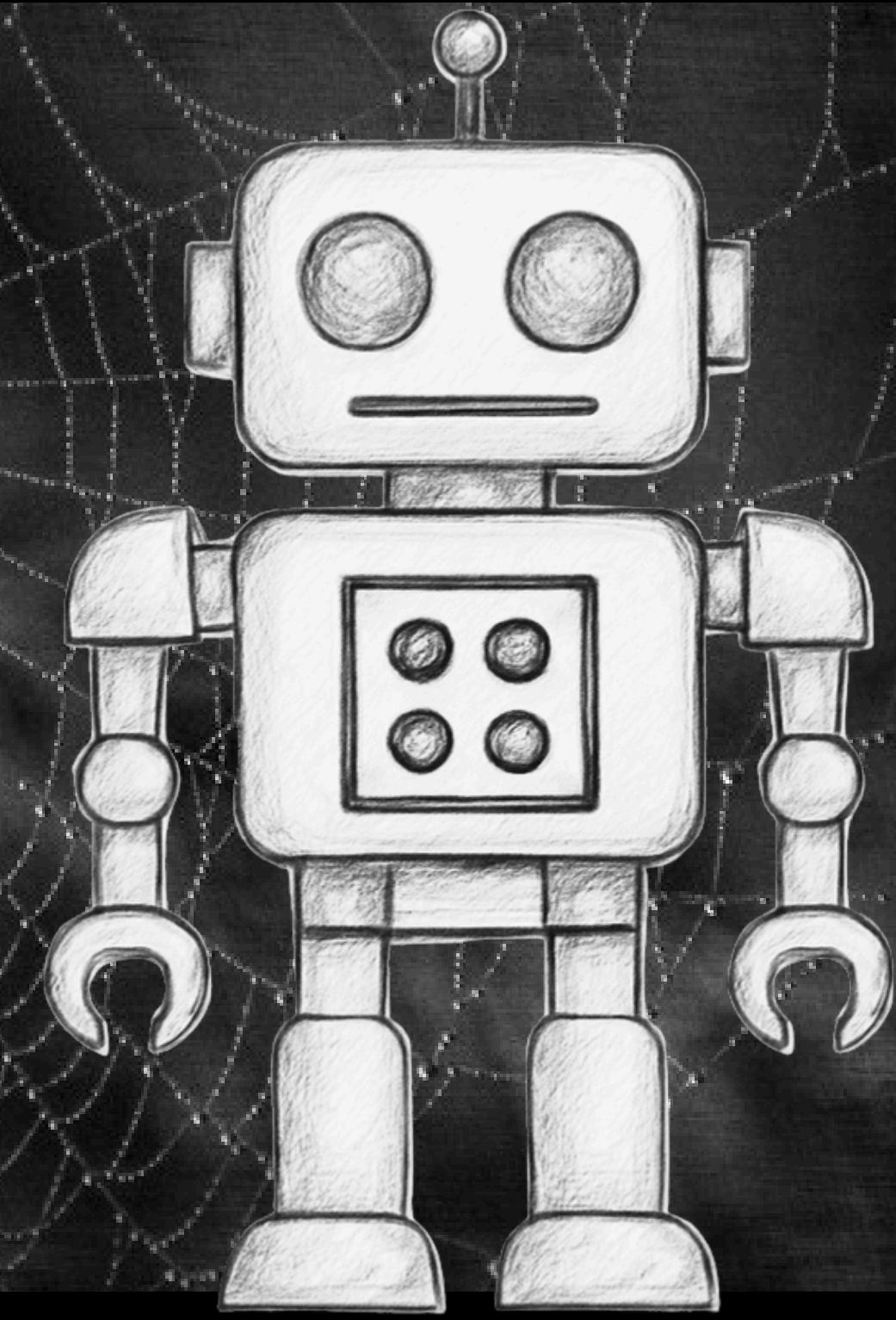




THE SCARY STORY OF ROBO



Chinese Mexicans

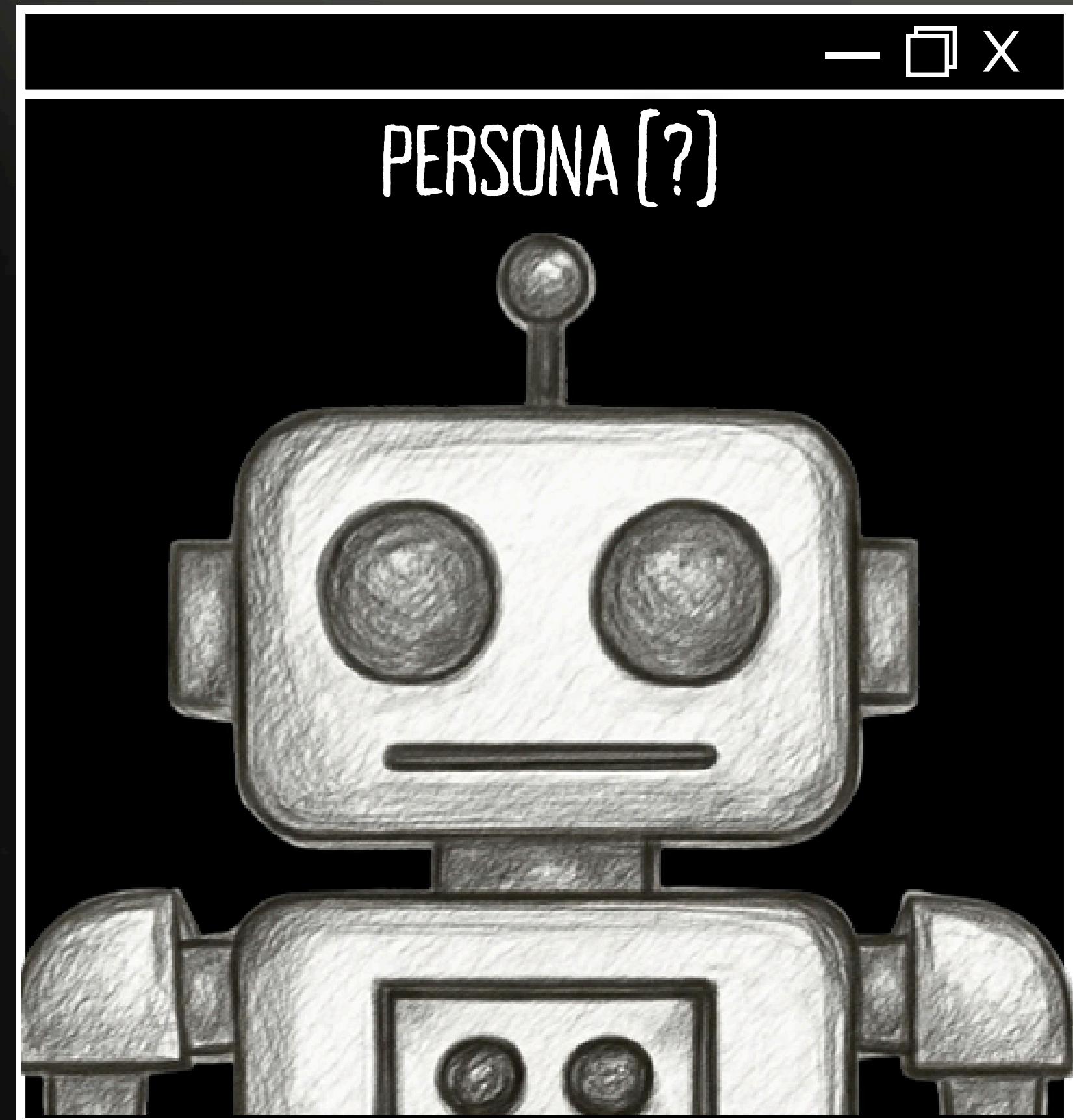
WHO OR WHAT IS ROBO?

In this story, Robo represents artificial intelligence itself. His hunger symbolizes the growing number of jobs and professions that AI is replacing in **CANADA**, leaving many workers, especially those in midlife, facing uncertainty, pressure to retrain, and fewer viable career paths.

PROFILE & NEEDS

Robo represents AI systems that "consume" jobs as they grow in power and capability. The more data we feed him, the more roles he can replace.

