

An Introduction to...

THE TWO SIDES OF ARTIFICIAL INTELLIGENCE

FOR THOSE THAT PRODUCE IT

and those
who use it

Turn over
and Flip!

The Creators:

Holly Worrall
Project Lead, Illustrator
and Copy Writer
[@HollyWorrall](#)

Anjana Nair
Copy Writer and Content
Researcher
[@AnjanaNair](#)

Charlie Delikian
Content Researcher

Contributing Scientists:

Damien Ming
Clinical Researcher
[d.ming@imperial.ac.uk](#)

Will Bolton
Artificial Intelligence Researcher
[will.bolton@imperial.ac.uk](#)
[@WillBolton](#)

Bernard Hernandez
Machine Learning Data Engineer
[b.hernandez-perez@imperial.ac.uk](#)
[@BernardHernandez](#)

In Partnership With:

Imperial College
London

CAMO VITAL

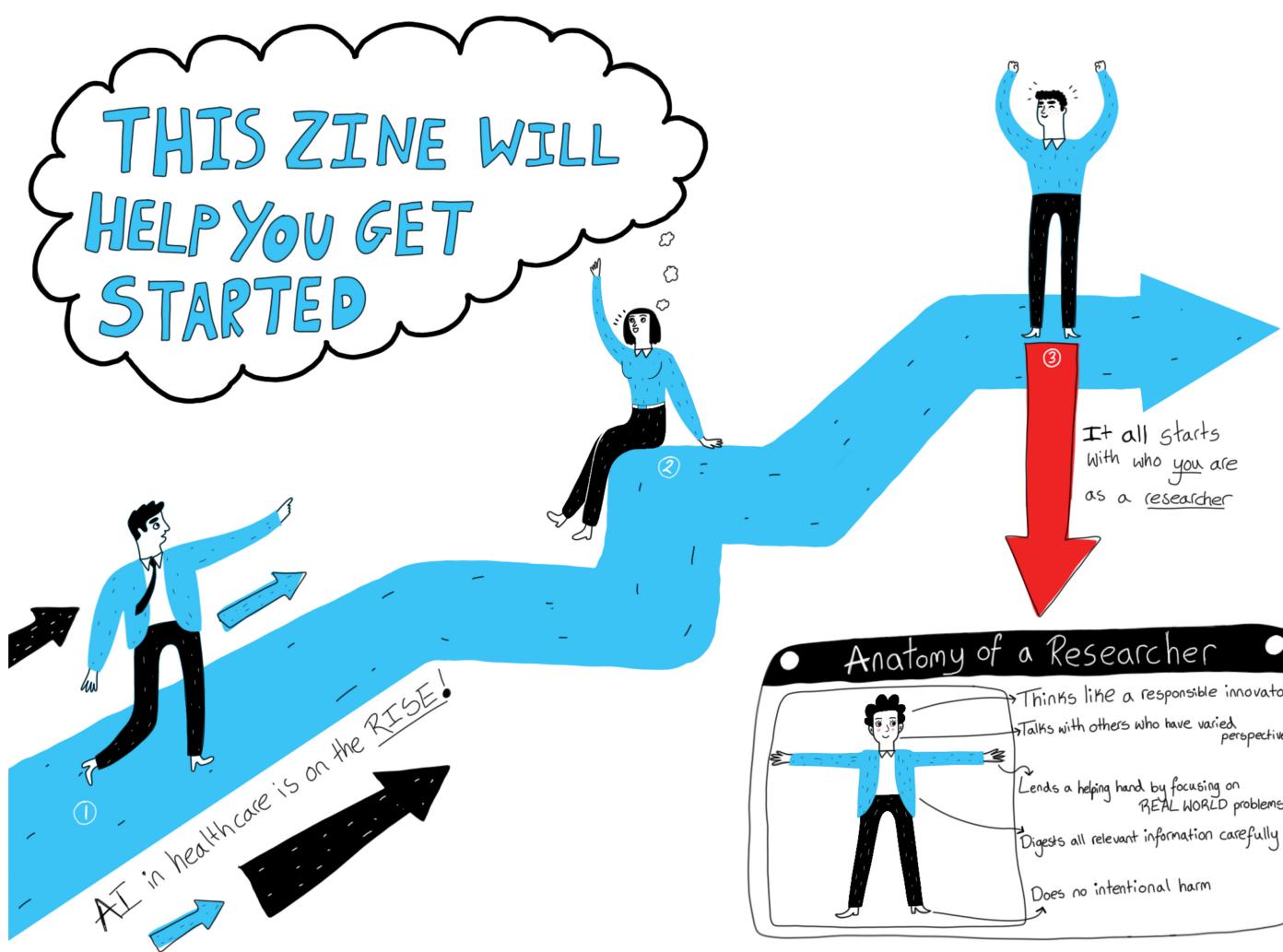
centre for
antimicrobial
optimisation

Scan to learn more
and stay up-to-date

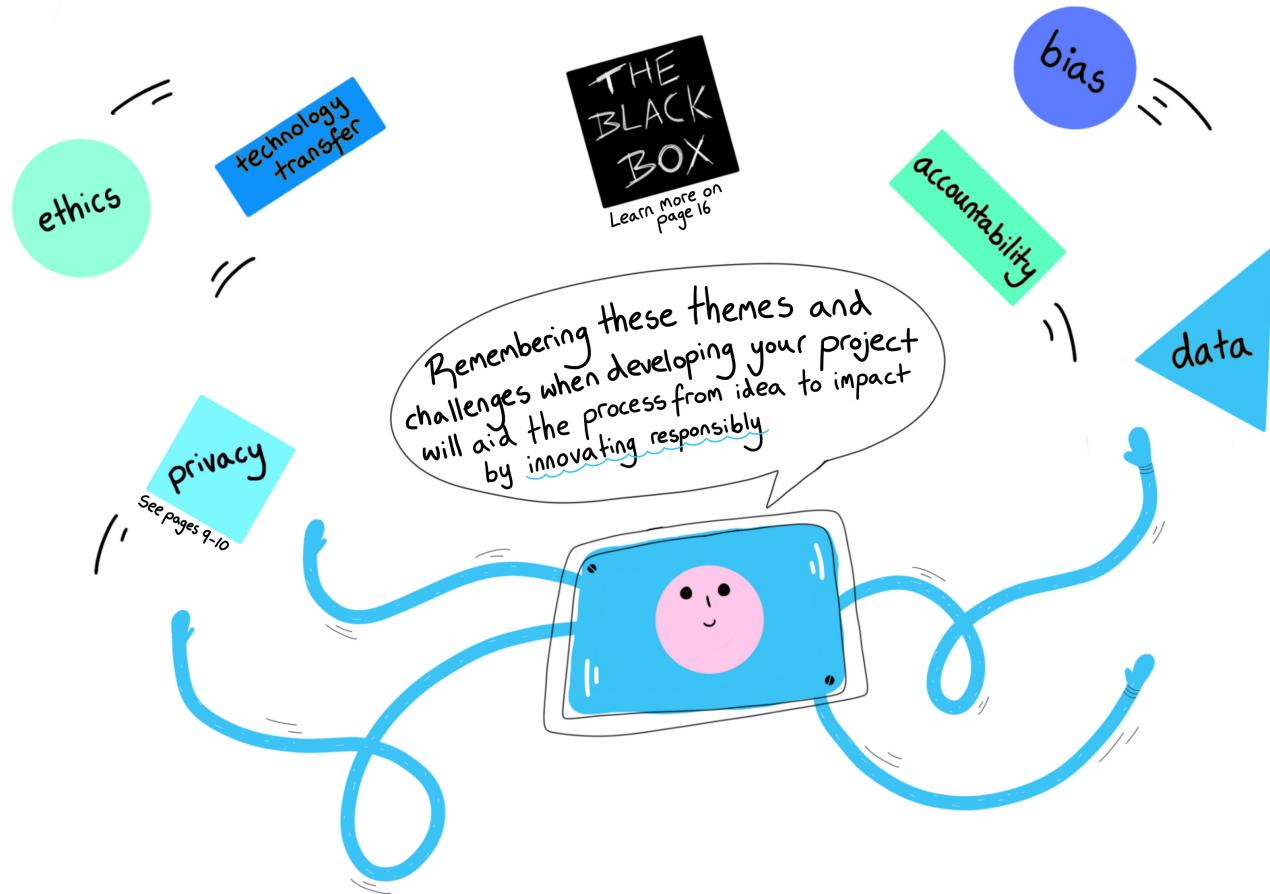


THIS ZINE WILL HELP YOU GET STARTED





AI CONSIDERATIONS ARE BROADER THAN YOU THINK



