Antidotes to "Bad Al": Novelty, transparency, and choice in IxD

"Moreover, if we move in the direction of making machines which learn and whose behavior is modified by experience, we must face the fact that is a degree of possible defiance of our wishes."

- every degree of independence we give the machine

-Norbert Wiener 1949

Antidotes to "Bad Al": Novelty, transparency, and choice in IxD IXDA PGH September 2021

Paul Pangaro, PhD

President, American Society for Cybernetics & **Professor of Practice, Human-Computer Interaction Institute, Carnegie Mellon University** ppangaro@cmu.edu

pangaro.com/ixda2021/

<u>@NewMacyMeetings</u>

Antidotes to "Bad Al" Pandemics

The word "pandemic" comes from "all" and "people" –

something negative that affects everyone in our community.

Antidotes to "Bad Al" Pandemics

The word "pandemic" comes from "all" and "people" something negative that affects everyone in our community. The Internet and digital devices connect to 4 billion people. "Today's AI" is inside technology we touch every day.

Antidotes to "Bad Al" Pandemic of "Today's Al"

The word "pandemic" comes from "all" and "people" – something negative that affects everyone in our community. The Internet and digital devices connect to 4 billion people. "Today's Al" is inside technology we touch every day. Today's AI foments polarization, pushes irrelevant products, spreads social bias, and surveils our lives.

Antidotes to "Bad Al" Pandemic of "Today's Al"

The word "pandemic" comes from "all" and "people" – The Internet and digital devices connect to 4 billion people. "Today's Al" is inside technology we touch every day. spreads social bias, and surveils our lives. Its impact on our daily living is growing every day.

- something negative that affects everyone in our community. Today's AI foments polarization, pushes irrelevant products,

Antidotes to "Bad Al" Pandemic of "Today's A" Facebook & Instagram Google & Youtube Amazon Twitter

Artificial Intelligence Inside (TM)

Artificial Intelligence Inside (TM)

FaceJool & Instagram Google & Yc.m. b Amazon Twitter

CODIFICATION

Antidotes to "Bad Al" Pandemic of "Today's Al" = "Bad Al"

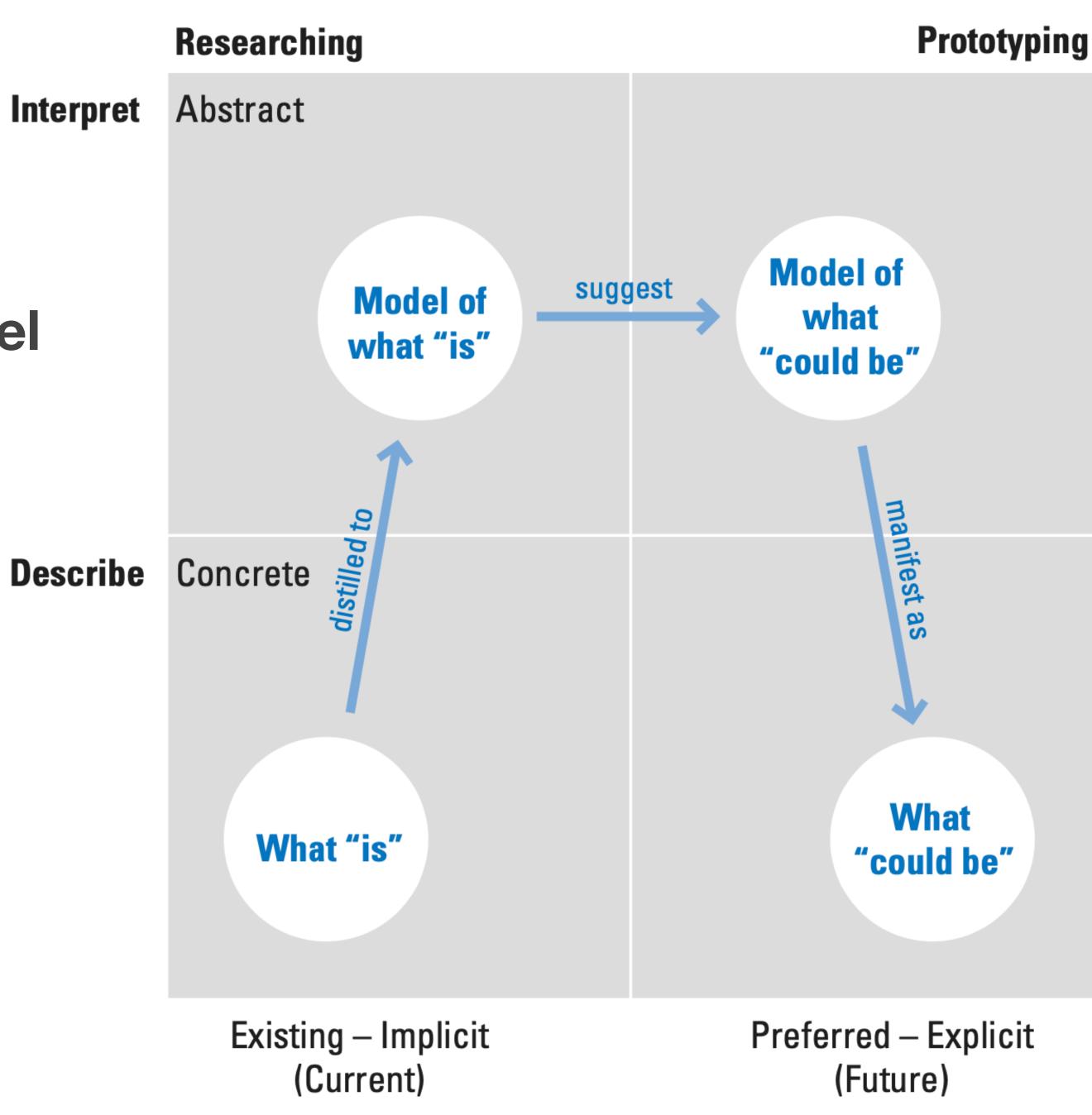
- Manipulation of attention by Internet platforms
- Manipulation of sentiment in politics & elections
- Loss of privacy through "surveillance capitalism"
- Bias in law enforcement algorithms
- Facial recognition leading to social control
- Overpowering of human capacity & "Human Downgrading"

-Al is making the world we see and the world we live in. -Human purpose is lost.

A Path Forward

Analysis-Synthesis Bridge Model

Dubberly, Evenson, and Robinson, Interactions Magazine, Volume XV.2, March + April 2008

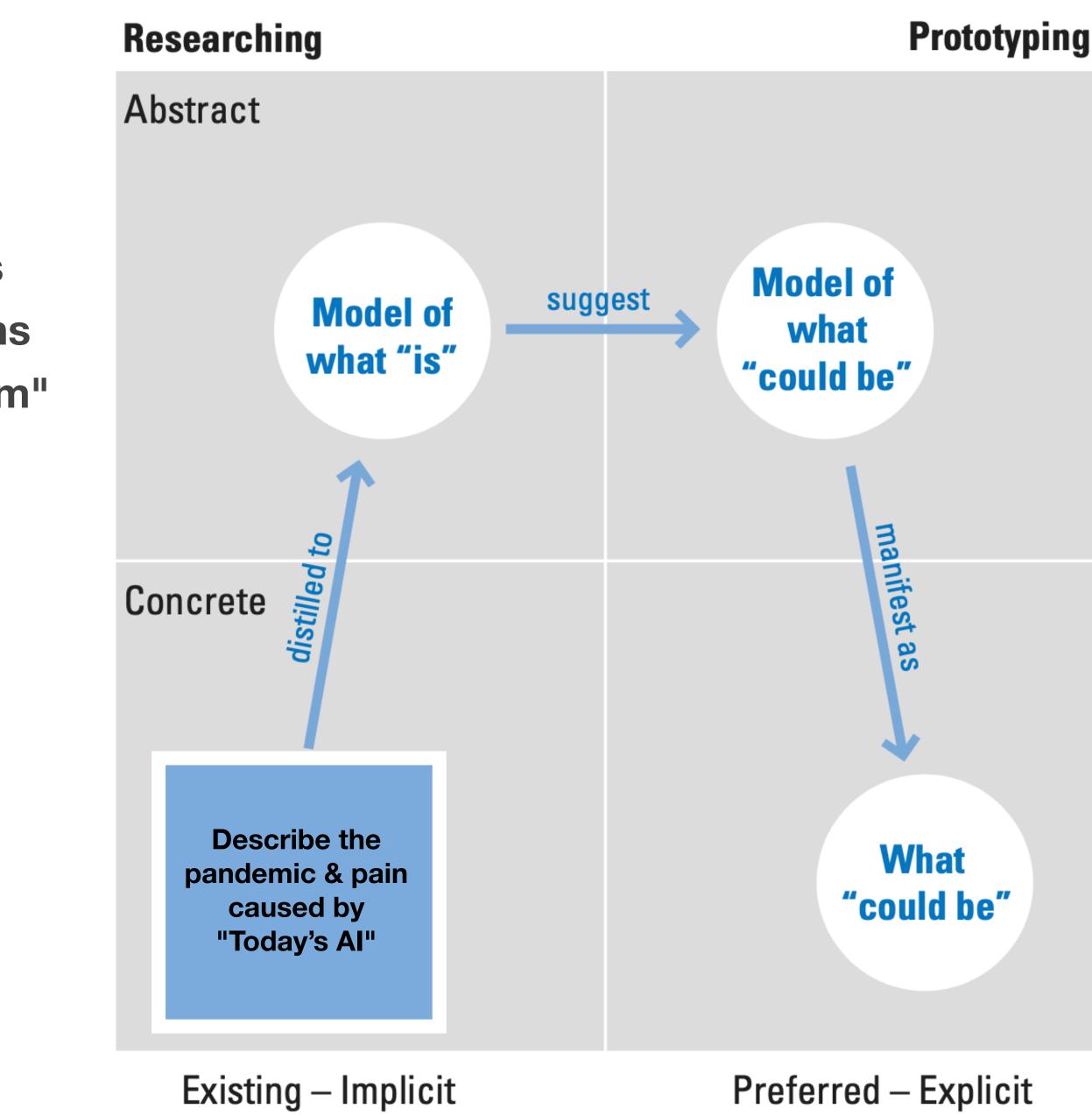




Describe

- Manipulation of attention by Internet platforms
- Manipulation of sentiment in politics & elections
- Loss of privacy through "surveillance capitalism"
- "Dark Patterns" & "Deep Fakes"
- **Bias in law enforcement algorithms**
- **Facial recognition leading to social control**
- **Overpowering of human capacity**

Dubberly, Evenson, and Robinson, Interactions Magazine, Volume XV.2, March + April 2008



(Current)

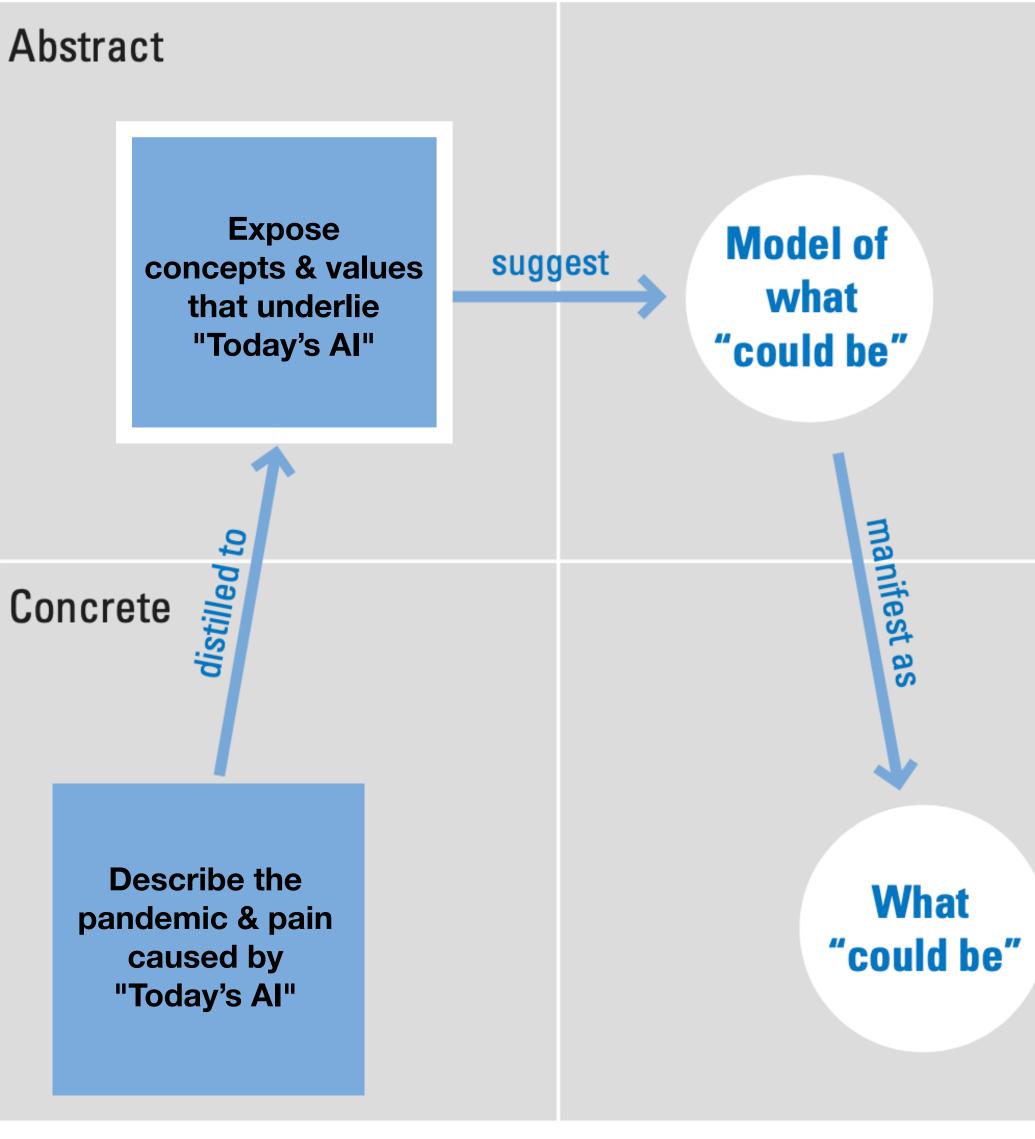
(Future)





Dubberly, Evenson, and Robinson, Interactions Magazine, Volume XV.2, March + April 2008

Researching



Existing – Implicit (Current) Preferred – Explicit (Future)

