Why Schools and Society Should Make AI Literacy a Top Priority

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MLK Jr. Visiting Professor
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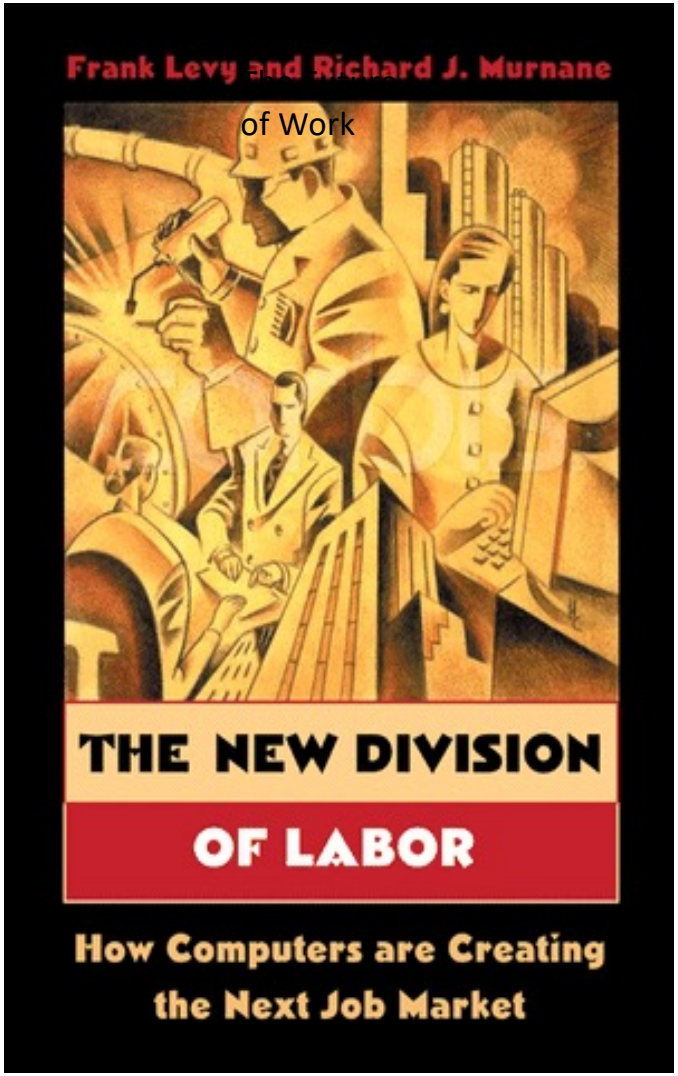
The Digital Edge How Black and Latino Youth Navigate Digital Inequality

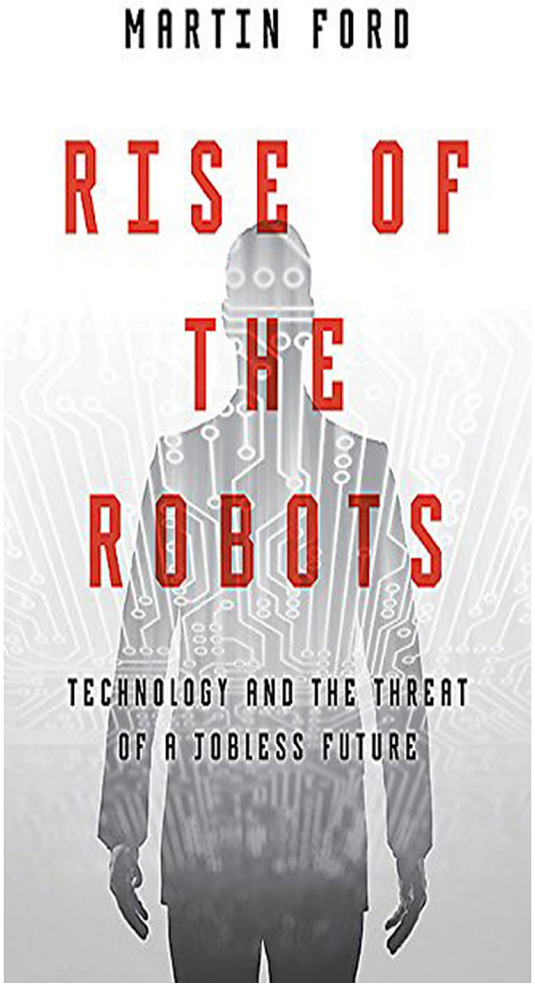
S. Craig Watkins
Andres Lombana-Bermudez, Alexander Cho,
Jacqueline Vickery,Vivian Shaw, and Lauren Weinzimmer