LETS GO ON A LITTLE JOURNEY...

Like humans AI needs to grow and develop

THE AI DIET

Just like children, AI needs a healthy balanced diet to get all the nutrition it needs



Different types of data
from different places
for a balanced output

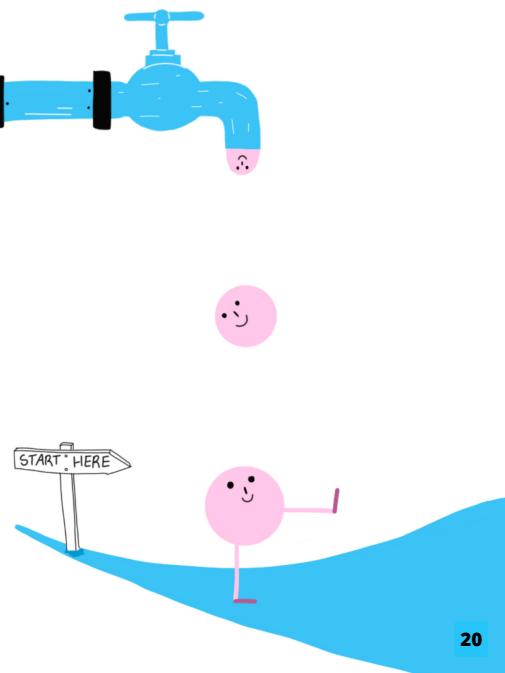


Different perspectives to
avoid unintentional bias.

Developing AI is all about
helping it to walk before you try and run!
Be a good parent to AI ❤️

