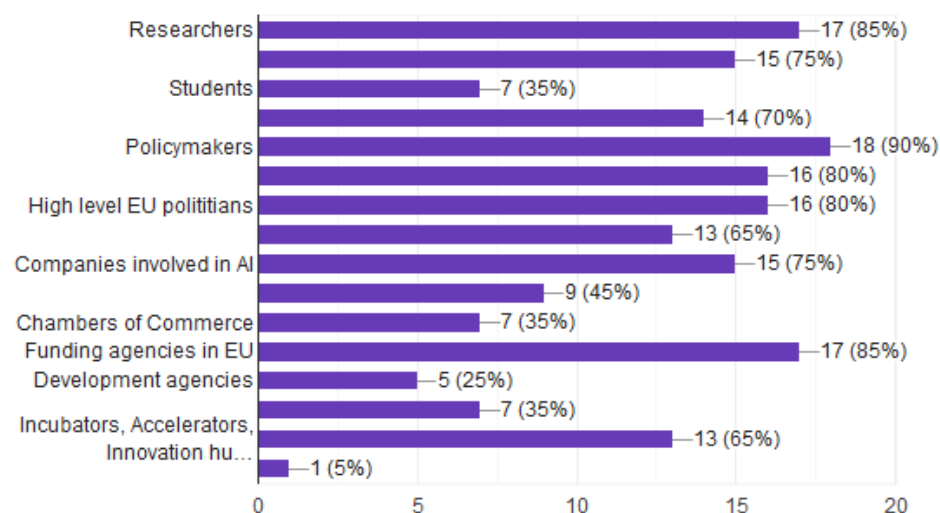


Figure 10: Website target audience

The main target audience for the platform is depicted in Figure 10: the majority of the answers points to Policymakers (90%), followed by Researchers (85%) and EU funding agencies (85%) and closely matched by politicians and businesses (75%).

2. Product requirements - what is the main message the website is conveying?

20 responses

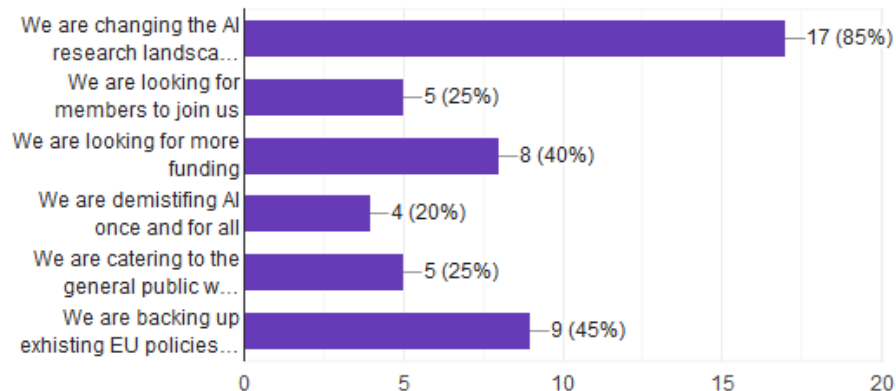


Figure 11: Website main message

Figure 11 shows that about 85% of participants believes the main online message to convey is to state that HumanE AI will change the Human-Centered AI research landscape in Europe.

3. Product requirements - what do you think the users will want to see on the website, the touch and feel?

19 responses

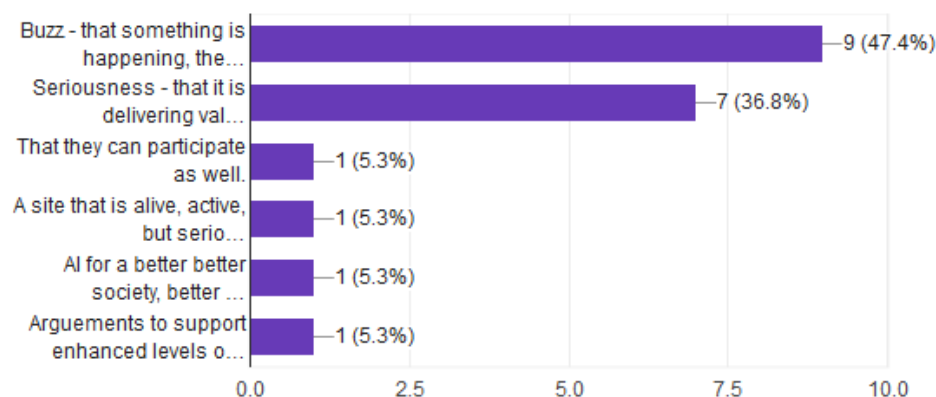


Figure 12: Website purpose

Figure 12 shows the results for the users' expectations reflecting that 47% believe that they want to see "Buzz - that something is happening, the project is alive".