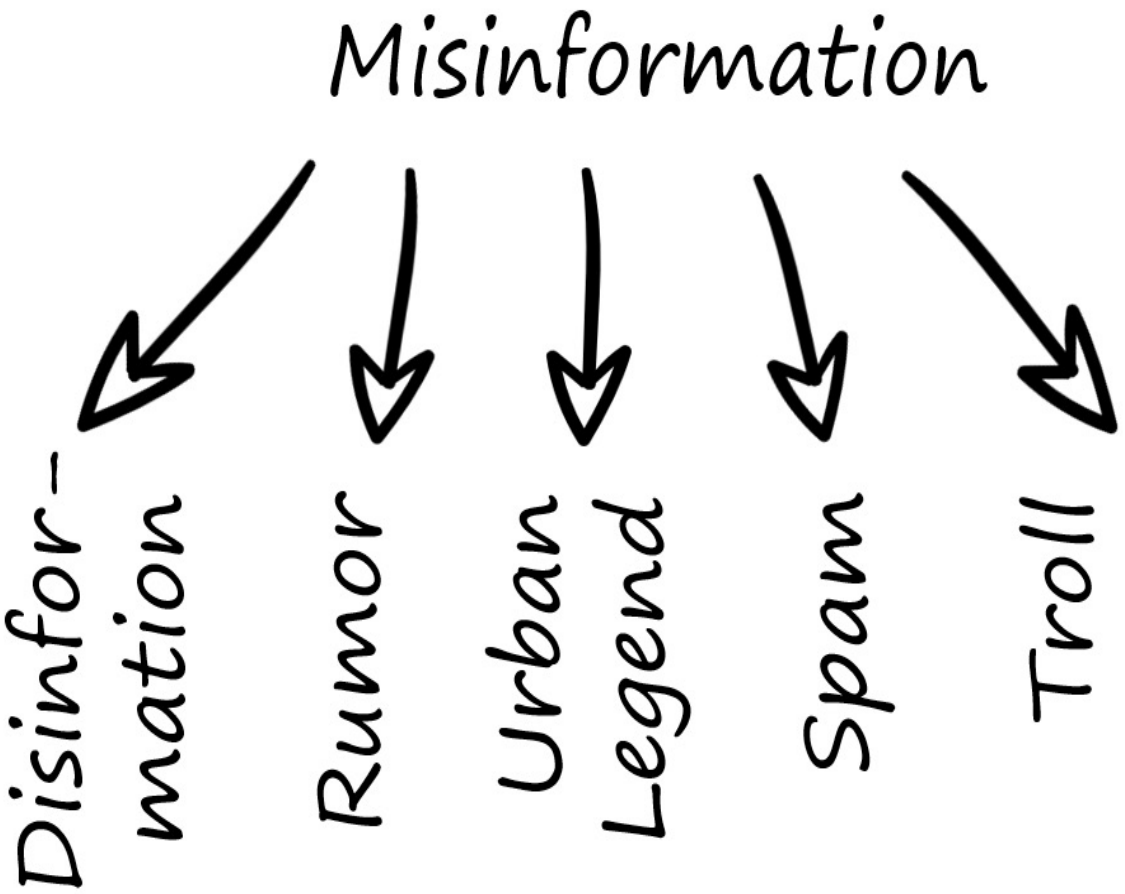
DON'T KNOCK THE HUSTLE

YOUNG CREATIVES,
TECH INGENUITY,
AND THE MAKING OF A NEW
INNOVATION ECONOMY

S. CRAIG WATKINS


Frank Levy and Richard J. Murnane
of Work
THE NEW DIVISION
OF LABOR
How Computers are Creating
the Next Job Market


MARTIN FORD
RISE OF
THE
ROBOTS
TECHNOLOGY AND THE THREAT
OF A JOBLESS FUTURE


Misinformation
Disinfor-
mation
Rumor
Urban
Legend
Spam
Troll

THE
FACEBOOK
PAPERS
arol's Journey to QAnon - A Test Us
udy of Misinfo & Polarization Risks

Datafication and Systemic Racism

- **Algorithmic Discrimination (Noble 2018)**
- **Racial bias in online advertisements (Sweeney 2013)**
- **Predictive Policing (Brayne 2021)**
- **Criminal Justice System and Big Data (Angwin et al. 2016)**
- **Race and Facial Recognition(Buolamwini & Gebru 2018)**

What we know about children and AI

- Think of AI as trustworthy (Druga et al. 2017)
- Think of AI as creepy (Yip et al. 2019).
- Anthropomorphize AI devices (Druga et al. 2017)
- Home ecology is a significant factor in how these systems are adopted and used (Ito et al. 2012)

AI and Youth of Color

- AI devices are not built with diverse population of users in mind
- Failure to respond adequately to culturally specific inquiries
- Bias data sets can lead to disparate impacts

MASHA
DOCTOR
Loading.....

Hundreds of app developers make mobile apps for children. Some of them sell ads in their apps to make money.

Ad-technology companies help put ads into apps. They make packages of code that help app makers run ads.

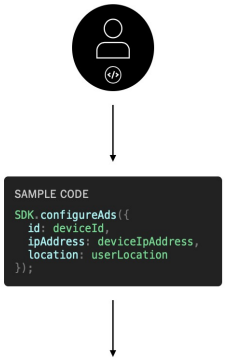
Children can download these games, which are often free, by clicking a few buttons.

When a child starts using the app, personal data can be sent to ad-technology companies.

Some ad-technology companies don't collect this data, but many do because it helps personalize ads.

Sends personal information

Ad-technology Companies



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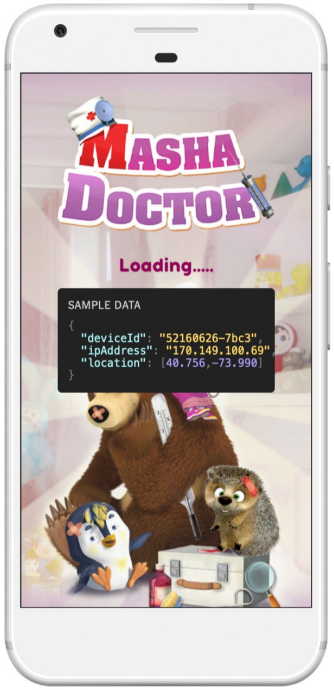
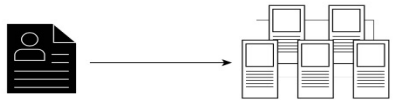


This information can include **IP address**, **location**, **demographic characteristics** and **ID numbers** that let ad companies track people.

