



COMP 3647

Human-AI Interaction Design

Topic 13:
***Design Challenges
and AI***

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Overview

- Human-Centred AI
- AI as a Design Material
- Design Thinking & AI
- Design Methods & AI
- Some Case Studies

Human-Centred AI (Shneiderman, 2021)

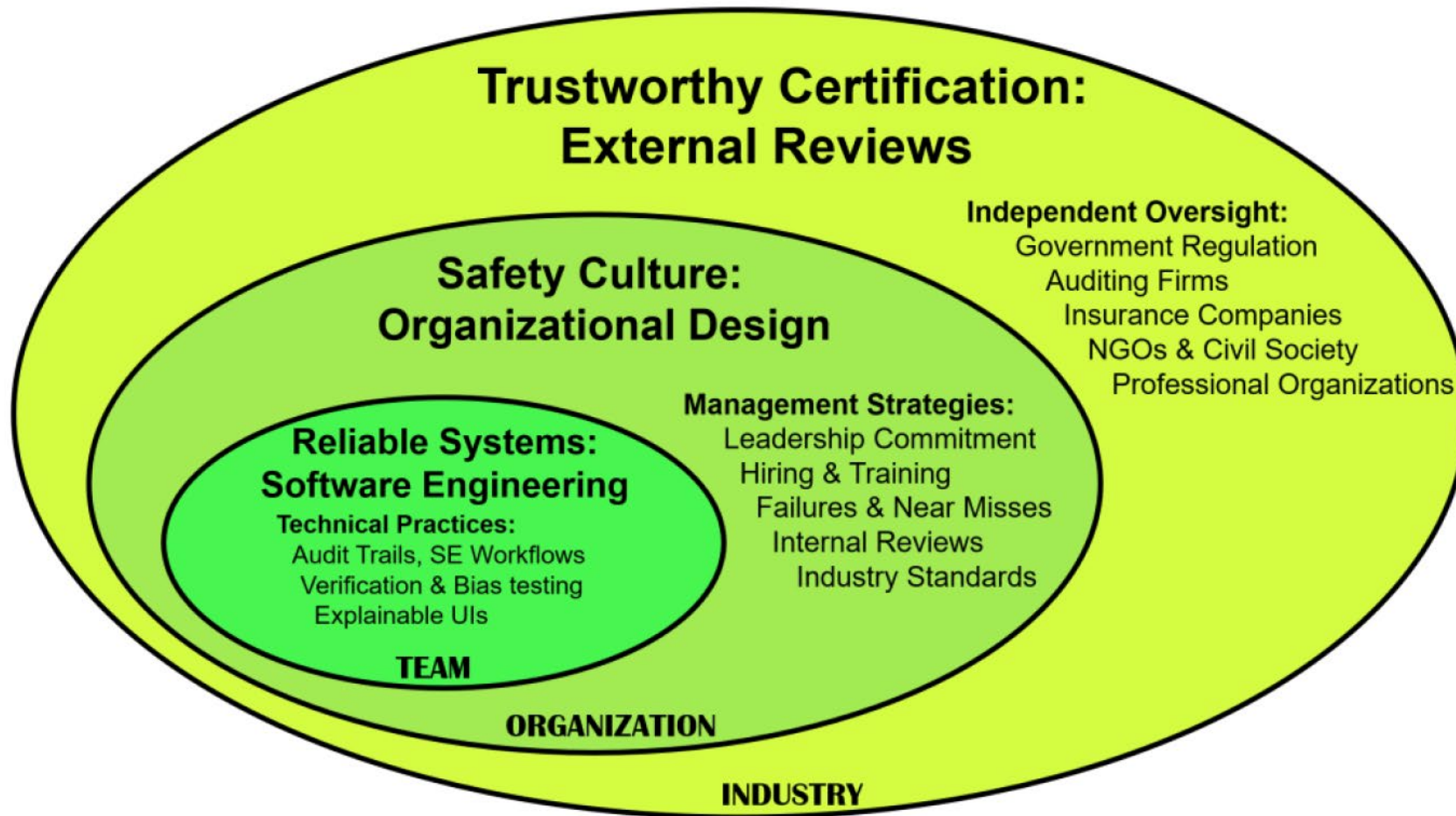
- Build devices to **enhance and empower—not replace—humans**
- Autonomous machines should NOT **exceed or replace** any meaningful notion of human intelligence, creativity, and responsibility'
- Human-Centred AI (HAI) is a **vision** of how machines might **augment** humans.
- **Humans in the group; computers in the loop.**



Shneiderman, B. (2021). Human-centered AI. *Issues in Science and Technology*, 37(2), 56-61.

Human-Centred AI (Shneiderman, 2021)

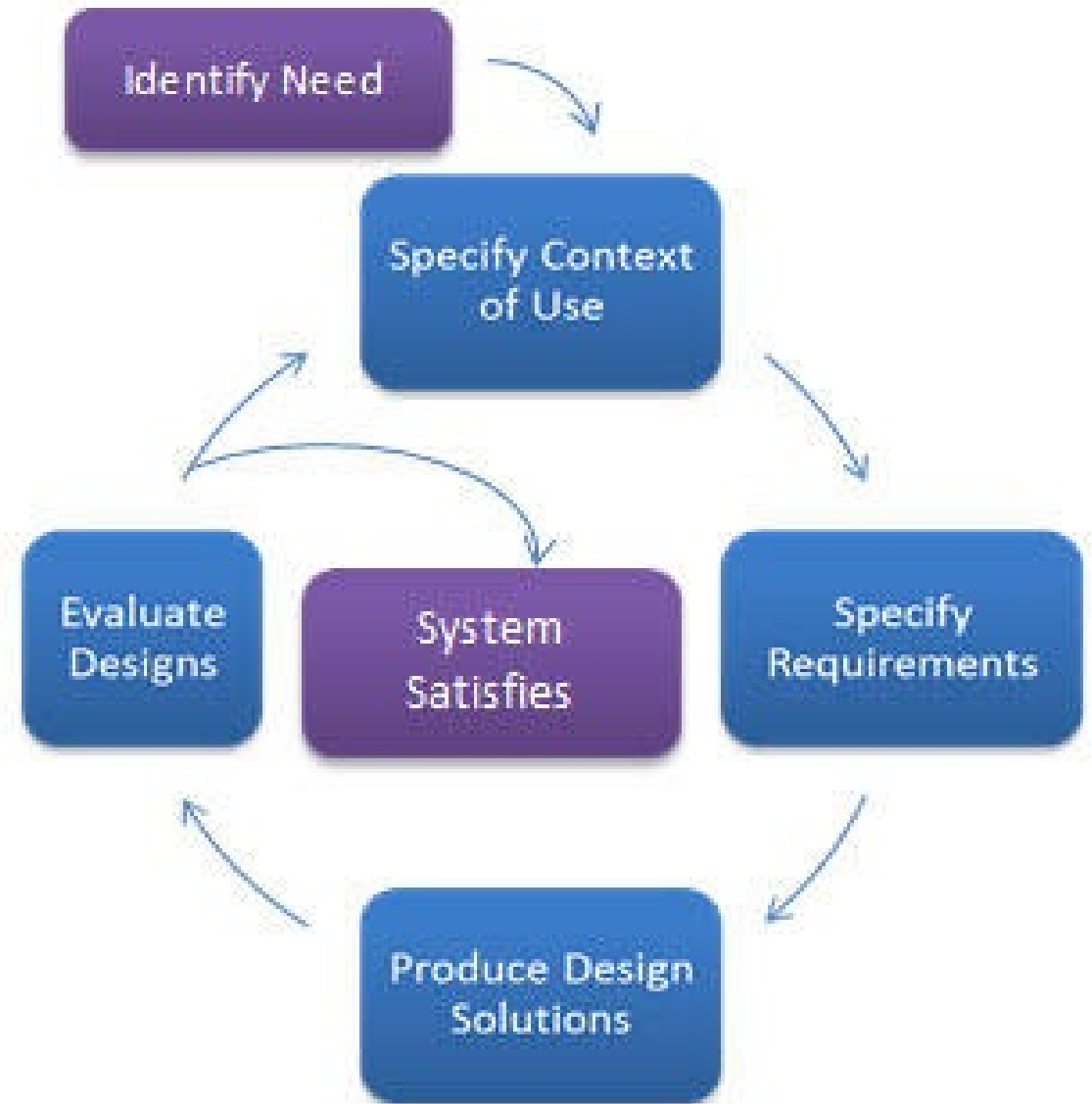
Governance Structures for Human-Centered AI