4. Users' requirements - what is the main product the website will be presenting?

20 responses

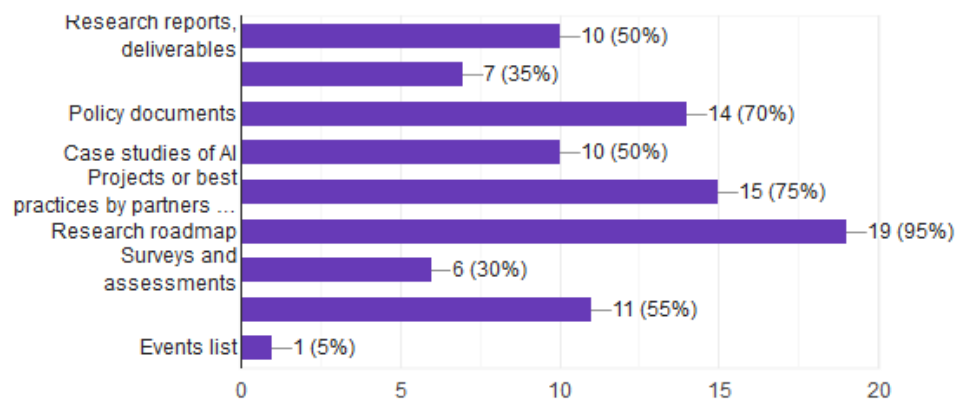


Figure 13: Website main product

Figure 13 shows the distribution of the projects products in terms of presentable and tangible results with the vast majority pointing to the Research Roadmap (95%).

5. User demographics - what will be our audiences language competency?

19 responses

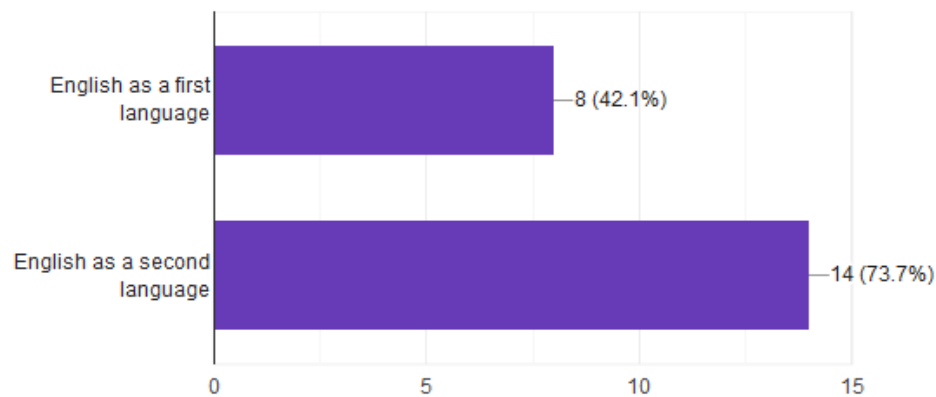


Figure 14: Website language offer

Since the consortium is pan-European the participants were asked about the language prediction to be used and reflected on the platform, including the use of translations, to which they advocated that the majority of users will have good English proficiency.

6. Usability of content - will the website be expected to be heavy on text or lean with short, news items type of content

19 responses

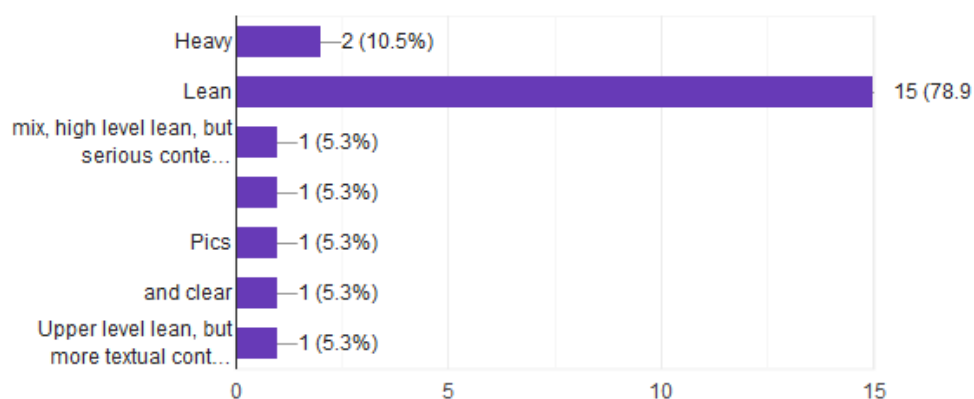


Figure 15: Website textual content

In line with service design trends the participants selected the option of using a lean approach to content delivery (78.9%) meaning that short content is optimal.

