

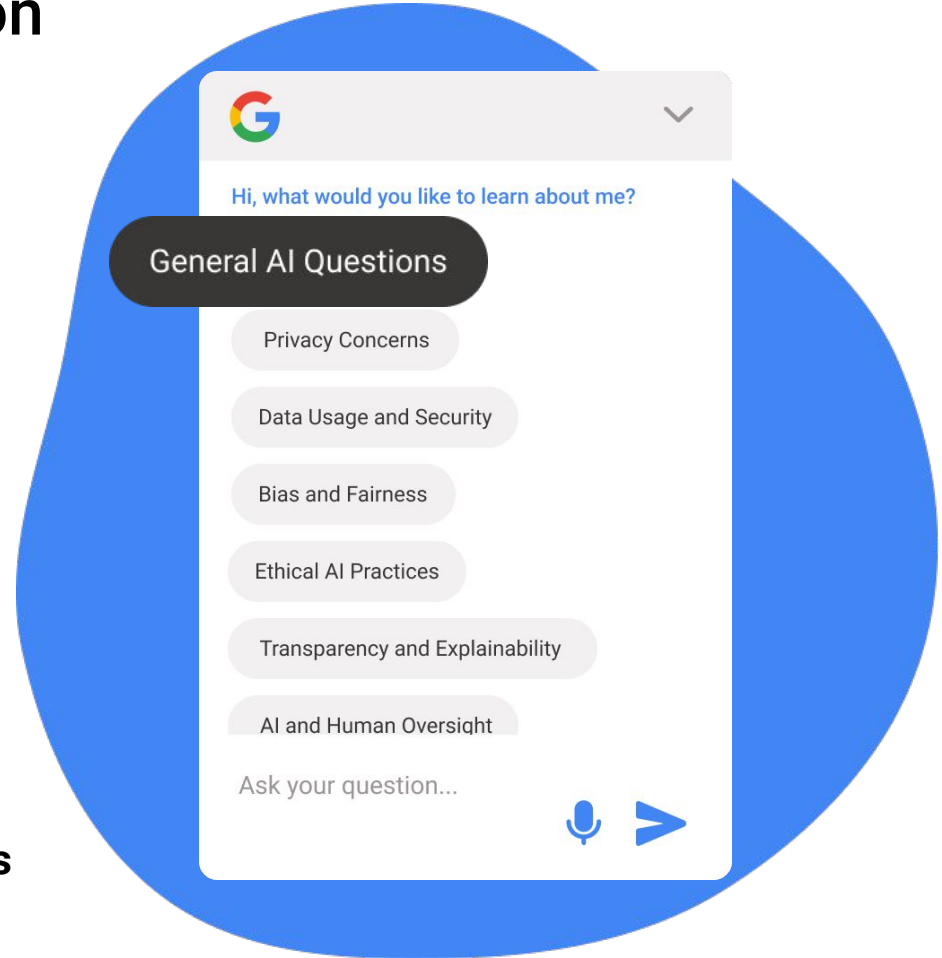


24hrs Hackathon

Meet

Google Insights

An Interactive Solution by **The Extremers**



Meet the Team



Amir Kiani
Data Scientist



Moises David Sosa Vera
Data Scientist



Emmanuel Atuahene
Software Engineer



Annie Yan
Data Scientist



Amy Chen
User Experience Designer



Chelsea Quindipan
Software Engineer



Research

Responsible Innovation

Consumers share support and concerns with using personal data in Artificial Intelligence (AI).

Support for AI use



believe AI can be useful in improving our lives*



are willing to share anonymized personal data to improve AI products*



are concerned about the business use of AI today*



feel use of AI by organizations has already eroded trust in them*

Cisco 2023 Data Privacy Benchmark Study

*2022 Consumer Privacy Survey



HOW MIGHT WE



How might we educate users of new AI- related features becoming a part of a product, while maintaining user trust and avoiding misunderstandings about AI?

How might we enhance user understanding of new AI technologies in Google search by offering a clear visual indicator for interaction, while promoting transparency on AI usage and educating users about data privacy concerns?



What is trust?

"Trust is how predictable, inclusive, and safe we feel towards something."

Predictable:

- "I understand that if I do A then B will happen consistently."

Inclusive:

- "I want the product to include me just as much as everyone else."