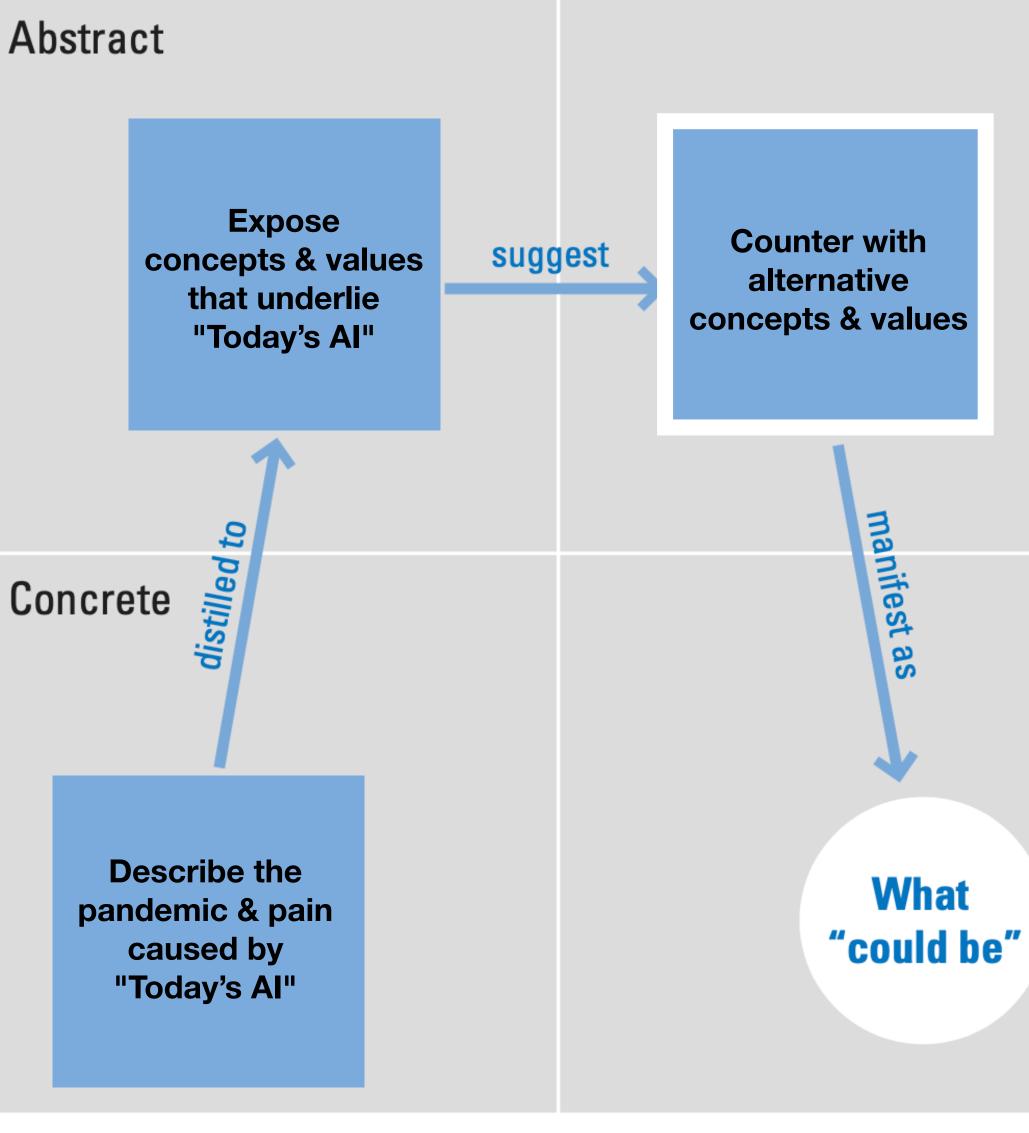


Counter

Dubberly, Evenson, and Robinson, Interactions Magazine, Volume XV.2, March + April 2008

Researching

Prototyping



Existing – Implicit (Current) Preferred – Explicit (Future)

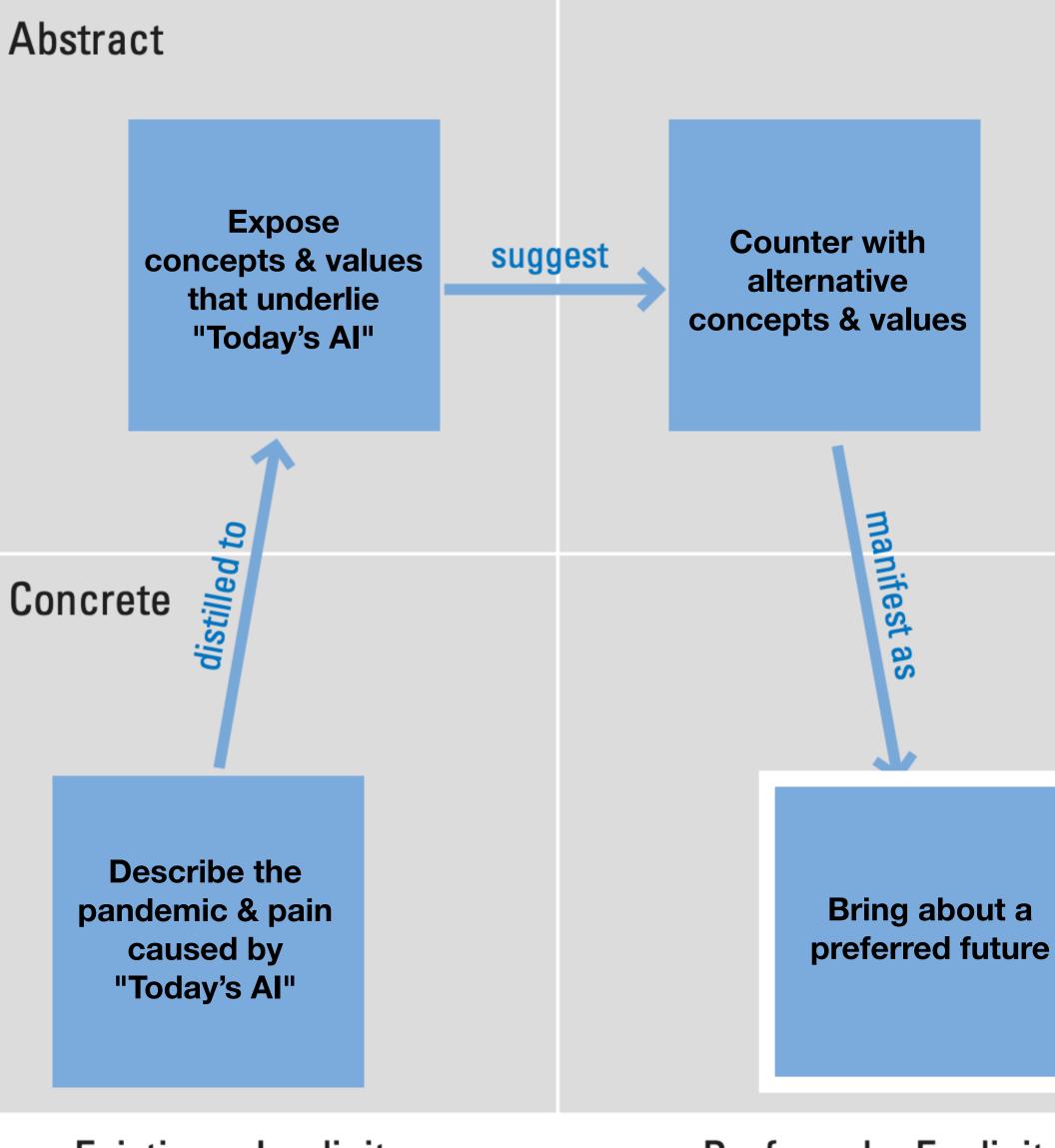


Improve

Dubberly, Evenson, and Robinson, Interactions Magazine, Volume XV.2, March + April 2008

Researching

Prototyping



Existing – Implicit (Current)

Preferred – Explicit (Future)

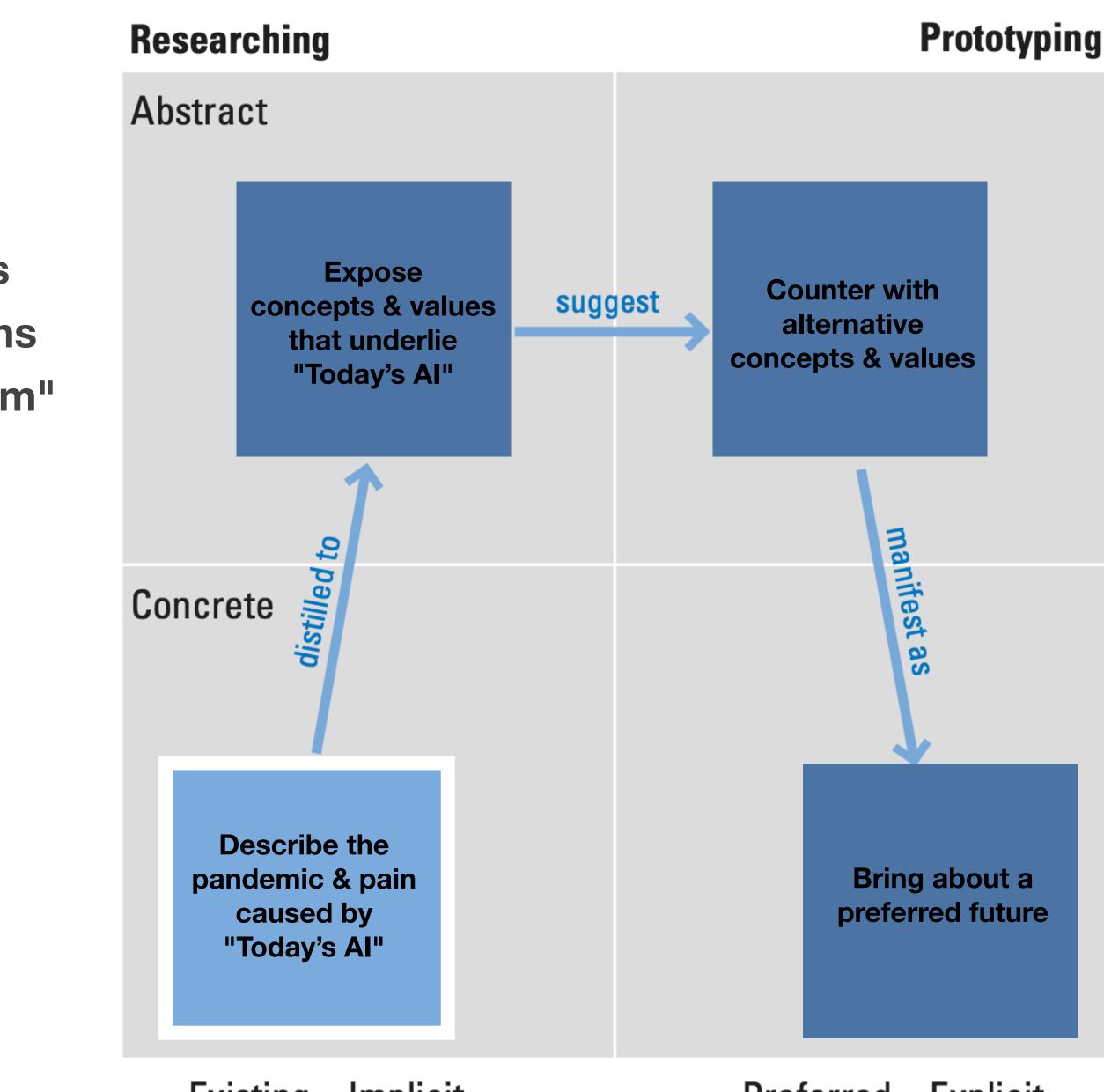


Describe

- Manipulation of attention by Internet platforms
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- **Bias in law enforcement algorithms**
- **Facial recognition leading to social control**
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Dubberly, Evenson, and Robinson, Interactions Magazine, Volume XV.2, March + April 2008

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Existing – Implicit (Current)

Preferred – **Explicit** (Future)







Digital technology forges a culture focused primarily on what computers can easily do. Most often for profit.

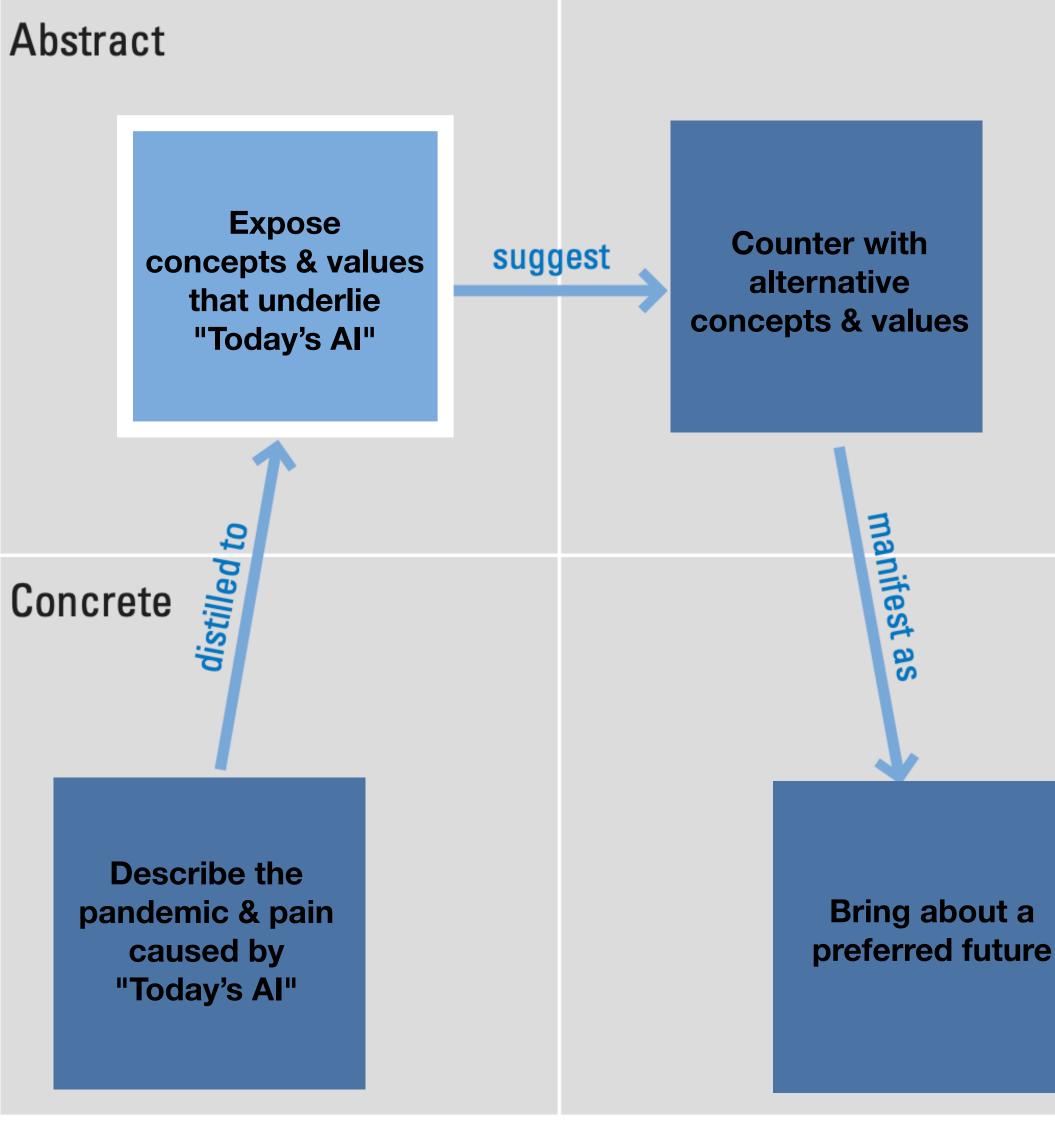
Values inherent in the code of Today's AI are so often at odds with being human.