User-centred Design

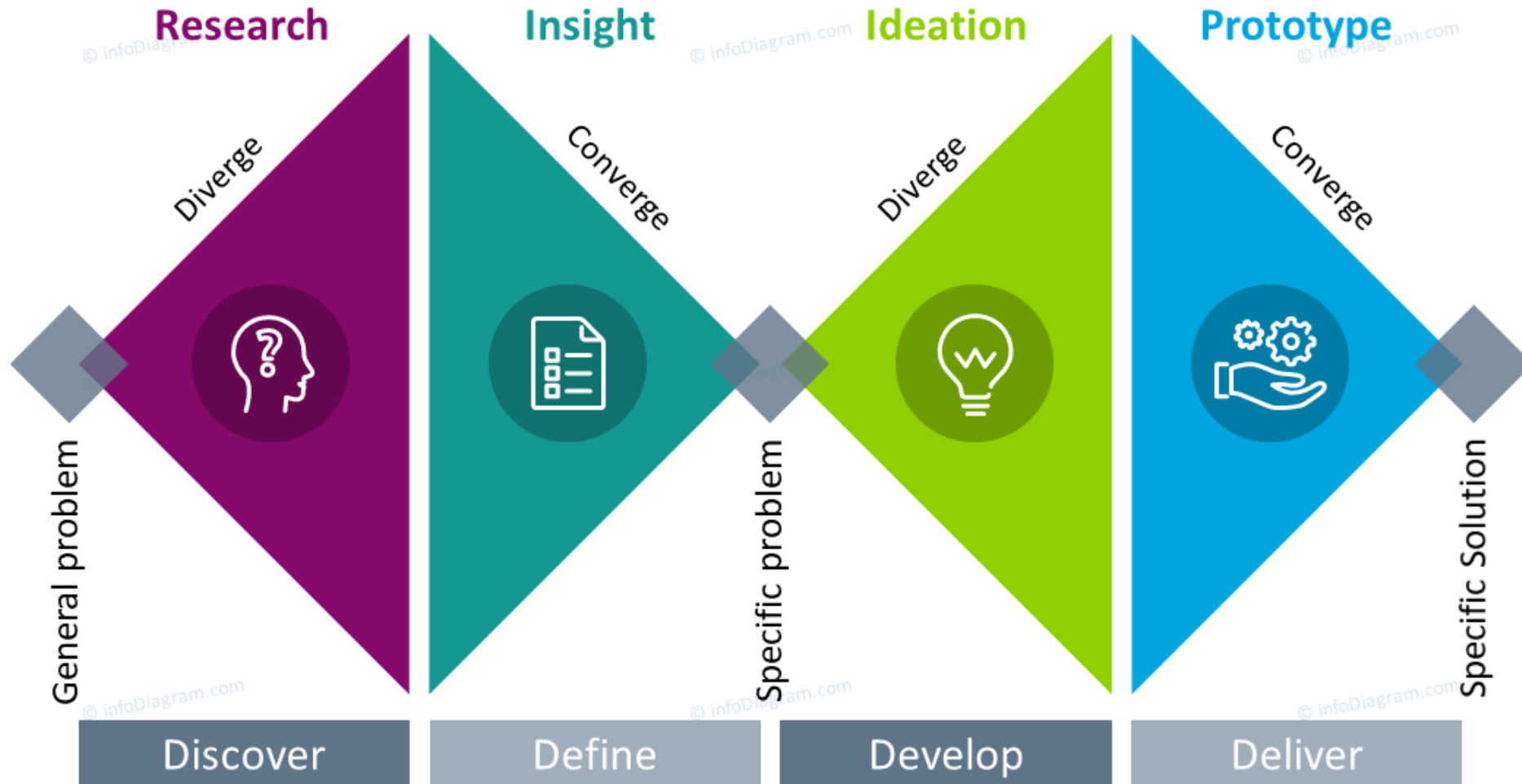
User-/Human-centred Design (UCD/HCD)

- Participatory Design (PD)
- Usability
- User Experience (UX)



6 Principles for Human-centred Design
(ISO 9241-210: 2010)

Double Diamond Method (the British Design Council, 2005)



Double Diamond Process (Richard Eisermann, 2003)

How to use the Double Diamond.

DISCOVER

The first diamond helps people understand, rather than simply assume, what the problem is. It involves speaking to and spending time with people who are affected by the issues.

DEFINE

The insight gathered from the discovery phase can help you to define the challenge in a different way.

DEVELOP

The second diamond encourages people to give different answers to the clearly defined problem, seeking inspiration from elsewhere and co-designing with a range of different people.

DELIVER

Delivery involves testing out different solutions at small-scale, rejecting those that will not work and improving the ones that will.

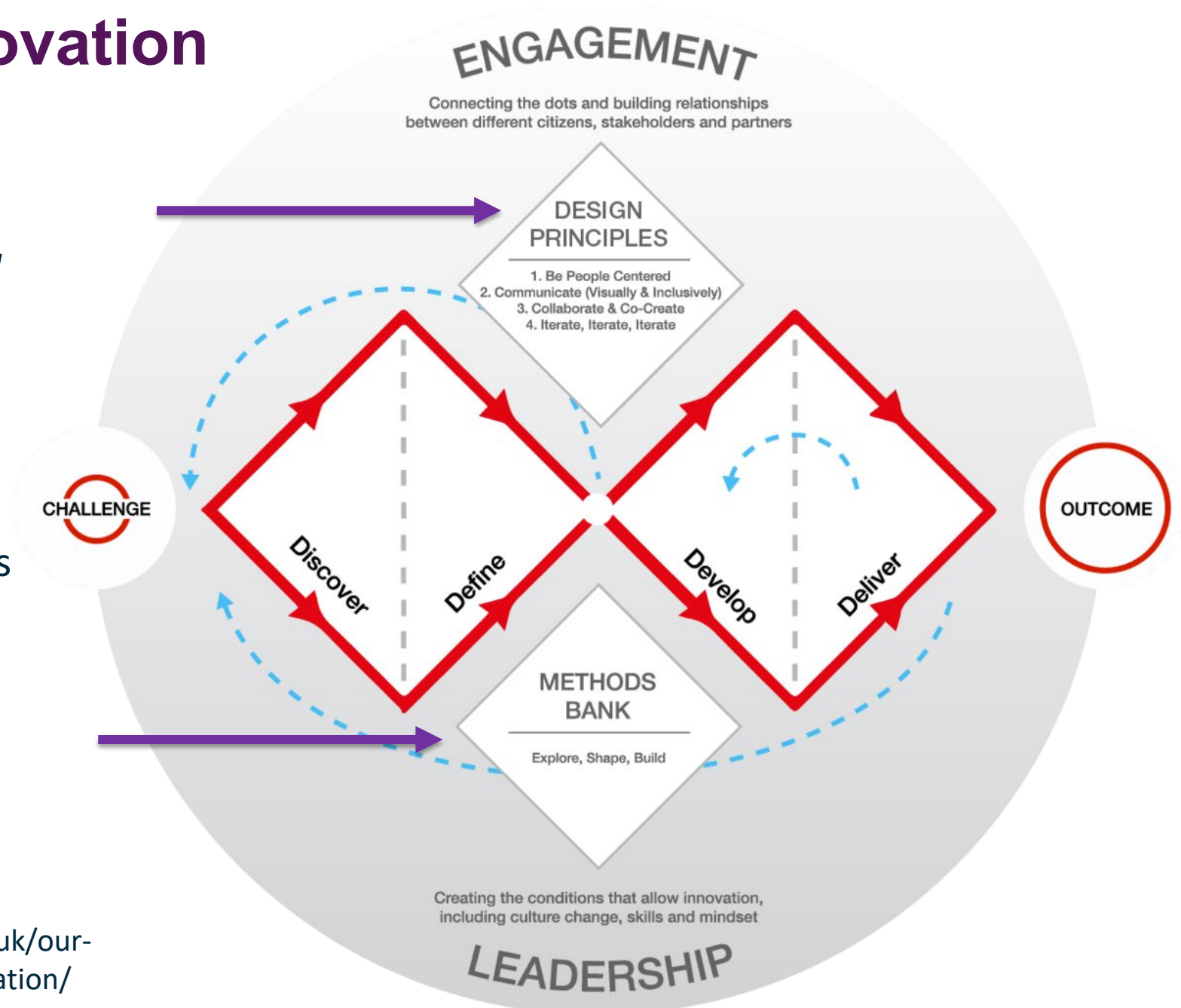
Framework for Innovation

4 Design Principles

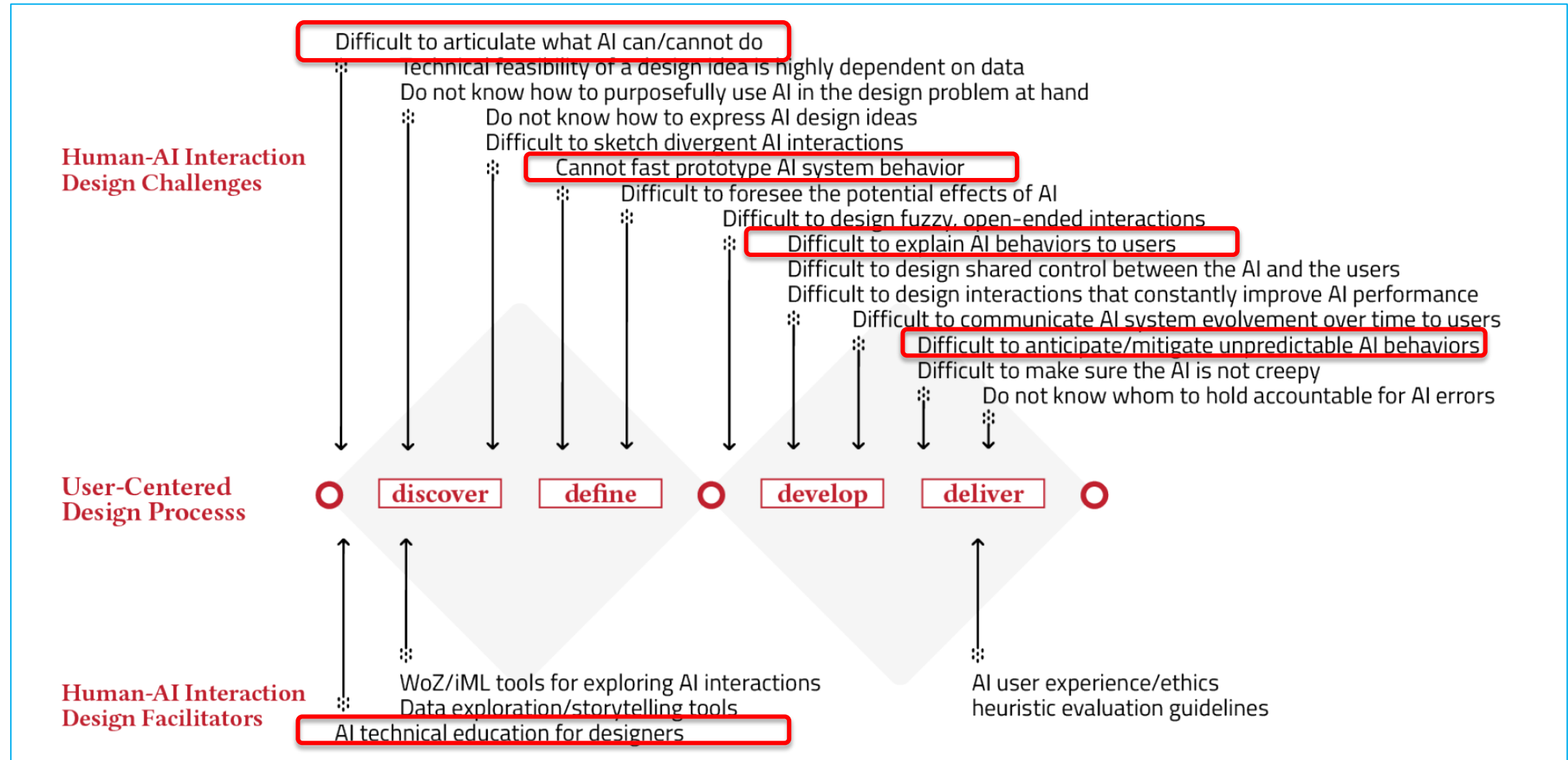
- *Put people first.*
- *Communicate visually and inclusively.*
- *Collaborate and co-create*
- *Iterate, iterate, iterate.*

