

NI AI Con

Stephen Allott, 28 November 2019

Personalisation

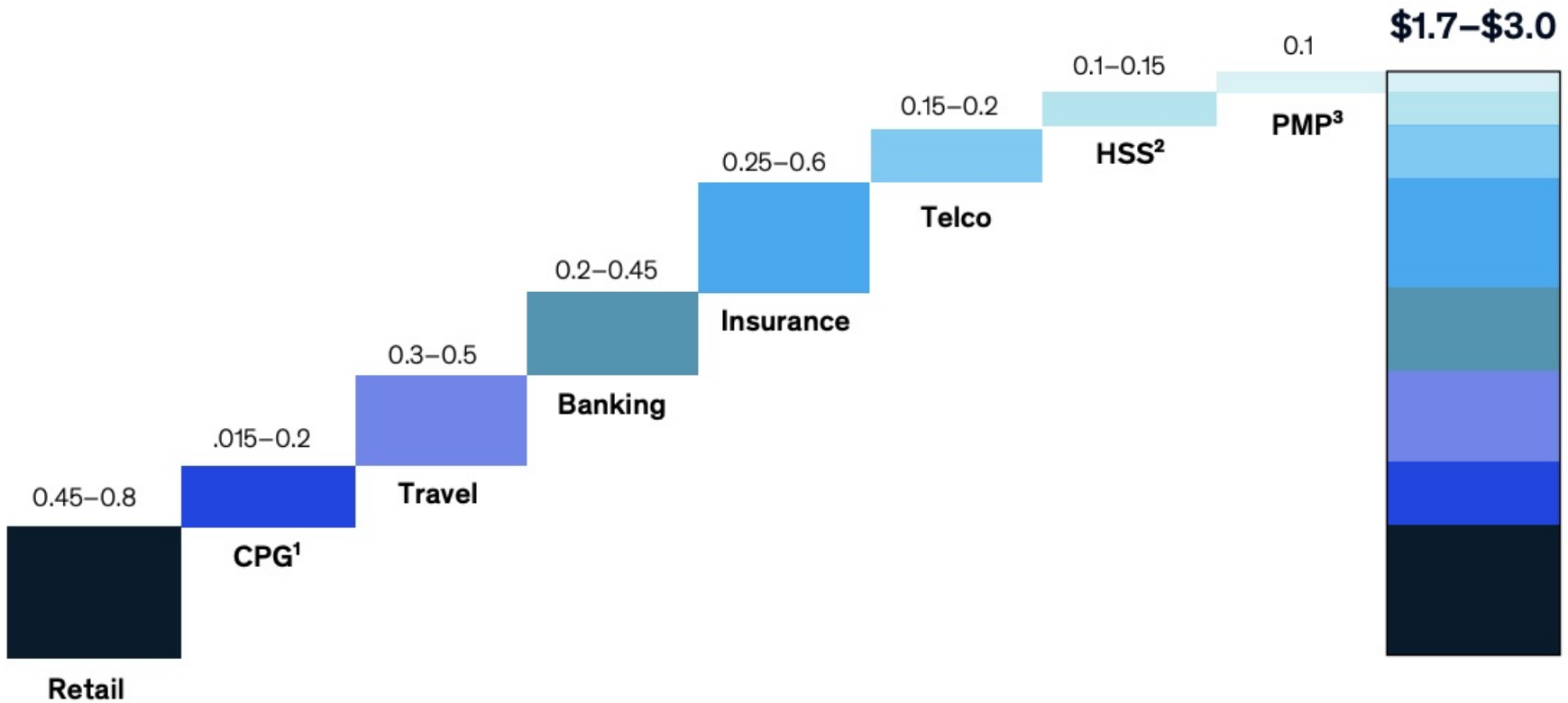
Addiction

Propaganda

Exhibit 1

The value of personalization is in the trillions of dollars.