Dubberly, Evenson, and Robinson, Interactions Magazine, Volume XV.2, March + April 2008

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Researching

Prototyping



Existing – Implicit (Current) Preferred – Explicit (Future)

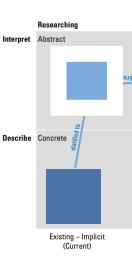




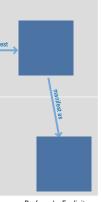
Premise—It's the "Digital Culture"

Digital technology forges a culture focused primarily on what computers can easily do. Most often for profit.

Values inherent in the code of Today's AI are so often at odds with being human.



Prototyping



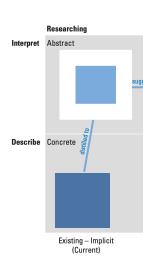
referred – Explic (Future)

Assumptions from Digital Culture

Digital Culture assumes:

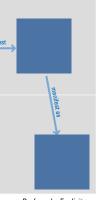
Interaction is mechanistic

- Information is objective
- Intelligence is a process that sits inside a person or computer



So it "it becomes true" that:

- human behavior can be generalized and accurately predicted
- the same option offered at an interface has the same meaning for everyone
- machine prediction is intelligent—so the machine's selection need not be questioned or tested by the human

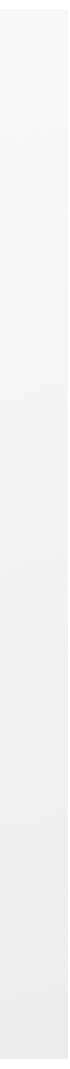






EXAMPLES

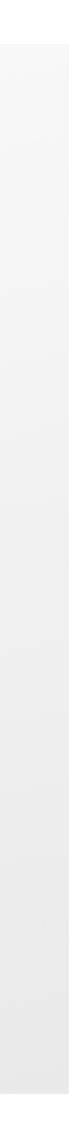
- Google "Page Rank" Lack of Transparent Intent You cannot learn why choices were offered
- Youtube "Up Next" Asymmetry of Control of Focus You cannot question or redirect choices offered
- Facebook "News Feed" Lack of Control of Choice You can decline options but not define them



CODE = CODIFICATION

- Lack of Transparent Intent You cannot learn why choices were offered
- Asymmetry of Control of Focus You cannot question or redirect choices offered
- Lack of Control of Choice You can decline options but not define them

CODIFICATION enshrines values that control outcomes



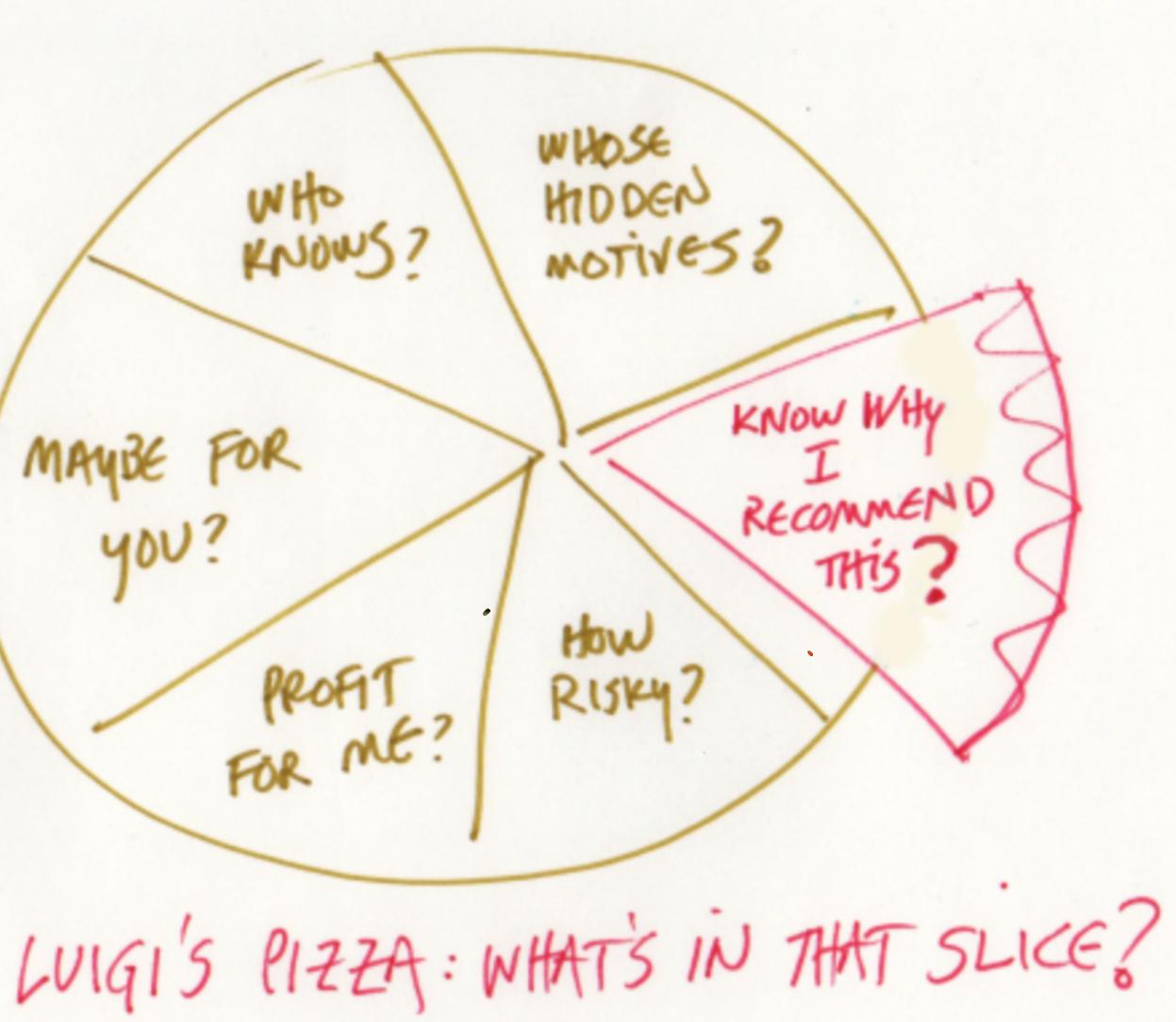




The Parable of Luigi's Pizza

More about Luigi's Pizza

WHO KNOWS? MAYBE FOR YOU? PROFIT FOR ME?

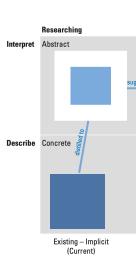


Premise — It's not Technology

Technology itself is not at fault—it is how we fashion it and the traits we embed in it.

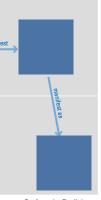
In pursuit of profit, we build engines that dazzle our brains and addict us to our human & biological vulnerabilities.

Novelty and choice, transparency and conversation can become the new core principles of Today's Al.



This is not the only option.

We can shift technology from digital assumptions and swing back toward our analog roots our physical, organic, biological selves. Prototyping



referred – Explic (Future)



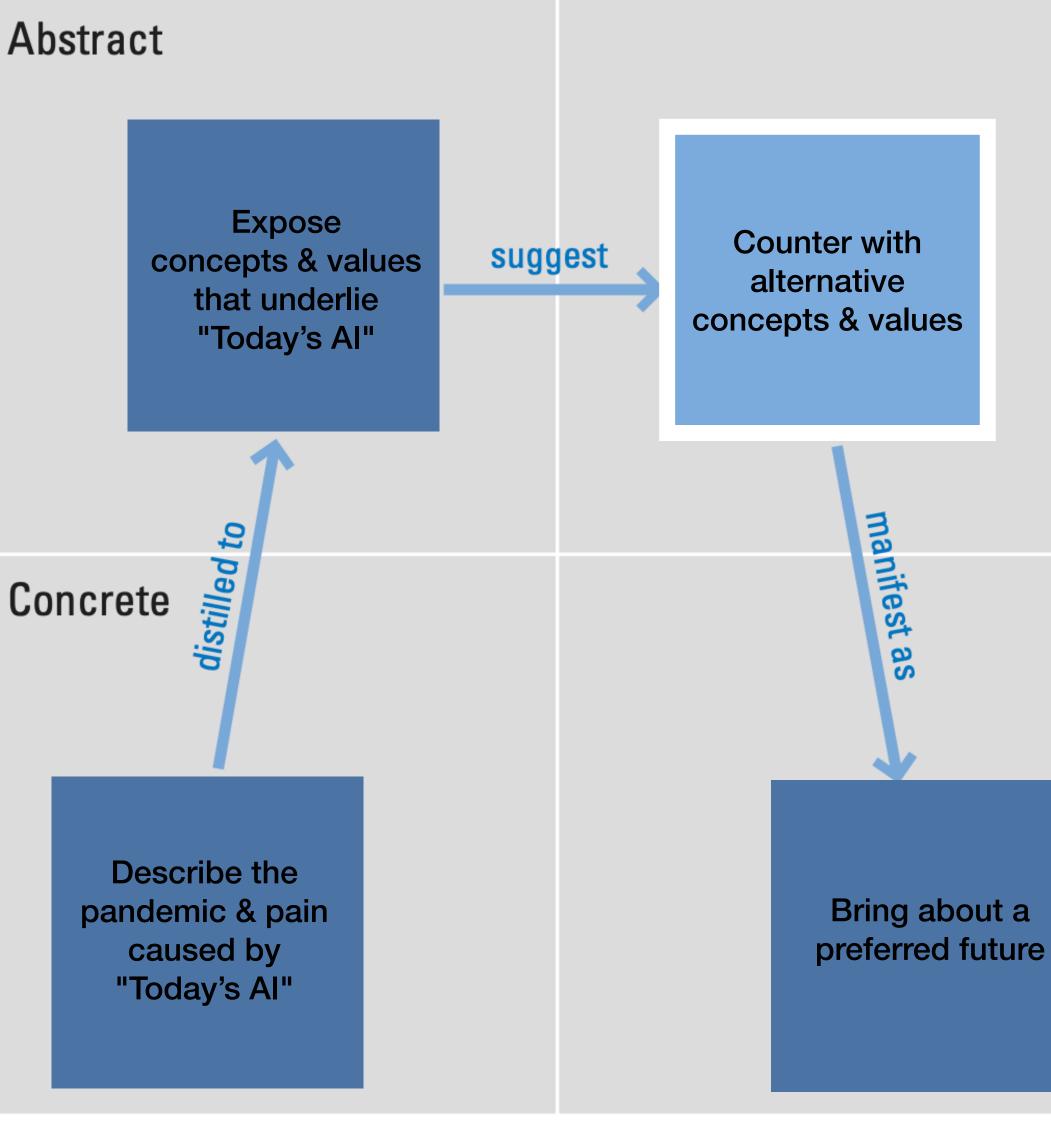
To upset the dominance of the pernicious algorithms of AI, we must design and propagate a set of humane, organic, and analog interactional frameworks.

Dubberly, Evenson, and Robinson, Interactions Magazine, Volume XV.2, March + April 2008

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Researching

Prototyping



Existing – Implicit (Current)

Preferred – Explicit (Future)



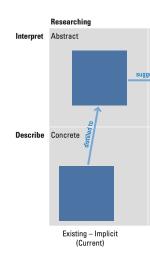
Countering with analog frameworks

Digital Culture assumes:

Interaction is mechanistic

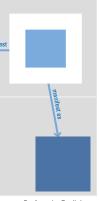
Information is objective

Intelligence is a process that sits inside a person or computer



"Analog frameworks" means:

- Interaction can be conversational inviting interpretation & responses from other contexts & understandings
- Information can mean the triggering of ideas and reactions—the opening of new possibilities, ideas, & actions
- Intelligence can be relational an attribute of an interaction and not something inside a person or a box.

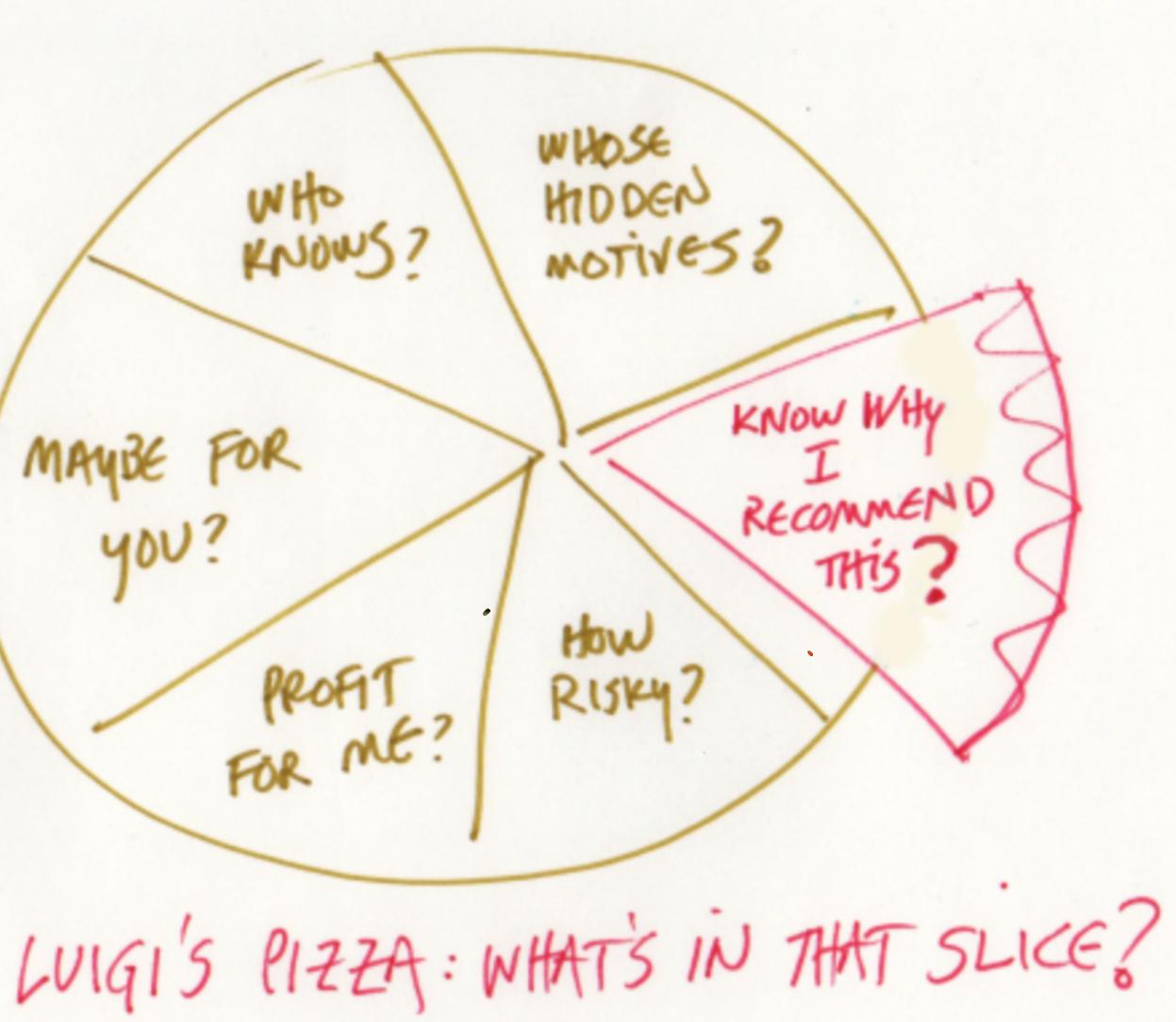




The Parable of Luigi's Pizza

More about Luigi's Pizza

WHO KNOWS? MAYBE FOR YOU? PROFIT FOR ME?