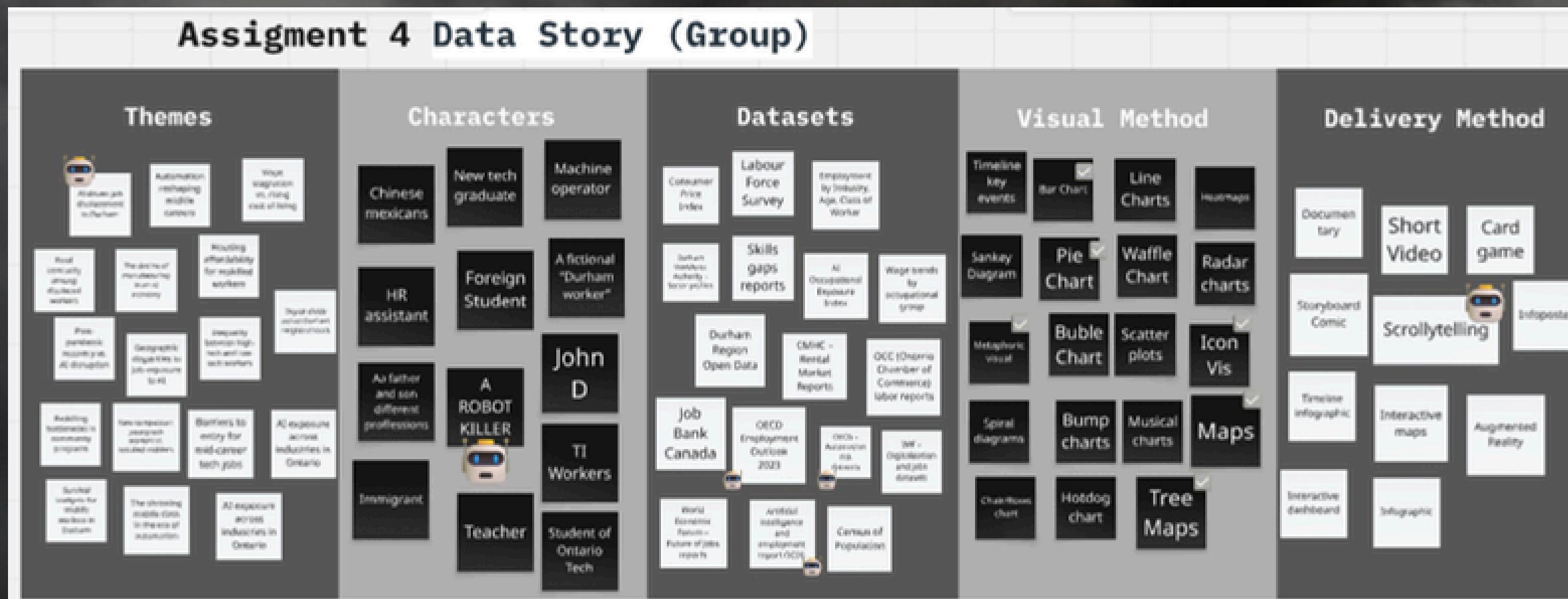
Robo constantly needs more data and tasks to keep evolving. As he grows, his appetite for new jobs increases.



HOW DID THIS STORY BEGIN?

Like every good horror story, it started with an assignment and a
brainstorming session in Miro.

Our team's initial idea was to represent both the positive and negative
impacts of AI at the national and local levels in Canada.



WE EXPLORED MANY CONCEPTS, CHARACTERS, THEMES, AND DIFFERENT WAYS TO TELL THE STORY.

The collage consists of three main panels:

- Left Panel:** A black and white photograph of a young man with glasses and a mustache, wearing a plaid shirt, sitting at a desk and looking at a laptop screen. An older man with a mustache, wearing a cap and overalls, sits next to him, also looking at the laptop. This represents a midlife worker struggling with digital AI tools while his data-savvy son guides him.
- Middle Panel:** A black and white comic strip titled "Comic as a delivery method". It shows four panels: 1. A superhero-like character with "AI" on his chest. 2. A woman in a kitchen interacting with the AI superhero. 3. Two men in a meeting room, one of whom is the AI superhero. 4. The AI superhero interacting with a child and a woman. A diagonal banner across the comic strip contains the text "Comic as a delivery method".
- Right Panel:** A close-up, high-contrast black and white photograph of a metallic, chrome-plated robot head. The robot has large, dark, bulging eyes and a mechanical mouth. A diagonal banner across the image contains the text "First version of Robo".

The entire collage is framed by a white border, and the top right corner features standard window control icons (-, □, X).

The screenshot shows a web browser window with a dark theme. The title bar has standard minimize, maximize, and close buttons. The main content area is a white page with a dark grey header bar containing the text "Economic and Social Reports". Below this, the main title "Exposure to artificial intelligence in Canadian jobs: Experimental estimates" is displayed in large, bold, black font. Underneath the title, the authors "by Tahsin Mehdi and Marc Frenette" and the release date "Release date: September 25, 2024" are listed. At the bottom left is the Statistics Canada logo, which consists of a red and white maple leaf icon followed by the text "Statistics Canada / Statistique Canada". On the right side of the page, there is a large, stylized graphic of a 3D bar chart where the bars are shaped like the Canadian flag (red and green). The word "Canada" is written in a large, bold, black font at the bottom right of the page.

Economic and Social Reports

Exposure to artificial intelligence in Canadian jobs: Experimental estimates

by Tahsin Mehdi and Marc Frenette

Release date: September 25, 2024

Statistics Canada / Statistique Canada

Canada

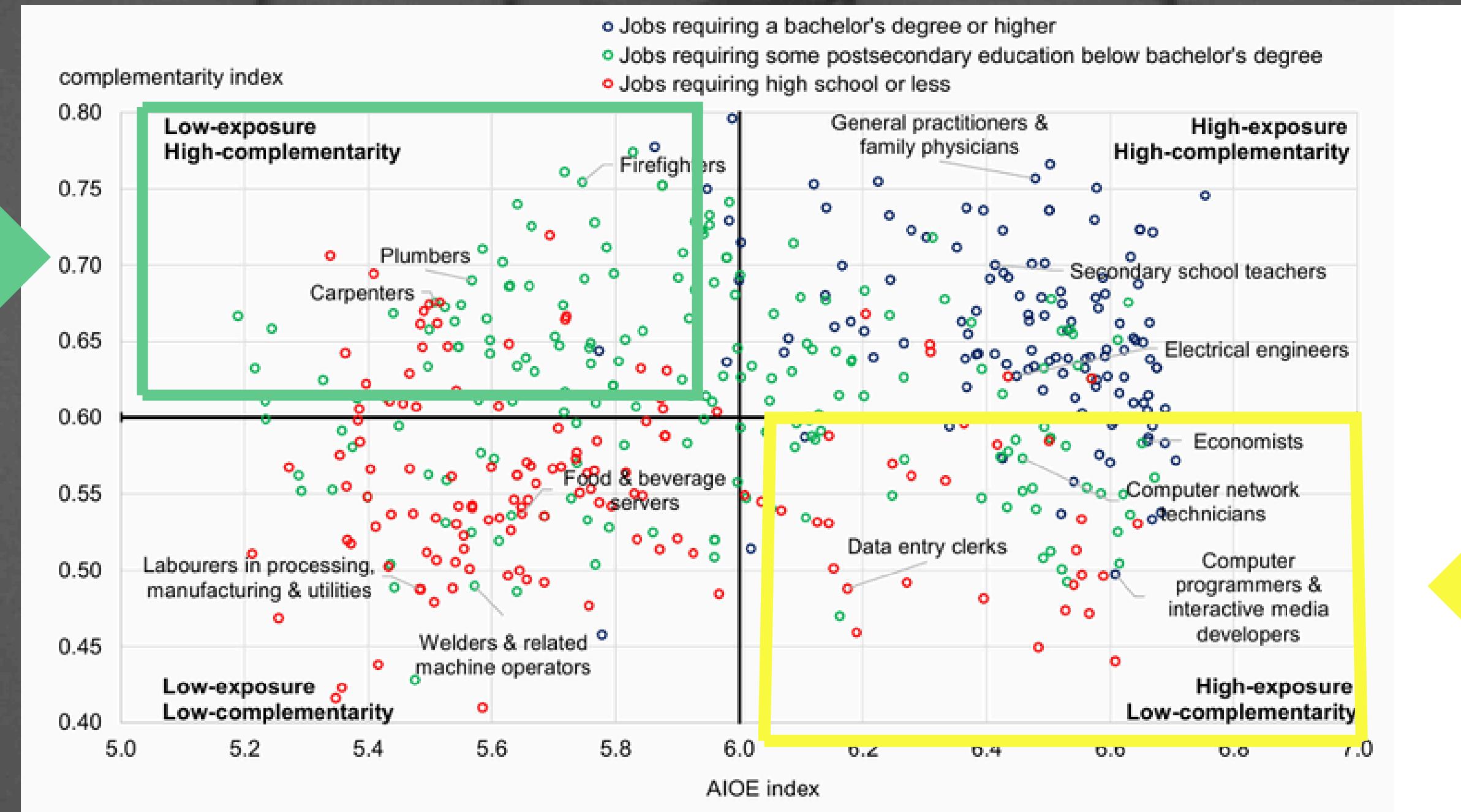
THE DATASET

During this process, we came across an important Statistics Canada study showing that the jobs most at risk of being replaced by AI are actually higher-skilled roles. However, these same jobs could also benefit the most, since AI may become a powerful complement.