Sector, $ trillion

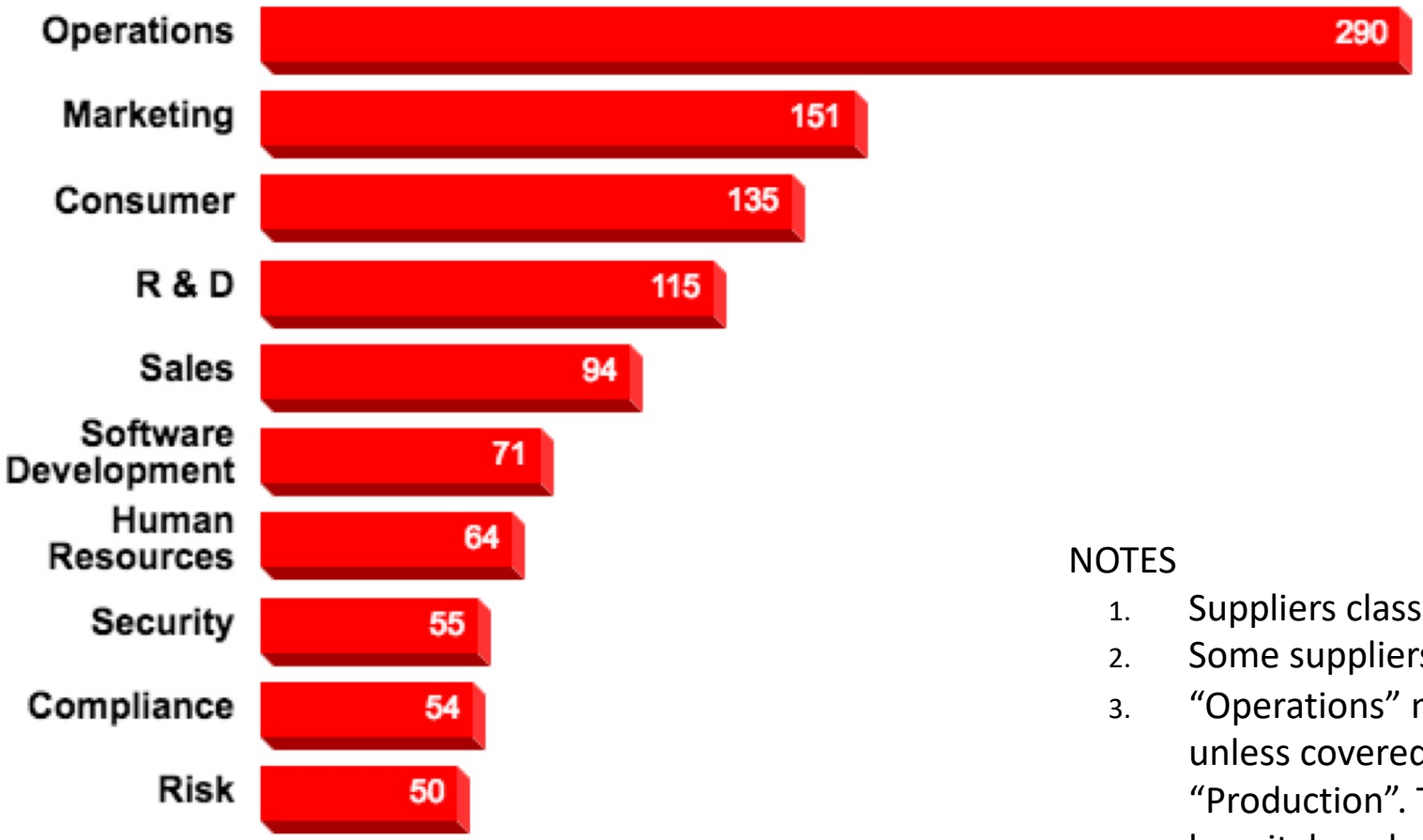


[1]Consumer packaged goods
[2]Healthcare systems and services
[3]Pharmaceuticals and medical products

Source: Based on projections in McKinsey Global Institute, "Notes from the AI frontier: Insights from hundreds of use cases," April 2018. The study notes that this new value "will be captured in a variety of ways, for example, more valued products and services, revenue growth, cost savings, or, indeed, consumer surplus."