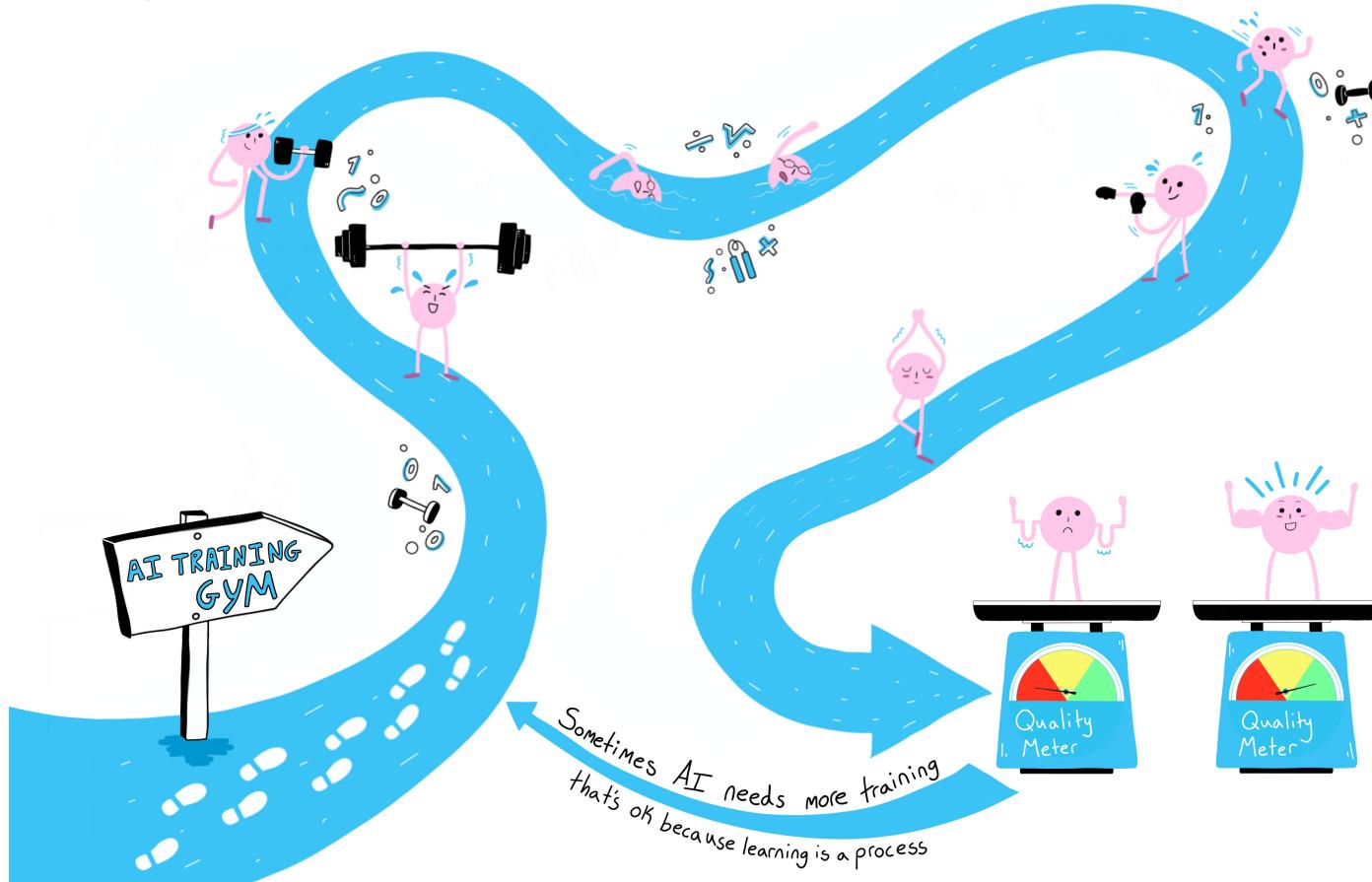


Don't worry if AI stumbles at this point, like a toddler AI is learning how to walk — give it time



AI NEEDS RIGOROUS TRAINING TO LEARN

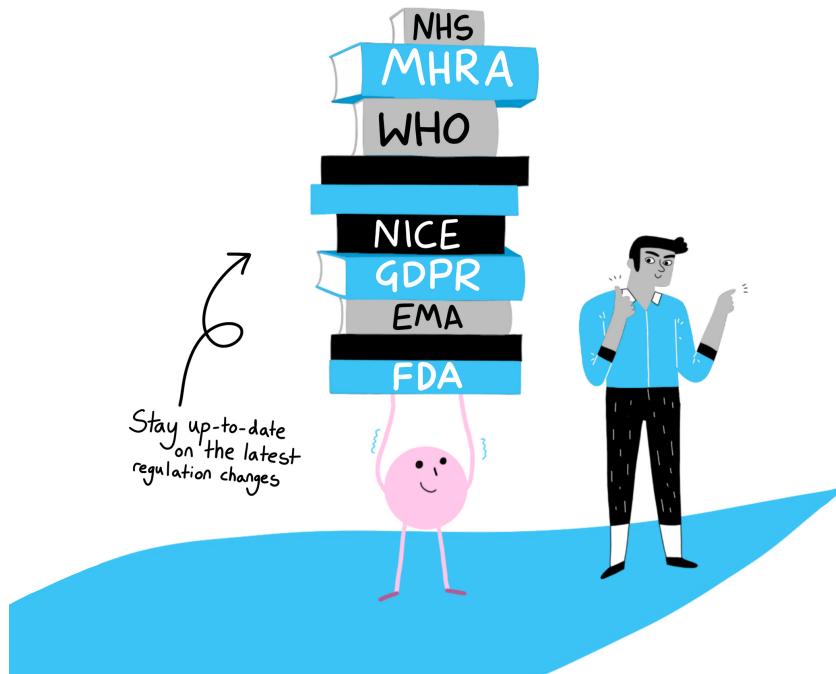
Going through different tests ensures it's up to scratch to help in the real world.



