

AI & advertising, a consumer perspective

23 November 2020





AI and Advertising

A consumer perspective

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Agenda

- Introduction
- Report overview
- Recommendations
- Q&A



... or Hate?

Jake Dubbins, Co-Chair, Conscious Advertising Network, & MD, Media Bounty
@JacobDubbins

Richard Wilson, Founder, Stop Funding Hate
@StopFundingHate

Nandini Jammi, Co-Founder, Sleeping Giants
@nandoodles

Tanya Joseph, Director of Campaigns & Public Policy, Nationwide
@tanyajoseph



Conscious Advertising Network



Fellowship challenge

How do we make better decisions about integrating AI into advertising? So we maximise the good & minimise the bad.

“Only around 15% of US advertisers were using AI in 2018, but this is set to grow 149% in 2020, even if those advertisers suspected the hype currently outweighs the actual results.”

Statista



“Nearly nine in ten organizations across the world have encountered ethical issues resulting from the use of AI.”

**Capgemini, Towards Ethical AI
2019**





Raja Rajamannar

Chief Marketing and Communications
Officer, Mastercard & WFA President

“

The advertising industry is at a crucial juncture right now. Regulatory pressures around how companies collect and use personal data are mounting and public opinion is shifting. More than ever, people expect full transparency, control and choice over how their data is shared and used by companies. Any brands that ignore this shift will be left behind. We, as an industry, need to take a proactive approach and demonstrate to consumers that we respect them and their data. Data ethics is central to this: how can we as brands engage better with consumers to develop trust in a digital world? ”

GARM principles for partnership



Zero tolerance to ad fraud with compensation for any breach



Strict brand safety protection



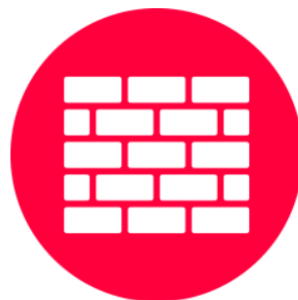
Minimum viewability thresholds



Transparency throughout the supply-chain



Third-party verification and measurement as a basic



Addressing 'walled garden' issues



Improving standards with data transparency



Improving the user experience



EUROPEAN
COMMISSION

Brussels, 19.2.2020
COM(2020) 65 final

WHITE PAPER

On Artificial Intelligence - A European approach to excellence and trust

Defining 'Trust' – Consumers International

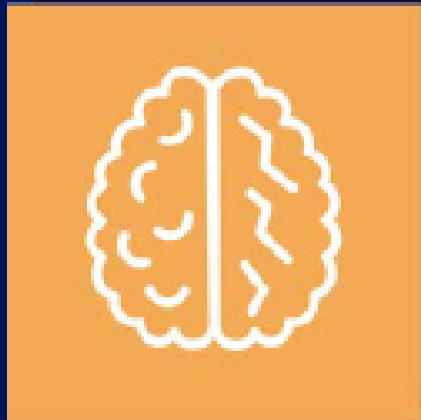
1. Access and inclusion
2. Disclosure and transparency
3. Security and safety
4. Data protection & privacy online
5. Competition and choice
6. Fair use and clear ownership

1. Redress and complaint handling
2. Digital education and awareness
3. Regulatory framework
4. Responsible business conduct
5. Openness and freedom
6. Environmental protection

What AI applications did we look at?

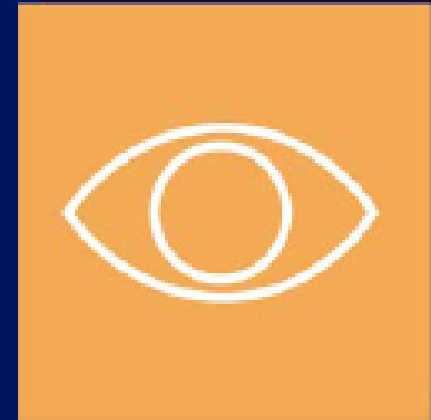
Machine Learning:

Teaching computers how to learn from data to make decisions or predictions.