7. User demographics - which age do we expect our main target audience to be?

20 responses

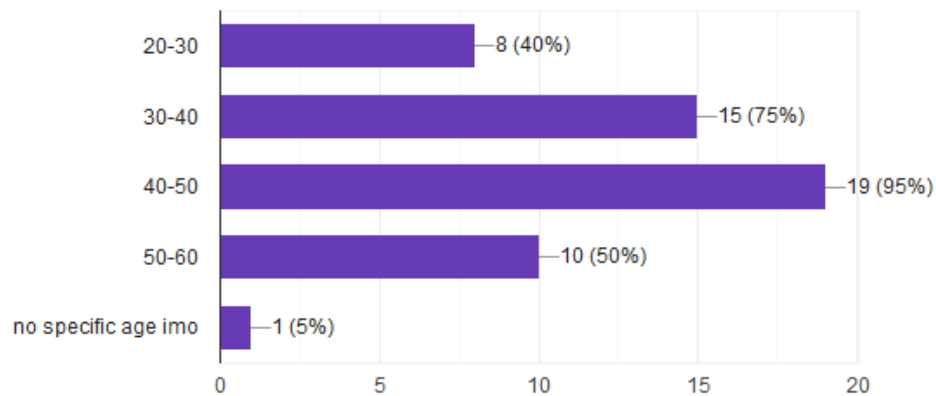


Figure 16: Website main target audience

Figure 16 shows the demographics of the platform main user audience to be between 40-50 years old (95%).

8. Usability of content - which type content is preferable for the website?

20 responses

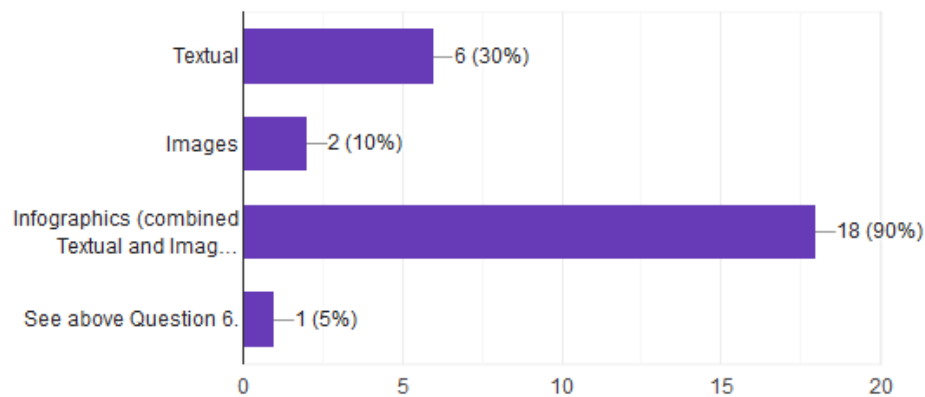


Figure 17: Website main content type

The participants were also asked about the best content approach for the website. Figure 13 represents a high feedback on “Infographics (combined Textual and Images)”.

9. Usability of content - should we consider translations of website and content?

20 responses

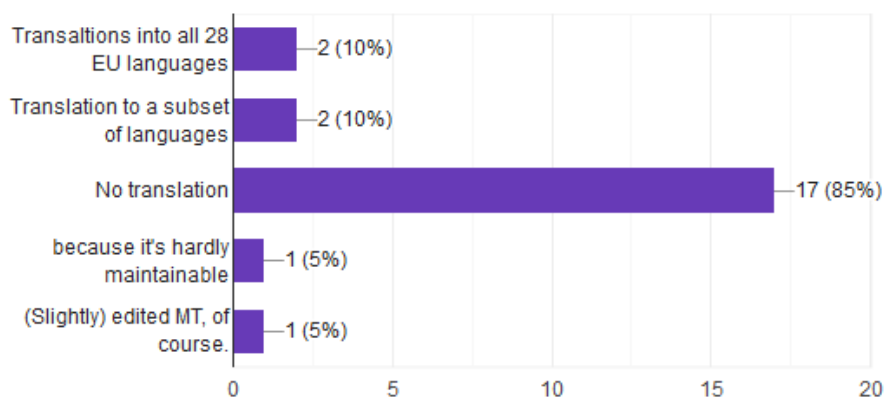


Figure 18: Website content translation

The next question deals with whether the content should be translated from English to any other of the EU official languages, with a majority answering translation is not needed (85%).