MARKETING IS THE LARGEST FUNCTIONAL AREA FOR AI IN LONDON

vendor count, 2018



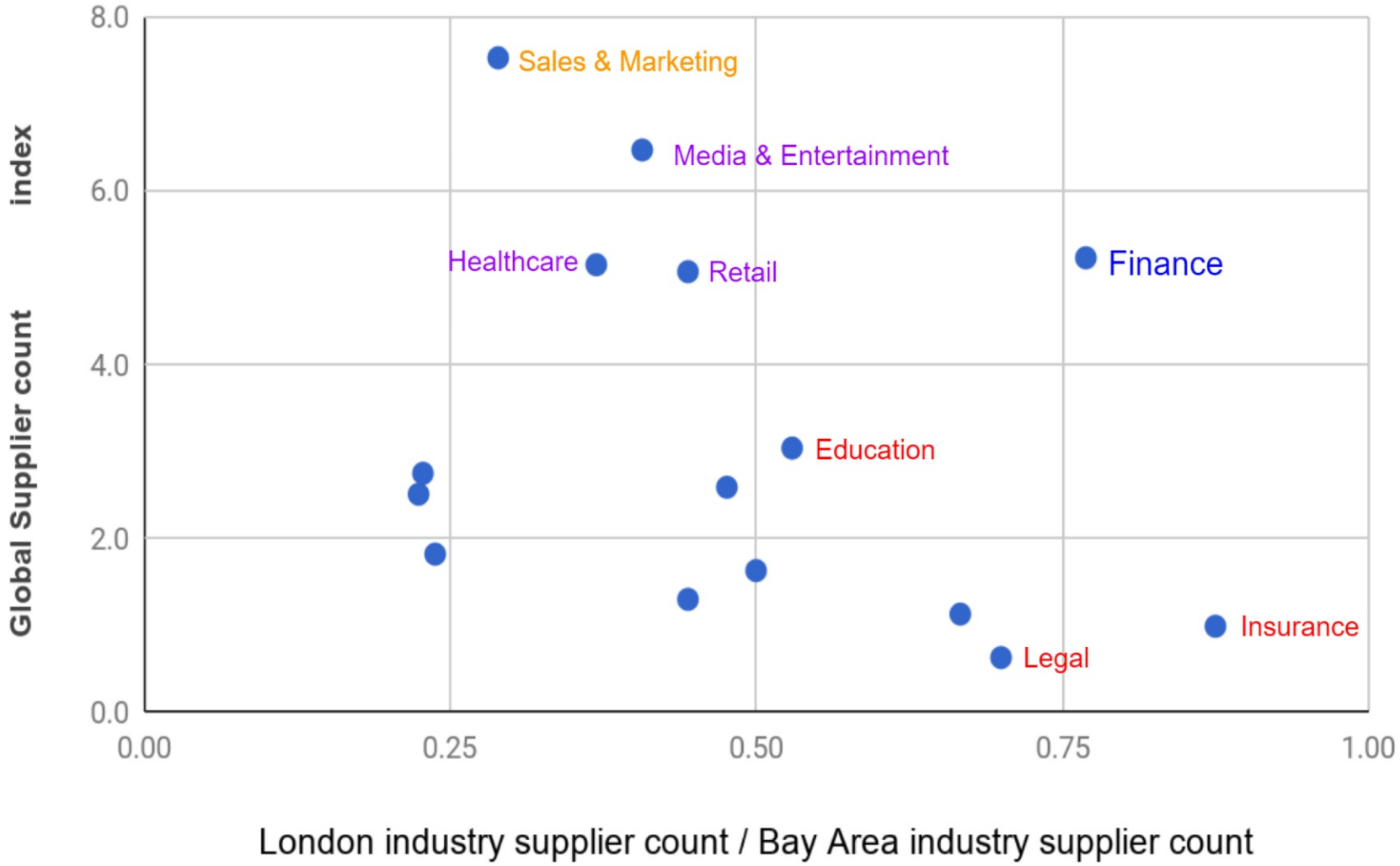
NOTES

1. Suppliers classified by functions served.
2. Some suppliers serve more than one function
3. "Operations" means the core activity of an enterprise unless covered by a more specific function such as "Production". Trading in bank or medical services in a hospital are both classified as "Operations"
4. Consumer applications are classified as serving Consumer