Emotion Recognition:

A technique that allows a program to "read" the emotions



Harms found: consumer

1. Excessive data collection

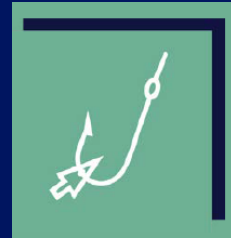


2. Discrimination & restriction of choice



3. Lack of consumer agency

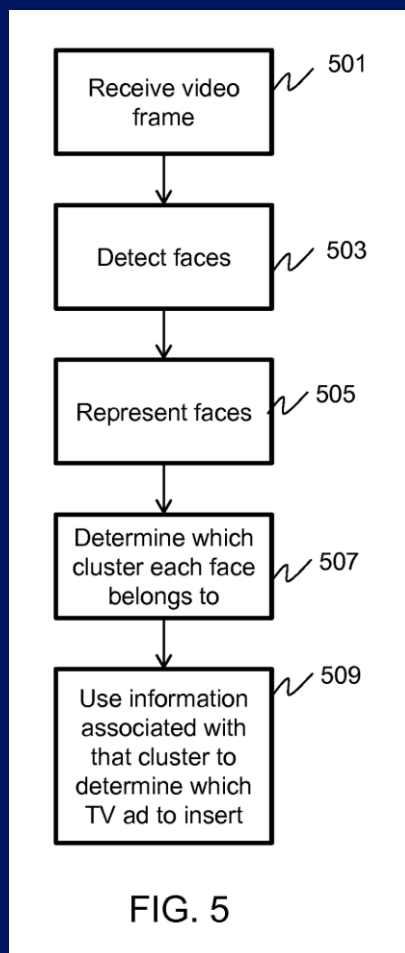




Case study: defunding the news

The screenshot shows the Wall Street Journal website interface. At the top, there's a navigation bar with the site's name and a search icon. Below that, a secondary navigation bar lists various sections like Home, World, U.S., Politics, Economy, Business, Tech, Markets, Opinion, Life & Arts, Real Estate, and WSJ Magazine. A prominent banner for 'CORONAVIRUS' is visible, with sub-sections for 'Free to Read', 'LIVE UPDATES', 'WHAT WE KNOW', 'YOU ASK, WE ANSWER', and 'HOW TO NAVIGATE THE CRISIS'. The main content area features three articles: 'Top Health Official Urges Americans to Stay Home' with a photo of Dr. Anthony Fauci, 'WSJ Special Report: The Coronavirus Crisis' with a photo of a man looking out a window, and 'Diary of a Crazy Week in the Markets' with a red graphic illustration of market volatility.

Case study: smart TVs



Motorola and Symbol Technologies have patents which would allow them to capture videos of users watching TV and ‘cluster’ their faces, in order to serve ads based on who is watching.

► [H04N21/44218](#) Detecting physical presence or behaviour of the user, e.g. using sensors to detect if the user is leaving the room or changes his face expression during a TV program

[View 7 more classifications](#)

Harms found: consumer

4. Online scams



5. Harm to vulnerable people



Case study: data transfer



11,307 views | Jun 26, 2020, 11:22am EDT

Black Lives Matter: U.S. Protesters Tracked By Secretive Phone Location Technology



Zak Doffman Contributor


Cybersecurity

I write about security and surveillance.



s.com

Case study: ER & physiognomy



We reveal which celeb faces look trustworthy – from Kim Kardashian to Meghan ... SHE'S been named the hottest woman on the planet in poll after poll after poll. And now, reality veteran Kim Kardashian has been awarded top marks in a study ... thesun.co.uk

Iris van Rooij @IrisVanRooij · Sep 30
For instance:

"However, from studying we know an untrustworthy or dishonest person will have sunken cheeks, furrowed brows and eyes set close together."

"And a trustworthy, honest person usually has a smiling face with prominent cheekbones and high eyebrows." 8/n

3 5 38

Iris van Rooij @IrisVanRooij · Sep 30
Here, authors mention some features under a person's control (smiling, high eyebrows) but also features that are not (eye set close together, prominent cheekbones). Attributing intentions to display "trustworthiness" based on features one can't control seems a slippery slope. 9/n

1 5 53

Harms found: citizen

6. Environmental
impact



7. Hate speech



“If the global IT industry were a country, only the United States and China would contribute more to climate change.”

Greenpeace, #ClickClean, 2019



Case study: environment



- **11.5 – 160m tons of CO₂e (2017)** = electricity consumed to power online advertising, globally
- **300,000 kilograms of CO₂** (125 round trip flights from New York to Beijing) = training one AI model
- Facebook image ad, budget £25,000, 4 million impressions = A return flight from London to Berlin.

What does this mean for advertisers?