10. Usability - what is the main takeaway product from the website?

20 responses

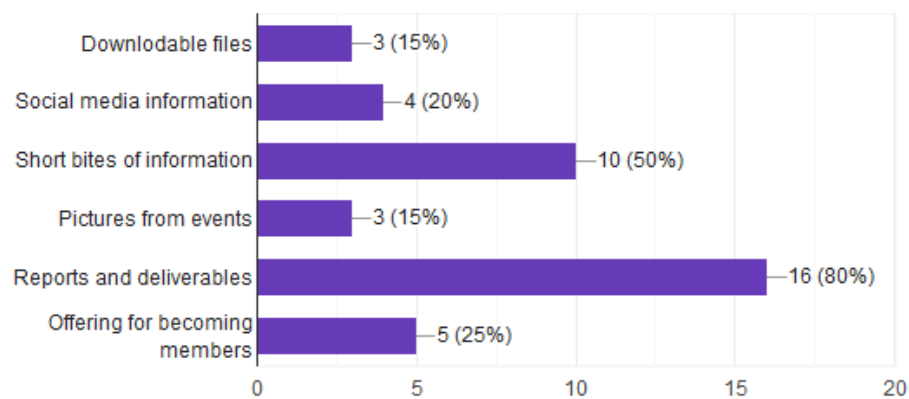


Figure 19: Main takeaway product

Participants believe that the main takeaway product to be placed on the website are reports and official project deliverables.

11. Membership - will the website be heavily focused on being a tool for organisations to join?

20 responses

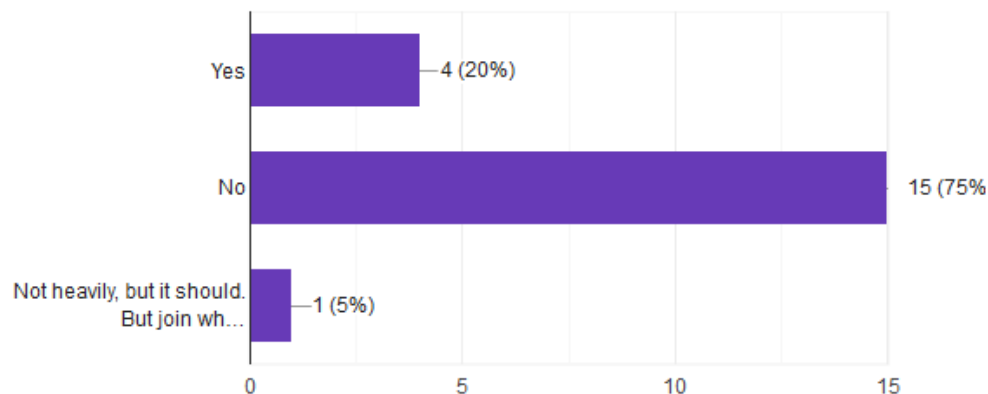


Figure 20: Membership offer

Perhaps the most surprising reply to any of the questions is presented in Figure 20 where participants overwhelmingly reject the idea of the membership tool (75%).

12. Content - the project will produce 20+ deliverables - and realistically speaking, can partners translate those in "easily readable" reports?

20 responses

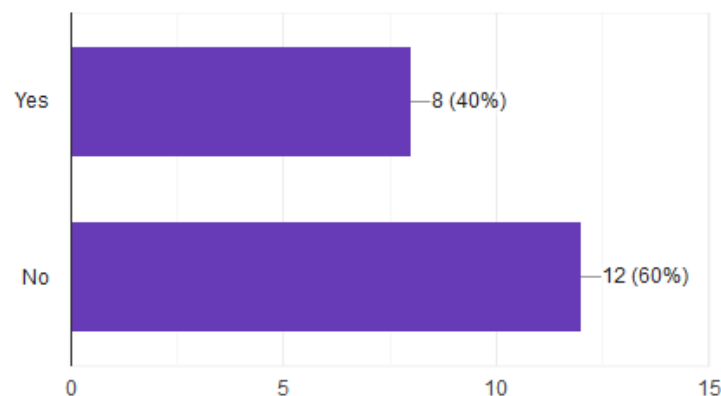


Figure 21: Deliverables simplification

Figure 21 shows that 50% of the partners believe it to be very hard to simplify the official project deliverables.