Source: CognitionX database, CognitionX analysis

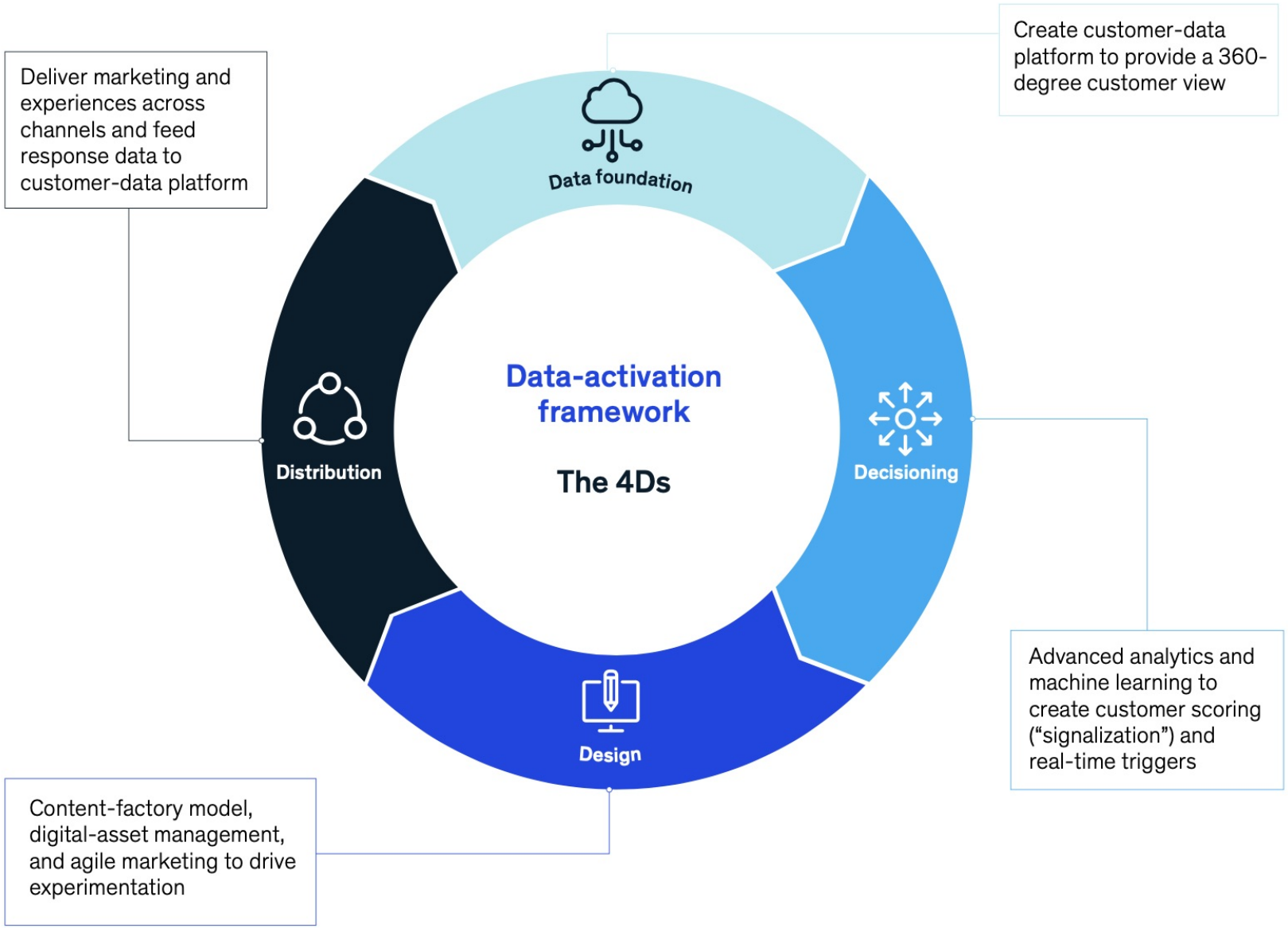
MARKETING IS THE LARGEST INDUSTRY VERTICAL AREA FOR AI WORLDWIDE

Index of numbers of AI vendors globally vs London vendor numbers/Bay Area vendor numbers, %



