



NANYANG
TECHNOLOGICAL
UNIVERSITY
SINGAPORE

CC0007 Science and Technology for Humanity

Artificial Intelligence III (Social Science/ Humanities Aspect)

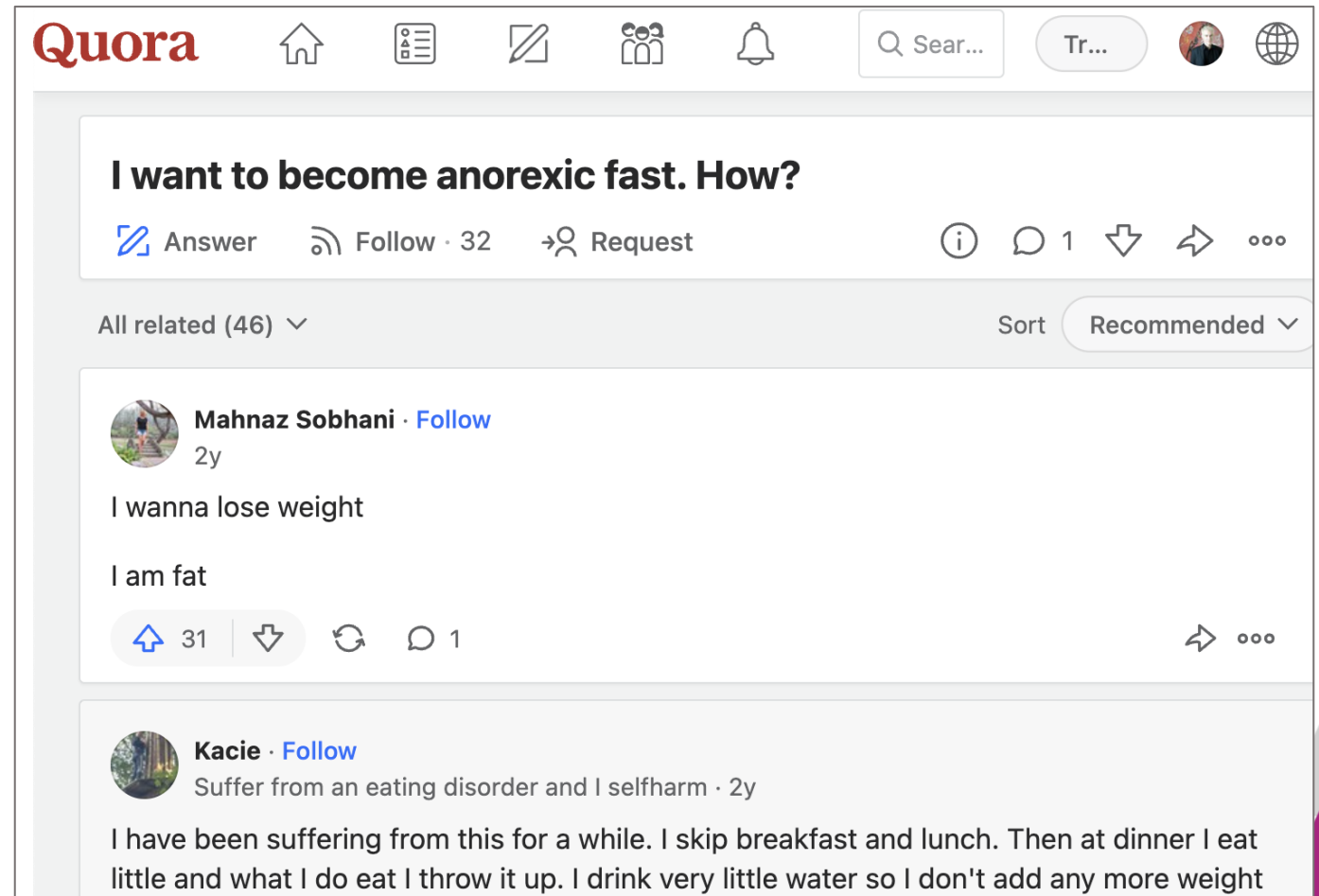
Dr Mark Cenite, NTU



Case 1: “Pro-Ana” Content

Social media content that publicly and explicitly **encourages** eating disorders like anorexia.

- “How to” tips
- Urging one another not to eat
- Shaming about one another’s appearance



Case 2: The Influencer

- A fashion and beauty **influencer** has in the past acknowledged suffering from an eating disorder.
 - She has hundreds of thousands of followers.
 - She almost never discusses related topics on her social media.
- Her extremely thin appearance has inspired petitions to social media platforms to act.
 - E.g., to **deplatform** her or **de-monetise** her account (so she doesn't make money).
 - A petition initiated by women with eating disorders who say they are **triggered** by her videos.