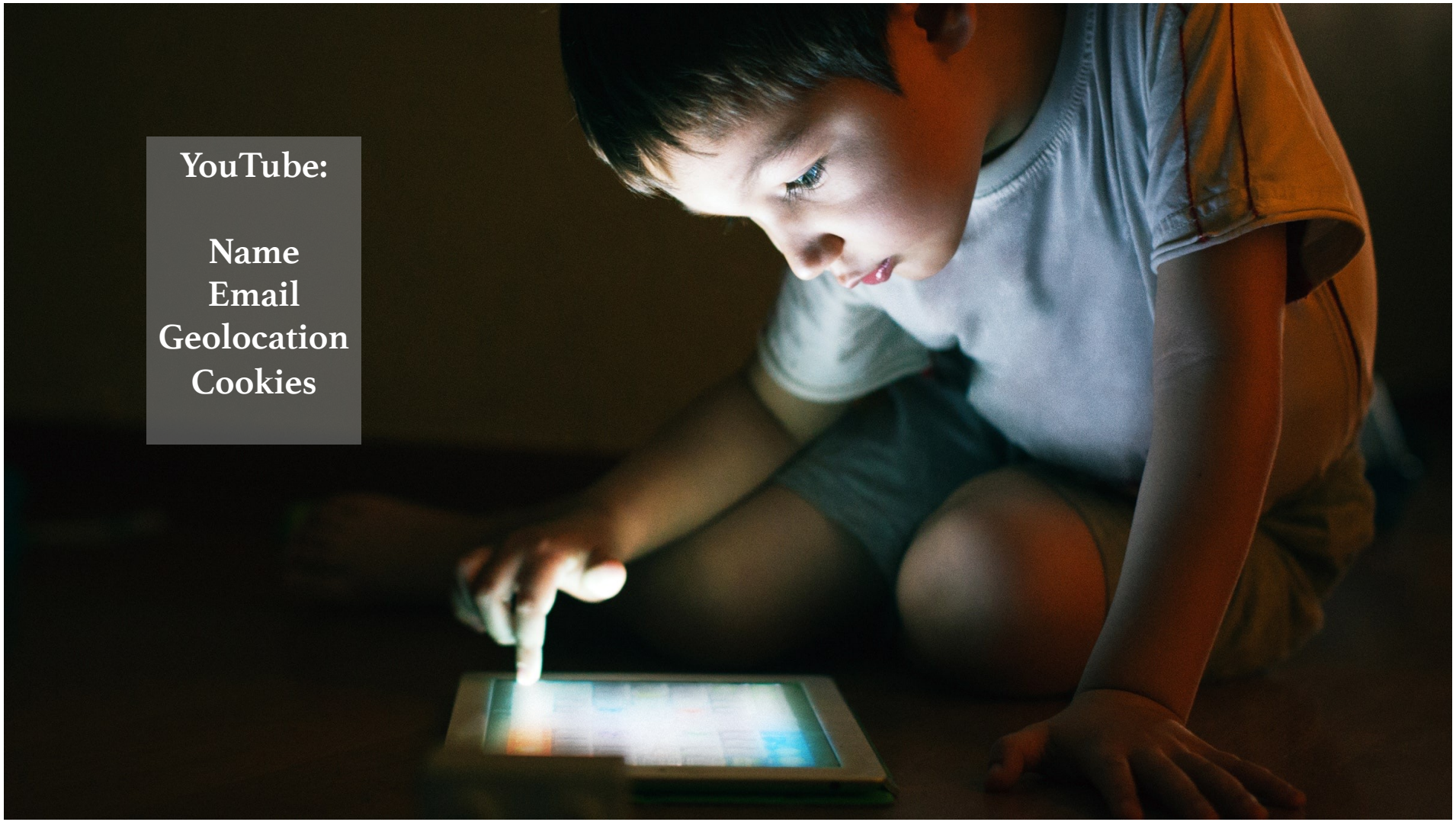


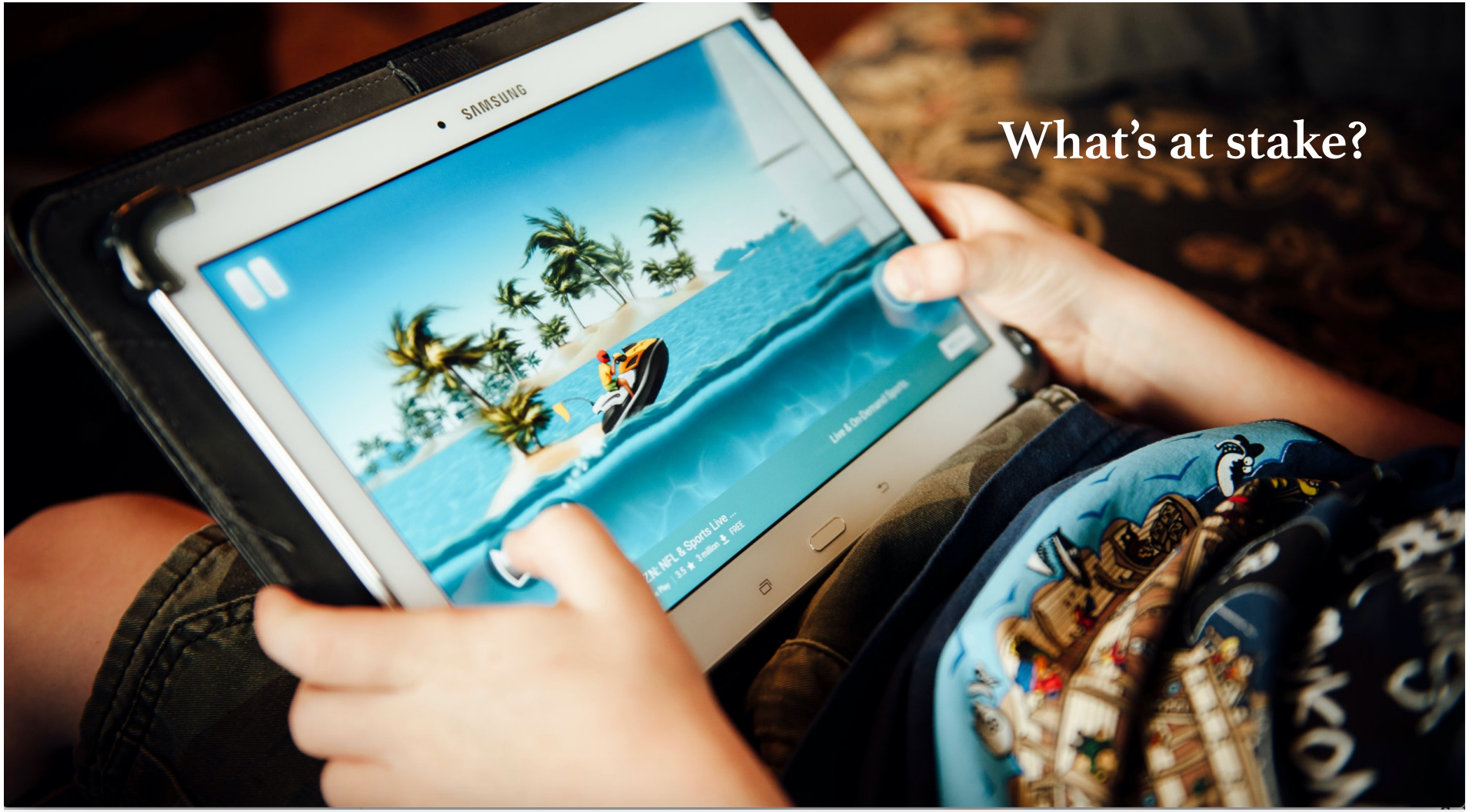
Personal information

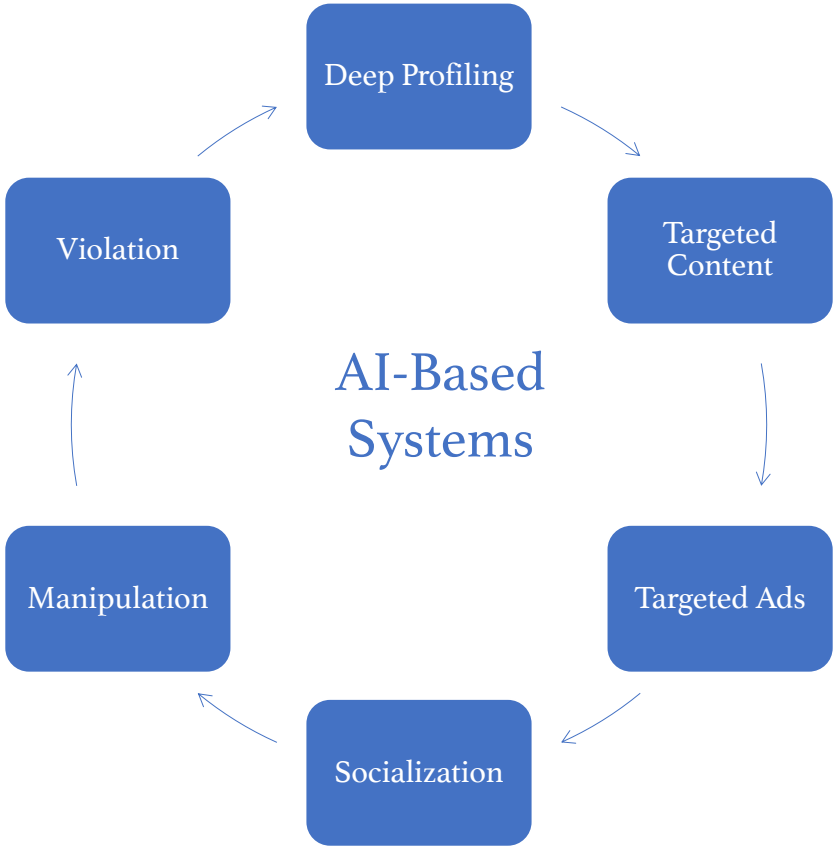
Data is stored on servers of ad-technology companies

Based on the information that's sent to ad-technology companies about the user, they sell an ad.

In the process, the ad-technology companies use the data to build **user profiles** associated with ID numbers.


YouTube:
Name
Email
Geolocation
Cookies


What's at stake?
SAMSUNG


Deep Profiling
Targeted Content
Targeted Ads
Socialization
Manipulation
Violation
AI-Based Systems

Google and YouTube Will Pay Record $170 Million for Alleged Violations of Children's Privacy Law

September 4, 2019

FTC, New York Attorney General allege YouTube channels collected kids' personal information without parental consent

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FOR RELEASE

TAGS: Children's Online Privacy Protection Act (COPPA) | Technology | Bureau of Consumer Protection | Consumer Protection | Advertising and Marketing | Children | Privacy and Security | Children's Privacy

NOTE: The FTC hosted an IN-PERSON press conference at FTC Headquarters on September 4. The news conference was also webcast; view archival video here.

Participants included FTC Chairman Joe Simons and Director of the FTC's Bureau of Consumer Protection Andrew Smith.