Safe:

- "I feel that what I give you won't harm me."





Emily Thompson

#37-Year-Old
#Accountant



About

Meet Emily Thompson, a 37-year-old female accountant with over 10 years of finance experience. Meticulous and analytical, she's known for her reliability and efficiency. Juggling work and family, Emily resides in a suburban area with her husband and two children. In her leisure time, she indulges in mystery novels and local art events.

Pain Points

- AI Confusion
- Data Privacy Concerns
- Efficiency vs. Reliability

Motivations

- Loyal Google Search User
- Inquisitive
- Limited AI Understanding

Behaviors

- Efficiency and Time Management
- Accuracy and Credibility
- Personalized User Experience

Goals

Privacy and Control,
Confident Information Seeking
Continuous Learning

"I'm all for technology, but sometimes AI can be confusing. I want reliable search results without compromising my privacy." - Emily Thompson

Meet Google Insights

OOODLE

Search



<https://www.google.ca>

What is AI?

AI, or Artificial Intelligence, refers to the simulation of human intelligence in machines, enabling them to perform tasks that typically require human intelligence, such as learning, problem-solving, and decision-making.

<https://www.lipsum.com/>

How does AI contribute to this product?

AI plays a significant role in enhancing this product's capabilities. It helps improve search results, provides personalized recommendations, and optimizes user experiences by analyzing patterns and data

<https://www.lipsum.com/>

Our Vision



Where to find us on your screen?

24hrs Hackathon - Figma x Team 2 - Google Slides x Files matching "googlechat ic... x plumber - Google Search x +

google.com/search?q=plumber&bih=790&biw=1380&rlz=1C5CHFA_enUS847US847&hl=en&sxsrf=AB5stBjbkzE1pAV-pQWkdUYUAoRLVL0TIA...

Google plumber

All Images Maps Videos News More Tools SafeSearch

About 216,000,000 results (0.51 seconds)

Results for **Burnaby, BC V5H** Use precise location

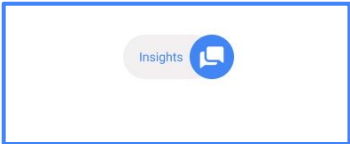
Sponsored · Plumbers | Burnaby
GOOGLE GUARANTEED

Goldstein Plumbing &... 5.0 ★★★★★ (383) 1 year in business Open 24/7 Call	Marvel Plumbing and... 4.9 ★★★★★ (350) 10 years in business Open 24/7 Call	Speedy Plumbing &... 4.8 ★★★★★ (85) 34 years in business Open 24/7 Call
--------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------

→ More plumbers in Burnaby

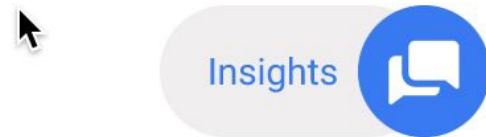
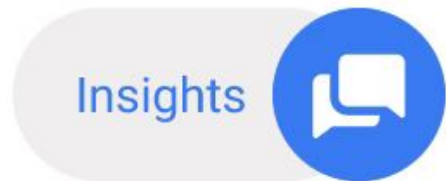
Sponsored
Mr Swirl
https://www.mrswirl.com › burnaby
Burnaby Plumber - Handle The Plumbing Work
Reliable Plumbing Services in Greater Vancouver since 1999. Repiping & Hot Water On Demand. Up Front Pricing, No Hidden Fees, Licensed & Bonded, Easy...
Book An Appointment · Contact Us · Save On Drain Repairs · Drain Cleaning Experts
Contact us - Fill Form for a call back

Sponsored
bluemountainsservices.com
https://www.bluemountainsservices.com › plumbing › services