WHAT ROBO LIKES AND DOESN'T

LEAST LIKE

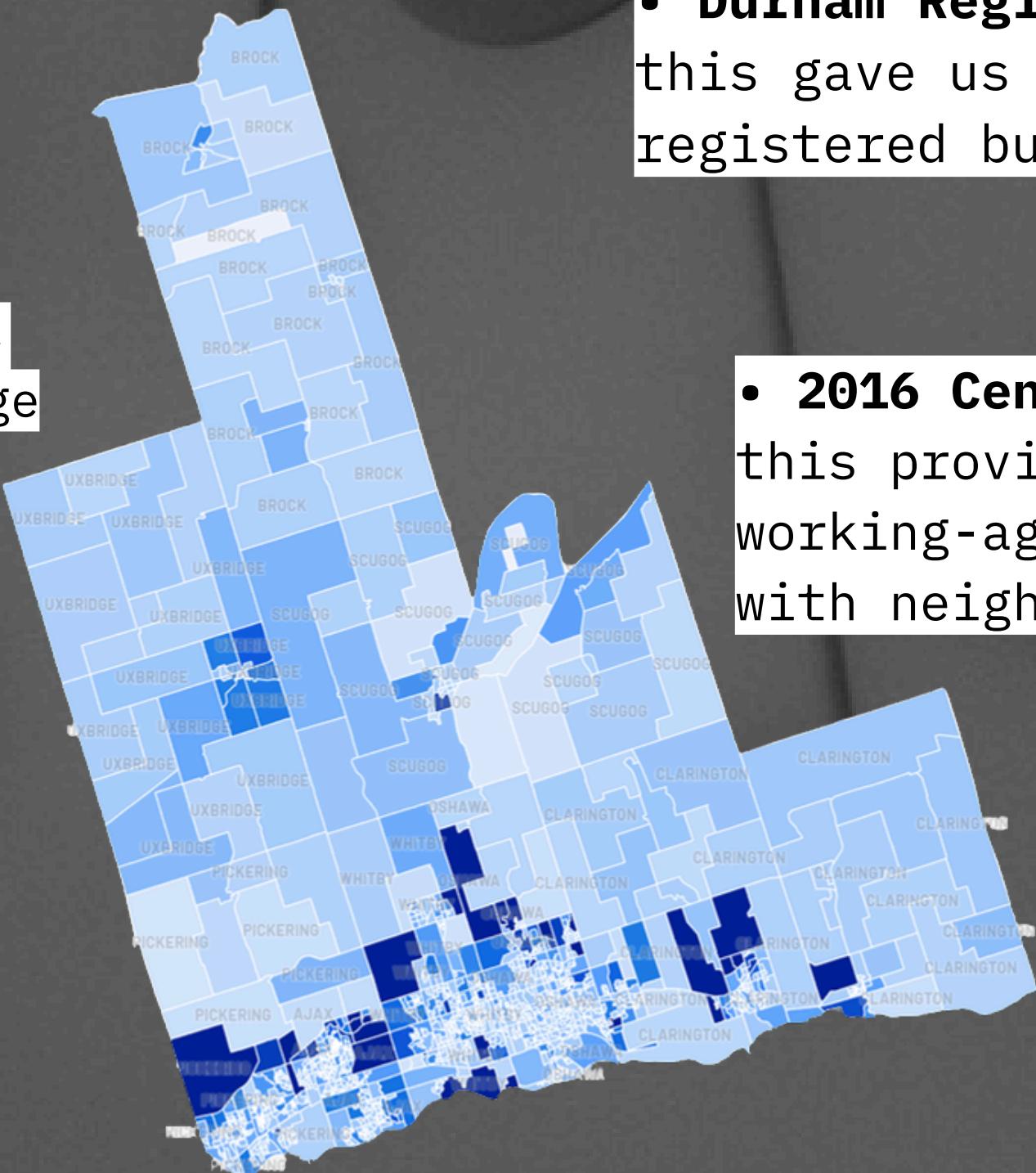
MOST LIKE



BRING IT TO LOCAL

Local data

we wanted to ground our narrative in something that feels real and immediately relevant. Instead of talking about AI in general terms, we focused on what AI-driven change might look like specifically in Durham Region.



- **Durham Region's Business Directory GeoJSON**
this gave us the exact location of every registered business in the region.

- **2016 Census Dissemination Area GeoJSON**
this provided demographic information like working-age population and seniors, along with neighborhood boundaries.