ARE YOU REGULATION READY?

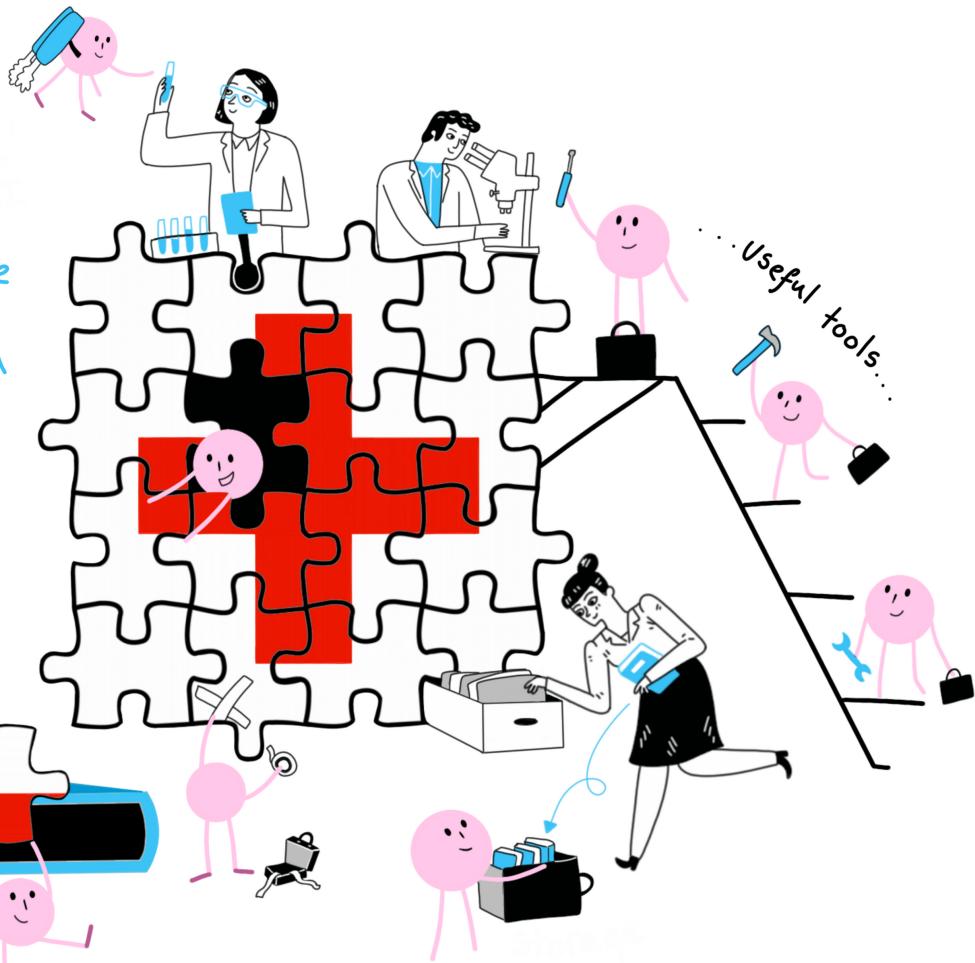
To introduce AI to the world make sure to follow relevant regulations

 Remember, regulations don't stop you, they guide you into the world, making your AI well rounded and robust by pointing out things you may not have considered



Trained AI works alongside people to make tasks easier, quicker and better by using a range of tools.