Google LLC and its subsidiary YouTube, LLC will pay a record $170 million to settle allegations by the Federal Trade Commission and the New York Attorney General that the YouTube video sharing service illegally collected personal

EVENTS CALENDAR

In English

En Español

Related Cases

Google LLC and YouTube, LLC

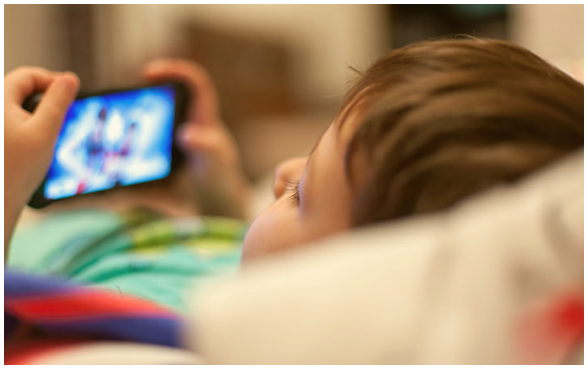
Related Actions

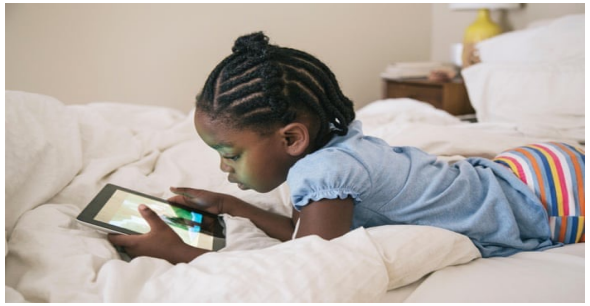
Prepared Remarks of Chairman Joe Simons at FTC YouTube Settlement Press Conference

Statement of Chairman Joe Simons and Commissioner Christine Wilson Regarding YouTube

Statement of Commissioner Noah Joshua Phillips Regarding YouTube

Children's use of smart devices begins at especially young ages, rendering them exposed to the influences of artificial intelligence.





AI literacy must begin early and evolve over the course of a young person's life.

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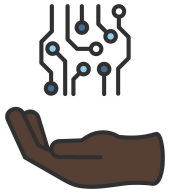
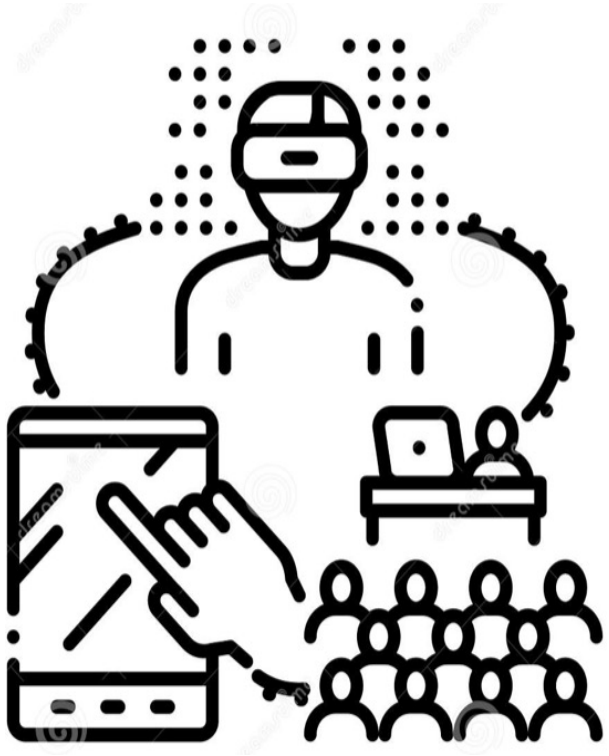
Technology rich, Curriculum poor