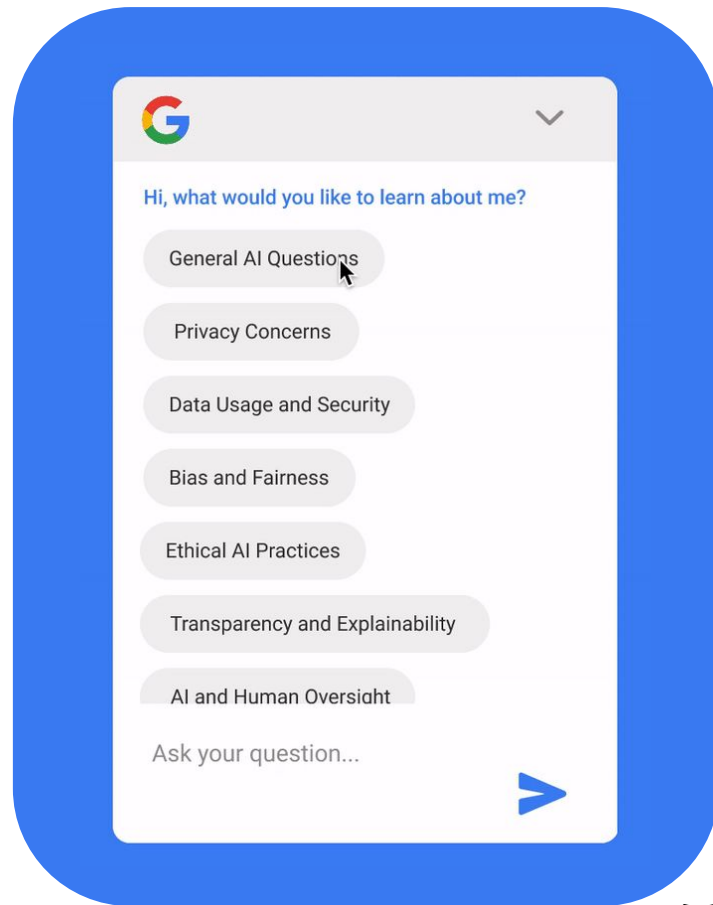
Hover over to know

Google Insights



Activate the chat bot with just one click

Insights



Where to find us on your screen?

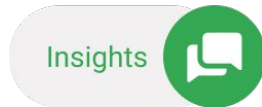
The screenshot shows a Google search for "plumber" with the following elements:

- Search Bar:** "plumber" is entered. The address bar shows the Google search URL.
- Results:** "About 216,000,000 results (0.51 seconds)".
- Filters:** "All", "Images", "Maps", "Videos", "News", "More".
- Location:** "Results for Burnaby, BC V5H".
- Sponsored - Plumbers | Burnaby:** A section with three cards for local plumbers:
 - Goldstein Plumbing &...**: 5.0 stars (383), 1 year in business, Open 24/7.
 - Marvel Plumbing and...**: 4.9 stars (350), 10 years in business, Open 24/7.
 - Speedy Plumbing &...**: 4.8 stars (85), 34 years in business, Open 24/7.
- More plumbers in Burnaby:** A link to view more results.
- Sponsored:** A listing for "Mr Swirl" with the URL "https://www.mrswirl.com > burnaby".
- Burnaby Plumber - Handle The Plumbing Work:** A detailed listing for a reliable plumbing service in Greater Vancouver, offering repiping, hot water, and on-demand service. It includes a "Book An Appointment" link and a "Contact Us" button.
- Sponsored:** A listing for "bluemountainsservices.com" with the URL "https://www.bluemountainsservices.com > plumbing > services".