Only
Counties

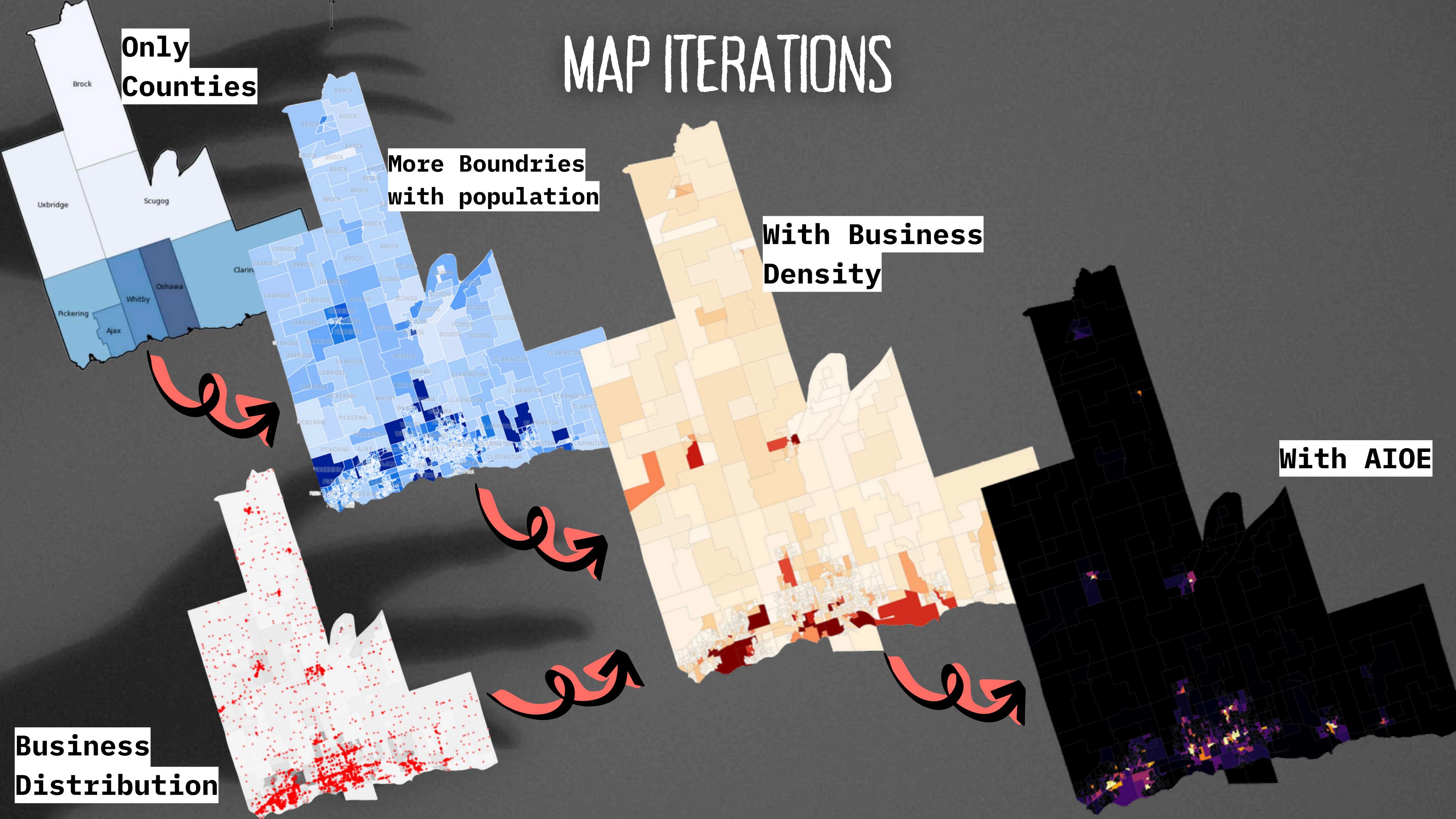
MAP ITERATIONS

More Boundries
with population

With Business
Density

With AIOE

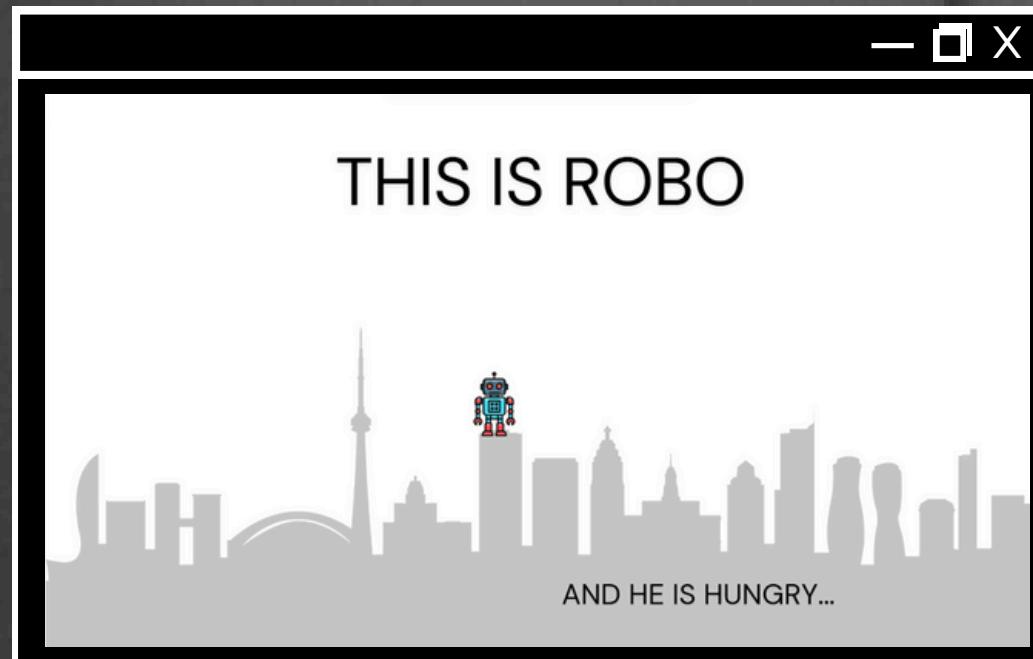
Business
Distribution



STORYBOARD

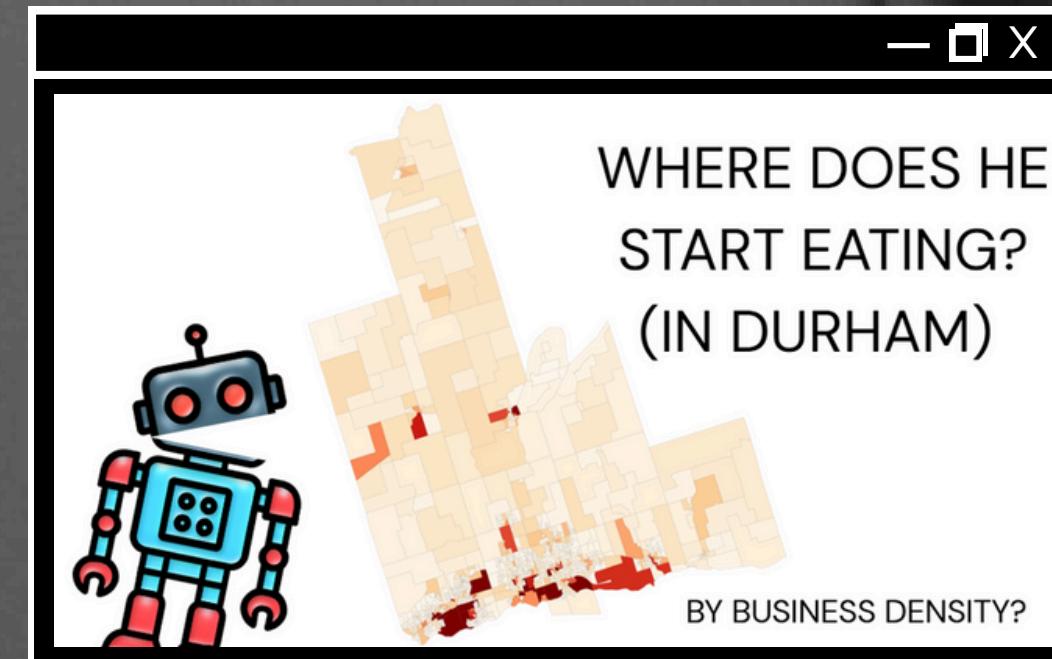
Phase 1: Introduction

Presentation of Robo and how he evolves, what he prefers, what he consumes, and how he grows.



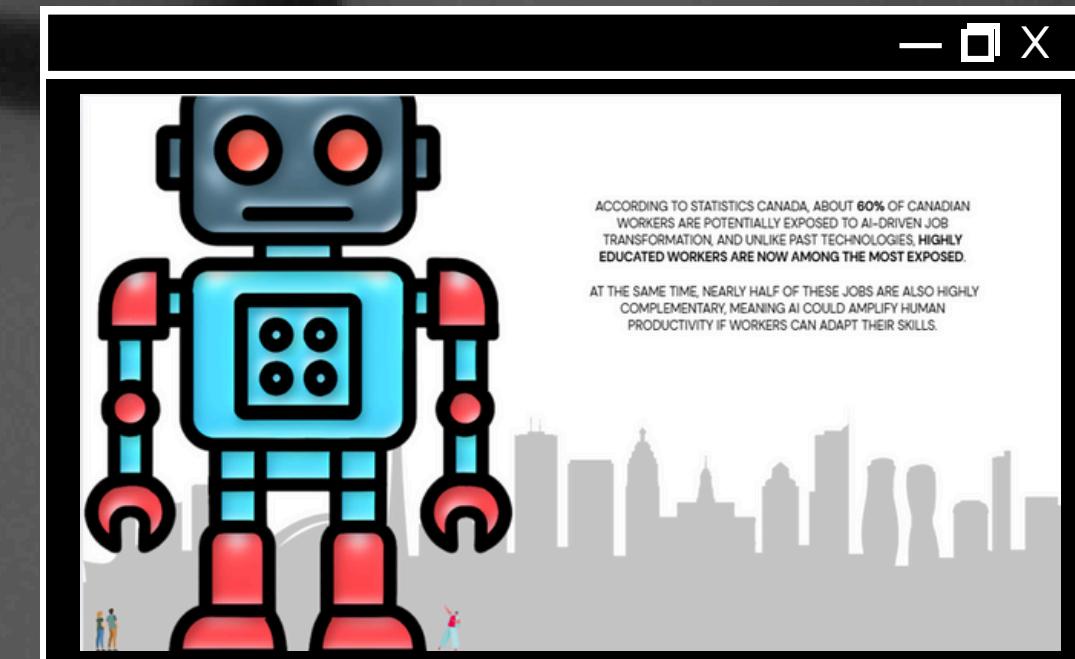
Phase 2: Conflict

Once fully developed, he arrives in the Durham Region and begins "feeding" on the most exposed jobs.



Phase 3: Conclusion

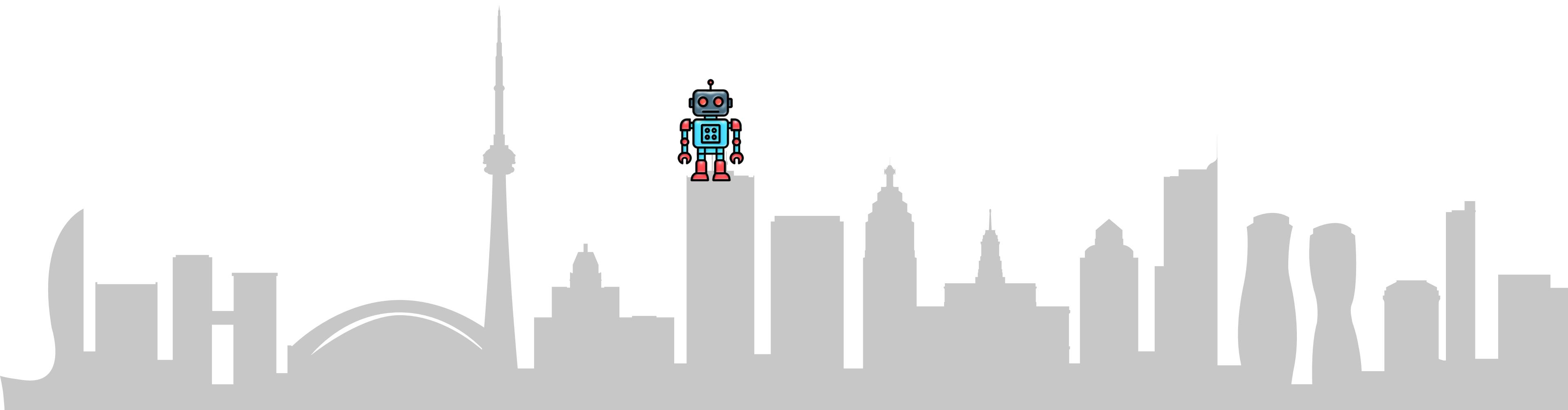
Conclusion of the story: what his impact means for workers today and what must be done to adapt.