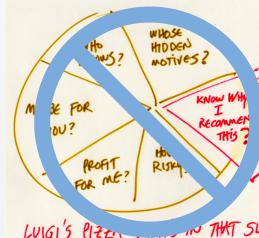
CODE = CODIFICATION = DIGITAL

- Lack of Transparent Intent
 You cannot learn why choices were offered
- Asymmetry of Control of Focus
 You cannot question or redirect choices offered
- Lack of Control of Choice You can decline options but not define them



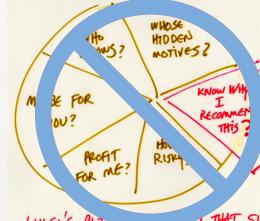


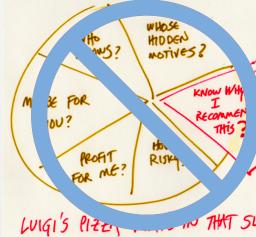
- Lack of Transparent Intent
 "Why is Luigi's Pizza the best pizza?"
- Asymmetry of Control of Focus
 You cannot question or redirect choices offered
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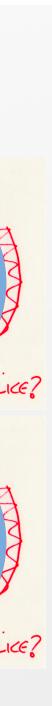


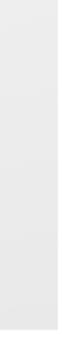


- Lack of Transparent Intent
 "Why is Luigi's Pizza the best pizza?"
- Asymmetry of Collaborative Focus
 "Does Luigi's serve gluten-free pizza?"
- Lack of Control of Choice
 You can decline options but not define them



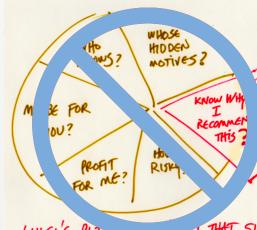


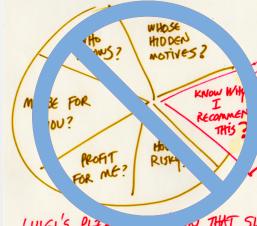


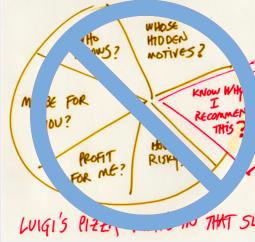


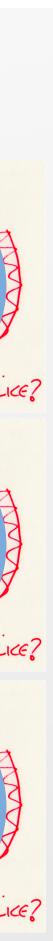
- Lack of Transparent Intent
 "Why is Luigi's Pizza the best pizza?"
- Asymmetry of Collaborative Focus
 "Does Luigi's serve gluten-free pizza?"
- Lack of Coordinated Choice "Why might I like this new dish?"

ent best pizza?" ative Focus en-free pizza?" hoice ew dish?"









- Transparent Intent "Why is Luigi's Pizza the best pizza?"
- Collaborative Focus "Does Luigi's serve gluten-free pizza?"
- Coordinated Choice "Why might I like this new dish?"



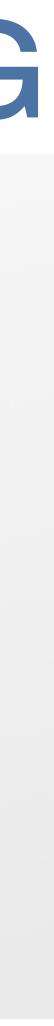
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= CONVERSATION = ANALOG

CODE = CONVERSATION = ANALOG

- Transparent Intent "Why is Luigi's Pizza the best pizza?"
- Collaborative Focus "Does Luigi's serve gluten-free pizza?"
- Coordinated Choice "Why might I like this new dish?"

Novelty and choice, transparency and conversation would become the new core principles of interaction.



Conversation is the Heart of Interaction IxDA Pittsburgh — November 2019

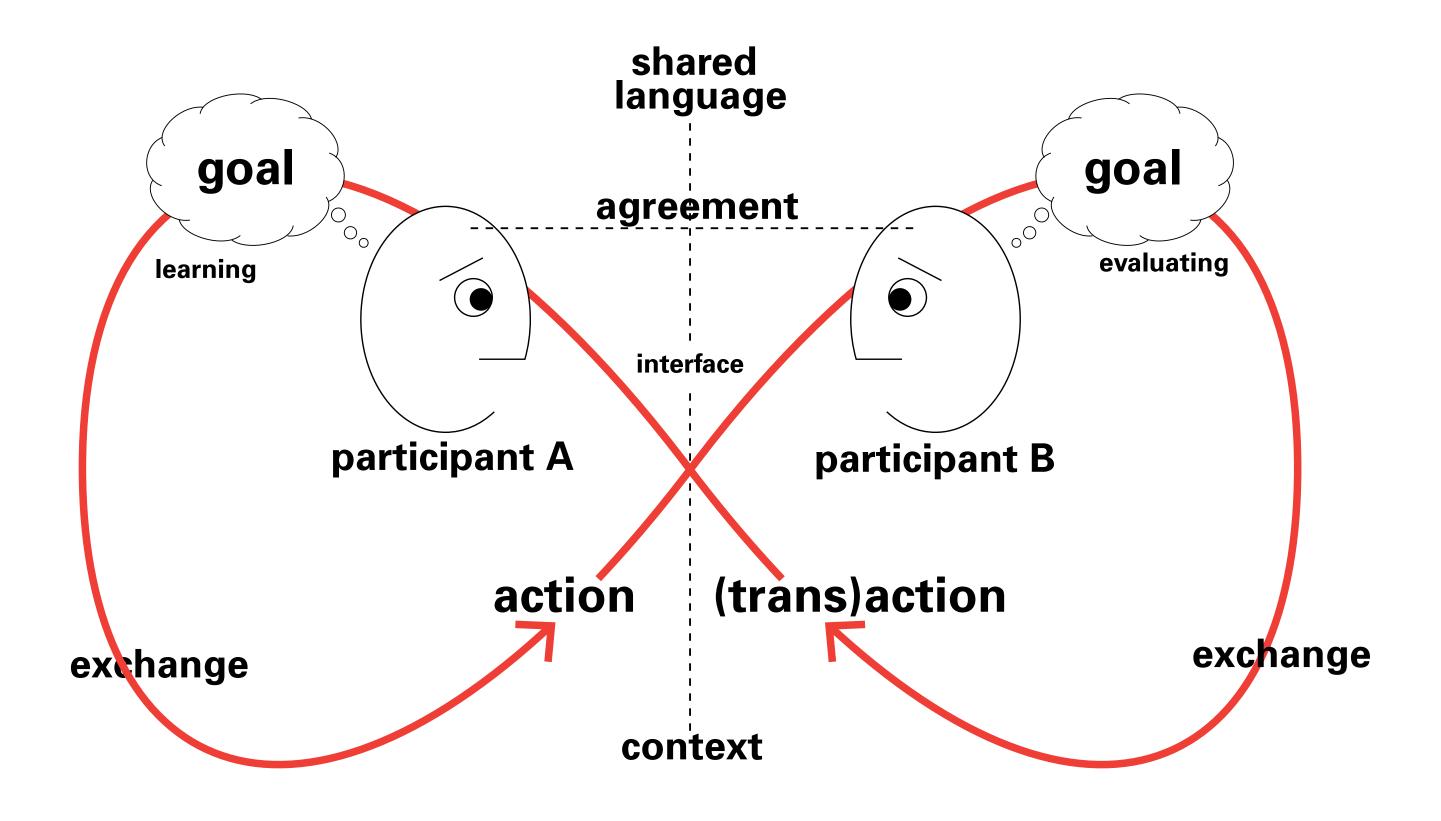
Paul Pangaro Professor of Practice Human-Computer Interaction Institute Carnegie Mellon University

pangaro.com/ixda2019/



Conversation is the Heart of Interaction IxDA Pittsburgh – November 2019

Conversation Model

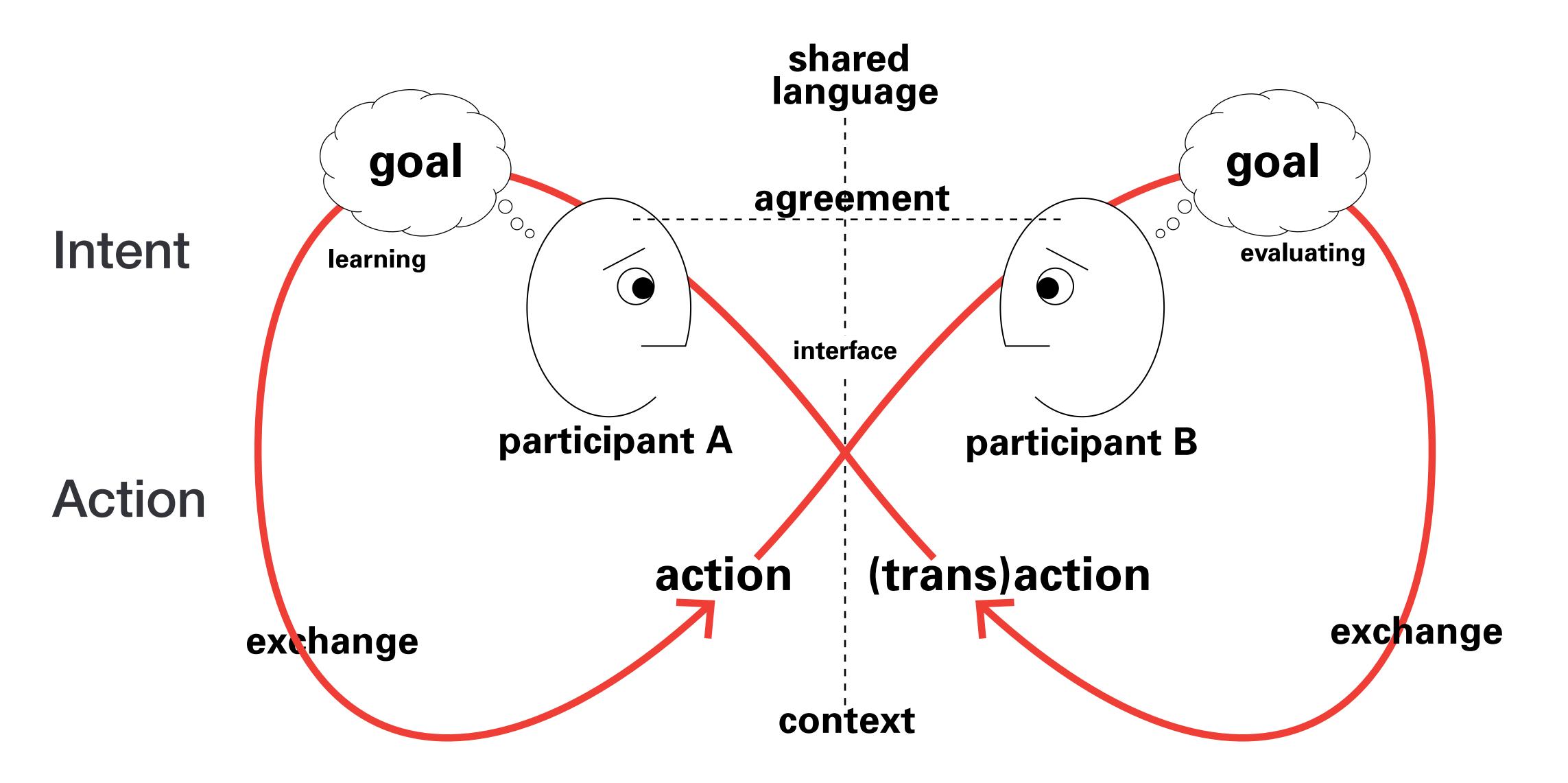


<u>Click for Abstract and Slides</u> <u>See also Economy of Insight</u>

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Conversation is the Heart of Interaction IxDA Pittsburgh – November 2019



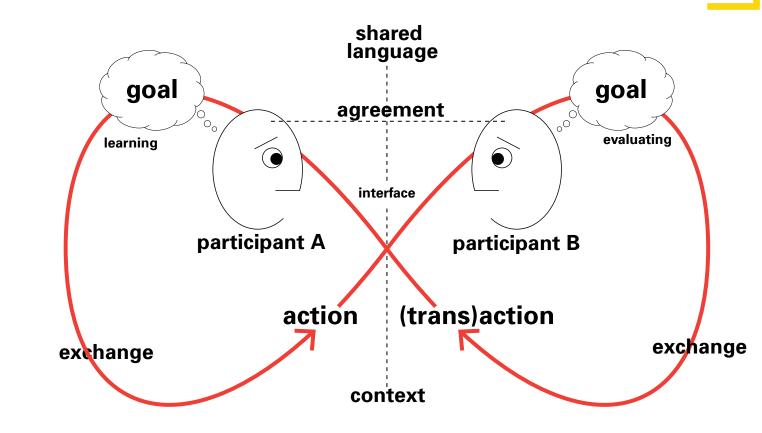


Conversation is the Heart of Interaction IxDA Pittsburgh – November 2019

What may follow from conversation?

- shared history
- relationship
- trust
- respect
- unity.

All these require conversation.



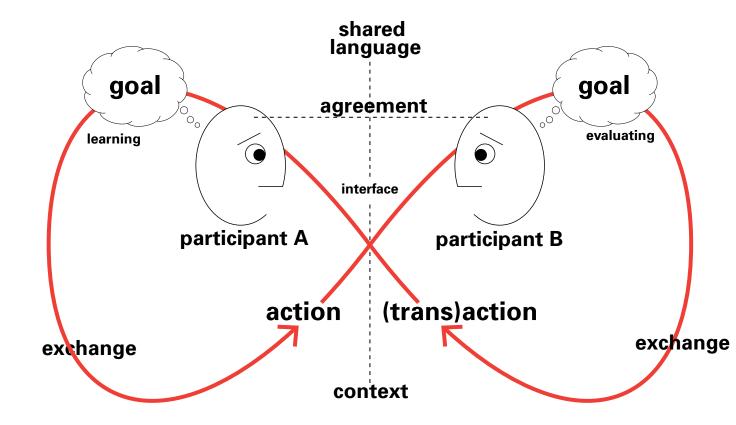


Conversation is the Heart of Interaction IxDA Pittsburgh – November 2019

What does conversation enable?

- community
- commerce
- culture
- government
- society.

All these **demand** conversation.