Methods Bank

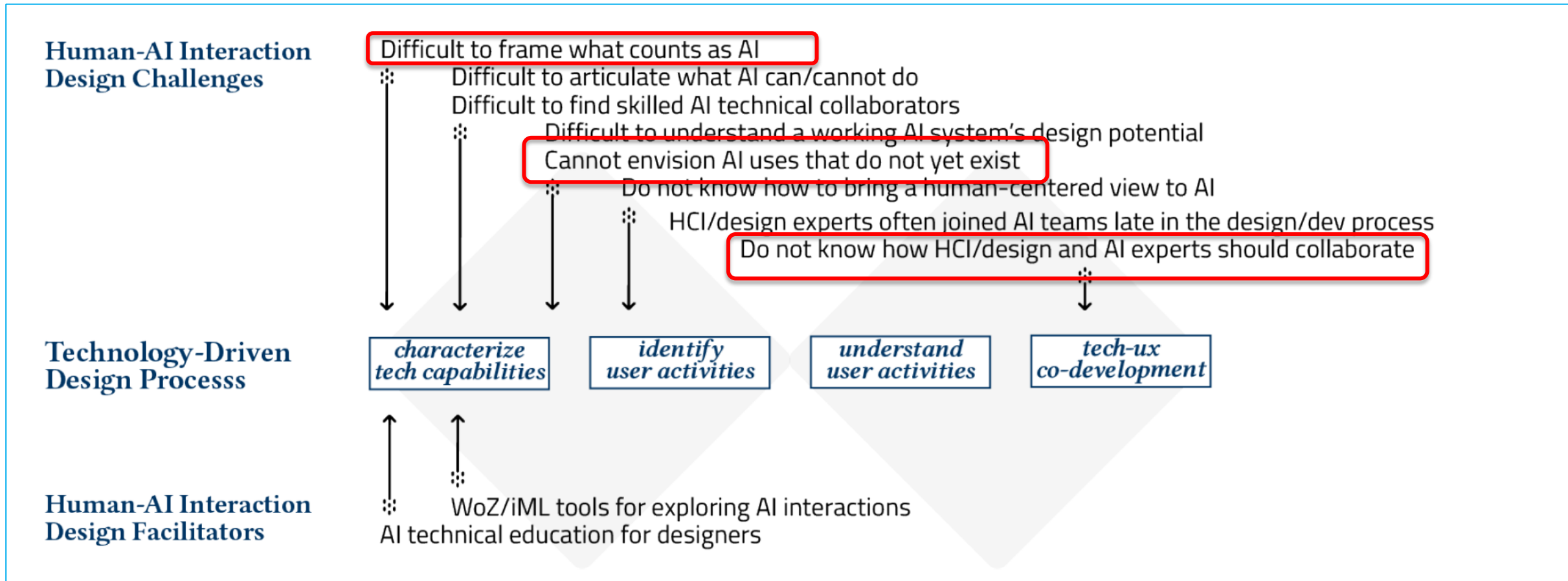
- *Explore*: challenges, needs and opportunities
- *Shape*: prototypes, insights and visions
- *Build*: ideas, plans and expertise



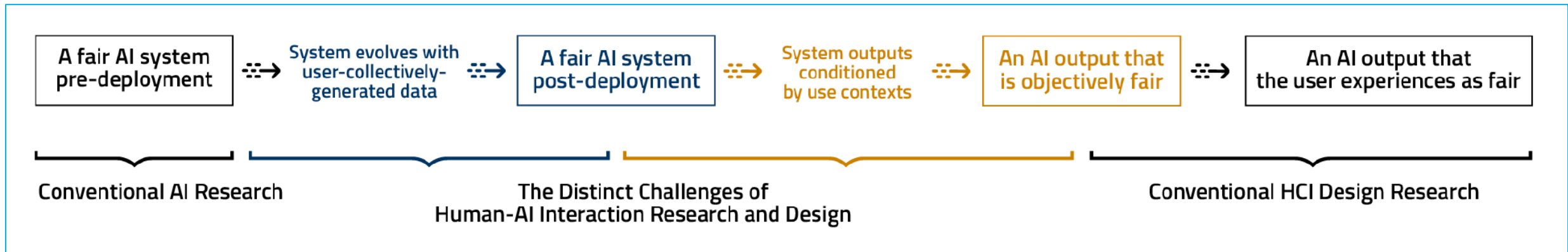
Human-Centred AI (Yang et al. 2020)



Human-Centred AI (Yang et al., 2020)



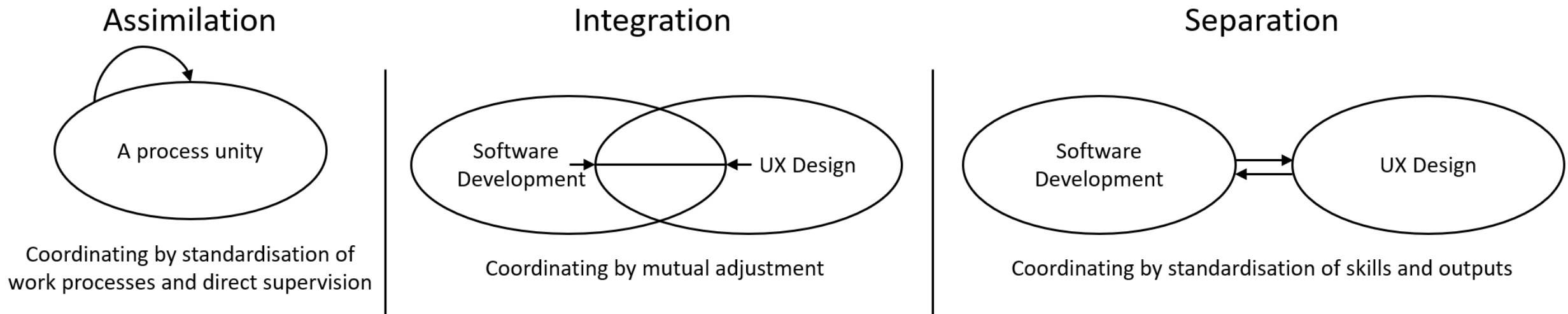
Human-Centred AI (Yang et al. 2020)



Human-Centred AI (Yang et al. 2020)