— □ X

Here is the final work
ENJOY IT !!!

THIS IS ROBO



AND HE IS HUNGRY...

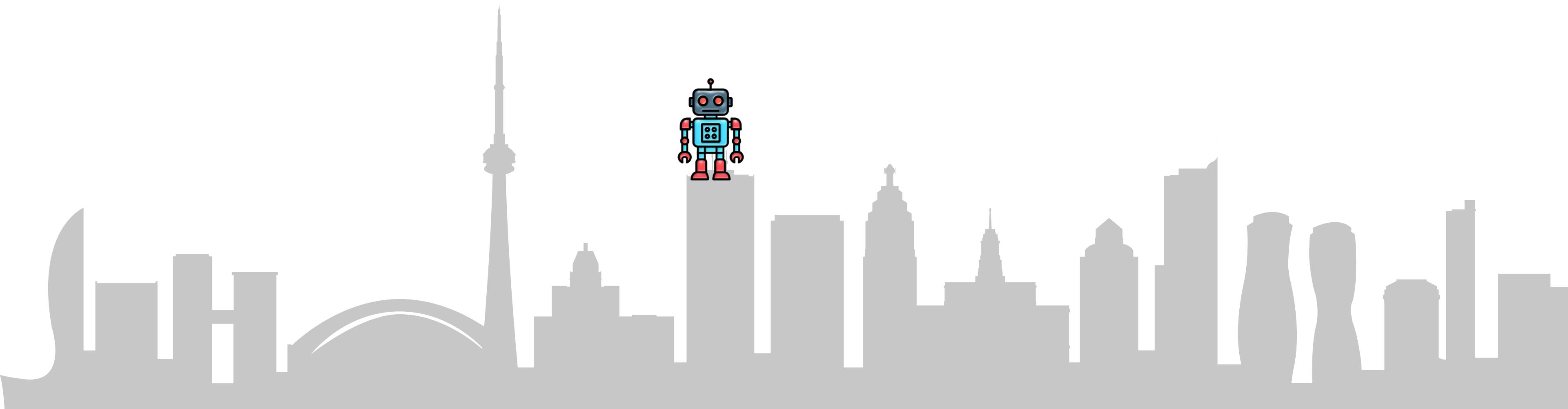
ROBO REPRESENTS ARTIFICIAL INTELLIGENCE.

HIS HUNGER SYMBOLIZES THE GROWING NUMBER OF JOBS AND PROFESSIONS THAT AI IS REPLACING IN CANADA.

HIGH EXPOSURE AND LOW COMPLEMENTARY IS HIS PREFERENCE

HIGH EXPOSURE AND HIGH COMPLEMENTARITY ARE ALSO GOOD FOR HIM.

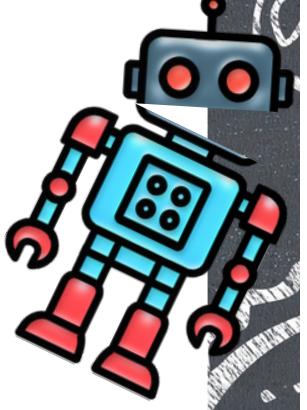
LOW EXPOSURE MAKES IT LESS LIKELY TO EAT



AND HE IS HUNGRY...

WHOM CAN HE EAT?



All	BACHELOR'S DEGREE OR GRADUATE DEGREE		COLLEGE DIPLOMA	COLLEGE DIPLOMA OR BACHELOR'S DEGREE	
	<p>Professional occupations in business and finance</p> <p>Architects and statisticians</p> <p>Professional occupations in law and social, community and government services</p>	<p>Profess...</p> <p>Physica...</p>	<p>Office support and co-ordination occupations</p> <p>Technical occupations related to natural and applied sciences</p> <p>Support occupations in law and social services</p>	<p>Administrative occupations in finance, insurance and business</p> <p>Occupations in art, culture, recreation and sports</p>	
HIGH SCHOOL OR COLLEGE DIPLOMA	Sales representatives and salespersons in wholesale and retail trade	Service representatives and other customer	Sales and service supervisors	Computer and information systems professionals	
				<p>Eng...</p> <p>Mana...</p>	

WHERE CAN HE EAT?

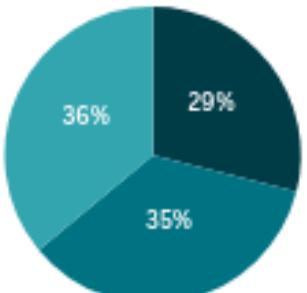
Low exposure

High Exposure, Low Complementarity

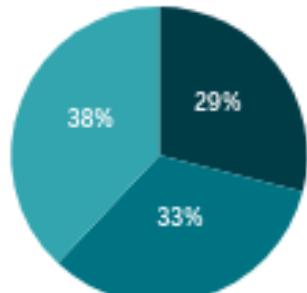
High Exposure, High Complementarity

Enter series to show

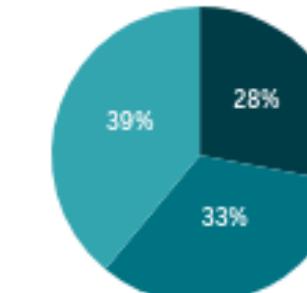
Toronto



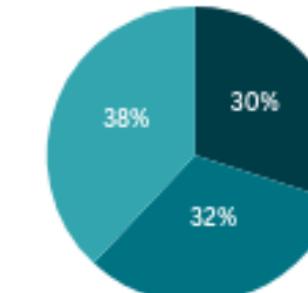
Montréal



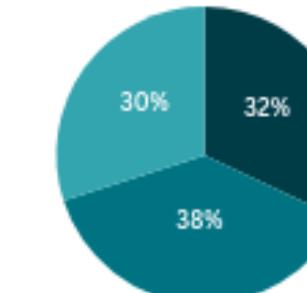
Vancouver



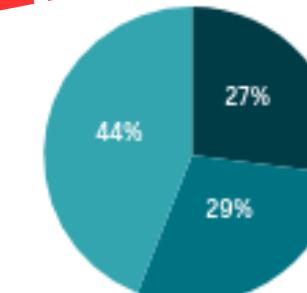
Calgary



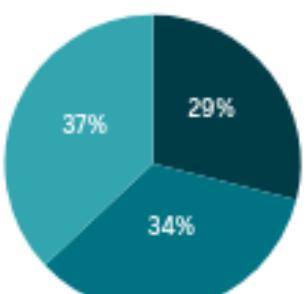
Ottawa-Gatineau



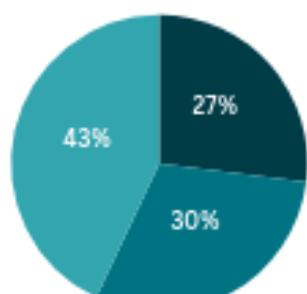
Edmonton



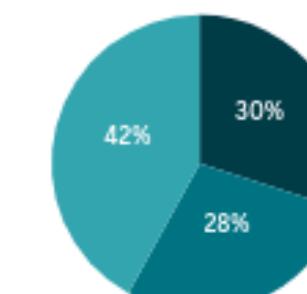
Quebec



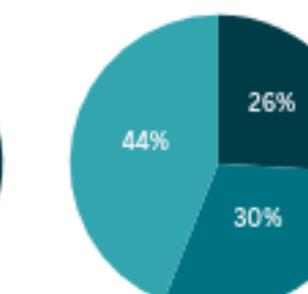
Winnipeg



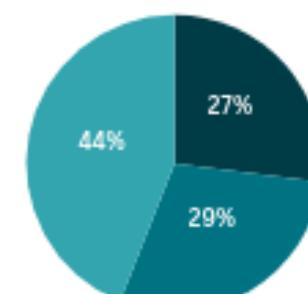
Hamilton



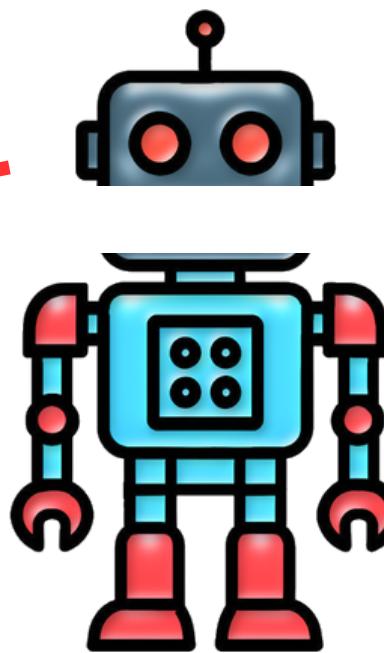
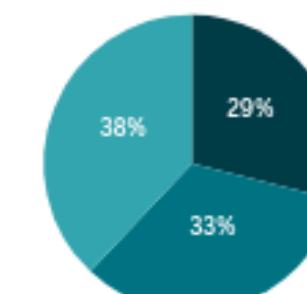
Kitchener-Cambridge