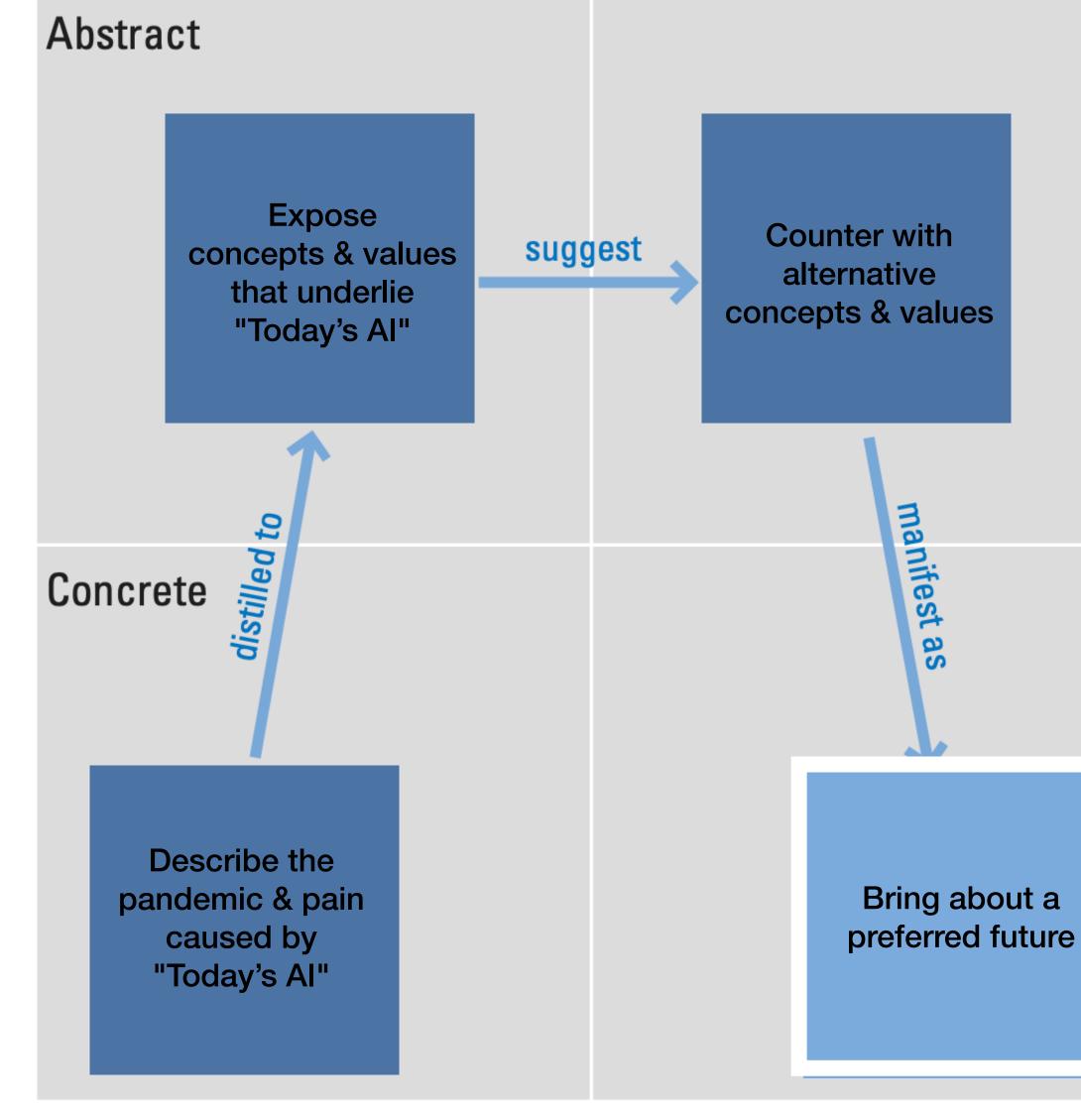
A preferred future

To upset the dominance of the pernicious algorithms of Al, we must design and propagate a set of humane, organic, and analog interactional frameworks.

If we bring forth replacements for the algorithms of Today's AI, we can begin to have a positive effect and better serve our social fabric.

Researching

Prototyping



Existing – Implicit (Current) Preferred – Explicit (Future)



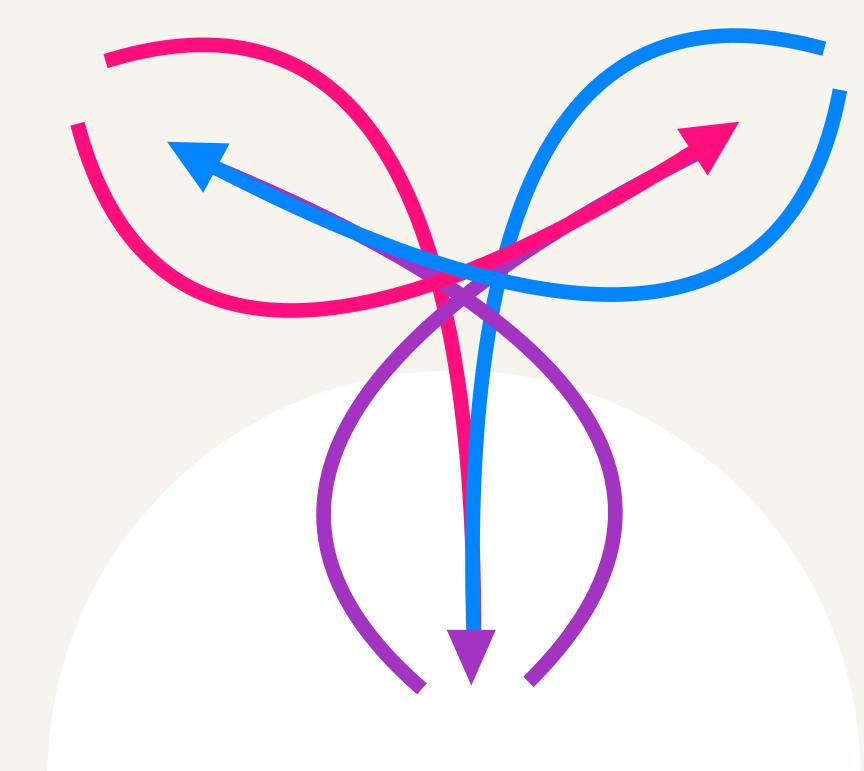


Bringing about a preferred future Novelty, transparency, and choice in IxD

Our goal is to design and integrate new classes of interactional systems with today's AI and digital technologies to create and promote a new category of analog interactional frameworks.



Digital



DATA-ANIMATED

binary discrete deterministic artificial representational specific predictive transactional

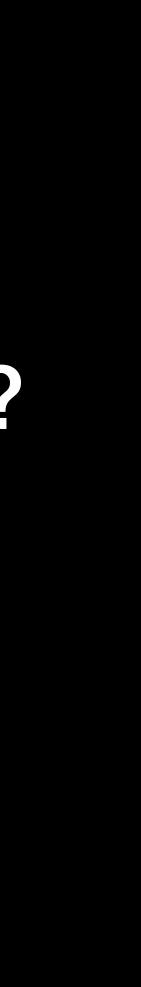
Analogic Frameworks – Alternatives to Today's Al

SOCIALLY-ANIMATED biological fluid open-ended organic resonant ambiguous uncertain conversational

Cybernetics bilingual sensibility Analog

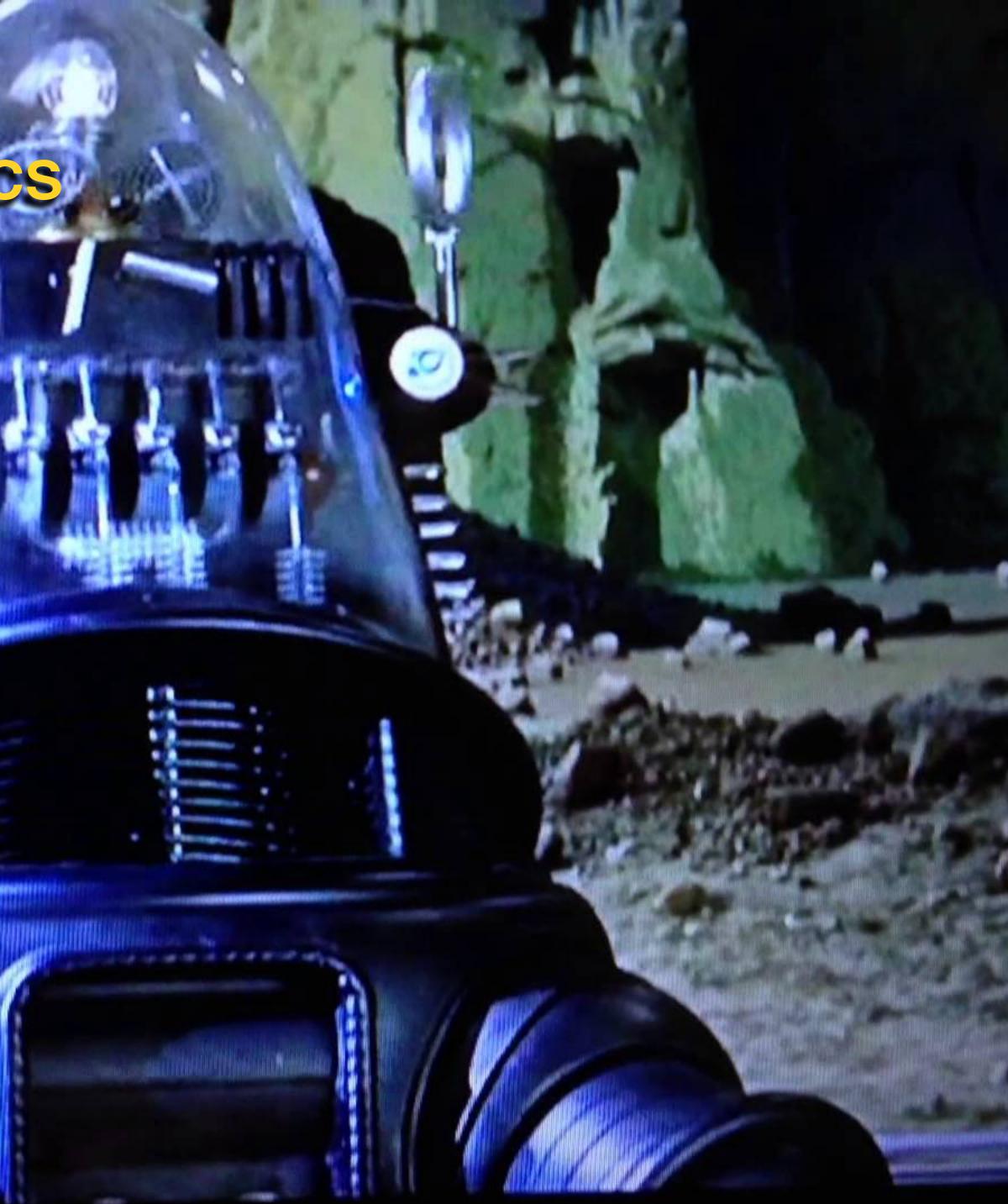
Cybernetics

Why is Cybernetics "bilingual"? How can it help create analog interactional frameworks?



Cybernetics is not Robotics

https://en.wikipedia.org/wiki/Forbidden_Planet

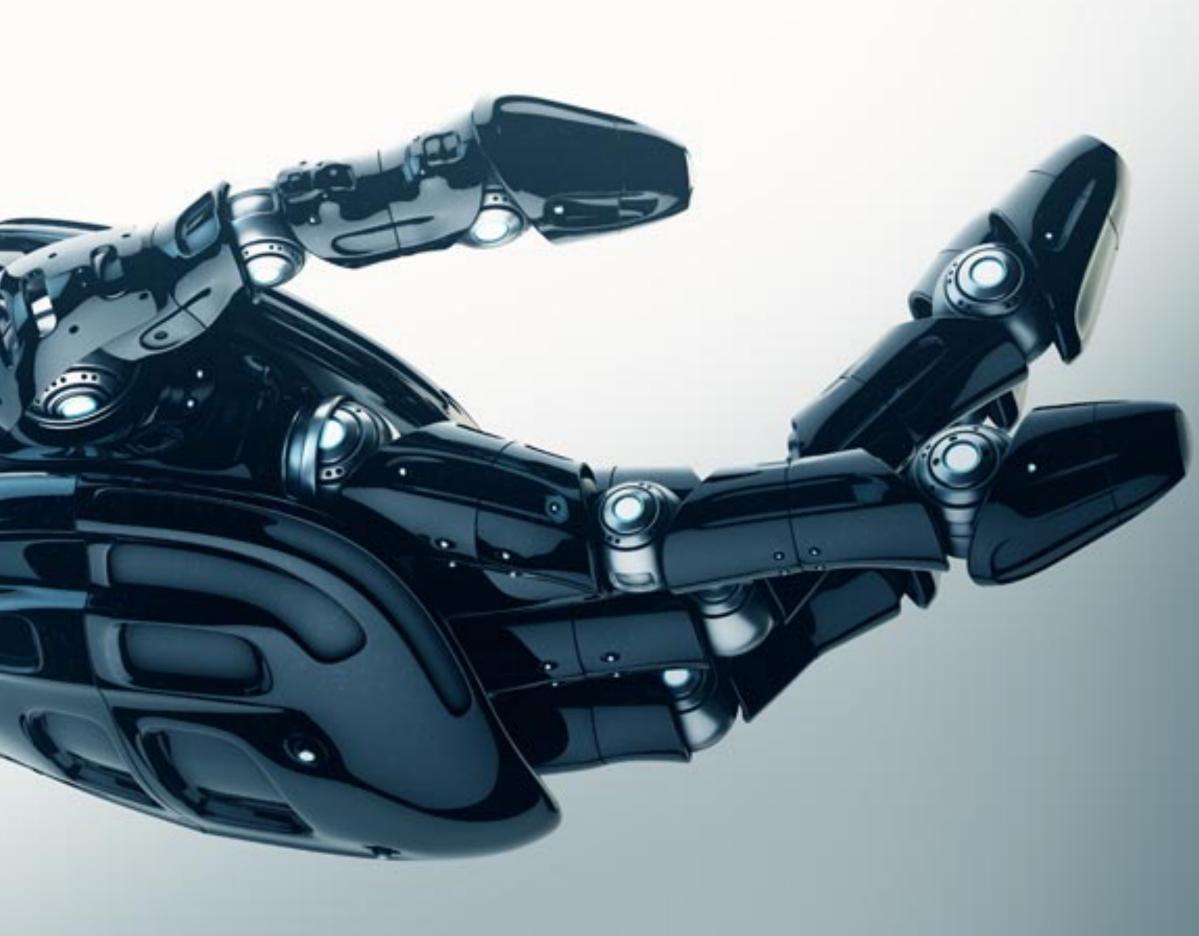




Cybernetics is not Biomechatronics

60

https://carleton.ca/mechatronics/



Cybernetics is not Al

Annapurna Pictures



Cybernetics is not Al Cybernetics is not Biomechatronics Cybernetics is not Robotics Cybernetics is not Chips in Your Brain ... and Cybernetics is not Freezing Dead People!