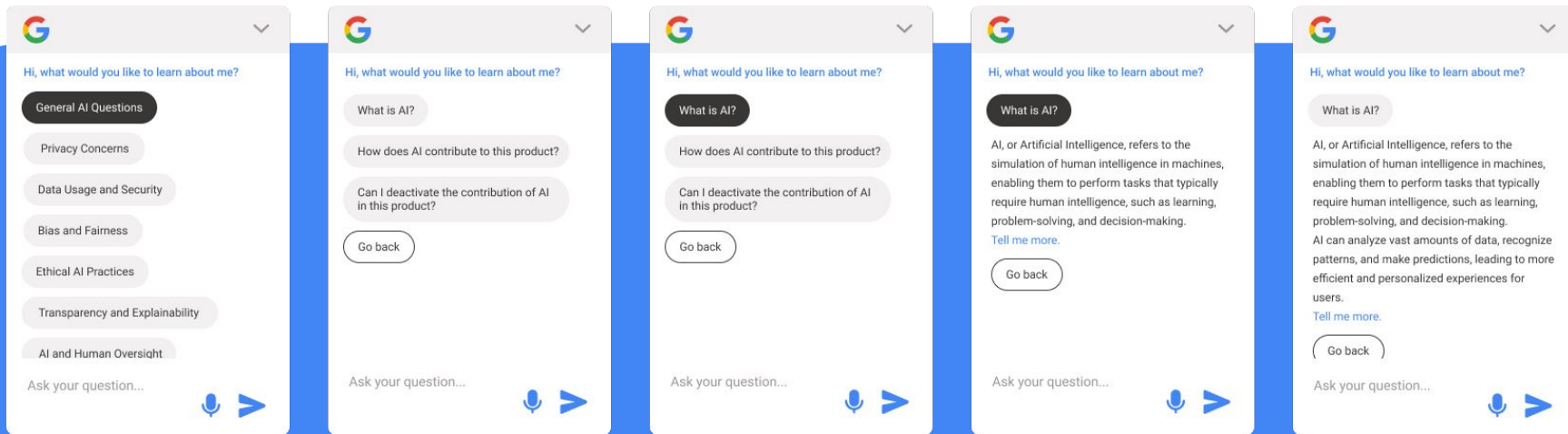
The screenshot shows the Google Insights interface for the search term "plumber". It includes a search bar with the Google logo, a dropdown menu for "Hi, what would you like to learn about me?", and a list of topics to explore:

- General AI Questions
- Privacy Concerns
- Data Usage and Security
- Bias and Fairness
- Ethical AI Practices
- Transparency and Explainability
- AI and Human Oversight

At the bottom, there is a text input field "Ask your question..." with a microphone icon and a blue arrow button.



Chatting with Google Insights



Chatbot Screens

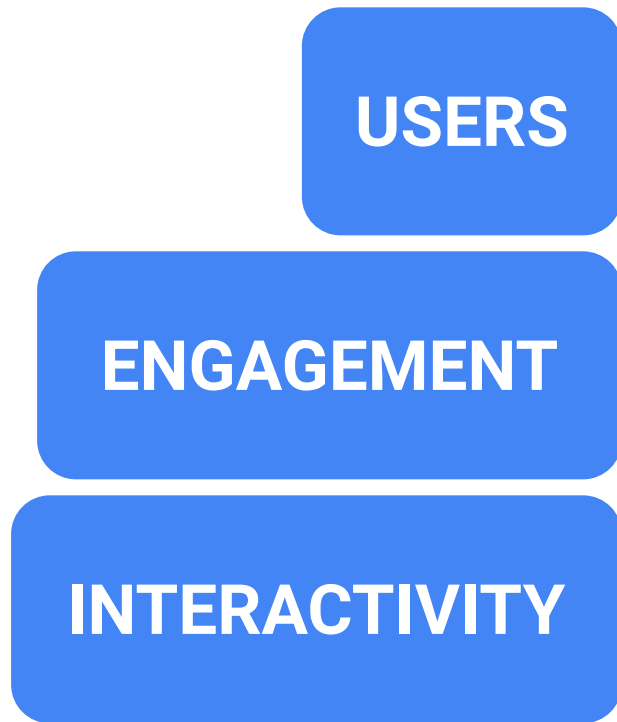
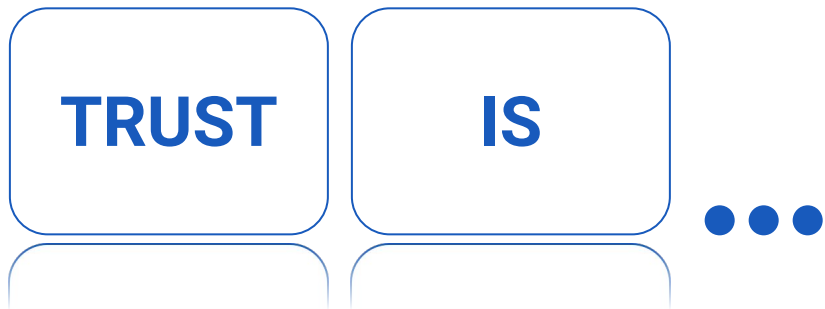