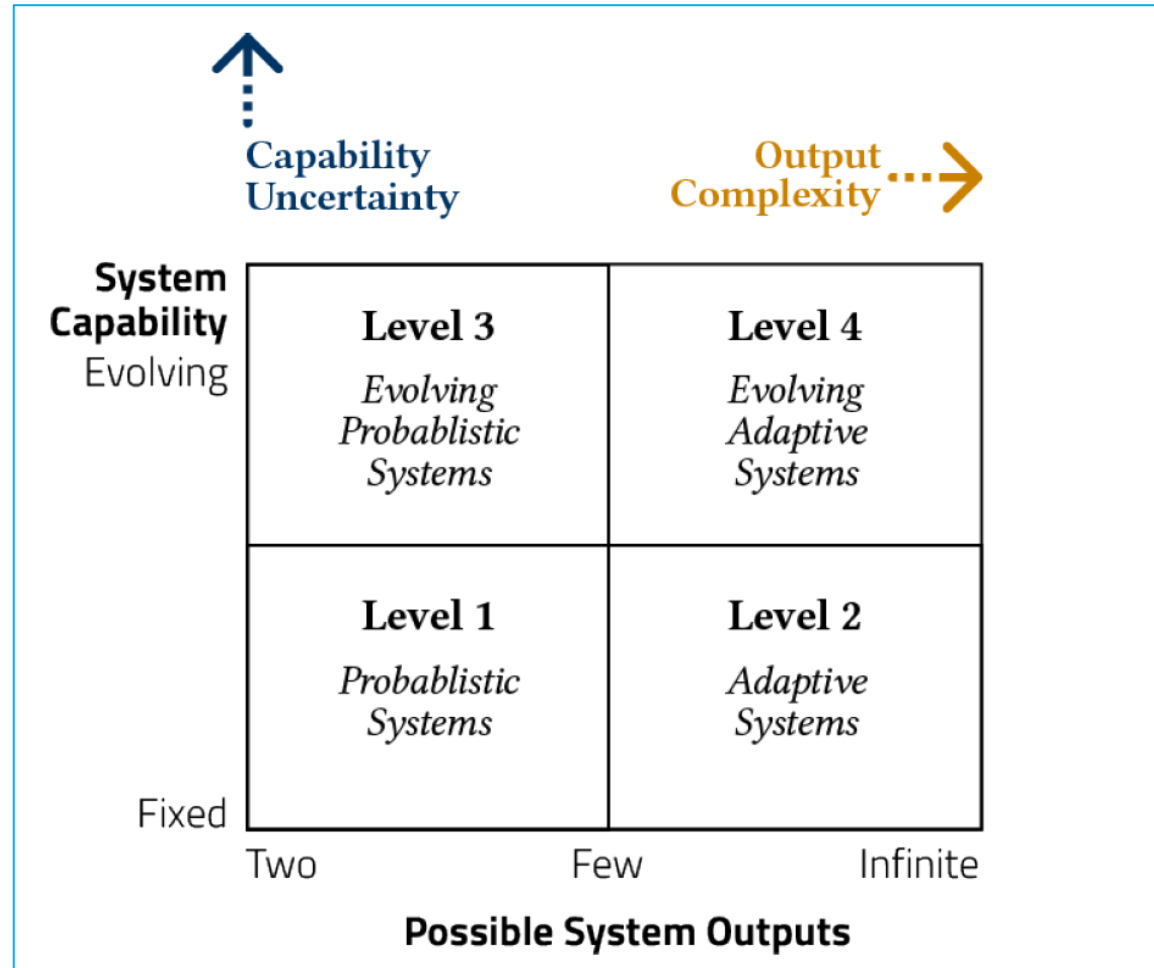
- Improving designers' **technical literacy**.
- Facilitating design-oriented data exploration
- Enabling designers to more easily **play with** AI in support of design ideation to gain a felt sense of what AI can do.
- Aiding designers in evaluating AI outputs.
- Creating AI-specific design processes.

Coordination Mechanisms in AI Development

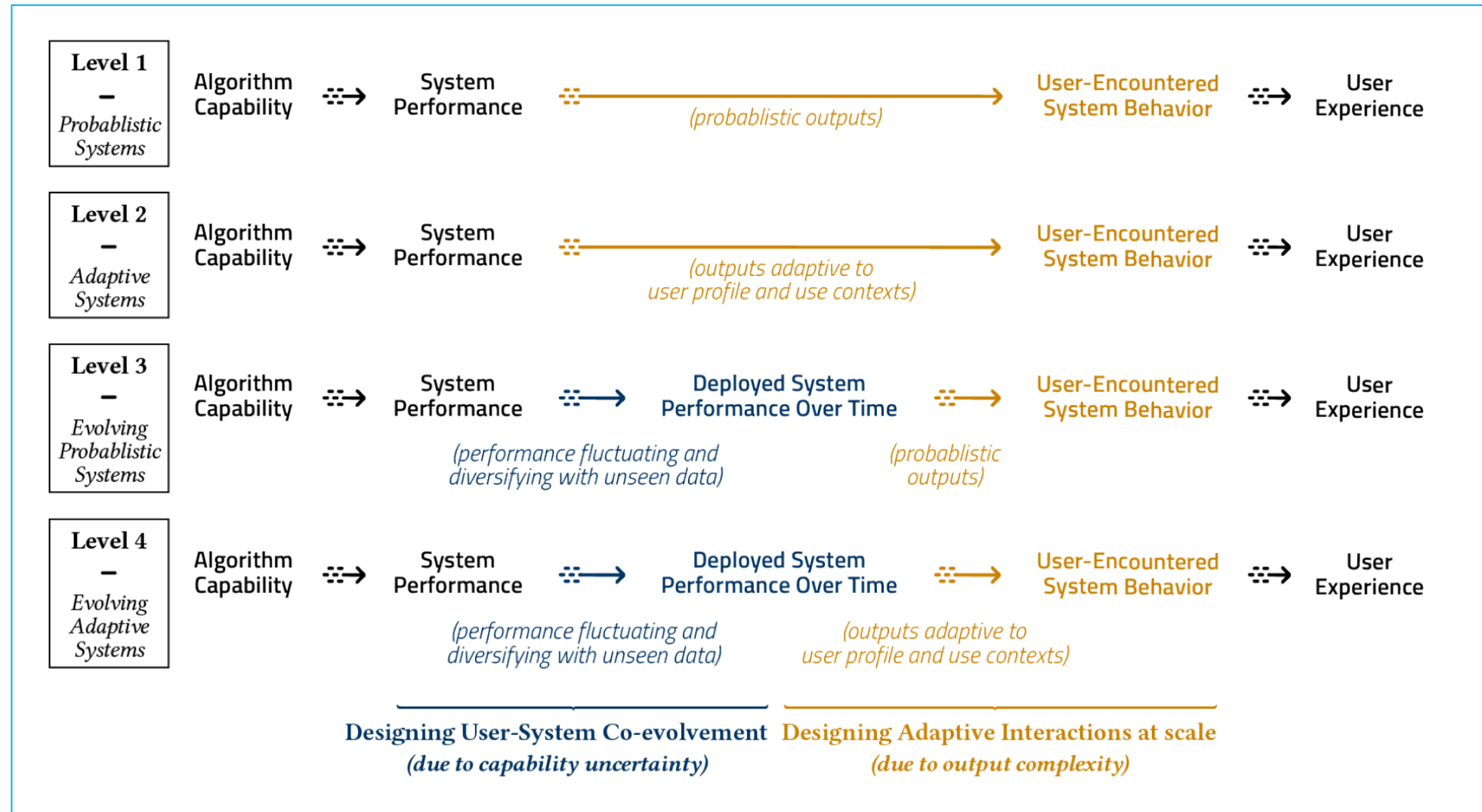


John Stouby Persson, Anders Bruun, Marta Kristín Larusdóttir, and Peter Axel Nielsen. 2022. Agile Software Development and UX Design: A Case Study of Integration by Mutual Adjustment. *Journal of Information Systems and Technology*, 152, 107059.