Evolution of the Digital Divide

AI Literacy



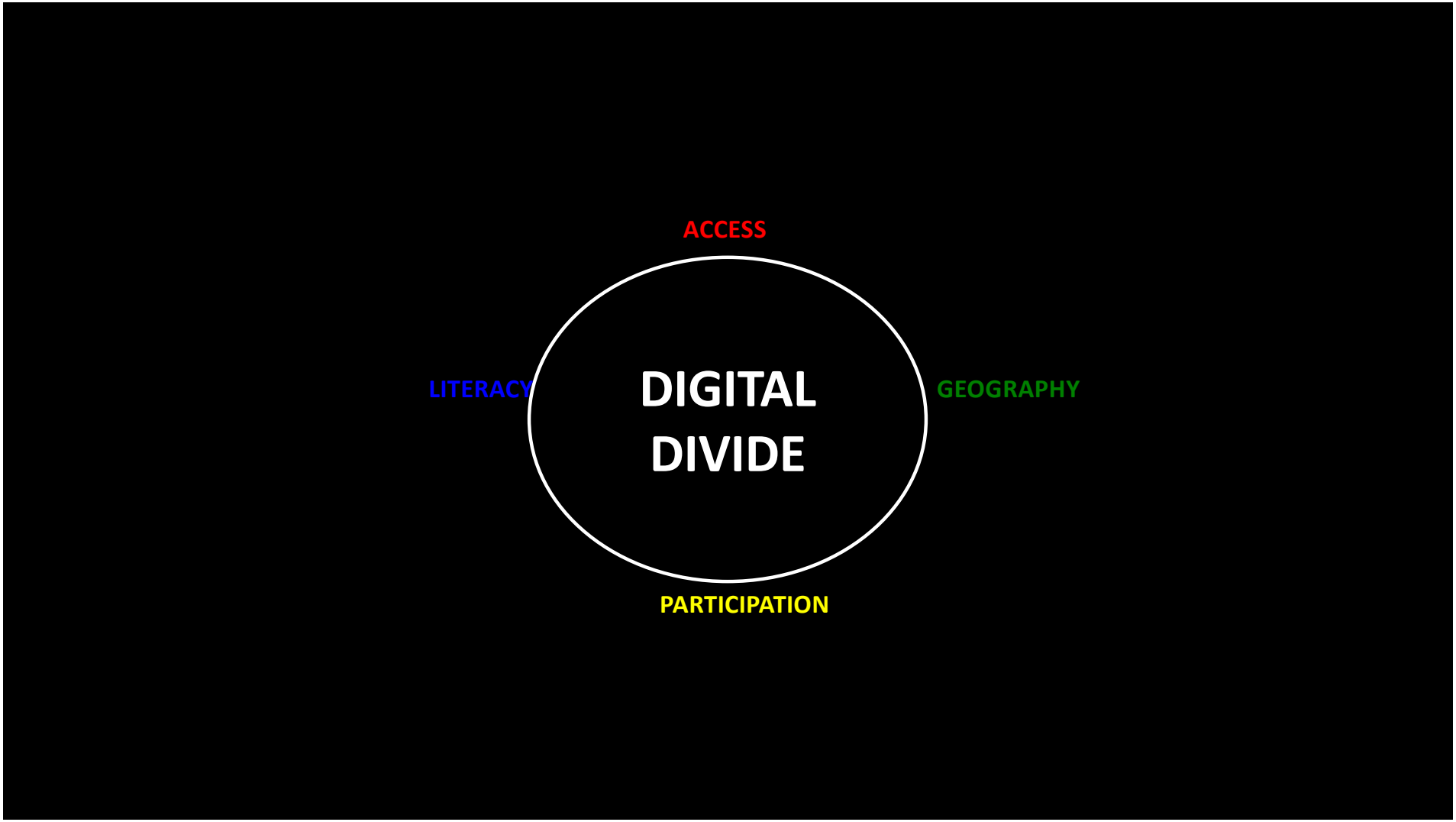


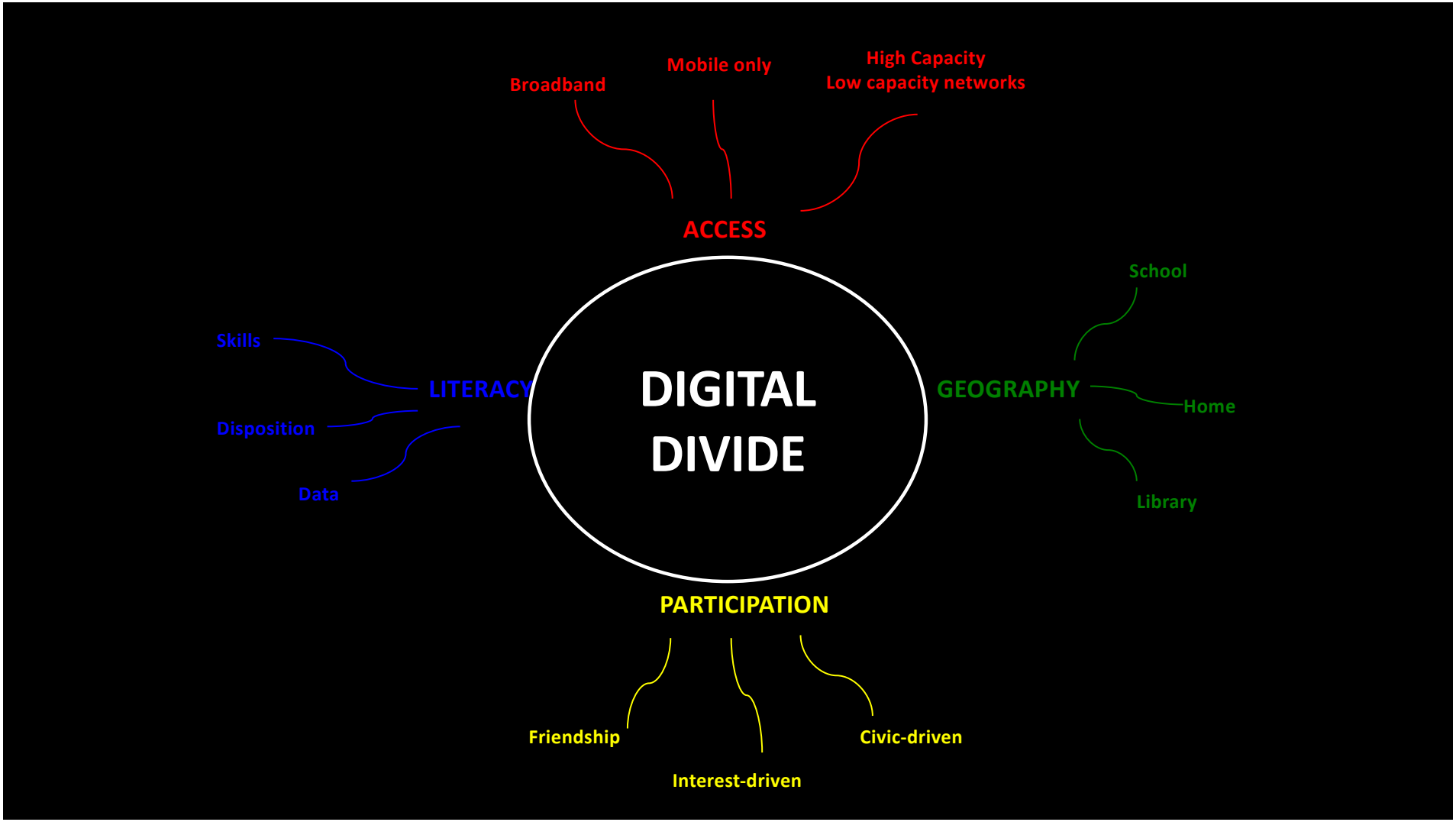
TECHNOLOGY RICH, CURRICULUM POOR

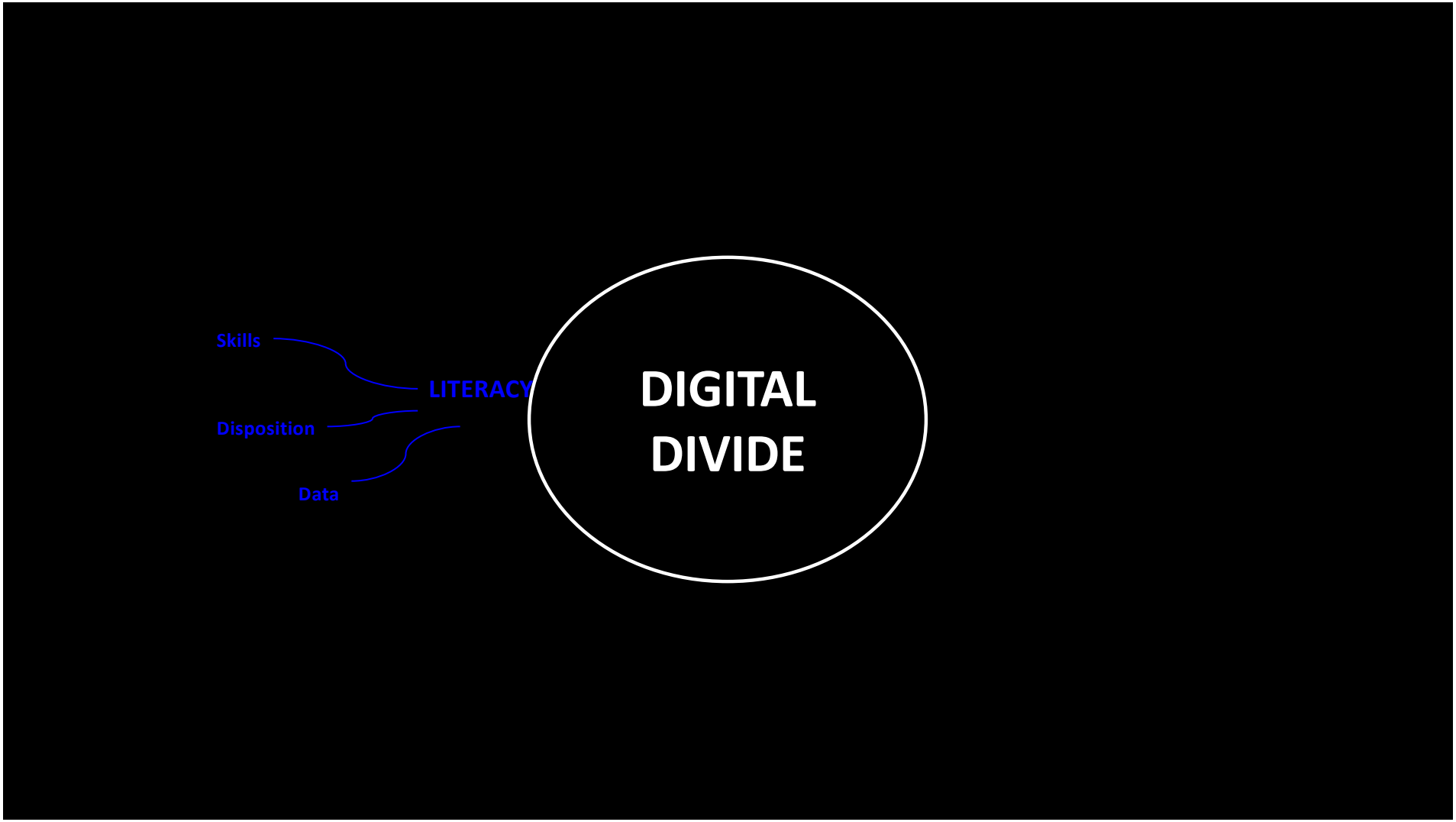
Arms race.

Associate presence of tech as an indicator of 21st century learning.

Is the curriculum preparing students for a world dominated by AI?