Cybernetics is "the art of steering"



Dubberly Design Office & Paul Pangaro

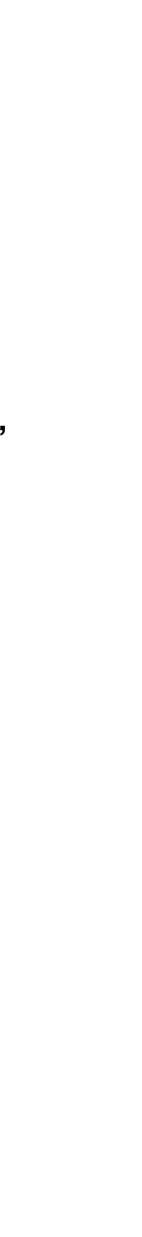
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Cybernetics comes from the Greek, "to steer artfully toward a goal."

correction of error

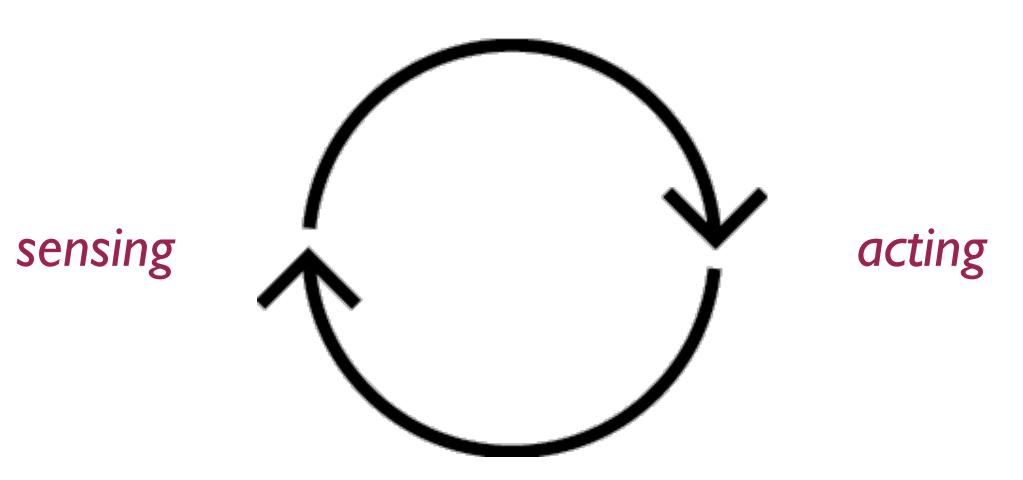
correction of error

Wind Or tide





Cybernetics is "the art of steering"



Dubberly Design Office & Paul Pangaro

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comparing

Cybernetics comes from the Greek, "to steer artfully toward a goal."

Cybernetics is the art and science of feedback and goals.



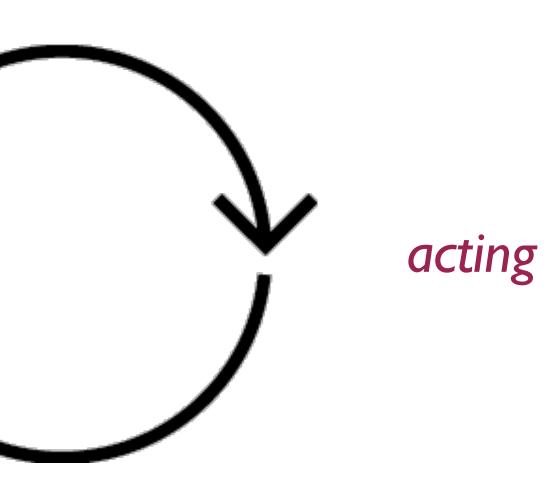
Cybernetics is about systems with purpose

comparing



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Cybernetics comes from the Greek, "to steer artfully toward a goal."

Cybernetics is the art and science of feedback and goals.



Cybernetics Neural Nets Al

McCulloch-Pitts neurons Macy Meetings on Circularity Cybernetics by Wiener

Dartmouth AI Conference Symbolic Al rises Perceptrons kills neural nets **Cybernetics** languishes

Hinton brings back neural nets Internet brings Big Data "Surveillance Capitalism"

Cybernetics is very different from Al

- 1943
- 1946-1953
- 1948
- 1956
- 1956-1980
- 1969
- 1956-2010
- **1980s**
- 2000s

- "Neural Nets" are born
- swarms the Zeitgeist
- influences generations
- contra Cybernetics
- Al swarms the zeitgeist
- Minsky denies von Foerster
- Al influences generations
- Expert Systems come & go
- NN swarm the Zeitgeist
- 2000s-2020s "Wicked Problems" prevail





Cybernetics = Origin of Neural Nets & A

- **Cyberneticians invent Neural Nets** 1940s 1960s AI = Symbolic AI (not Neural Nets)
- AI = Expert Systems (not Neural Nets) 1980s
- 2010s
- 2020s "Today's AI" = AI everywhere in our lives

But Cybernetics is very different from Al

AI = Neural Nets + Big Data + Massive Compute



Cybernetics

"Performative Ontology" Design for action with emergent goals **Embodied interaction Circular causality** Evolutionary viability / resilience

Could be applied anywhere Lost the competition with computers Stolen & elided by French intellectuals Reduced to the prefix "cyber-" Yet... undergoing a resurgence

"Today's Al"

"Intelligence Inside" **Design for efficiency & scale Transactional interaction** Input / output fulfilment Efficiency / reliability

Limited to digital infrastructure Grew from "smaller, cheaper, faster" Became an industry, a market Makes alternatives unthinkable **Overwhelms daily living**



Cybernetics "Today's Al"

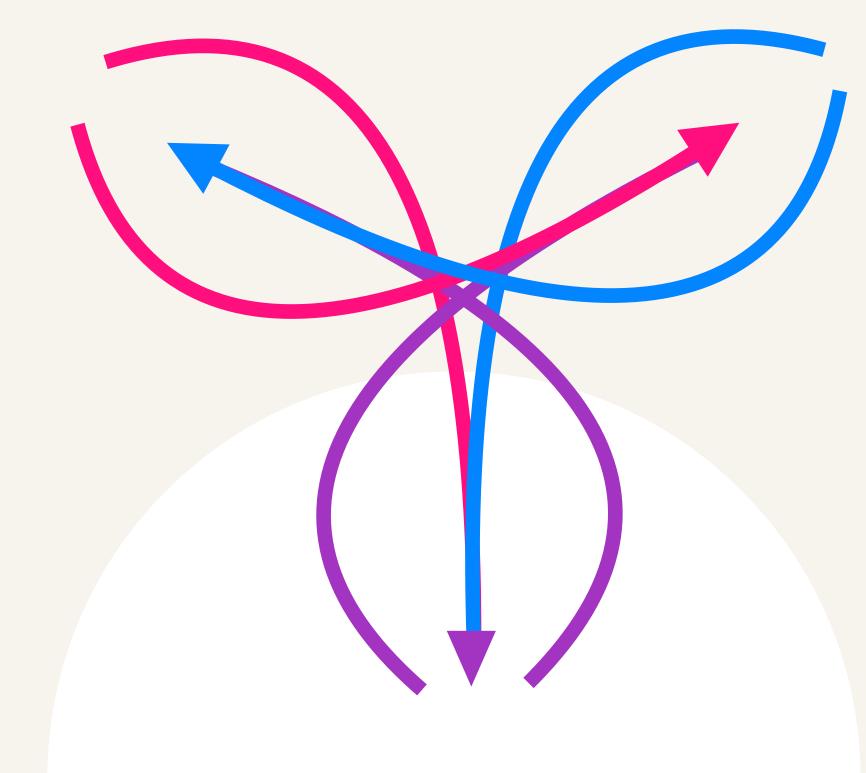
- Why & how does Cybernetics move us forward?
- developed before Al and was Al's foundation
- embodies "the art and science" of purposive systems
- offers detailed models of regulation in complex adaptive systems
- In this sector of the secto
- In the second second
- applies across siloed disciplines
- embraces the unknowable and the unpredictable

Andrew Pickering coined "antidisciplinarity" in "Ontology and Antidisciplinarity", 2010





Digital



DATA-ANIMATED

binary discrete deterministic artificial representational specific predictive transactional

Analogic Frameworks – Alternatives to Today's Al

SOCIALLY-ANIMATED biological fluid open-ended organic resonant ambiguous uncertain conversational

Cybernetics bilingual sensibility Analog

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pangaro.com/ixda2019/



Exhibition poster by Franciszka Themerson

Photo: Mediakunst © Cybernetic Serendipity



Cybernetic Serendipity

and electron

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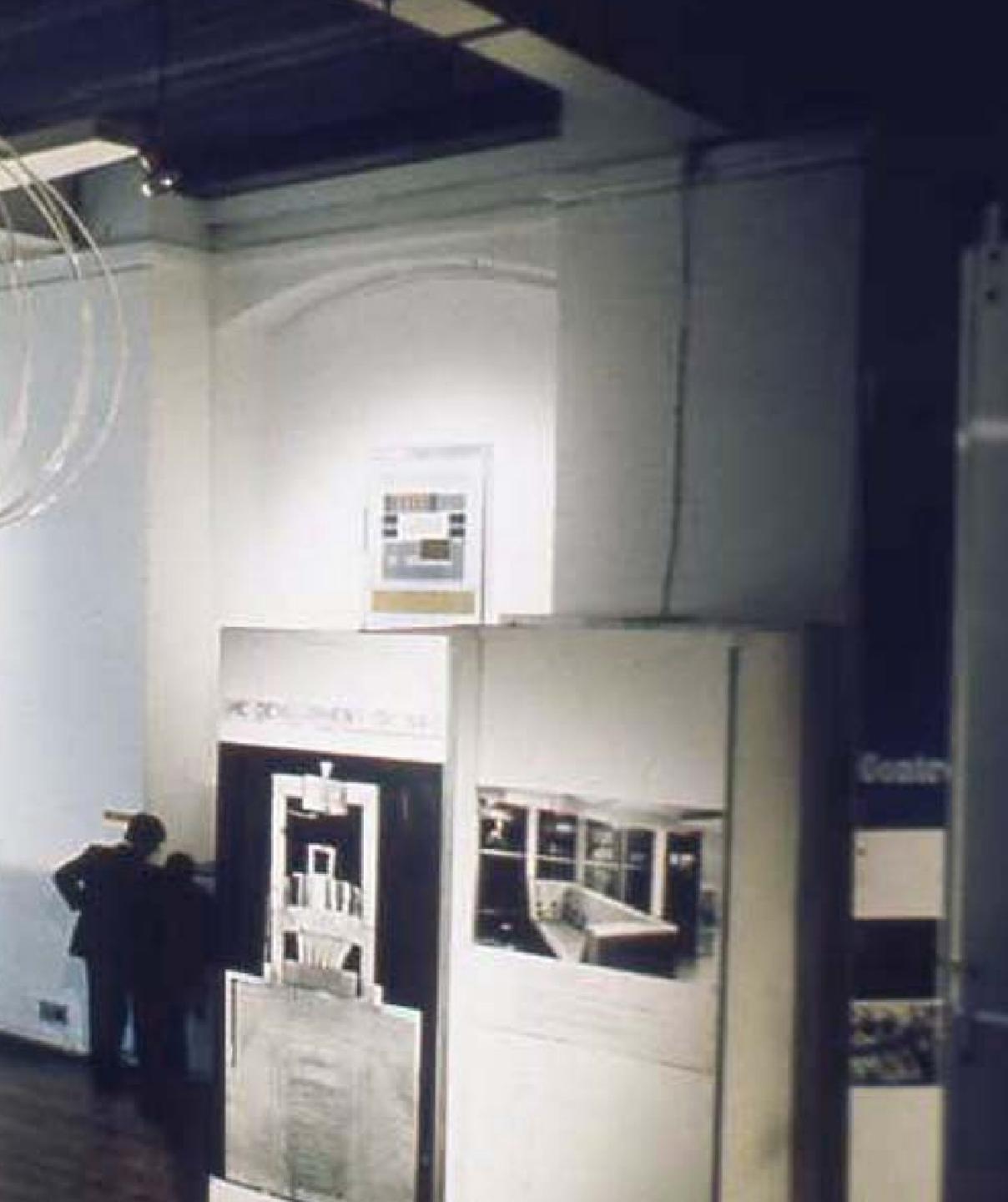
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Cybernetic Serendipity Institute for Contemporary Arts London 1968

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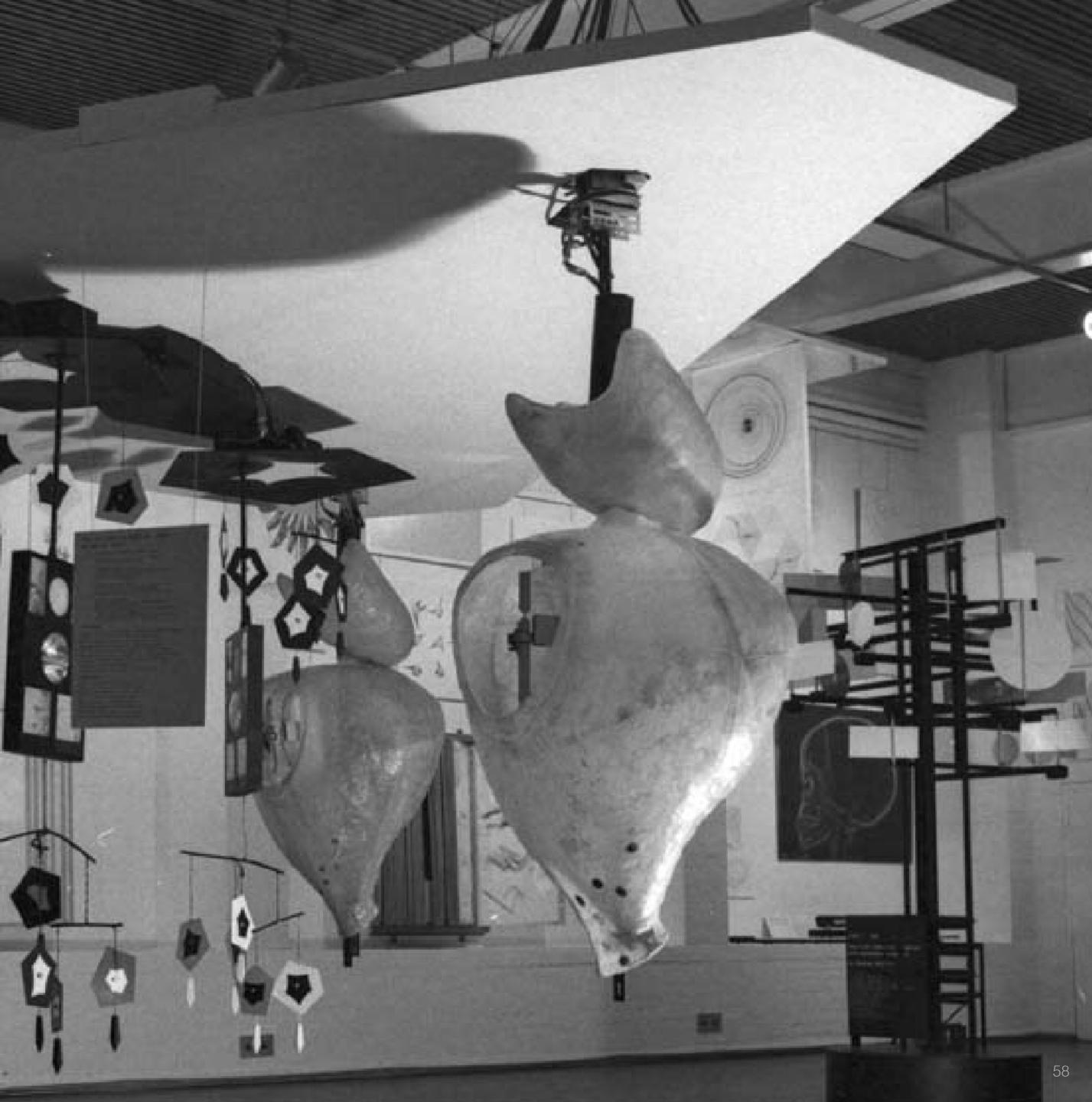
Cybernetic Serendipity Institute for Contemporary Arts London 1968