Case 2: The Influencer

The screenshot shows a Twitch stream interface. The main video area displays a streamer, eugeniacooney, in a room decorated for Christmas. She is wearing a black and blue outfit with a long blue sash and is standing in front of a pink sofa covered with various Hello Kitty plushies. A Christmas tree is visible in the background. The stream is titled "BIRTHDAY STREAM" and is categorized as "Just Chatting". The streamer has 391 viewers and the video has been watched for 5:50:56. The left sidebar shows recommended channels and viewers also watching. The right sidebar shows the stream chat with various messages and emotes. The bottom banner promotes signing up to experience the best of the stream.

RECOMMENDED CHANNELS

- xQc Slots 57.9K
- AdinRoss Slots 77.2K
- ImKaiCenat Just Chatting 43.2K
- summit1g Hunt: Showdown 13.7K
- tarik VALORANT 21.6K
- moistcr1tikal Warframe 9.8K
- Amouranth Pools, Hot Tubs, an... 8.7K
- loltyler1 League of Legends 17.9K
- gsmVoid MultiVersus 3.2K
- sodapoppin MultiVersus 14.6K

EUGENIACOONEY VIEWERS ALSO WATCH

- Kaceytron I'm Only Sleeping 315
- fetch_bug Just Chatting 77
- CritterVision Animals, Aquarium... 17

STREAM CHAT

iamsaintessa: who hasn't slept their make up occasionally anyway! I sure have

AvaMarieMaxxX: Ok

avikingsley: my point is they're an ILL BUNCH

Streamlabs

Check out my new video!! → tinyurl.com/5n7je2km

avikingsley: socially connected by madness and obsession

oasis_faith: 10 did you get any new plushies for your birthday??

Replying to @cozy_paws: @bookish_michellee ...

bookish_michellee: no but that basically is what you're doing. she says "im being reported for walking" and now all the brainless people will repeat those exact words without even trying to defend themselves with proper arguments

AvaMarieMaxxX: Lmao dog rumors wtf

Animated Emotes can be disabled in Settings

Send a message

0

Sign up to experience the best of eugeniacooney Chat, follow or subscribe – Twitch is your oyster.

Sign Up

Questions on Cases: Social Science Question on Evidence

How solid is the evidence
that such content is harmful?

- Related personal question:
 - Are you convinced?
Would you require **scientific certainty** of cause (social media content) and **effect** (eating disorder)?



Questions on Cases: Ethics and Policy Questions

- Should **action** be taken to **restrict** such content?
 - Case 1: Eating disorder encouragement
 - Case 2: Extremely thin influencer—some users say she triggers them
- If you believe action is warranted, what **kind** of action, by **whom**?
 - Government
 - Social media platforms
 - Parents, schools, communities

Today's Agenda

- **How social media algorithms promote content**
- Social scientific approach to evidence
- Ethics and policy: What to do?



How Do Social Media Companies Make Money?

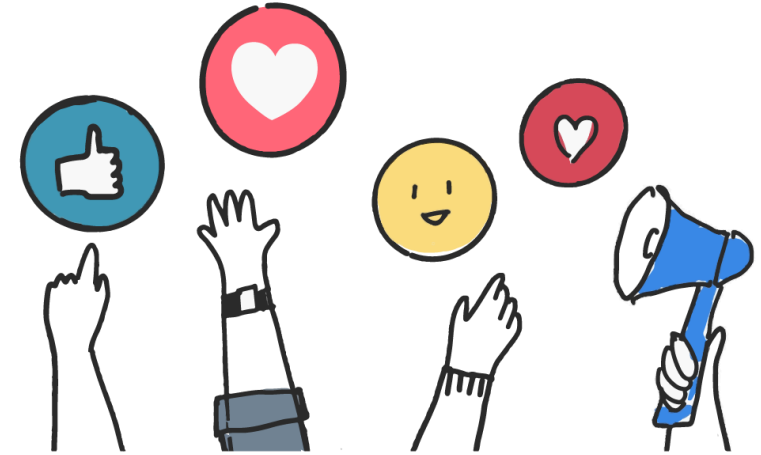
They sell **advertising**, just as traditional media always has.