13. Usability - which type of content style and language will be appropriate?

20 responses

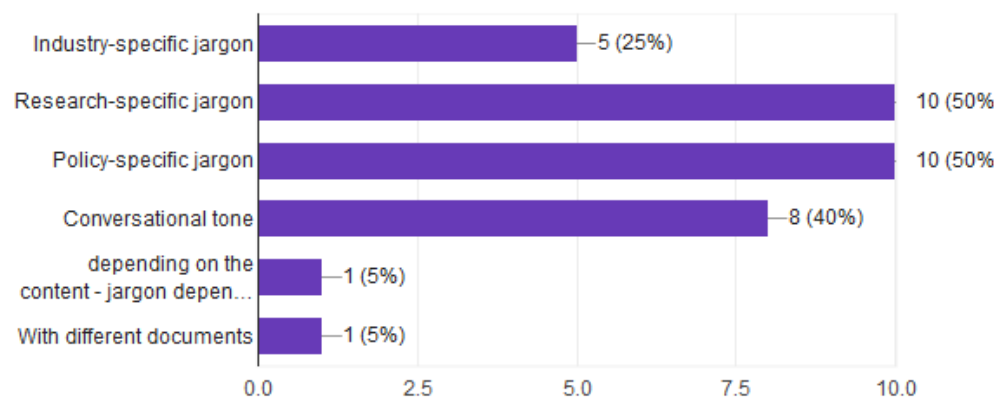


Figure 22: Website content style and language

Figure 22 shows the response regarding content style and language. It can be seen that more than a half of participants (50%) regarded the best was to use research-specific jargon and policy-specific jargon.

14. What will be the conversion rate from workshops to deliverables and reports?

19 responses

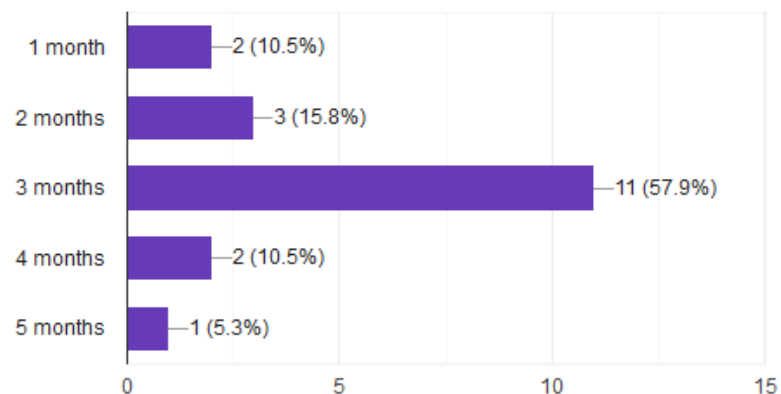


Figure 23: Project reports conversion rate

As the workshops will be our main vehicle of research generation, in Figure 23 the majority of answers (58%) show that the conversion from the events to publishable deliverables and reports is predicted to be 3 months.

15. Will the website be used for any surveys?

19 responses

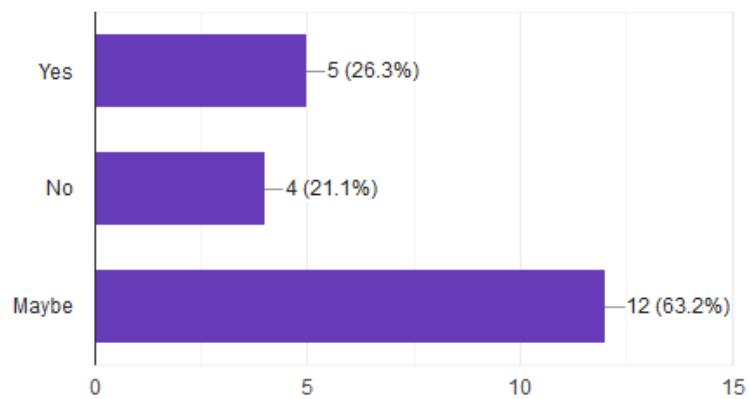


Figure 24: Website survey space

Figure 24 shows that there are no direct opinions on whether the platform will be used for surveys pertaining the project, however the technology at disposal already allows it.

16. Team - will the website list all project partners by name, identity, profile, etc?

19 responses

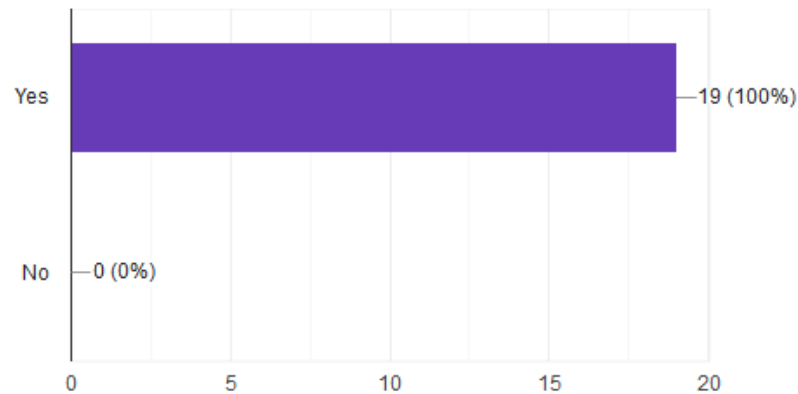


Figure 25: Website partners public profiles

Figure 26 shows the response regarding the public profiling of partners with a 100% positive response rate, and equally for the new partners in Figure 26.