Gordon Pask's Colloquy of Mobiles

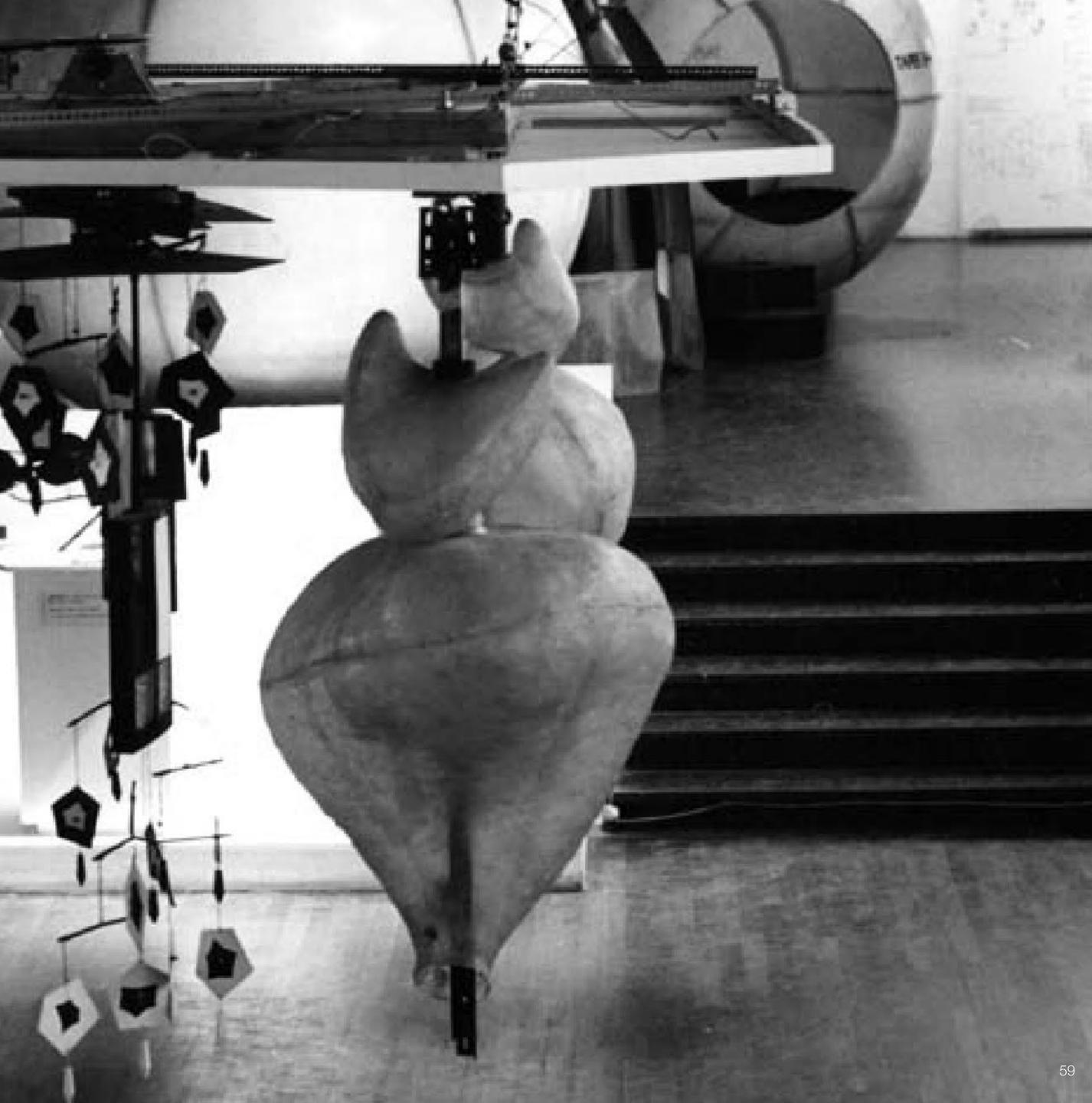
Cybernetic Serendipity Institute for Contemporary Arts London 1968

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Gordon Pask's Colloquy of Mobiles

Cybernetic Serendipity Institute for Contemporary Arts London 1968



Gordon Pask's Colloquy of Mobiles

ALC: NO.

Cybernetic Serendipity Institute for Contemporary Arts London 1968

Photo: Gordon Pask Archive



Gordon Pask in front of a male mobile of his own design

Cybernetic Serendipity Institute for Contemporary Arts London 1968

Photo: Gordon Pask Archive University of Vienna

Pangaro | IxDA 2021 | Sept 2021





Yolanda Sonnabend, prominent theatre and ballet designer for the Royal Ballet, designer of Colloquy's female mobiles

Photo: © Johnny Dewe-Mathews













Colloquy of Mobiles Centre Pompidou Paris 2020





Gordon Pask Analog Interaction

Colloquy of Mobiles Autonomous agents that converse and cooperate Intelligence in the interaction, not stand-alone

Bilingual sensibility – organic & social, machinic & digital Information triggers response, does not determine it

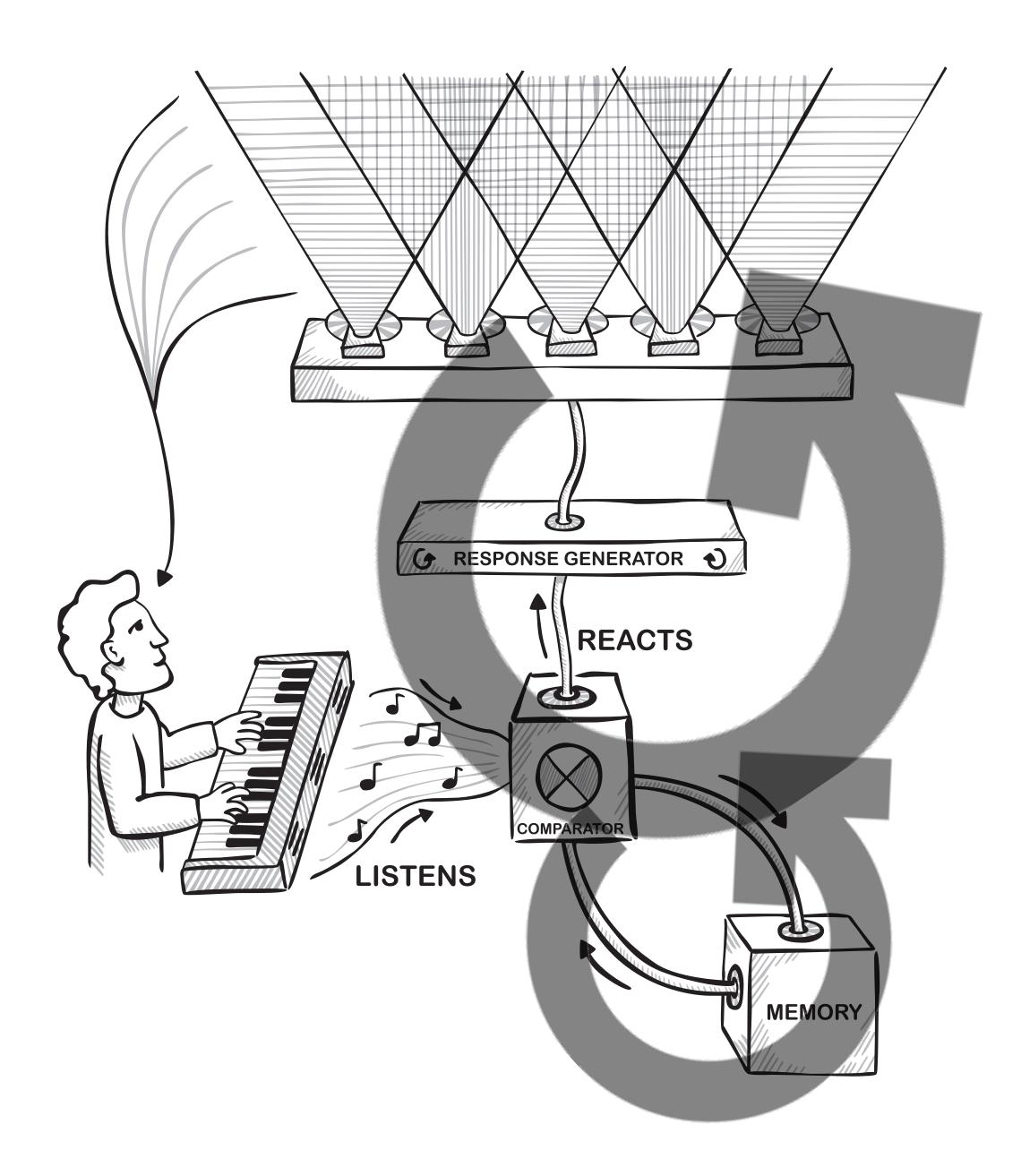


Gordon Pask

Goals of Conversation Theory To rigorously understand what makes conversation work and to make machines conversant like humans. To rigorously understand how systems learn and to makes machines that learn like humans.

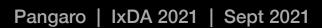


Gordon Pask's Musicolour mid-1950s



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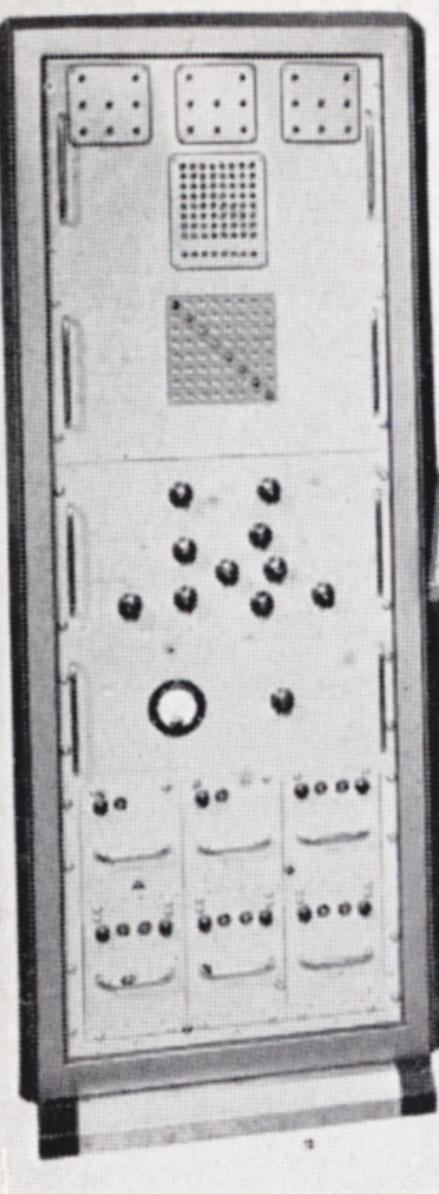
Gordon Pask's S.A.K.I. Self-Adaptive Keyboard Instructor 1956





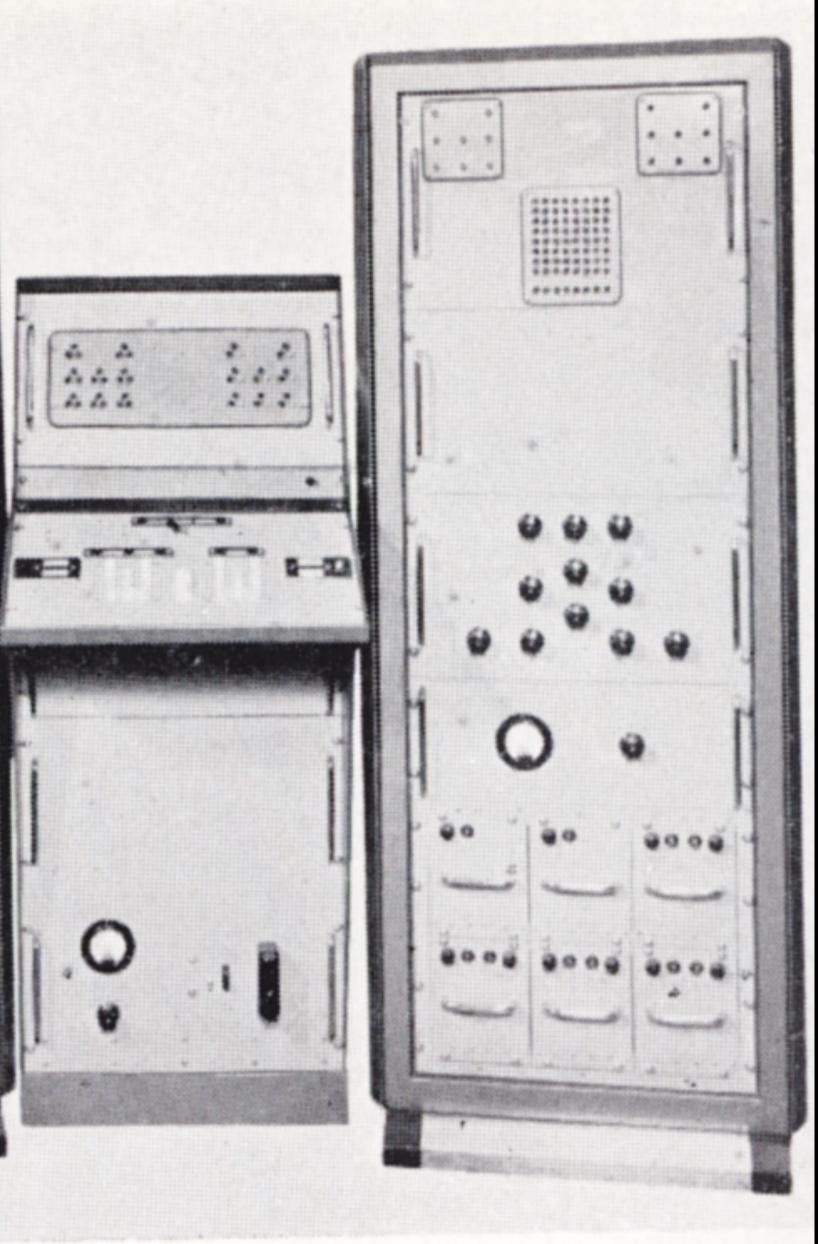
Gordon Pask's Eucrates Neural Net teaching machine 1958