Meet Google Insights

<https://insightsai.netlify.app>

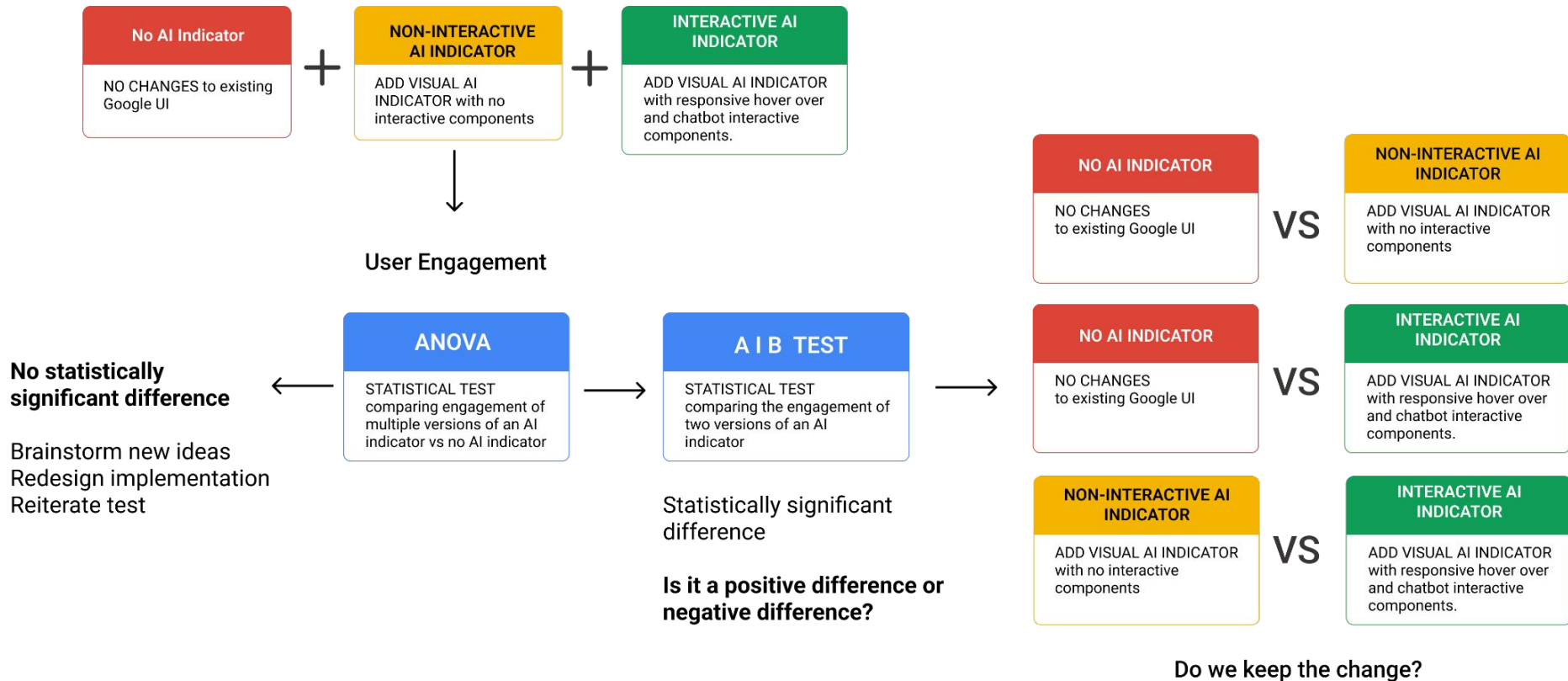
Measuring Google Insights

How to measure trust?



To determine if it is working?

Actionable Changes



Credits

- Cynthia Dwork, Martha Minow; Distrust of Artificial Intelligence: Sources & Responses from Computer Science & Law. *Daedalus* 2022; 151 (2): 309–321. doi: https://doi.org/10.1162/daed_a_01918
- Cisco. (2023, January 24). *Cisco Data Privacy Benchmark Study*. Cisco.
<https://www.cisco.com/c/en/us/about/trust-center/data-privacy-benchmark-study.html#~about-the-study>
- Kieslich, K., Lünich, M. & Marcinkowski, F. The Threats of Artificial Intelligence Scale (TAI). *Int J of Soc Robotics* 13, 1563–1577 (2021). <https://doi.org/10.1007/s12369-020-00734-w>
- The GitHub repository of the project: <https://github.com/amirkiaml/Google-Industry-Day>



Thank you!