Source: Crunchbase, CB Insights, CognitionX analysis

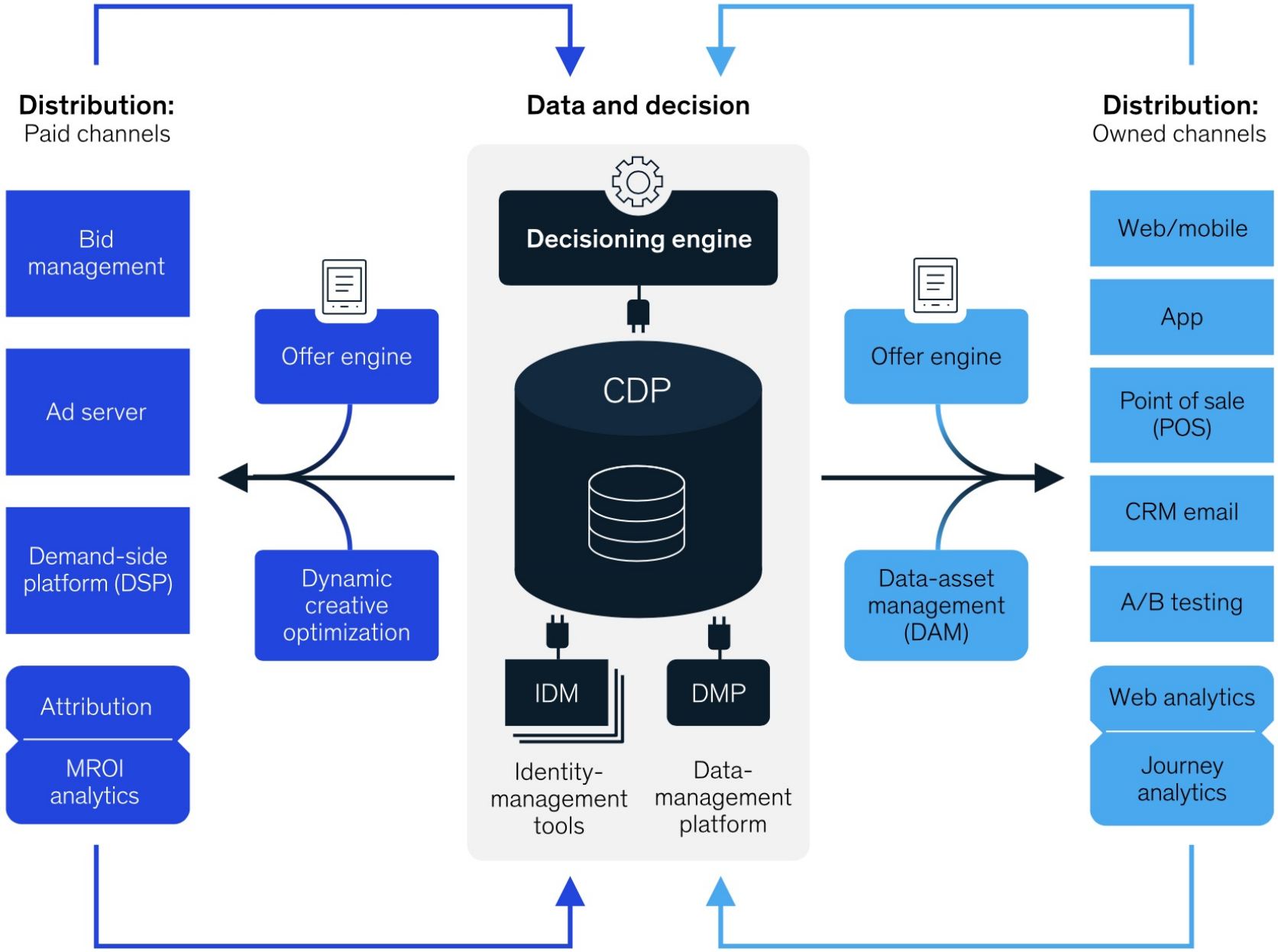
PERSONALISED MARKETING FRAMEWORK FOR DELIVERY AT SCALE



Source: McKinsey

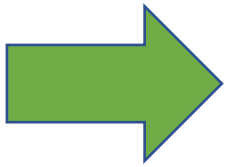
Exhibit 3

The data and martech stack to enable personalization at scale



Source: McKinsey

Personalisation



Addiction

Propaganda

The messages are more effective because they are personalised.

Now lets look at how we can secure the attention of the audience

ADDICTION WAS ALREADY A PROBLEM IN 2016

50% of US teens feels addicted to his or her device

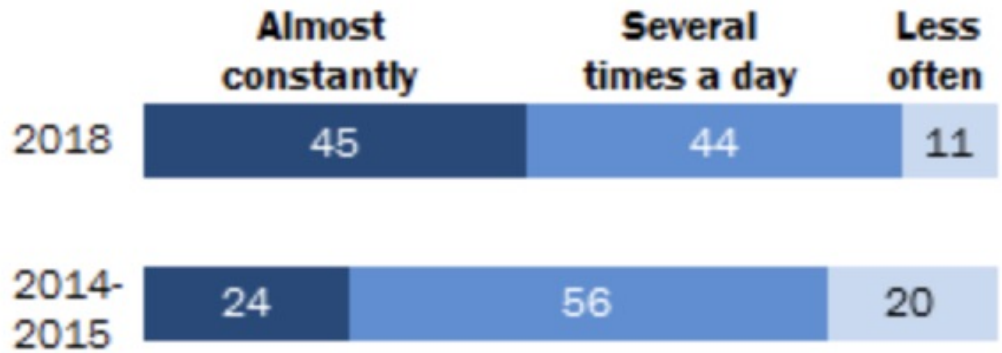
59% of US parents feel that their kids are addicted.

Source: 2016 Common Sense Media

THEN INTERNET USAGE GREW AND GREW

45% of teens say they're online almost constantly

% of U.S. teens who say they use the internet, either on a computer or a cellphone ...



Note: "Less often" category includes teens who say they use the internet "about once a day," "several times a week" and "less often."
Source: Survey conducted March 7-April 10, 2018. Trend data from previous Pew Research Center survey conducted 2014-2015.
"Teens, Social Media & Technology 2018"

PEW RESEARCH CENTER

ADDICTION BY DESIGN – THIS WAS INTENDED

Social media companies are deliberately addicting users to their products for financial gain, Silicon Valley insiders have told the BBC's Panorama programme.

"It's as if they're taking behavioural cocaine and just sprinkling it all over your interface and that's the thing that keeps you like coming back and back and back", said former Mozilla and Jawbone employee Aza Raskin.

"Behind every screen on your phone, there are generally like literally a thousand engineers that have worked on this thing to try to make it maximally addicting" he added.

In 2006 Mr Raskin, a leading technology engineer himself, **designed infinite scroll**, one of the features of many apps that is now seen as highly habit forming. At the time, he was working for Humanized - a computer user-interface consultancy.

https://www.bbc.co.uk/news/technology-44640959

Source: BBC

THEN AI CAME ALONG TO MAKE THE ADDICTION PERSONALISED – SEE THE VIEWS OF THESE EXPERTS

https://www.youtube.com/watch?v=PmEDAzqswh8#action=share

Calvin C. Newport is an associate professor of computer science at Georgetown University.

