

COLLECTIVE INTELLIGENCE & DESIGN GROUP

CAMCID

REDESIGNING SOCIETY'S OPERATING SYSTEM

COLLECTIVEDESIGN.GROUP.CAM.AC.UK

CONTENTS



PAGE 1

ABOUT US

CAMCID is a research group based at the University of Cambridge, UK pioneering interdisciplinary AI and systems thinking for designing a resilient world.

PAGE 2

INFORMATION ECOSYSTEM

Using AI to map who sets the agenda in this rapidly polarising world.

PAGE 4

SOCIALLY RESPONSIBLE AI

As AI is reshaping our society, we are making this digital transformation safer.

PAGE 6

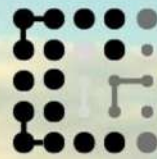
DECISION-MAKING IN A TURBULENT WORLD

We are building safer AI systems to help make adaptive decisions in a turbulent world.

ABOUT US



UNIVERSITY OF
CAMBRIDGE



Collective Intelligence
& Design Group



Led by Dr Ramit Debnath, Assistant Professor at the University of Cambridge.

We turn behavioral insights into action. Using Cambridge's interdisciplinary AI and systems design approaches, we build decision architectures that transform individual choices into effective climate policies and social innovations.

AI FOR
GLOBAL GOOD



UNPACKING THE INFORMATION ECOSYSTEM USING AI

We are using state-of-the-art machine learning and AI techniques to measure and unpack how powerful actors shape and frame climate communication which has a direct impact on countering systemic polarisation and climate inaction.



Agenda-setting and framing by fossil industry

Joint-sentiment topic models + vector autoregression + inoculation-based behavioural experiment

Published in npj Climate Action and Nature Human Behaviour

Photo by [Matěj Mikan](#) on Unsplash



Deciphering public attention to elite media frames using explainable ML and LLMs

Climate engineering and mitigation deterrence frames in the BBC and the New York Times

Preprint in arXiv

Photo by Clem Onojeghuro on Unsplash

Placing people at the centre of climate and sustainability action



Polarisation and techno-solutionism in climate action

Large language models + network analysis + conjoint experiments

Published in npj Climate Action, Global Environmental Change and PLOS Climate

Photo by Pawel Janiak on Unsplash

MAKING DIGITAL TRANSFORMATION SAFER AND SOCIALY RESPONSIBLE

We are using sociotechnical design and systems thinking to make AI safer and the digital transformation beneficial for the society.