1. A proactive approach to harm description, prediction, detection & mitigation needed
2. Collective solutions which respect human rights, environment & ethics
3. Challenge tech-solutionism

Need



- Use existing AI ethics frameworks to assess and re-evaluate new tech
- Work with civil society to predict & avoid harms
- Culture change & tech investment which backs up the above
- Adopt global standards which are ahead of legislation
- Reconsider advertising as a funder of a healthy internet

Response

Recommendation: engage & redesign



Mediated forums of advertisers, digital rights & consumer groups, publishers and funders:

1. Create accountability and roadmaps
2. Challenge harms
3. Form new initiatives
4. Identify 'unknown unknowns'

Forum priorities



1. Consumer protection & human rights



2. Proactive AI stewardship



3. Supply chain accountability



4. Funding a healthy internet

MERKLE PERISCOPIX



method



CREATIVE EQUALS



TOAST
BREWED WITH BREAD

Accenture interactive



JIC WEBS

gyro:



nus
national union of students

hopscotch
Education matters

erico
KAPT

linkfluence

steer

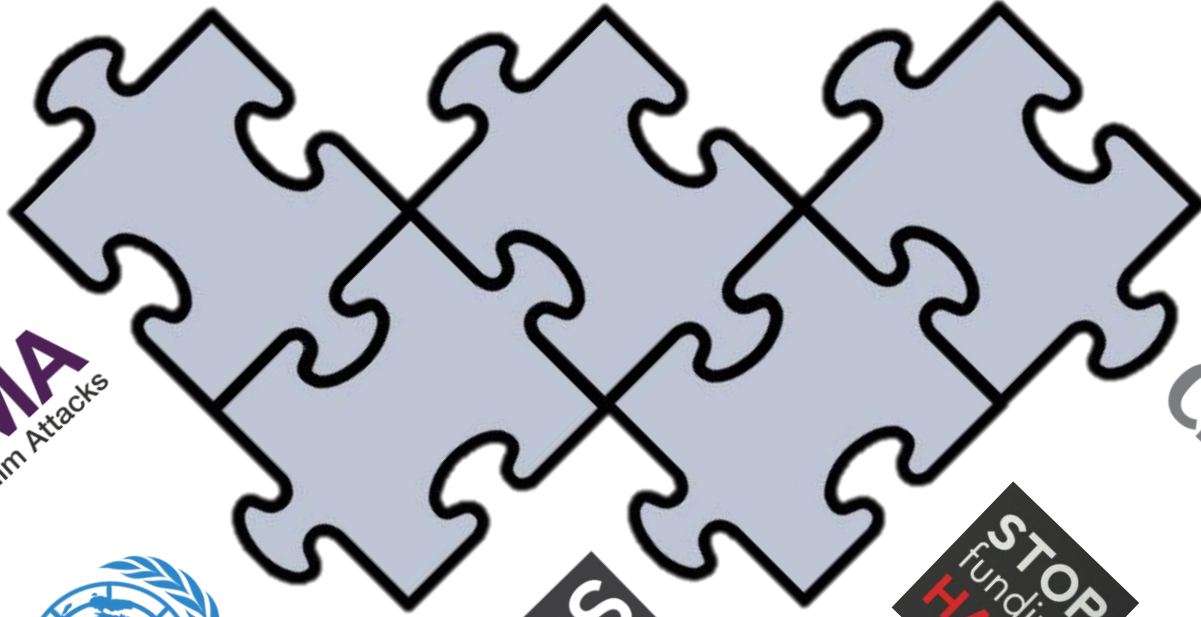
SHOW RACISM THE RED CARD



g. TellMAMA
Measuring Anti-Muslim Attitudes

STOP
funding
racism


 **TeIMAMA**
Measuring Anti-Muslim Attacks



JIC WEBS

STOP
Funding
HATE

CREATIVE **E**QUALS

A woman in a black dress carrying a large blue bouquet walks away from the viewer on a path of blue stones. The path leads towards several glowing orange-bordered icons, each containing three fruit symbols (cherries, lemons, or oranges). The background is dark blue with stylized clouds.

“This isn’t just about the web as we know it. As we move towards a world of AI and the Internet of Things (IoT), the harmful practices we see online risk sweeping into ever more connected offline spaces.”

Frederike Kaltheuner

Thank you!

Get in touch hello@harrietkingaby.com or @hkingaby

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