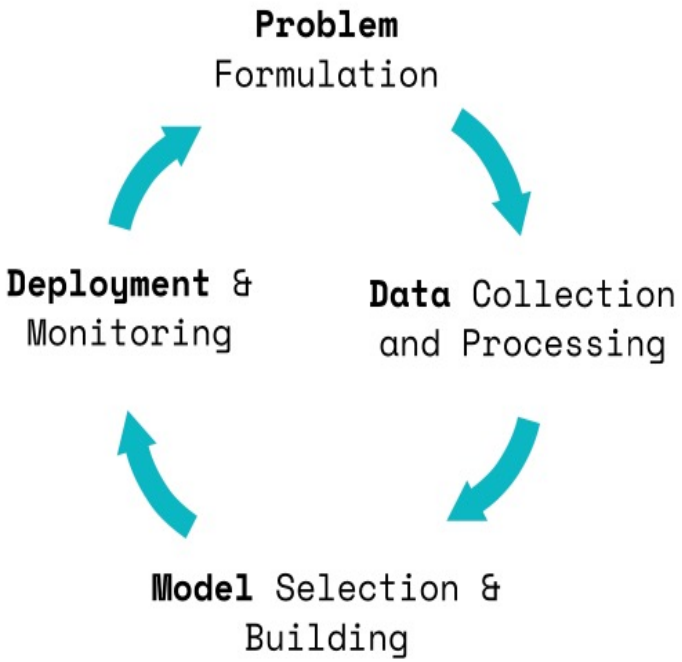

ACCESS
LITERACY
DIGITAL DIVIDE
GEOGRAPHY
PARTICIPATION


DIGITAL DIVIDE
ACCESS
Broadband
Mobile only
High Capacity
Low capacity networks
LITERACY
Skills
Disposition
Data
GEOGRAPHY
School
Home
Library
PARTICIPATION
Friendship
Interest-driven
Civic-driven


Skills
LITERACY
Disposition
Data
DIGITAL
DIVIDE

What is AI Literacy...today?