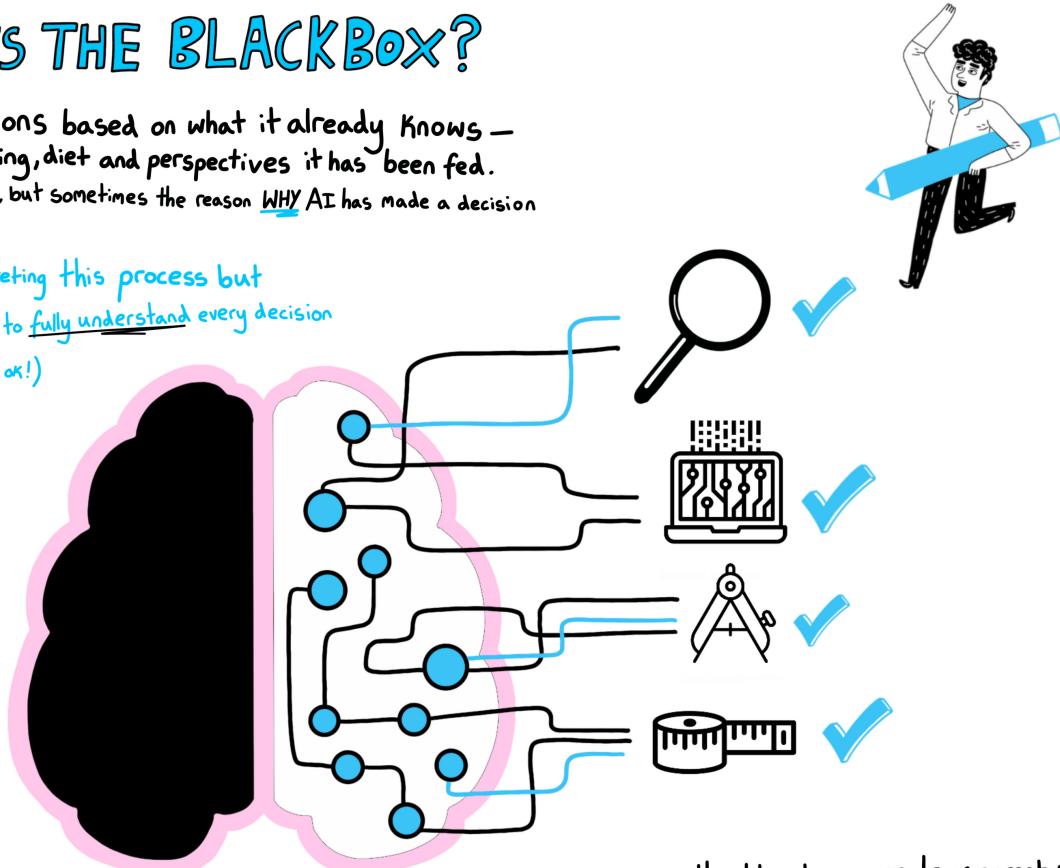
AI uses its brain (all of the tools at its disposal) to make a decision. If we don't understand WHY AI has made a decision we need to tackle the blackbox



BUT WHAT IS THE BLACKBOX?

AI makes decisions based on what it already knows – in other words, the training, diet and perspectives it has been fed. This lets AI make decisions, but sometimes the reason WHY AI has made a decision is hard to understand!

There are ways of interpreting this process but sometimes it's not possible to fully understand every decision
AI makes (but that might be ok!)