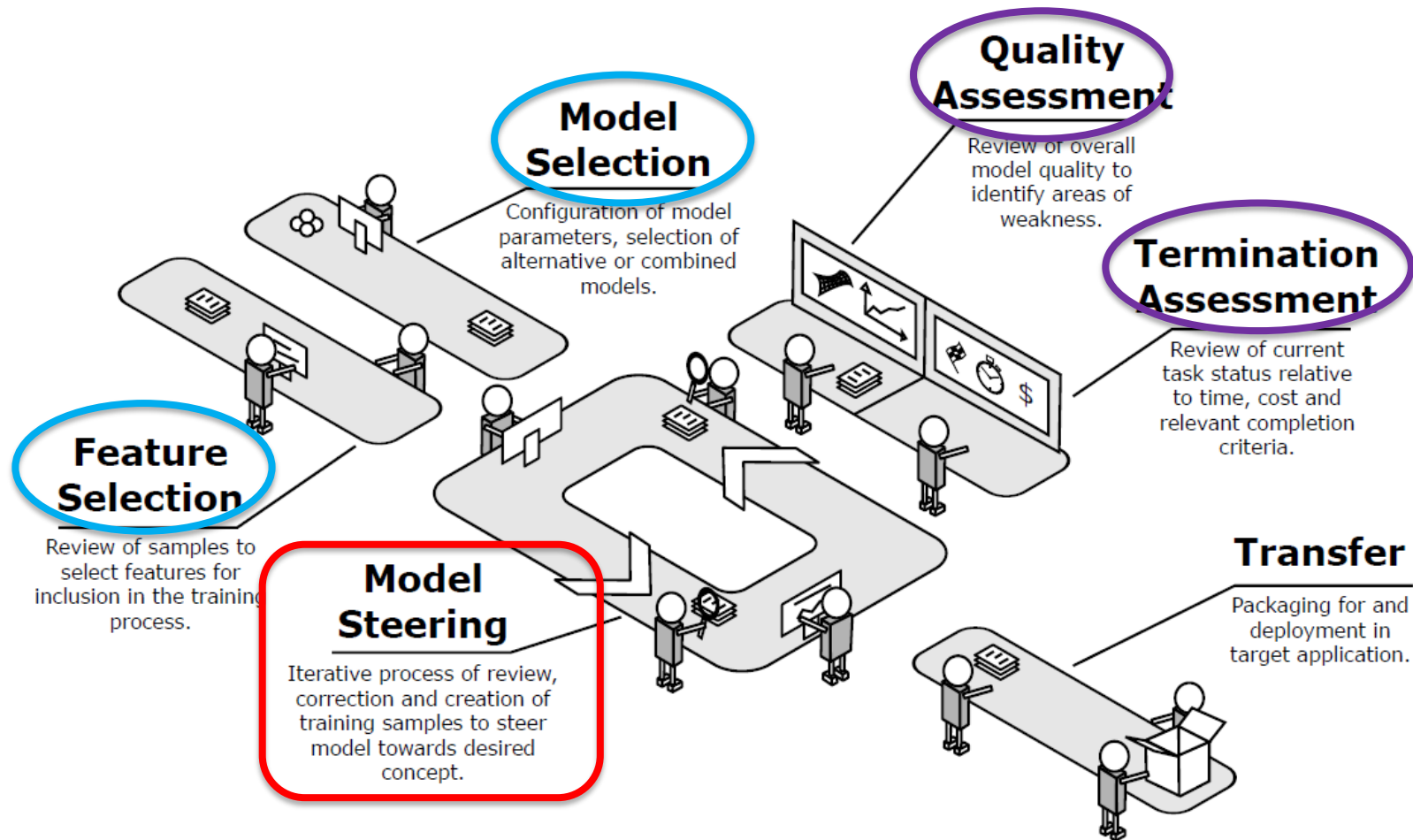
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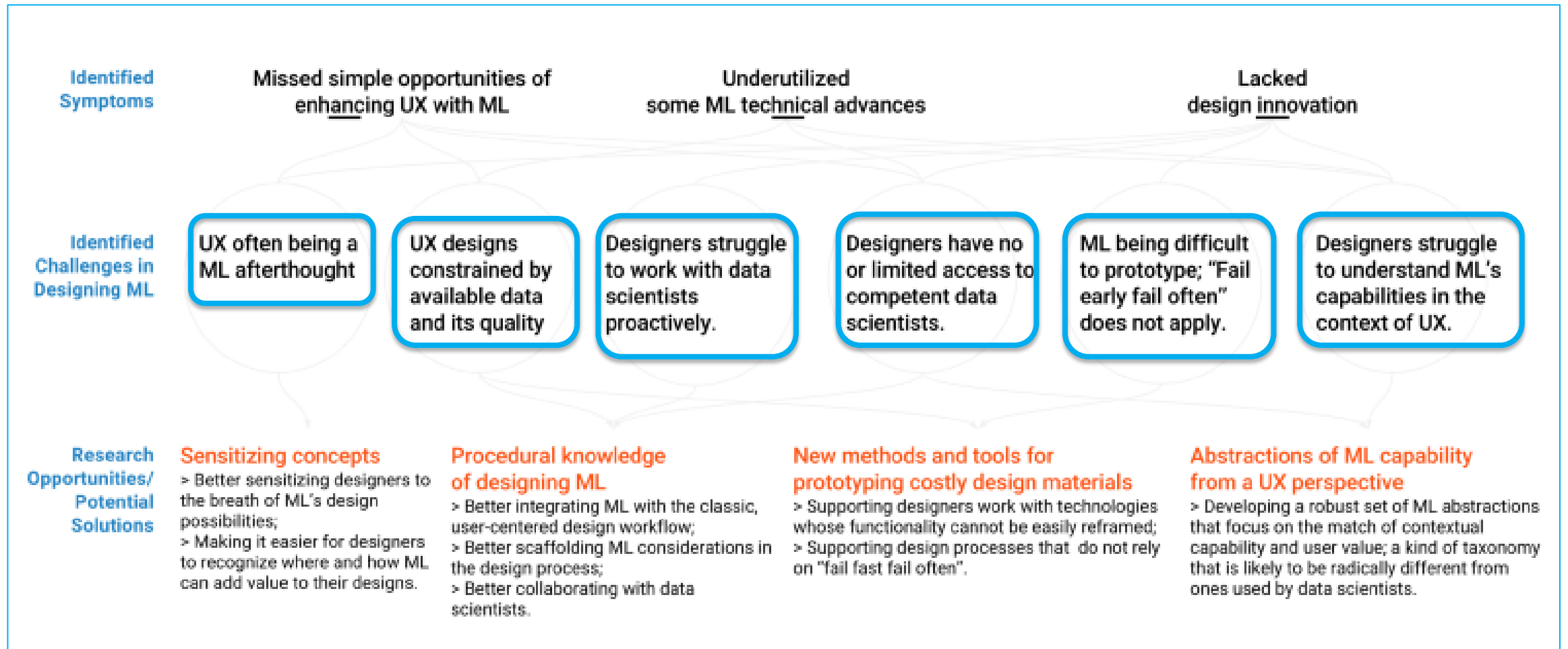
UI Design for iML (Dudly & Kristensson, 2018)



Machine Learning (ML) as a Design Material (Dove et al., 2017)

- ML **difficult to prototype** because such interactions are dynamic, and their outcomes are potentially unpredictable. Potential difficulties in **gathering enough user data for successful ML**, and in drawing useful insights from these data
- Represent ML's dependency on data in early prototypes - foreground **ethical considerations** of ML
- The technical complexity is a challenge - **the need to better understand and design for that complexity**. It can get deep and unfamiliar very quickly, and designers need some level of expertise to function and contribute to the work at hand.

AI as a Design Material (Yang et al., 2018)

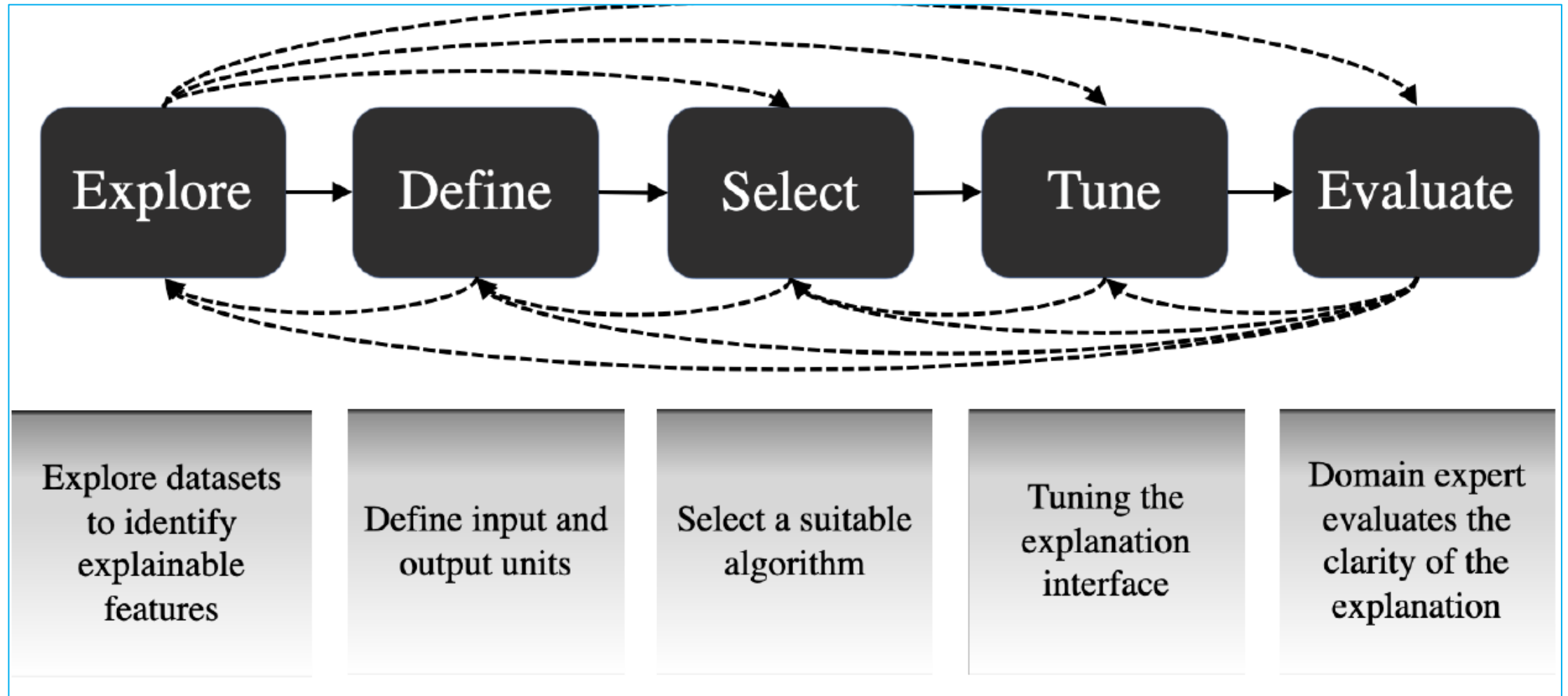


Yang, Q., Suh, J., Chen, N. C., & Ramos, G. (2018, June). Grounding interactive machine learning tool design in how non-experts actually build models. In Proceedings of the 2018 designing interactive systems conference (pp. 573-584).