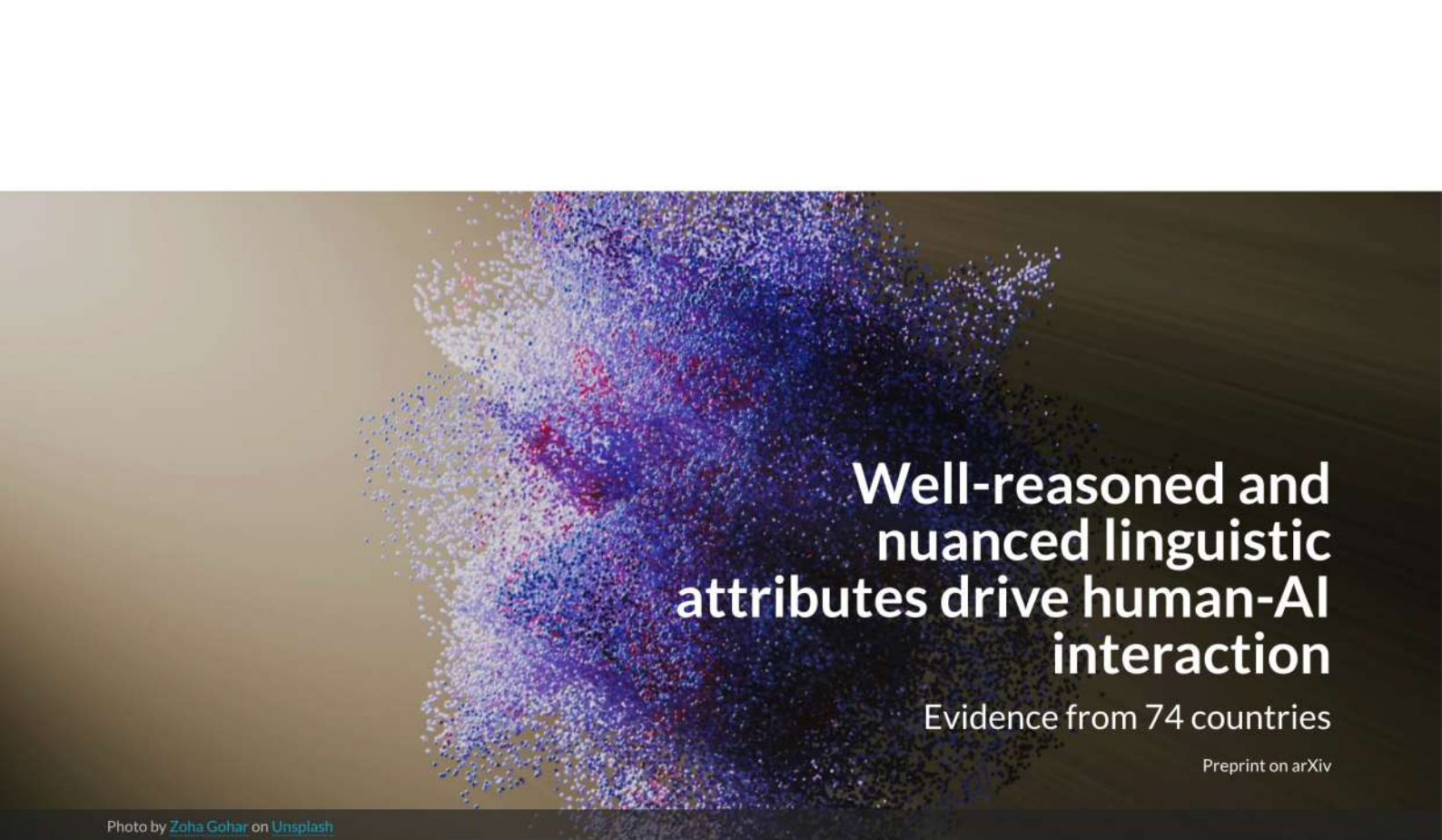


Digitalisation is reshaping our society

What is changing and how to create public value?

Published in npj Climate Action, Renewable and Sustainable Energy Reviews and in pipeline

Photo by NASA on Unsplash



Well-reasoned and nuanced linguistic attributes drive human-AI interaction

Evidence from 74 countries

Preprint on arXiv

Photo by [Zoha Gohar](#) on [Unsplash](#)

Designing socially responsible AI



Benchmarking frontier AI's persuasiveness

A global effort to measure the persuasion capabilities of AI

Ongoing project

Photo by [Sandip Kalal](#) on [Unsplash](#)

EMPOWERING DECISION- MAKING USING DATA SCIENCE

We leverage state-of-the-art ML and AI models to enable decision-making in a turbulent world that generates direct policy impact.

Navigating systemic risks

Polycrisis in a low-carbon transition

Photo by [Paul Carroll](#) on [Unsplash](#)

Published in Global Sustainability, Cambridge University Press



High trust in scientists globally

Mapping trust across 68 countries and 72,000 people

Published in Nature Human Behaviour

Photo by José Martín Ramírez Carrasco on Unsplash

Combining systems thinking with machine learning to support decision-making



Adaptive policy design in lethal heatwaves

Geospatial analysis + gender mainstreaming + double ML

Published in Nature, the Lancet Planetary Health, and PLOS Climate

Photo by Vinay Darekar on Unsplash

DESIGNING A RESILIENT FUTURE



CONTACT:

DR. RAMIT DEBNATH

ASSISTANT PROFESSOR
UNIVERSITY OF CAMBRIDGE, UK

rd545@cam.ac.uk