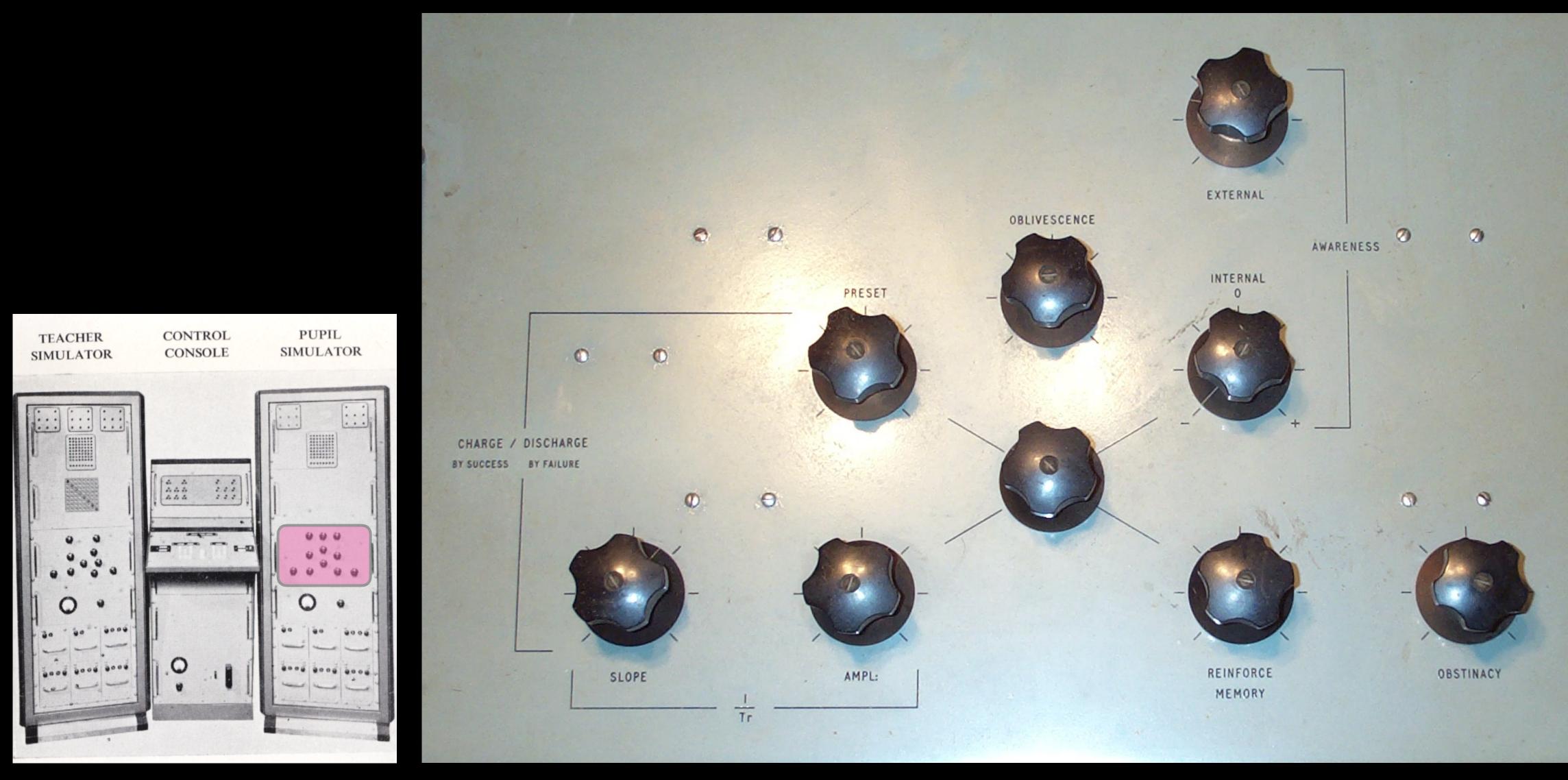
TEACHER SIMULATOR

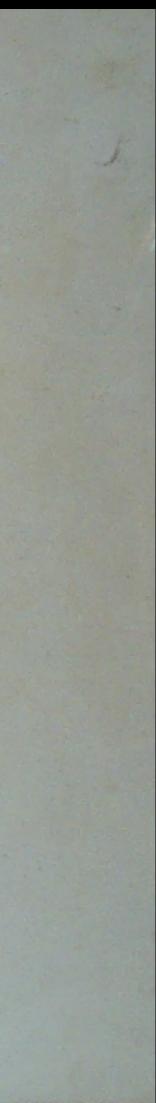


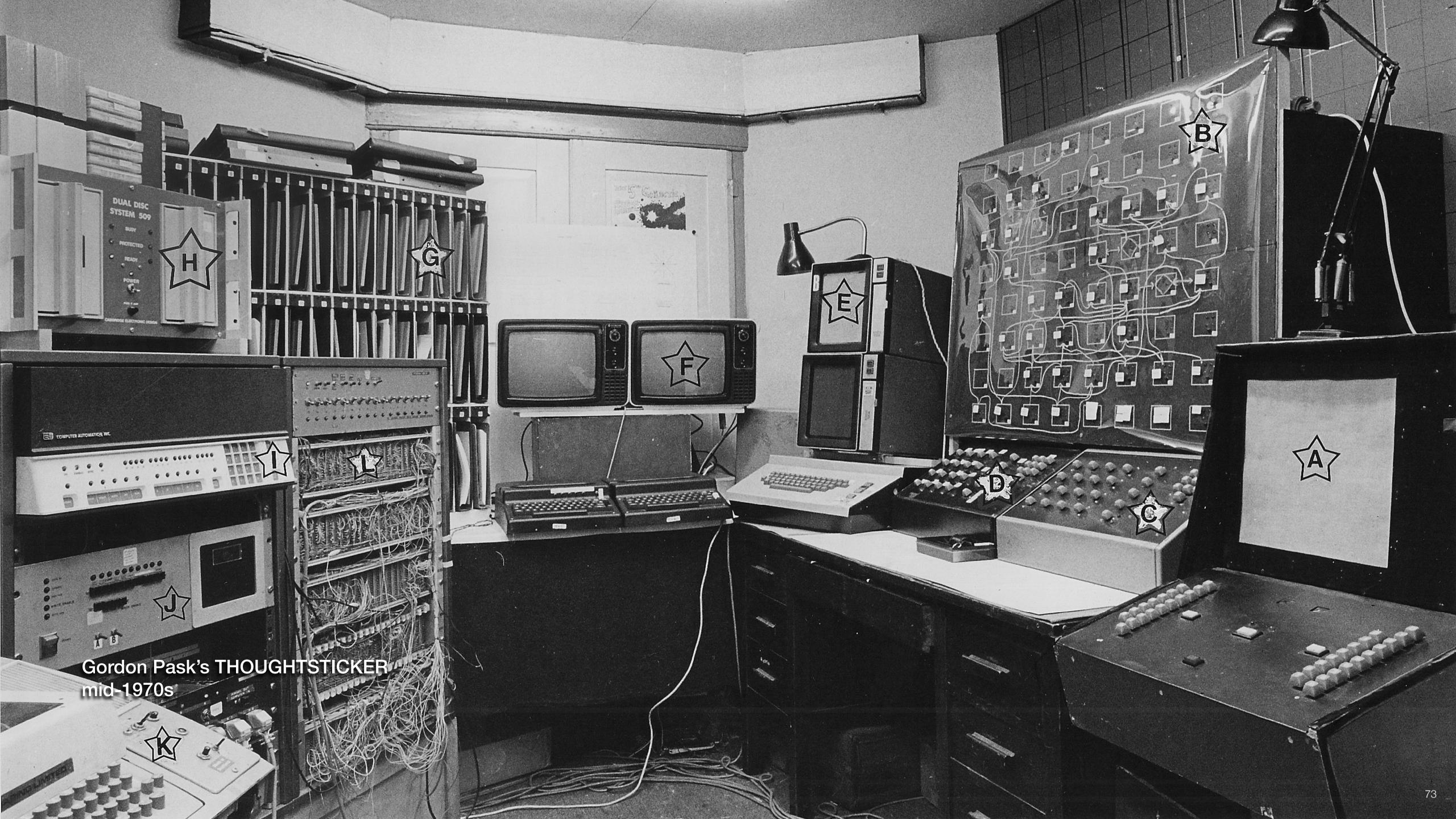
CONTROL CONSOLE

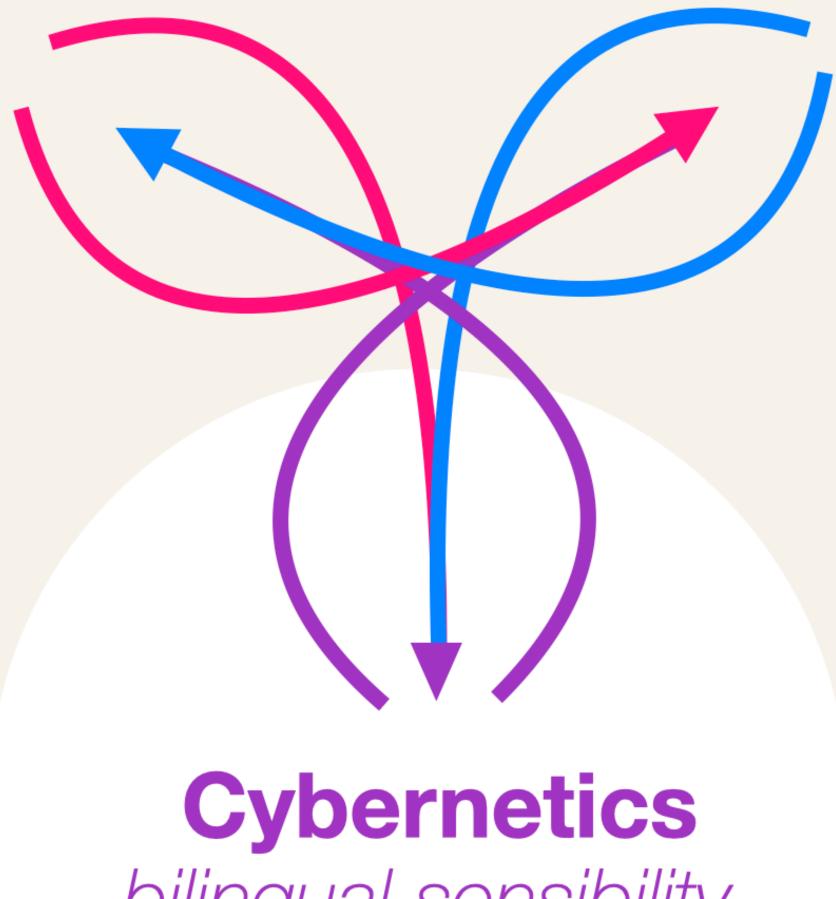
PUPIL SIMULATOR











DATA-ANIMATED

binary discrete deterministic artificial representational specific predictive transactional

Digital

Analogic Frameworks – Alternatives to Today's Al

bilingual sensibility

SOCIALLY-ANIMATED biological fluid open-ended organic resonant ambiguous uncertain conversational

Analog

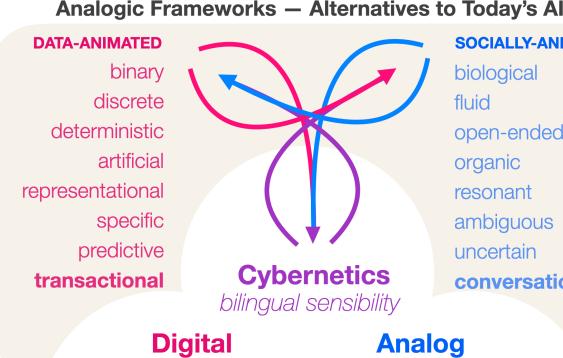
Bringing about a preferred future Novelty, transparency, and choice in IxD

Our goal is to design and integrate new classes of interactional systems with today's AI and digital technologies to create and promote a new category of analog interactional frameworks.



Bringing about a preferred future **A Bilingual Synthesis**

- "What if an AI system could facilitate conversations among human participants across distances and times in a way that generates a continually changing configuration of ideas?
- "These ideas could then be sources for conversations that could provide new input to the system...
- "Perhaps it would better embody the emancipatory and participative epistemology that cybernetics has come to embrace."



- Dr Larry Richards

SOCIALLY-ANIMATED open-ended conversationa

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CYBERNETICS CIRCULAR CAUSAL AND FEEDBACK MECHANISMS

IN BIOLOGICAL AND SOCIAL SYSTEMS

#NGN MACY MEETINGS

Edited by HEINZ VON FOERSTER DEPARTMENT OF ELECTRICAL ENGINEERING

UNIVERSITY OF ILLINOIS CHAMPAIGN, ILL.

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Sponsored by the JOSIAH MACY, JR. FOUNDATION NEW YORK, N. Y.

Bringing about a preferred future #NewMacy in the 21st Century

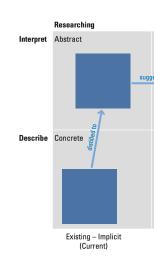
Create and promote analog interactional frameworks

a. Identify participants & examples

- find current examples
- characterize their qualities
- fan out to find related efforts
- develop database
- share openly and seek critique

b. Characterize contexts where AI is now influential or prevalent

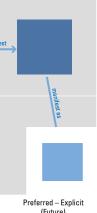
- gather types of AI algorithms
- deconstruct search, recommenders, social...
- build models of today's AI algorithmic types
- share openly and seek critique



- c. Establish a new paradigm of analog interactional systems
 - match AI contexts to new frameworks
 - prioritize for impact & importance
 - gather experts to evolve the frameworks
 - share openly and seek critique
 - produce and distribute outcomes as design patterns, toolkits, and workshops

d. Code new systems & disseminate

- prototype these alternatives as open source
- critique with sociologists, economists, MBAs...
- add to curricula for designers, coders...





#NewMacy Conversations

Summary of activities

- Launched at <u>Seminar</u> at Carnegie Mellon, March 2020
- On-going conversations in association with the American Society for Cybernetics, from April 2020
- Cybernetics and Designing for Action, September 2020
- <u>#NewMacy Meeting Experiment #1</u>, September 2020
- Presentation at AlAgora at TU Delft, December 2020
- Manifesto document, March 2021
- <u>Responding to the Pandemic of "Today's AI"</u> evolving draft
- <u>#NewMacy Meeting #2: "Urgent Questions"</u> in response to "Today's AI", ASC Series Event, September 2021

What's next

- Advancing the plan to respond to Today's Al
- Formulating Conversations for October 2021
- Interactive Session at RSD10 held at TU Delft
- Designing for variety in #NewMacy Conversations
- Reaching GenZ (18 to 25 year-olds) to represent their worldview and values on upcoming generations
- Seeking #NewMacy Network organizations
- Seeking #NewMacy Network individual participants
- Continuing to build #NewMacy Advisory Council



Antidotes to "Bad AI" Novelty, transparency, and choice in IxD

Today I have argued that:

- Digital culture contributes to the Pandemic of "Today's AI."
- Human experiences of interaction, information, and intelligence are compromised.
- Analog interactional frameworks can be organic, conversational, and humane.
- Cybernetics offers bilingual sensibility to bridge the analog & the digital.
- Promoting new design patterns & working prototypes can bring positive change.
- Urgency of the need and scale of the challenge requires that we convene #NewMacy Conversations in a Network of #NewMacy Meetings.



#NewMacy Network + #NewMacy Meetings #NewMacy in the 21st Century

Let us bring about a rich mesh of collaborations among individuals and organizations – across disciplines, geographies, and generations.

We will be deliberate about what we wish to conserve as analog, biological, social beings – and then use technology to serve our principles.

We are excited to see what can emerge.

Please join us.



#NewMacy Meeting #3 October 16 2021 — 12.00 US Eastern



Email for details Paul Pangaro ppangaro@cmu.edu



#NewMacy Network + #NewMacy Meetings

Thank you.

Special thanks to:

Igor Perko Karen Kornblum Deborah Forster Andy Pickering Larry Richards Bernard C.E. Scott Andrew Schmookler Mark Sullivan Ben Sweeting Claudia Westermann

<u>@NewMacyMeetings</u> pangaro.com/ixda2021/ "Moreover, if we move in the direction of making machines which learn and whose behavior is modified by experience, we must face the fact that every degree of independence we give the machine is a degree of possible defiance of our wishes."

-Norbert Wiener 1949



Antidotes to "Bad Al": Novelty, transparency, and choice in IxD Thank you. Links <u>#NewMacy-Related Links</u> <u>#NewMacyMeeting #1</u> Cybernetics, AI, and Ethical Conversations

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pangaro.com/ixda2021/

Pickering, "The Next Macy Conference" Pickering, "Ontology and Antidisciplinarity" Wiener 1949, NYTimes article by John Markoff