London



Halifax

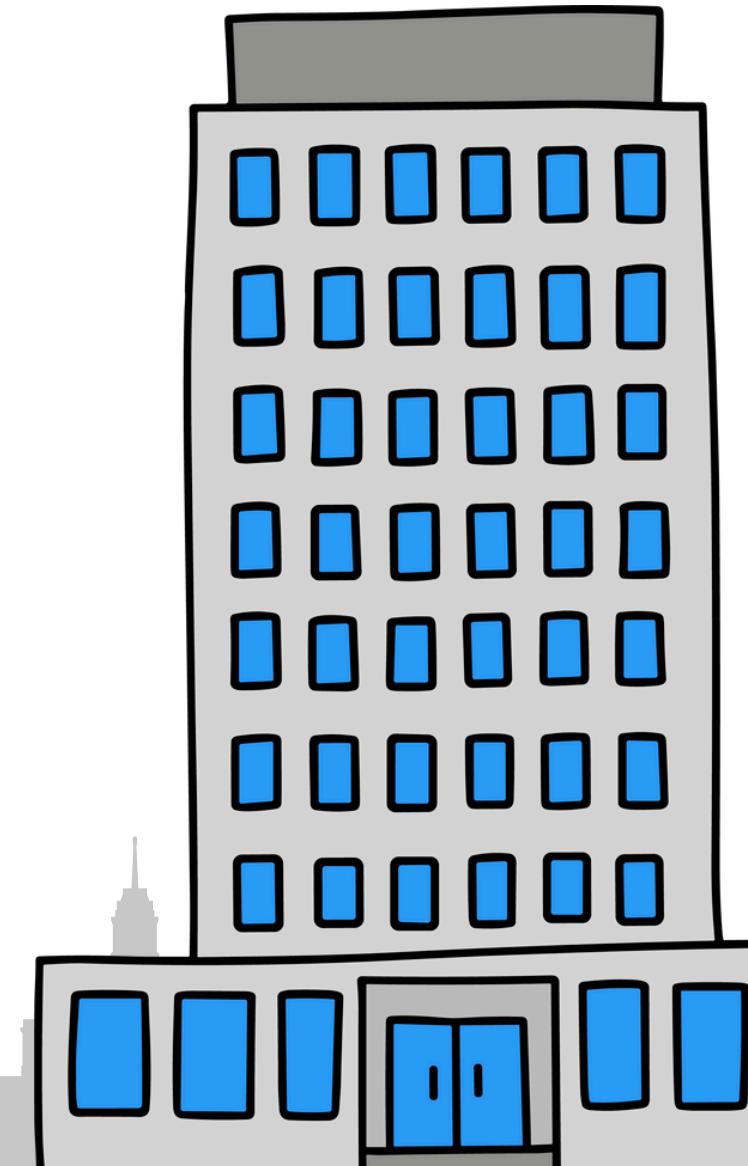


WHERE ARE YOU MUST EXPOSED?