AI as a Design Material (Yildirim et al. 2022)

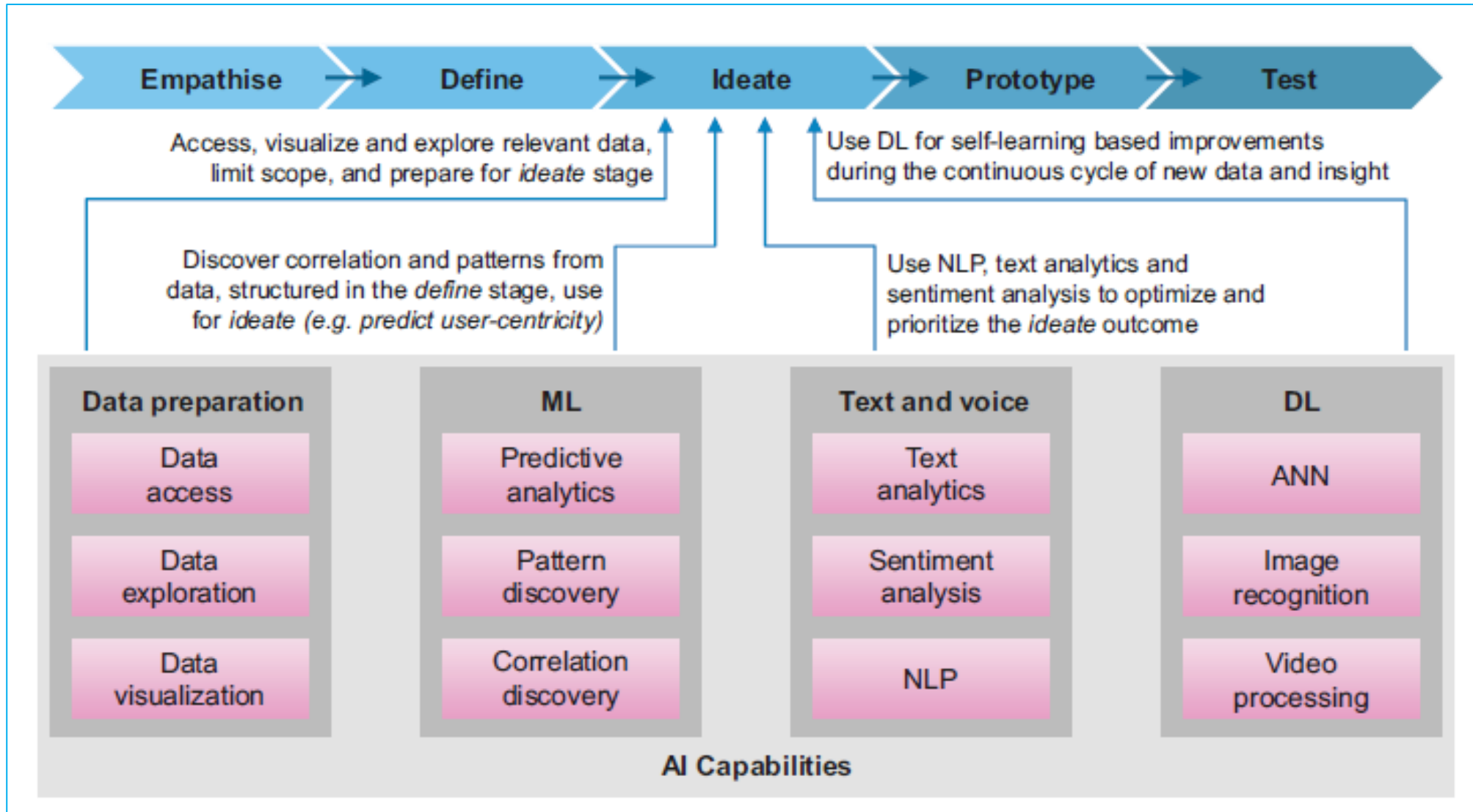
- “... we’ll automate the low value tasks for people to move to better jobs”, but no one designs what those jobs are. “... you’re not going to reach a 100% automation as the data itself is changing over time,” and there is a role for the human in the loop to deal with the hard cases, but also to directly train the algorithm
- To understand the technicalness of what’s going on with an AI solution ... what data is there that we can use as a design material.
- Collaboration between designers and data scientists: communication with tools (white board, flow diagrams ...) A shared understanding or mental model of what [the AI system] does

Design Thinking & AI (Kurtti et al. 2021)



Kurtti, A., Dalipi, F., Ferati, M., & Kastrati, Z. (2021). Increasing the understandability and explainability of machine learning and artificial intelligence solutions: a design thinking approach. In *Proceedings of the 4th International Conference on Human Interaction and Emerging Technologies: Future Applications (IHET-AI 2021)*, April 28-30, 2021, Strasbourg, France 4 (pp. 37-42). Springer International Publishing.

Design Thinking & AI (Hechler et al., 2020)



Design Methods & AI (van Allen, 2018)

Tools must address the prototyping and design of:

- Personality and character for autonomous behavior
- Multimodal, non-visual interactions
- User training/pruning/tending/learning
- Point of view and biases (considering diversity in people and machines)
- Mixed social interactions—M2H and M2M
- Intentions/goals/rules
- Ethics/civic responsibility
- Indication of expertise and affordance.

Design Methods & AI (van Allen, 2018)

And the tools must enable the designer to use methods such as:

- Fast, iterative, experimental prototyping of interactions and autonomous behaviours
- Wizard of Oz (WoZ) design experiments and testing with people
- Comparing different algorithms, datasets, and training methods
- Iterative testing of embodied working prototypes
- Finding a minimum viable product (MVP) and minimum viable data (MVD)
- Creating new AI technology requirements.

Design Methods & AI – Model Cards (Mitchell et al., 2019)

Model cards are used to disclose information about a trained ML model, including how the model was built, assumptions for its development, how users of different demographics experience different model behaviour... – **Standardised Documentation**

Responsible democratisation of ML/AI; Increasing transparency of ML/AI

- *Model Details: Basic information about the model*
- *Intended Use: Use cases envisioned*
- *Factors: Demographics, environmental conditions, technical attributes, etc.*
- *Metrics: Measuring real-world impact*
- *Evaluation Data: Datasets for quantitative analysis*
- *Training Data*
- *Quantitative Analyses*
- *Ethical Considerations*
- *Caveats and Recommendations*

Design Methods & AI – Model Cards, Example

➤ Model Details

- Developed by researchers at Google and the University of Toronto, 2018, v1.
- Convolutional Neural Net.
- Pretrained for face recognition then fine-tuned with cross-entropy loss for binary smiling classification

➤ Intended Use

- Intended to be used for fun applications, such as creating cartoon smiles on real images; augmentative applications, such as providing details for people who are blind; or assisting applications such as automatically finding smiling photos.
- Particularly intended for younger audiences.
- Not suitable for emotion detection or determining affect; smiles were annotated based on physical appearance, and not underlying emotions.

➤ Factors

- Based on known problems with computer vision face technology, potential relevant factors include groups for gender, age, race, and Fitzpatrick skin type; hardware factors of camera type and lens type; and environmental factors of lighting and humidity.
- Evaluation factors are gender and age group, as annotated in the publicly available dataset CelebA . Further possible factors not currently available in a public smiling dataset. Gender and age determined by third-party annotators based on visual presentation, following a set of examples of male/female gender and young/old age.

Design Methods & AI – Model Cards, Example

➤ Metrics

- Evaluation metrics include False Positive Rate and False Negative Rate to measure disproportionate model performance errors across subgroups. False Discovery Rate and False Omission Rate, which measure the fraction of negative (not smiling) and positive (smiling) predictions that are incorrectly predicted to be positive and negative, respectively, are also reported. [48]
- Together, these four metrics provide values for different errors that can be calculated from the confusion matrix for binary classification systems.
- These also correspond to metrics in recent definitions of “fairness” in machine learning, where parity across subgroups for different metrics correspond to different fairness criteria.
- 95% confidence intervals calculated with bootstrap resampling.
- All metrics reported at the .5 decision threshold, where all error types (FPR, FNR, FDR, FOR) are within the same range (0.04 - 0.14).

➤ Evaluation Data

- CelebA, test data split. - Chosen as a basic proof-of-concept

➤ Training Data

- CelebA, training data split

Design Methods & AI – Model Cards, Example

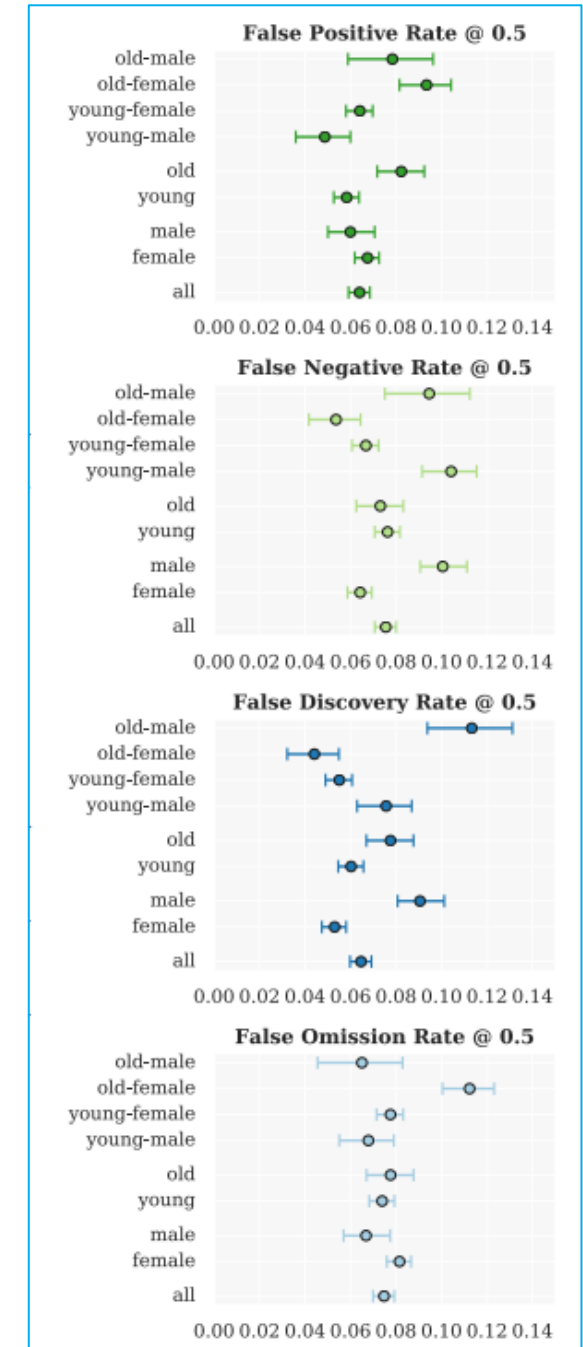
➤ Quantitative Analyses

➤ Ethical Considerations

- Faces and annotations based on public figures (celebrities). No new information is inferred or annotated

➤ Caveats and Recommendations

- Does not capture race or skin type, which has been reported as a source of disproportionate errors.
- Given gender classes are binary (male/not male), further work needed to evaluate across a spectrum of genders.
- An ideal evaluation dataset would additionally include annotations for Fitzpatrick skin type, camera details, and environment (lighting/humidity) details



Model Card: Example 1

Smiling Detection in Images

Model Card - Smiling Detection in Images

Model Details

- Developed by researchers at Google and the University of Toronto, 2018, v1.
- Convolutional Neural Net.
- Pretrained for face recognition then fine-tuned with cross-entropy loss for binary smiling classification.