17. Partners - will the website list all new members?

19 responses

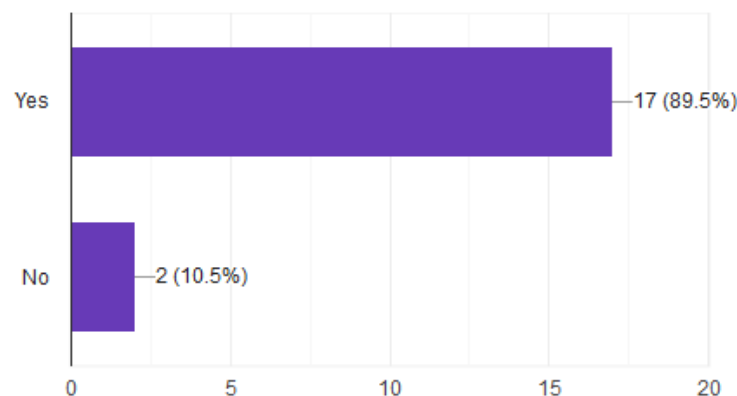


Figure 26: Website partners listing

18. Team - which social media do you use on a daily basis for professional purposes?

19 responses

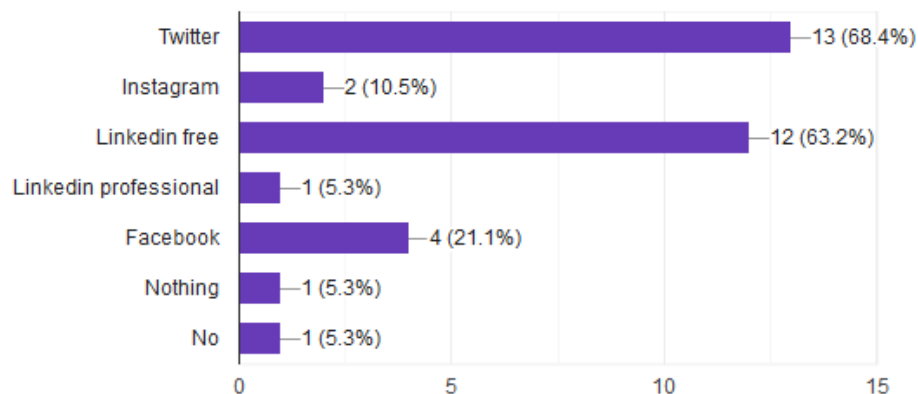


Figure 27: Partners social media usage

When asked about the social media usage for professional purposes, the participants replied in Figure 27 by listing Twitter (68.4%) and LinkedIn (63.2%) as their favourite networks.

19. Team - would you be willing to generate content for the website by yourself (blogs, tweets, etc...)

20 responses

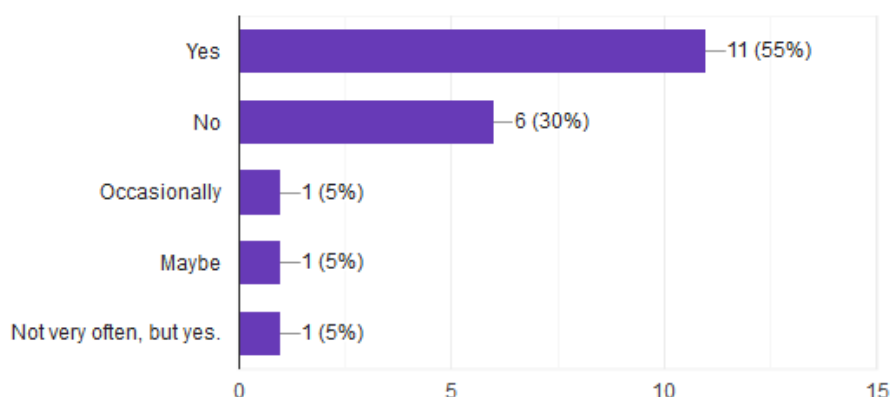


Figure 28: Partners content generation

When asked participants stated with a majority (55%) that they could create content by themselves for project purposes, however a strong negative feedback was also present (30%).