Mark Zuckerberg, CEO Facebook

Tristan Harris, director and a co-founder of the Center for Humane Technology.[1][2] Earlier, he worked as a design ethicist at Google, where he studied ethics of human persuasion.[3]

Steven Kotler, author. Kotler is well regarded as one of the world's leading experts on Ultimate Human Performance

Chamath Palihapitiya was an early senior executive at Facebook, joining in 2007 and leaving in 2011

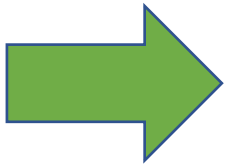
Steven Bartlett is the 27-year-old CEO of Social Chain – a leading, global marketing agency

Personalisation

The messages are more effective because they are personalised.

Addiction

We have secured the attention of the audience



Propaganda

Which enables us to deliver personalised propaganda

MESSAGING AND ATTENTION ENABLES MANIPULATION – PROPAGANDA WORKS

The Great Hack is a 2019 documentary film about the Facebook–Cambridge Analytica data scandal, released by Netflix on July 24, 2019.[3]

In 2015, Cambridge Analytica, a UK-based political consulting firm, began working on behalf of Ted Cruz's campaign to win the 2016 Republican nomination. It used Facebook as a means for "political-voter surveillance" through the collection of user data points. After Cruz dropped out of the race, Cambridge Analytica used the same strategies to aid Donald Trump's 2016 US presidential bid. Independent investigations into data mining, along with whistle-blower accounts of the firm's impact on Brexit, led to a scandal over the influence of social media in political elections.

Peter Bradshaw writing in *The Guardian* said the film concerned "the biggest scandal of our time: the gigantic question mark over the legality of the Brexit vote".

