

Amai! What an amazing AI-dea!

A large scale citizen science project on AI for societal change

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AMAI!

("Oh, my!" in Flemish)

- Implementing citizen science methods
- To develop solutions with AI
- For societal challenges

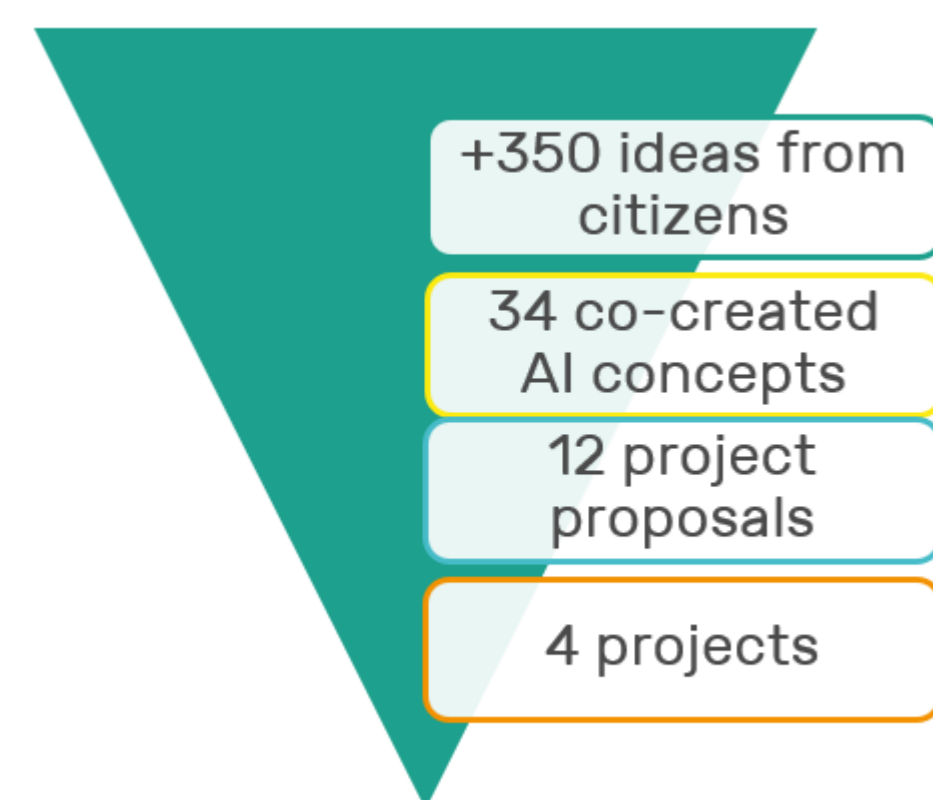
- 4 themes:



Mobility – Climate – Health – Work

- Project aimed at “societal implementers”:
 - little interest in technology
 - but can be ‘seduced’ by concrete societal applications

- 4 phases:
 - collecting research questions
 - co-creating solutions
 - open call for projects
 - developing solutions with CS approach

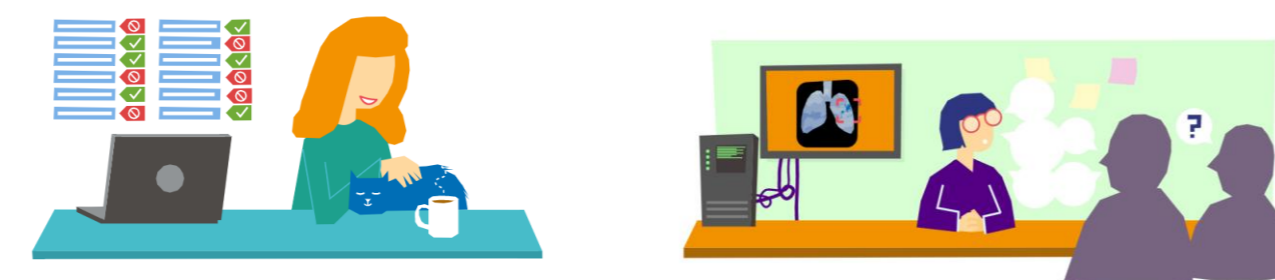


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1. Collecting research questions

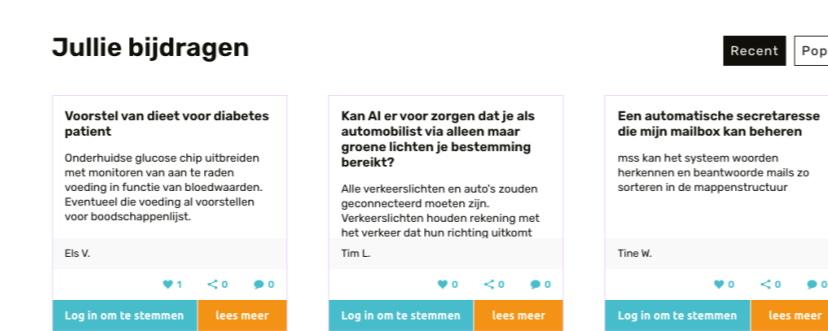
- **Citizens** submitting their ideas
- Online platform with information about AI:
 - e.g. Sara’s spamfilter, Julie the oncologist



- Interactive brainstorm sessions:
 - organised entirely by amai!
 - or in collaboration with organisations (e.g. Stand up against Cancer, cyclist’s union, ...)