20. Team - do you have an opinion on the website?

18 responses

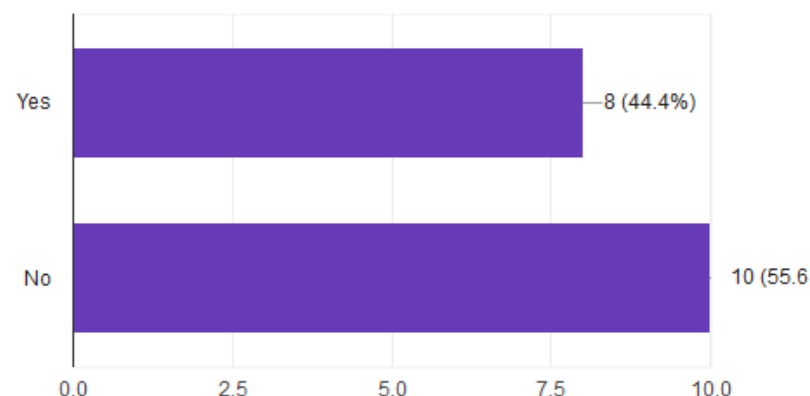


Figure 29: Website opinion

Figure 30 shows the results to the basic question of whether the partners care about the website and platform, with an almost equal share of responses, leaning towards an overall positive attitude (55%).

4.2 SOCIAL MEDIA AND INTERNAL MAILING LIST

In terms of collaborating and communicating with the digital commons and various identified communities, traditional social media approaches are not so efficient, therefore we are introducing a matching agile approach to be taken into consideration. We will design our strategy to use social media only when maximal impact on communities and community building is achievable, that will include having tangible results to share and reduce the poor performing channels and push for the successful ones with the feedback. A Twitter handle with potentially no profile, as the platform needs to be shared via organic hashtags pointing to the platform, rather than profile channels, and LinkedIn articles from community members will be created and managed.

4.3 VIDEO CHANNEL

VideoLectures.Net platform, a native open content video platform owned by the partners in the project (JSI, K4A), will be used to share and deliver consortium content to the targeted communities. It will be used to present video materials and content, ranging from meetings, workshops, and interviews, as well as promo videos presenting targeting the user groups. The can produce and present basic analytics



for each specific video produced which will help us recognise and analyse viewing patterns. We will use this channel to communicate with our different target groups.

4.4 WEBSITE AND BLOG

The consortium partners comprise of a project team which expertise and profiles range from artificial intelligence researchers, lab and institution directors and managers as well as policymakers and AI practitioners and advocates. This will be channelled and used in an expert community blog scheme (see Figure 3) to facilitate the publication and promotion of project-based textual pieces around AI topics. This will increase the overall impact towards our identified groups and strengthen the HumanE AI brand image. Thee community itself will be incentivised to broadcast relevant information via our interviews, blog spots and share their ideas. The blog will be part of our strategy “to humanise” the perception of AI and put a face on the “hidden researchers”.

4.5 ONLINE-WORLD IMPACT ASSESSMENT AND FEEDBACK

The assessment of the online impact for the platform used for the online reach-out will be measured via engagement, shares and views, but most of all we will be able to use these to understand the extent and reach and design further strategies of disseminating our work. As the building of the HumanE AI platform proceeds we will evaluate the size and needs of the community using the platform itself as a tool and the usage and interaction of users with the content delivered via the platform, and the data exploitation.

4.6 ONLINE STATISTICS

In this deliverable we also report on the first feedback on the platform and official website. By using analytics, we monitor and study the popularity of the project website, in order to evaluate how effectively this works towards the dissemination of the project. However, this also provides an insight on other activities realized, and how these may have contributed at shaping users' behaviour. The figures below present an overview of the HumanE AI new platform with users across the period May 2019, however we have launched a series of pre-official websites at DFKI and K4A sites already in January 2019 at the news of winning the research grant.