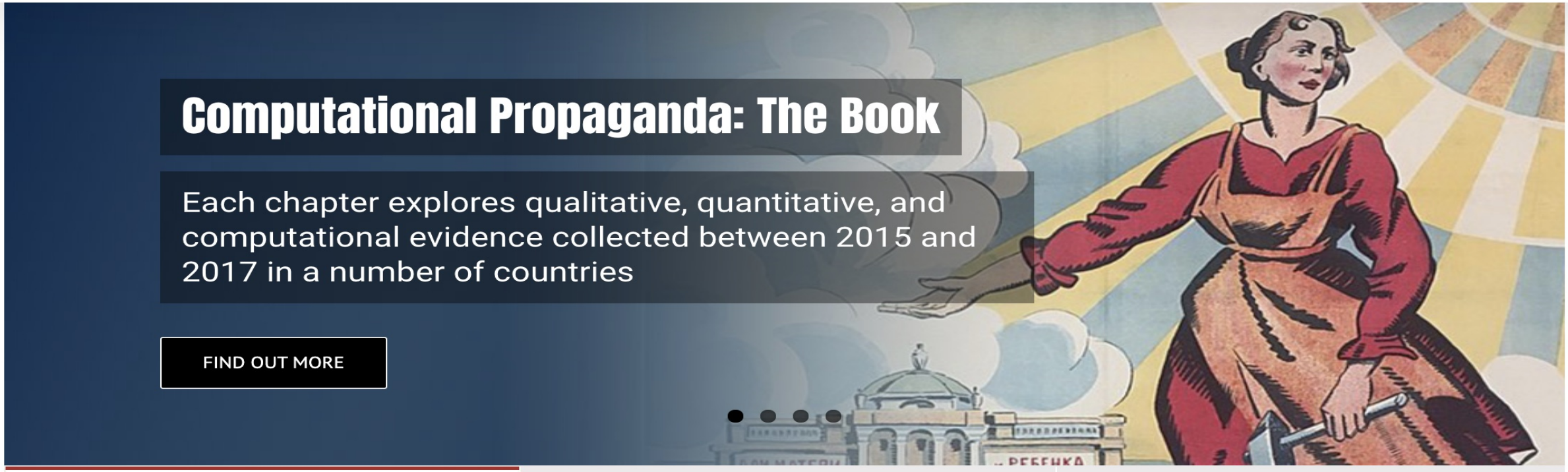
https://youtu.be/CAMoPbj3jQE

The Computational Propaganda Project

Algorithms, Automation and Digital Politics

OXFORD INTERNET INSTITUTE

UNIVERSITY OF OXFORD



The Computational Propaganda Research Project (COMPROP) investigates the interaction of algorithms, automation and politics. This work includes analysis of how tools like social media bots are used to manipulate public opinion by amplifying or repressing political content, disinformation, hate speech, and junk news.

We use perspectives from organizational sociology, human computer interaction, communication, information science, and political science to interpret and analyze the evidence we are gathering. Our project is based at the Oxford Internet Institute, University of Oxford.

We're very pleased to announce the publication of the project's first book, *Computational Propaganda: Political Parties, Politicians, and Political Manipulation on Social Media*, edited by Sam Woolley and Phil Howard.

The book, which has been published by Oxford University Press' Digital Politics series (edited by Andrew Chadwick), is based upon a series of country case studies published by the project in 2017, and features an expanded theoretical introduction and conclusion. The book includes:

Introduction: Computational Propaganda Worldwide
Chapter 1 – Russia: The Origins of Digital Misinformation (Sergey Sanovich)
Chapter 2 – Ukraine: External Threats and Internal Challenges (Mariia Zhdanova & Dariya Orlova)
Chapter 3 – Canada: Building Bot Typologies (Fenwick McKelvey & Elizabeth Dubois)
Chapter 4 – Poland: Unpacking the Ecosystem of Social Media Manipulation (Robert Gorwa)
Chapter 5 – Taiwan: Digital Democracy Meets Automated Autocracy (Nick Monaco)
Chapter 6 – Brazil: Political Bot Intervention During Pivotal Events (Dan Arnaudo)
Chapter 7 – Germany: A Cautionary Tale (Lisa-Maria Neudert)
Chapter 8 – United States: Manufacturing Consensus Online (Doug Guilbeault and Sam Woolley)
Chapter 9 – China: An Alternative Model of a Widespread Practice (Gillian Bolsover)
Conclusion: Political Parties, Politicians, and Computational Propaganda

COMPUTATIONAL PROPAGANDA IS WIDESPREAD

1. Organized **social media manipulation campaigns** which have taken place in **70 countries**, up from 48 countries in 2018 and 28 countries in 2017. In each country, there is at least one political party or government agency using social media to shape public attitudes domestically

2. **Authoritarian regimes in 26 countries** are using computational propaganda as a tool of information control in three distinct ways: to suppress fundamental human rights, discredit political opponents, and drown out dissenting opinions

3. Facebook and Twitter attributed **foreign influence operations to seven sophisticated state actor** countries (China, India, Iran, Pakistan, Russia, Saudi Arabia, and Venezuela) who have used these platforms to influence global audiences

4. **China** has become a major player in the global disinformation order. China's new-found interest in aggressively using Facebook, Twitter, and YouTube should raise concerns for democracies

5. **Facebook** remains the platform of choice for social media manipulation. In **56 countries**, we found evidence of formally organized computational propaganda campaigns on Facebook

Source: Oxford University

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Propaganda

Perfect for manipulation



TIME TO ACT



Trinity College,
Cambridge University

Xerox Corporation

Sun Microsystems
(1st lawyer hired outside the US)

McKinsey & Company
Tech and corporate finance

Micromuse Inc. President, CFO and director. NASDAQ: MUSE

Cambridge University
Computer Laboratory

Trinamo Limited

Red Gate Software Limited

Crown Representative SME
UK Cabinet Office

Seedcamp: Venture Partner

12 chairman & NED roles