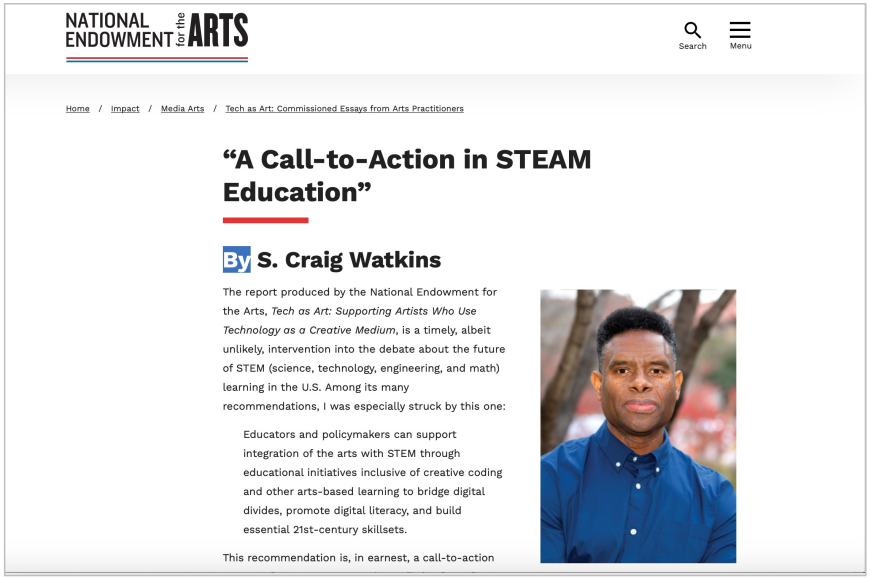
- Technical Literacy
- Critical Literacy
- Behavioral Literacy



TECHNICAL LITERACY

How are AI systems built?

How do they function?



CRITICAL LITERACY

What are AI systems designed to do?

What are the social, ethical, and equity issues?

Diverse expertise.

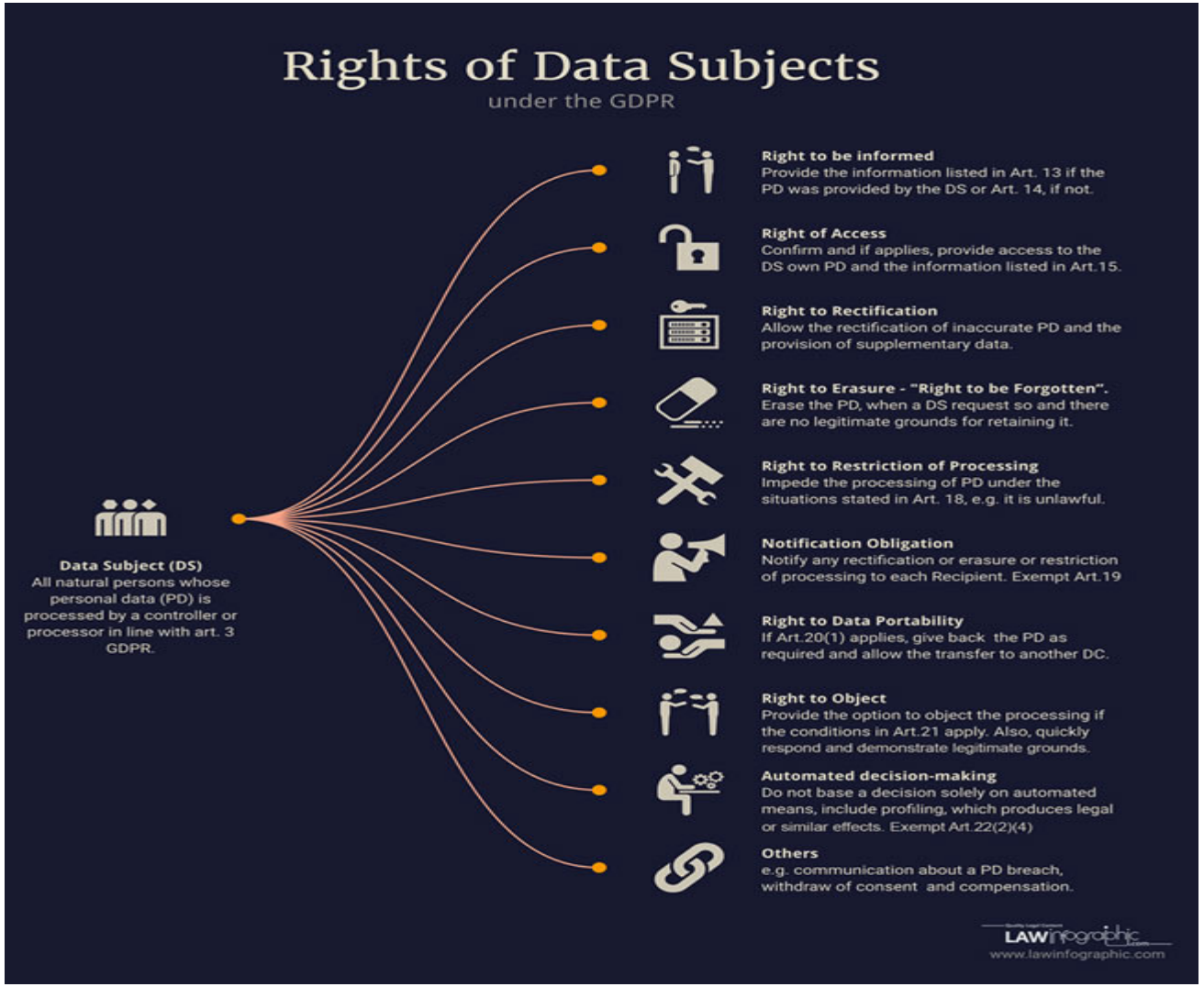
BEHAVIORAL LITERACY

How do AI systems shape human behavior?

Human agency and digital wellness.

Rights of Data Subjects

under the GDPR



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