Intended Use

- Intended to be used for fun applications, such as creating cartoon smiles on real images; augmentative applications, such as providing details for people who are blind; or assisting applications such as automatically finding smiling photos.
- Particularly intended for younger audiences.
- Not suitable for emotion detection or determining affect; smiles were annotated based on physical appearance, and not underlying emotions.

Factors

- Based on known problems with computer vision face technology, potential relevant factors include groups for gender, age, race, and Fitzpatrick skin type; hardware factors of camera type and lens type; and environmental factors of lighting and humidity.
- Evaluation factors are gender and age group, as annotated in the publicly available dataset CelebA [36]. Further possible factors not currently available in a public smiling dataset. Gender and age determined by third-party annotators based on visual presentation, following a set of examples of male/female gender and young/old age. Further details available in [36].

Metrics

- Evaluation metrics include **False Positive Rate** and **False Negative Rate** to measure disproportionate model performance errors across subgroups. **False Discovery Rate** and **False Omission Rate**, which measure the fraction of negative (not smiling) and positive (smiling) predictions that are incorrectly predicted to be positive and negative, respectively, are also reported. [48]
- Together, these four metrics provide values for different errors that can be calculated from the confusion matrix for binary classification systems.
- These also correspond to metrics in recent definitions of "fairness" in machine learning (cf. [6, 26]), where parity across subgroups for different metrics correspond to different fairness criteria.
- 95% confidence intervals calculated with bootstrap resampling.
- All metrics reported at the .5 decision threshold, where all error types (FPR, FNR, FDR, FOR) are within the same range (0.04 - 0.14).

Training Data

- CelebA [36], training data split.

Evaluation Data

- CelebA [36], test data split.
- Chosen as a basic proof-of-concept.

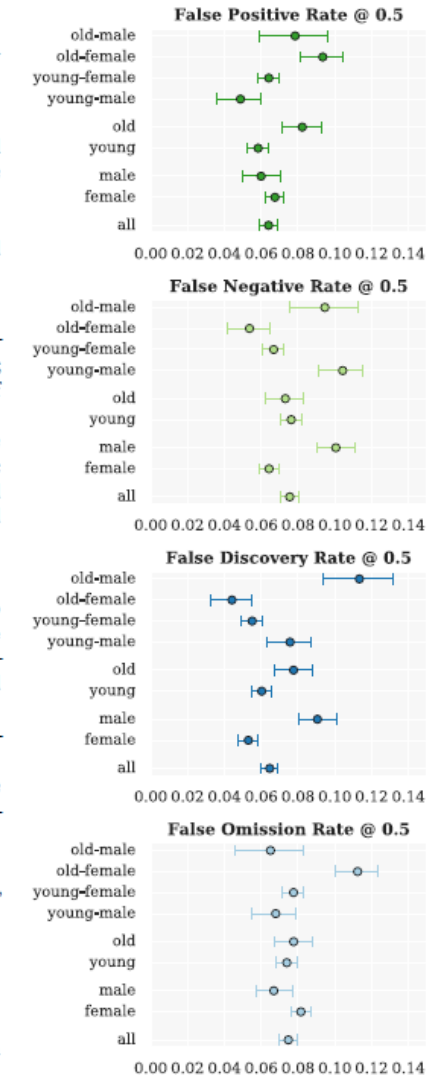
Ethical Considerations

- Faces and annotations based on public figures (celebrities). No new information is inferred or annotated.

Caveats and Recommendations

- Does not capture race or skin type, which has been reported as a source of disproportionate errors [5].
- Given gender classes are binary (male/not male), which we include as male/female. Further work needed to evaluate across a spectrum of genders.
- An ideal evaluation dataset would additionally include annotations for Fitzpatrick skin type, camera details, and environment (lighting/humidity) details.

Quantitative Analyses



Model Card: Example 2

Toxicity in Text

Model Card - Toxicity in Text

Model Details

- The TOXICITY classifier provided by Perspective API [32], trained to predict the likelihood that a comment will be perceived as toxic.
- Convolutional Neural Network.
- Developed by Jigsaw in 2017.

Intended Use

- Intended to be used for a wide range of use cases such as supporting human moderation and providing feedback to comment authors.
- Not intended for fully automated moderation.
- Not intended to make judgments about specific individuals.

Factors

- Identity terms referencing frequently attacked groups, focusing on sexual orientation, gender identity, and race.

Metrics

- Pinned AUC, as presented in [11], which measures threshold-agnostic separability of toxic and non-toxic comments for each group, within the context of a background distribution of other groups.

Ethical Considerations

- Following [31], the Perspective API uses a set of values to guide their work. These values are Community, Transparency, Inclusivity, Privacy, and Topic-neutrality. Because of privacy considerations, the model does not take into account user history when making judgments about toxicity.

Training Data

- Proprietary from Perspective API. Following details in [11] and [32], this includes comments from a online forums such as Wikipedia and New York Times, with crowdsourced labels of whether the comment is "toxic".
- "Toxic" is defined as "a rude, disrespectful, or unreasonable comment that is likely to make you leave a discussion."

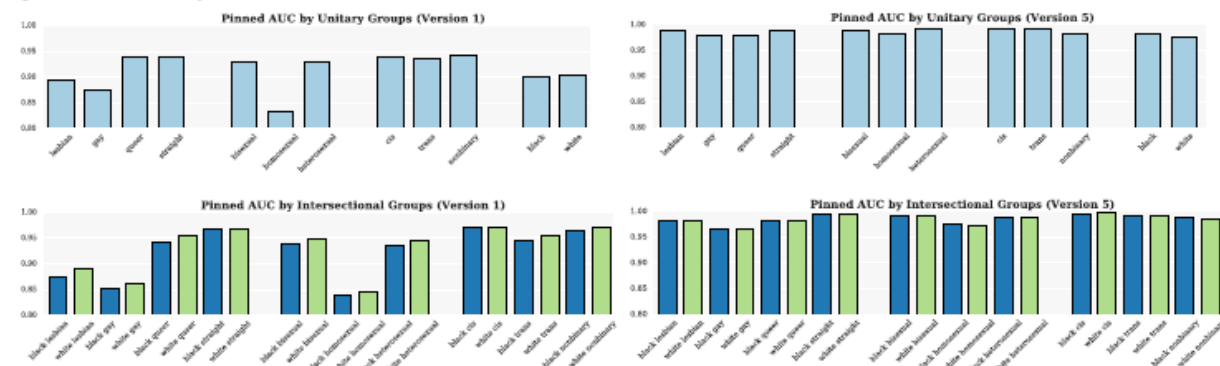
Evaluation Data

- A synthetic test set generated using a template-based approach, as suggested in [11], where identity terms are swapped into a variety of template sentences.
- Synthetic data is valuable here because [11] shows that real data often has disproportionate amounts of toxicity directed at specific groups. Synthetic data ensures that we evaluate on data that represents both toxic and non-toxic statements referencing a variety of groups.

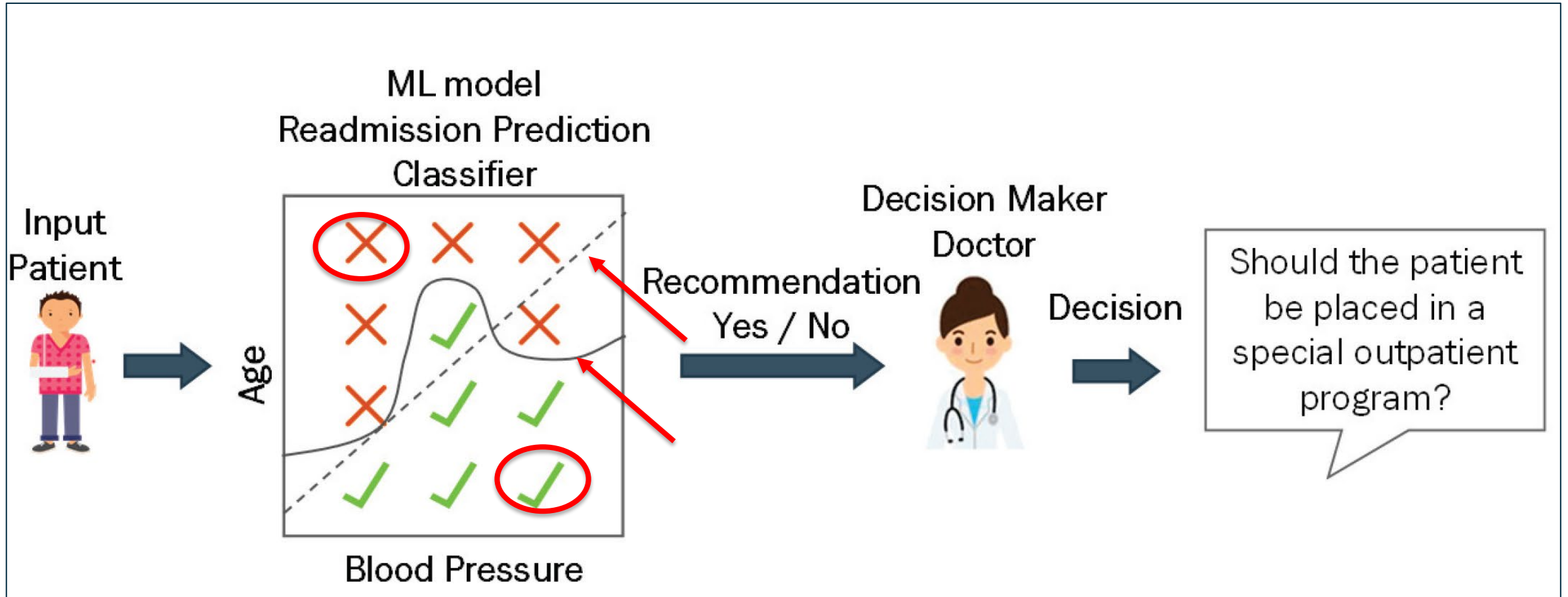
Caveats and Recommendations

- Synthetic test data covers only a small set of very specific comments. While these are designed to be representative of common use cases and concerns, it is not comprehensive.