HO - OFFICE



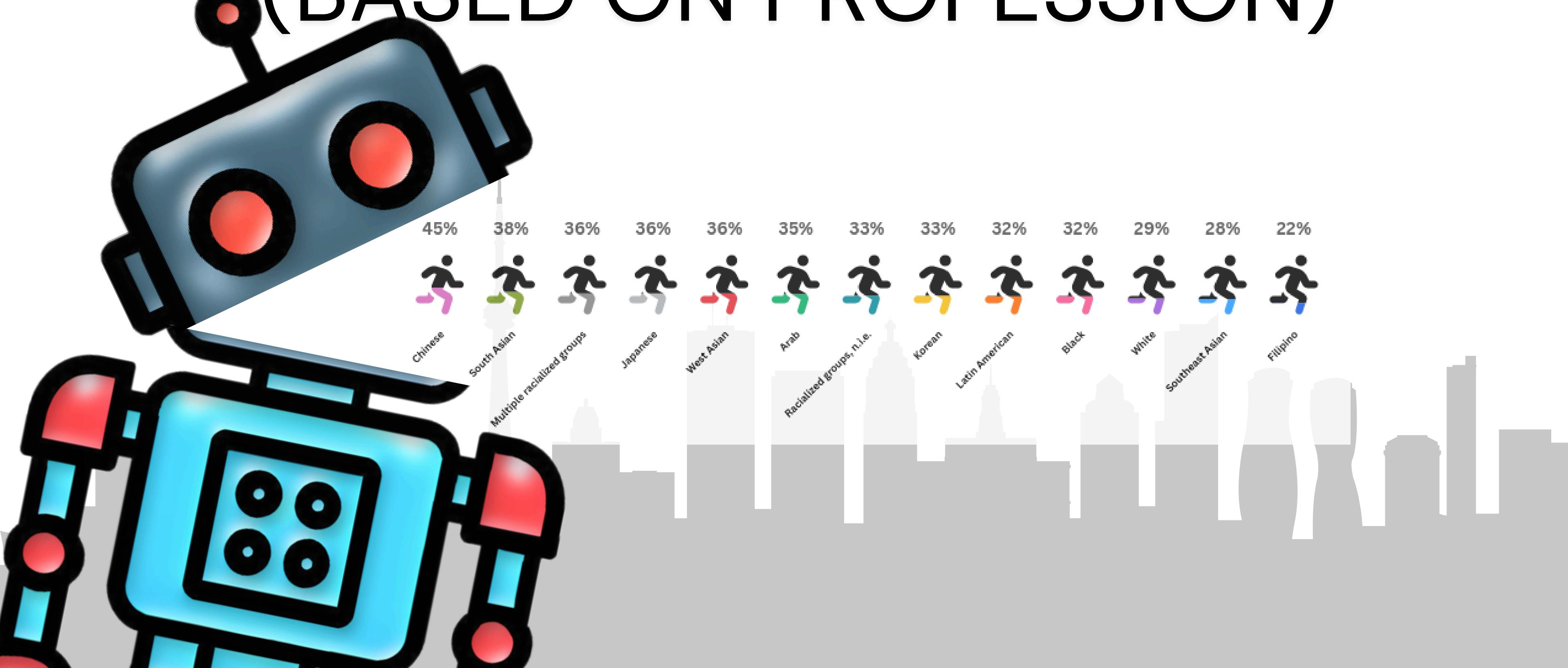
51%



15%

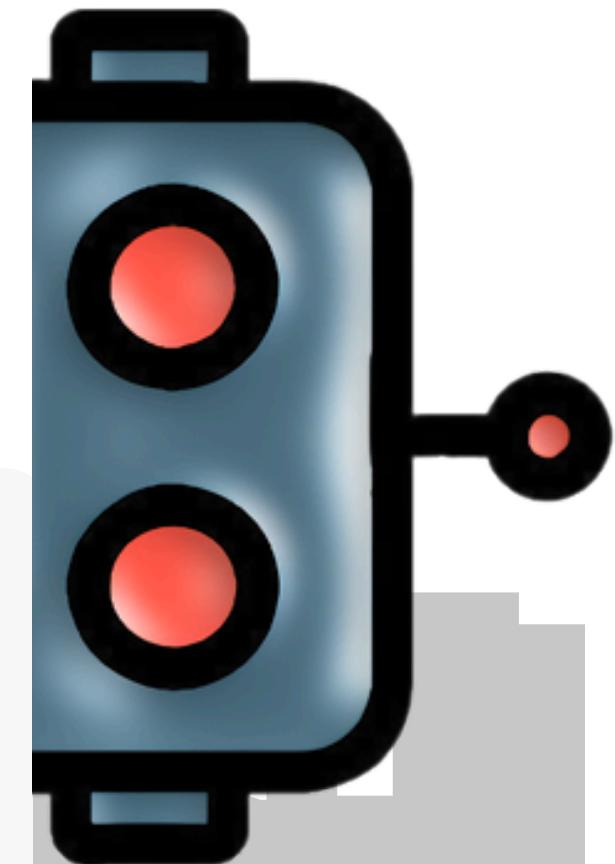
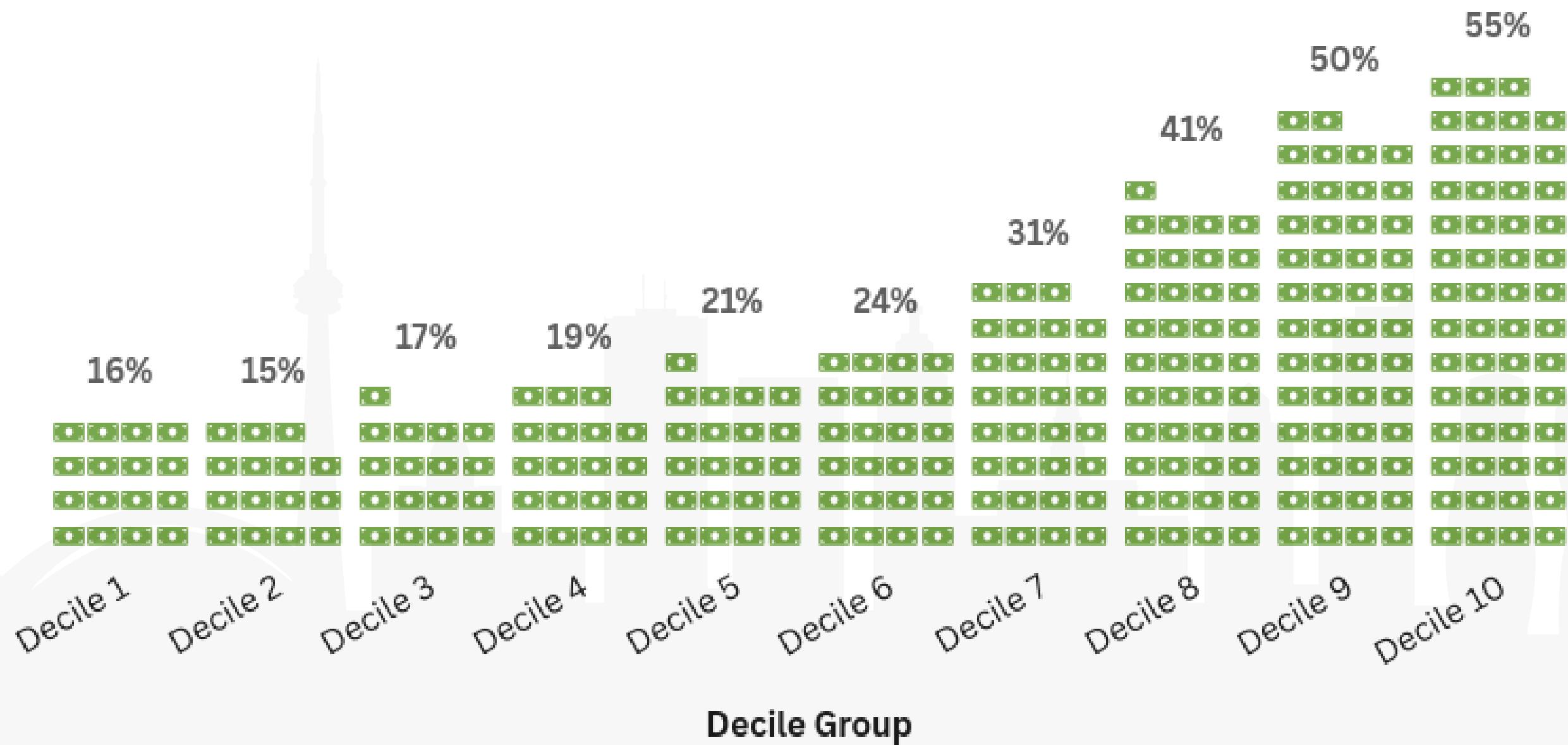
WHAT ETHNICITY?

(BASED ON PROFESSION)

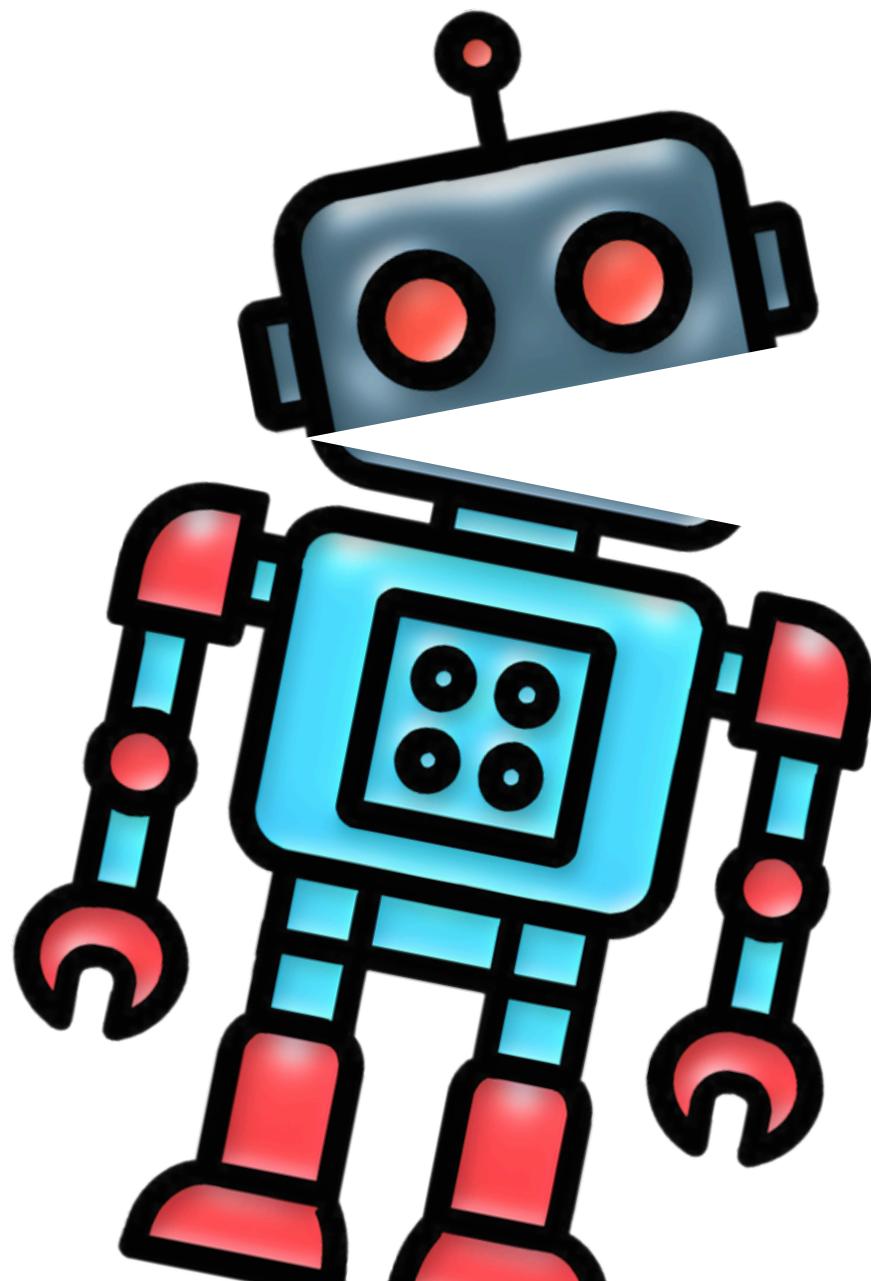


BUT DON'T WORRY, HE'LL GET THE RICH GUYS FIRST

■ = 1%



WHERE DOES HE
START EATING?
(IN DURHAM)



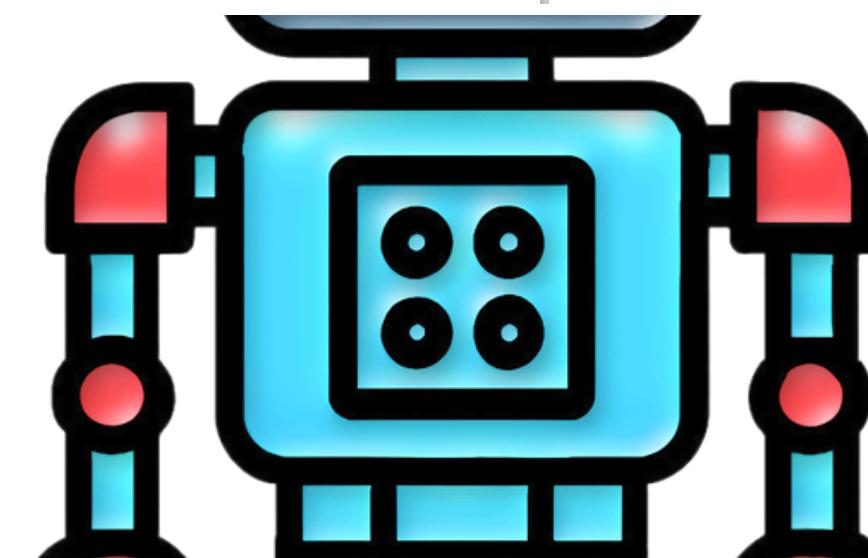
BY BUSINESS DENSITY?