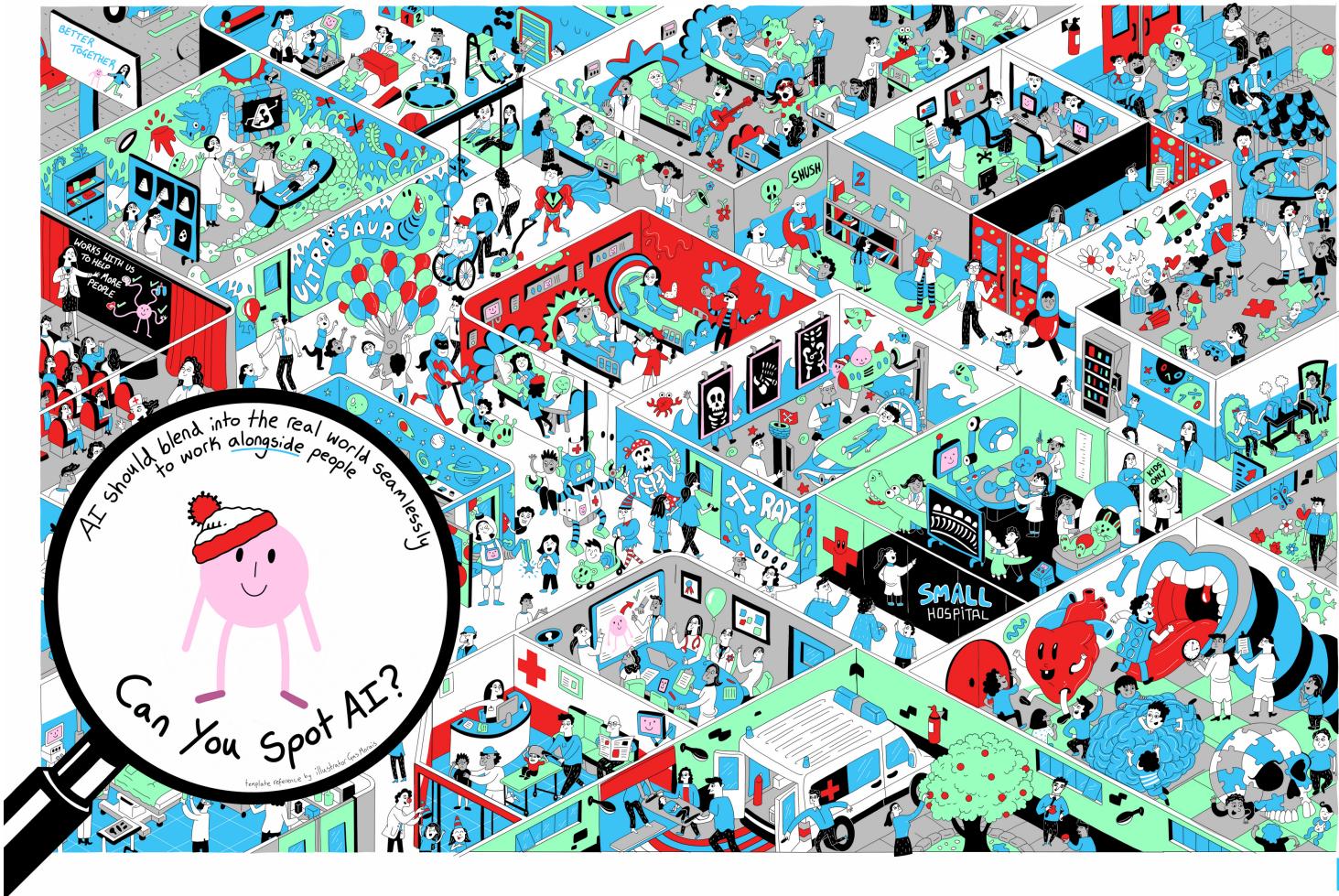
To make the blackbox more transparent, use as many relevant measuring methods as possible. This gives you a more complete picture of WHY AI is deciding to use the tools at its disposal in the way it has chosen to

HELLO WORLD!

Listening to the voices and opinions of the people who will be using your technology is important to ensure that your AI will help people AND they actually want the help you're providing

So introduce AI to your friends!





~ You can't leave AI all alone in the world! ~

~ Make sure to check in regularly to make sure
AI is functioning well and is up-to-date ~



THINGS TO REMEMBER

For those that produce AI

- Think about who you are as a researcher, factor in your own opinions, bias and perspectives to be a responsible innovator
- Utilise a diverse and interdisciplinary team
- Tackle meaningful real world problems
- Start conversations with the public and communicate your work in meaningful ways that aim to clarify complex information (like this zine!)
- Adopt good machine learning practices including using appropriate data, tackling bias and analysing the black box as best you can
- Evaluate systems in defined intended populations and real scenarios
- Establish a process and structure around an AI tool for seamless deployment, regular assessment and appropriate usage



Turn and Flip
to read the other
side of AI



Cut me out
and put me somewhere
you can see :)