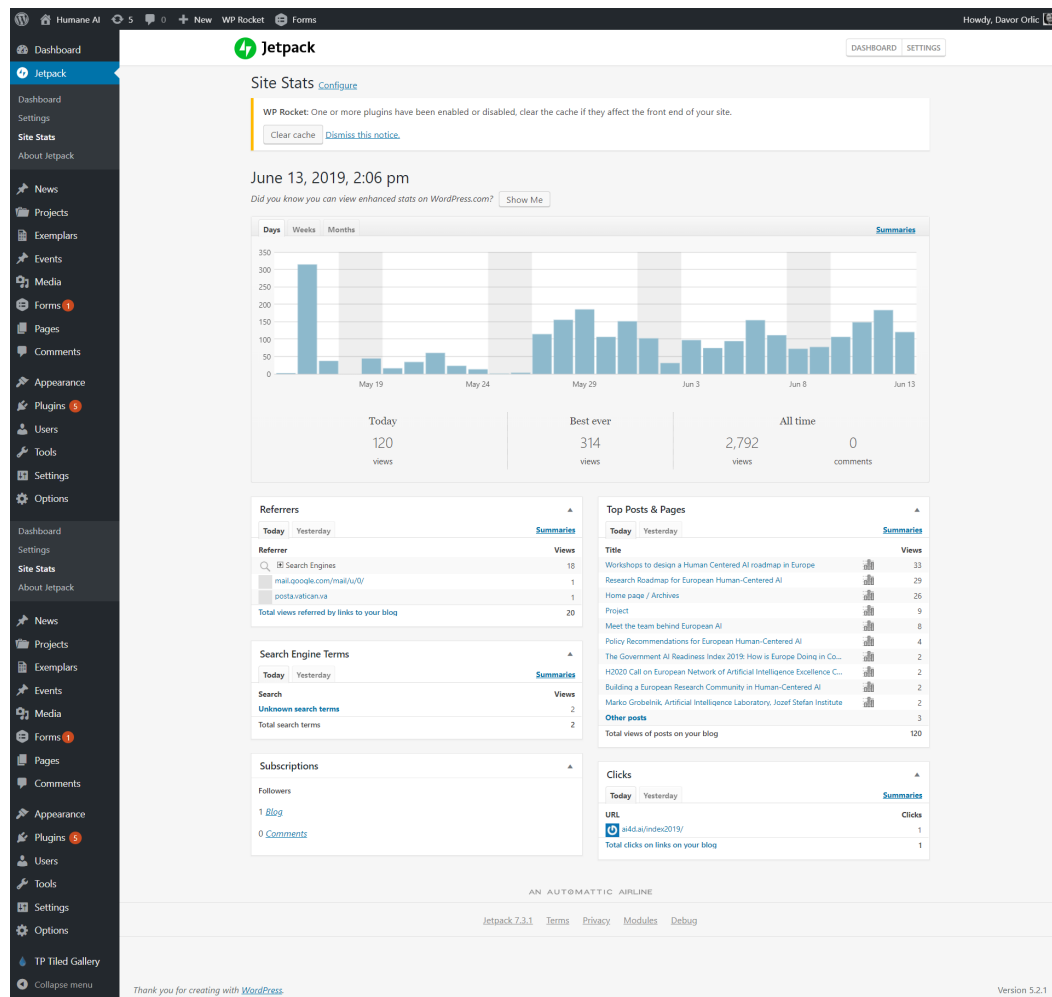


Figure 30: Number of users, user trend and content consumption

By mapping and connecting data on the real-world and offline activities we see that these make online impact on the platform. For example, we observe that the months that coincide with the publication of project updates at the different participation levels of partners at events such as conferences and workshops, present peaks in the overall traffic. It is therefore suggested that these are effective community building activities which target users relevant to HumanE AI and manage to engage them towards visiting the project website for more information.

5. CONCLUSION

In this deliverable we report on the performed online and offline planned community building activities. We then evaluate the plan, 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 current document acts as a point of reference for the project's performed and foreseen community building and reach out activities on two levels, real-world and online-world. For these two we will report in the feedback report survey based on the H2020 PEDR or Plan for the Exploitation and Dissemination of Results as described in the initial project proposal.

The information presented is based on the input collected from all HumanE AI partners by the end of May 2018. Regarding the community creation activities, this initial deliverable aims at the presentation of the platform, planned to be followed by the HumanE AI partners, for making the project and its results known all over the world.

6. NEXT STEPS

Operations and development next steps:

- Develop the platform further in an agile away via a lean method.
- Develop the platform according to partners' community building needs.
- Use the platform to present the project result in the best possible way.
- Use the platform to create meaningful outreach and present to the target user groups the foundations upon which knowledge about HumanE AI is built.

Content creation next steps:

- Use the platform to shape public attitudes toward machine learning and HCI by focusing in particular on the identified main public consideration themes and concerns.
- Make it less difficult for journalists covering AI and automation issues to report in a responsible and balanced manner about Human-Centered AI.
- Addressing policy recommendation to relevant EU and global public bodies.
- Use the platform to create a thriving AI ecosystem and seek to inform its work program through wide public consultation as it develops policy recommendations with governments about a humane approach to AI.