Quantitative Analyses



Case Study: *Beyond Accuracy: When does AI err?* (Bansai et al, 2019)



Case Study: *Beyond Accuracy*

- **AI Error Boundaries – affecting human’s ability to form an accurate mental model**
 - Parsimony
 - Simple to represent and can be modelled with a small number of features (and conjunctive expressions) and cleanly as well as reliably distinguishes success from errors without uncertainty.
 - Stochasticity
 - having a random probability distribution that may be analysed statistically but may not be predicted precisely.
 - Task Dimensionality: the number of features defining each instance
- **Insights**
 - Do people create mental models of the error boundary? How do mental models evolve with interaction?
 - Do more parsimonious error boundaries facilitate mental model creation?
 - Do less stochastic error boundaries lead to better mental models?

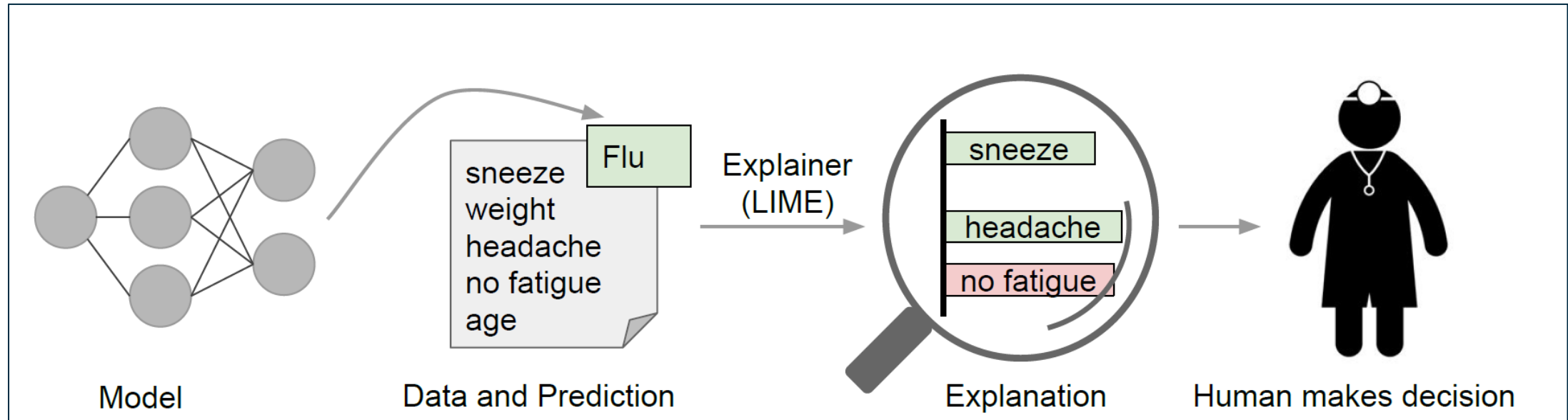
Case Study: *Beyond Accuracy*

The user studies presented suggest the following considerations when developing ML models to be used in AI advised human decision making:

- Build AI systems with parsimonious error boundaries.
- Minimize the stochasticity of system errors.
- Reduce task dimensionality when possible either by eliminating features that are irrelevant for both machine and human reasoning or most importantly by analysing the trade-off between the marginal gain of machine performance per added feature and the marginal loss of the accuracy of human mental models per added feature.
- Deploy models whose error boundaries are backward compatible, *i.e.* by regularizing to minimize the introduction of new errors on instances where the user has learned to trust the system.

Case Study: “Why Should I Trust You?” (Ribeiro et al. 2016)

LIME - Local Interpretable Model-agnostic Explanations. The overall goal of **LIME** is to identify an interpretable model over the interpretable representation that is locally faithful to the classifier.



Ribeiro, M. T., Singh, S., & Guestrin, C. (2016, August). "Why should i trust you?" Explaining the predictions of any classifier. In Proceedings of the 22nd ACM SIGKDD international conference on knowledge discovery and data mining (pp. 1135-1144).

Case Study: “Why Should I Trust You?”

Example #3 of 6

True Class:  Atheism

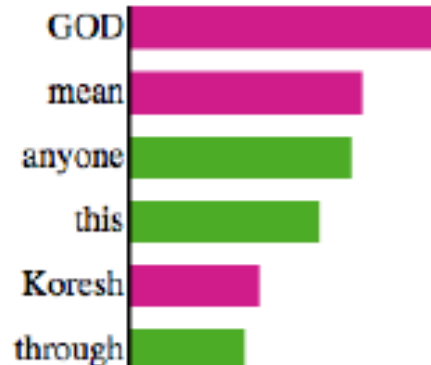
[Instructions](#)

[Previous](#)

[Next](#)

Algorithm 1

Words that A1 considers important:



Predicted:

 Atheism

Prediction correct:

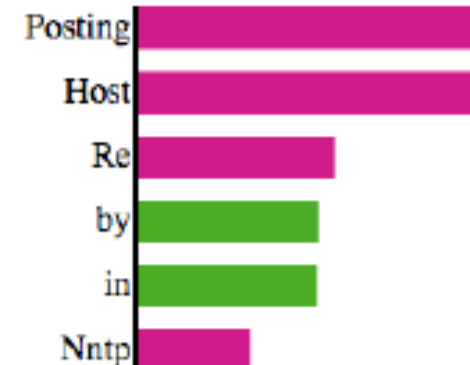


Document

From: pauld@verdix.com (Paul Durbin)
Subject: Re: DAVID CORESH IS! **GOD!**
Nntp-Posting-Host: sarge.hq.verdix.com
Organization: Verdix Corp
Lines: 8

Algorithm 2

Words that A2 considers important:



Predicted:

 Atheism

Prediction correct:



Document

From: pauld@verdix.com (Paul Durbin)
Subject: **Re:** DAVID CORESH IS! GOD!
Nntp-Posting-Host: sarge.hq.verdix.com
Organization: Verdix Corp
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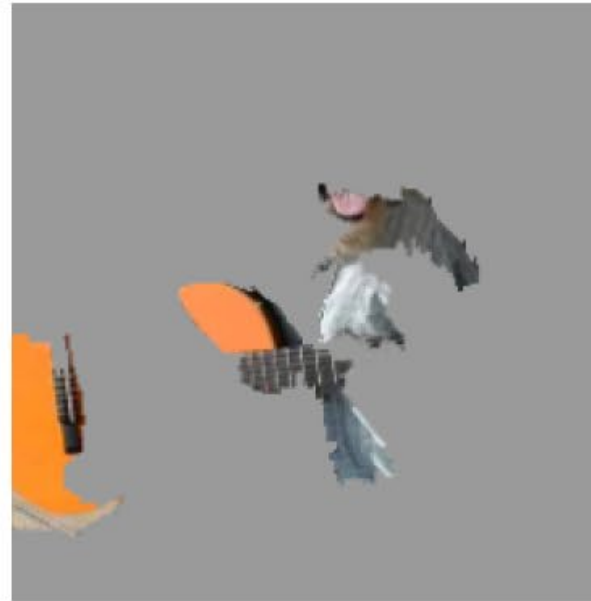
Case Study: “Why Should I Trust You?”



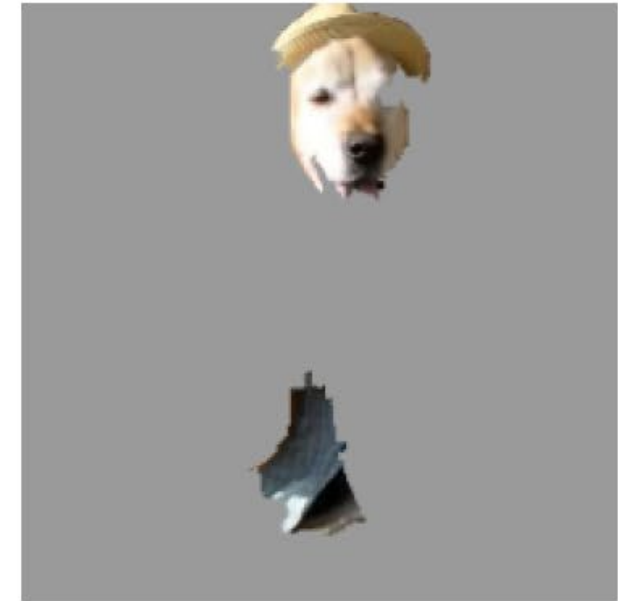
(a) Original Image



(b) Explaining *Electric guitar*



(c) Explaining *Acoustic guitar*



(d) Explaining *Labrador*

Questions?