- Broad communication to general public:
 - social media
 - public broadcaster: radio and online

- **352 ideas** collected on platform



- AI-professionals commented on ideas for feedback

2. co-creating solutions

- Clustering of ideas
 - e.g. all ideas on personal planning
- Co-creation sessions
 - bringing together **citizens**, experts in societal challenges and AI-experts
 - defining scope of issues and requirements for AI-solutions



- **34 concrete AI-concepts**

3. open call for projects

- AI-concepts rated by panel of experts
 - feasibility, desirability, innovation potential
 - 17 concepts for open call
- Funding call open for consortia consisting of:
 - non-profits and **civil movements**
 - local governments
 - knowledge institutions
 - IT-companies
- **12 project proposals received**
- Selection of projects
 - 1) jury of experts
 - 2) large scale public voting by **citizens**
- **4 projects** selected to receive €75.000

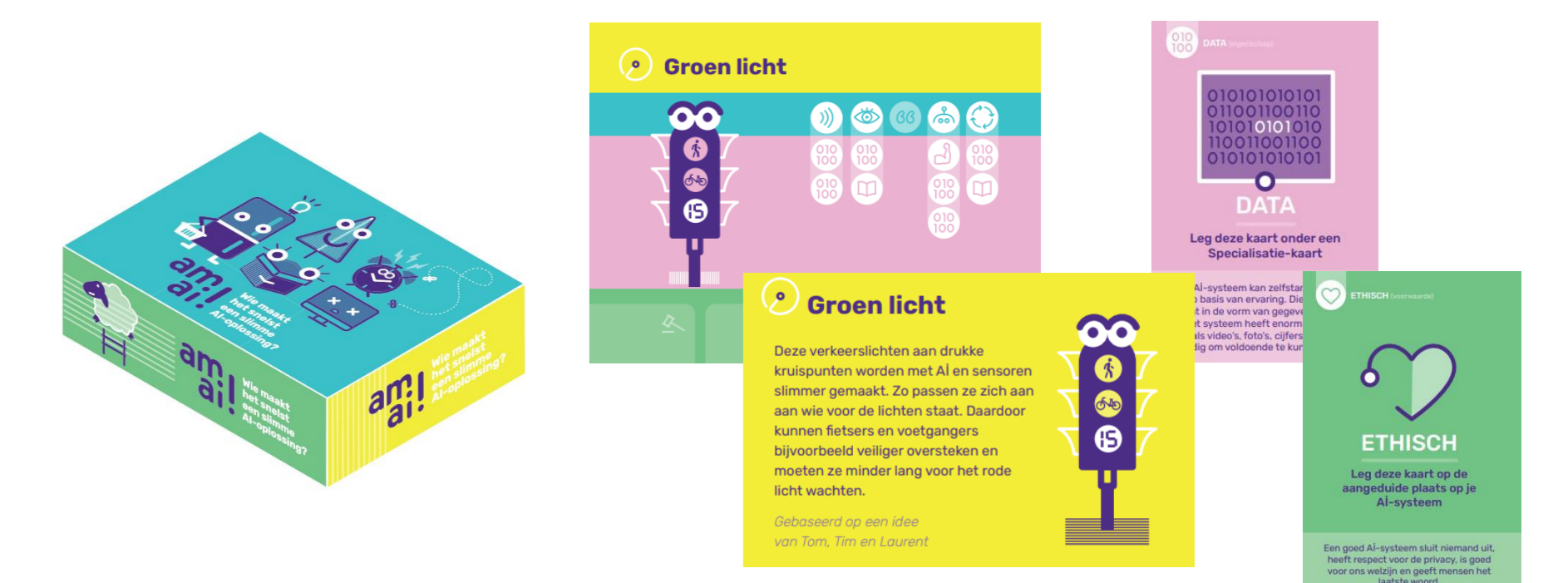
4. developing solutions with citizen science approach

- Mapping quality of bike paths
- Smart diabetes assistant
- Mapping of trees in cities
- Live subtitles in the classroom

- **Citizens** involved in development
 - e.g. focus groups, collecting data, annotating data...
- Regular intervision for projects led by amai!
 - support on CS and human centered AI
- Communication about process through website and monthly newsletter

Amai! 2022 edition

- Same... but different!
- From online only → To offline activities
 - datawalk
 - creative with AI
 - info sessions & brainstorm sessions
 - idea booth for events
 - train-the-trainer
- Card game: build your AI-solution!
 - AI-solutions based on ideas from citizens
 - collect all the cards needed
 - also cards about ethics, law...
 - for +8 year olds, to play at school or at home



- Special attention for **digital inclusion**
 - one extra project funded with focus on e-inclusion
- Special attention for **trustworthy AI**
 - under what conditions do you consider AI-innovation desirable or acceptable?
 - input for charter

What is your idea for AI?



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