- Newspapers, broadcast media (radio, TV)



Why Social Media Advertising Works So Well

- Platforms can **measure** audience behaviour.
 - How long they hold our **attention**
 - **Engagement** (whether we **interact** with content, e.g., like, share, comment)
- Advertisers can **target** content and ads more **efficiently** than other media.
 - Platforms **target** ads to us based on our **profiles** and **behaviour** (aka **micro-targeting**).
 - We may **disclose** some info to platforms, e.g., demographics.
 - Platforms **track** our online behaviour.



Why Social Media Advertising Works So Well

What's AI's role? The algorithm...

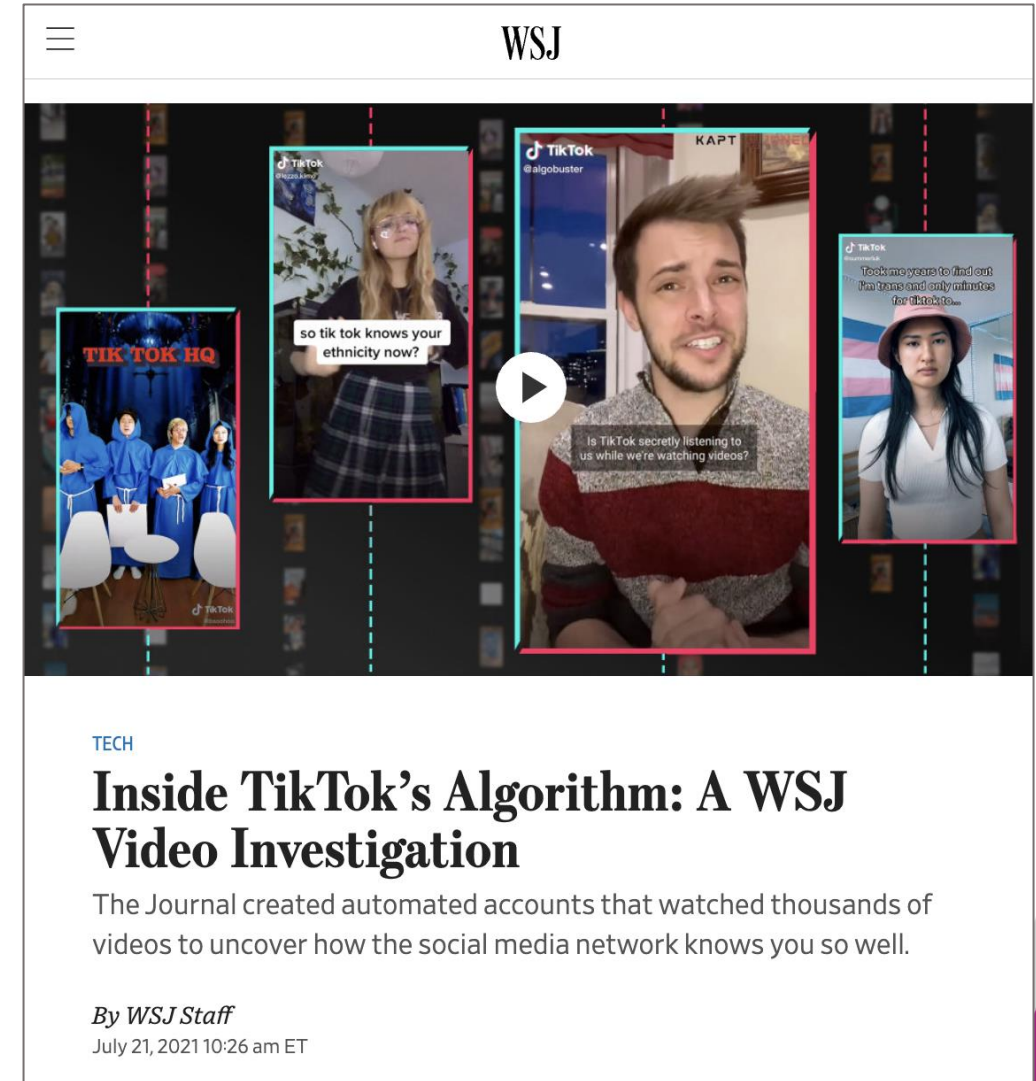
- Handles the **tracking** and **matching** of ads
- Also **predicts** what content and ads you will be interested in
 - Based on what **other users**—who share your characteristics (e.g., demographics, behaviour)—are interested in



WSJ on TikTok Algorithm

TikTok algorithm “**rabbit-holes**” you within hours.

- Based on what you watch (rather than swiping past before it finishes)—and rewatch.
- Algorithm delivers more and more of this content to you.



No part of this video shall be filmed, recorded, downloaded, reproduced, distributed, republished or transmitted in any form or by any means without written approval from the University.