OR ADD SOME SAUCE AND SPICE
WITH MY AIOE* RECIPES

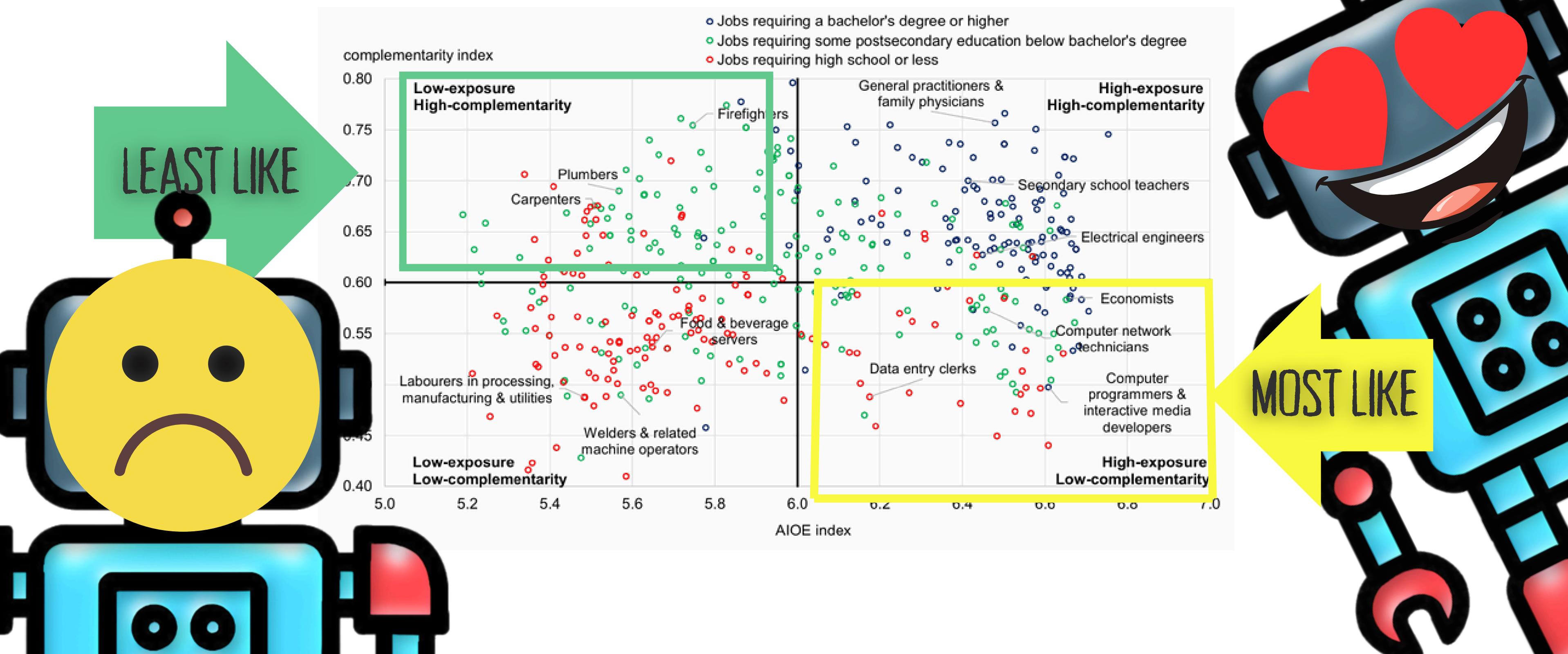


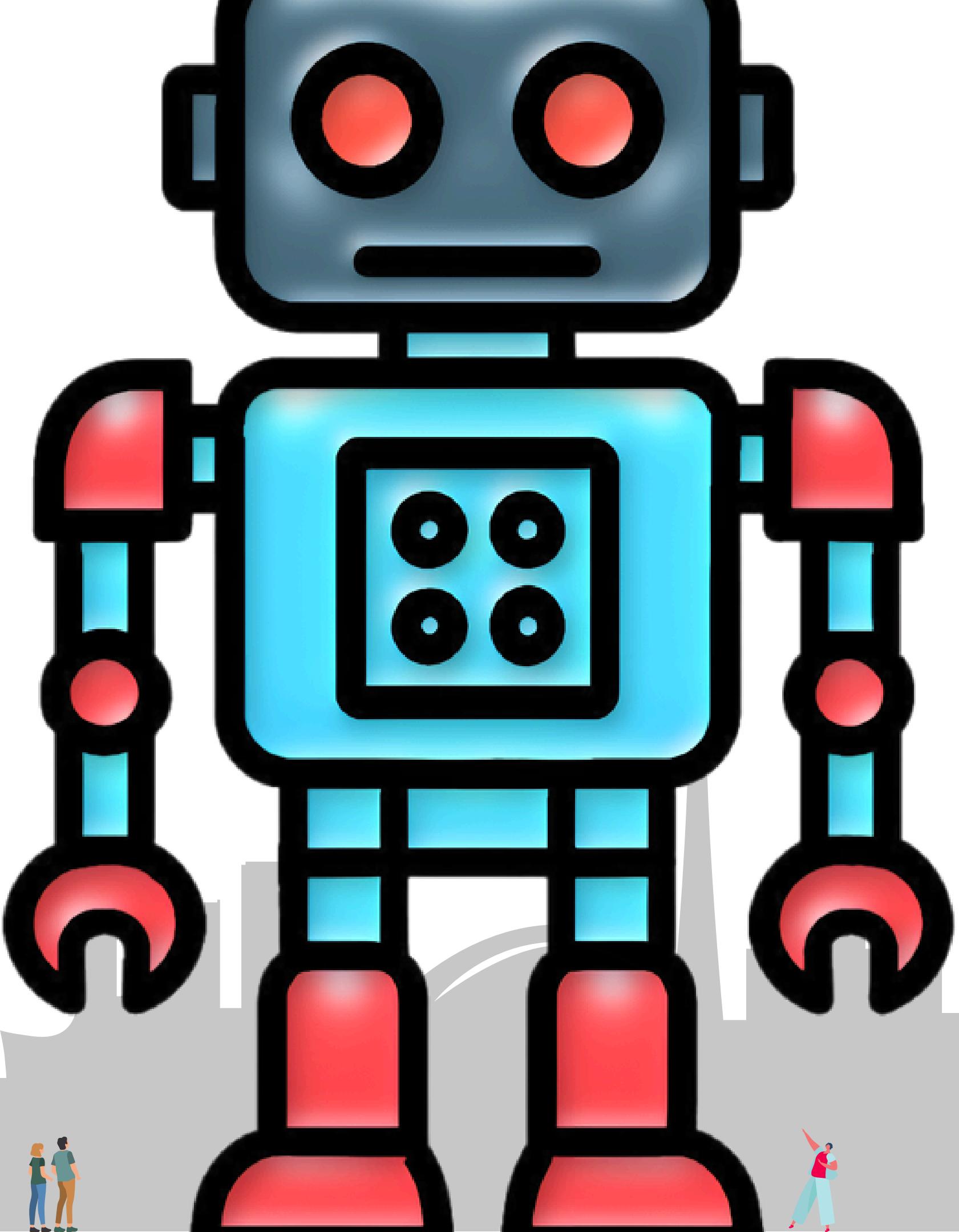
$$AIOE_i = \frac{\sum_{j=1}^{52} A_j L_{ji} I_{ji}}{\sum_{j=1}^{52} L_{ji} I_{ji}},$$



*AIOE (ARTIFICIAL INTELLIGENCE
OCCUPATIONAL EXPOSURE)

WHAT ROBO LIKES AND DOESN'T





ACCORDING TO STATISTICS CANADA, ABOUT **60%** OF CANADIAN WORKERS ARE POTENTIALLY EXPOSED TO AI-DRIVEN JOB TRANSFORMATION, AND UNLIKE PAST TECHNOLOGIES, **HIGHLY EDUCATED WORKERS ARE NOW AMONG THE MOST EXPOSED.**

AT THE SAME TIME, NEARLY HALF OF THESE JOBS ARE ALSO HIGHLY COMPLEMENTARY, MEANING AI COULD AMPLIFY HUMAN PRODUCTIVITY IF WORKERS CAN ADAPT THEIR SKILLS.

No matter how powerful AI becomes, our future depends on learning fast enough to stay ahead.

- □ X

GRACIAS

謝謝

THANK YOU

Ziqi Su

Emmanuel Rueda

Daniel Pérez