WiMIR Keynote

Music and algorithmic responsibilities in practice

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Abstract
Music is deeply personal, and influences our moods and motivation. Music creates communities, shapes subcultures, and powers an enormous industry. What music is available, what can be found, what is recommended, matters. Who gets to learn, to play, to record, matters.
And, crucially, how the music recommendation and retrieval community defines success determines who gets amplified.
We're at a moment in tech where, alongside its successes, machine learning's failures and biases have gained much attention. There is an overwhelming number of calls-to-action but still relatively few standard practices for industry practitioners. This means we have a responsibility, especially as an ISMIR community. But what does that mean, practically?
This talk will outline challenges encountered in practice and at scale, specific to music streaming. We'll briefly travel through time, and take you from early 1900's magic lantern slides' music promotion to the current zeitgeist where new guidelines for algorithmic accountability are clamoring for attention themselves. We'll discuss how new UIs (like voice) can make certain creators inaccessible, female creators' representation in streaming, and optimizing for more than just engagement. We'll share technical and organizational lessons learned, pitfalls, and tensions in assessing decisions' potential impact.

Biography
Henriette Cramer is a principal researcher at Spotify Research, and product manages Spotify's Algorithmic Responsibility effort. She is particularly interested in the impact that teams' design, data and organizational decisions have on algorithmic outcomes. Prior, she set up Spotify's 'human side of Machine Learning' Hai lab, and led data research for Spotify's voice platform. She has worked on recommendations, ad quality, and conversational interactions at Yahoo, and on location-based data, perceptions of place, and human-robot interaction at the Swedish Institute of Computer Science. She holds a PhD from the University of Amsterdam focused on people's responses to autonomous systems. More at: http://henriettecramer.com