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Title: Public Intelligence on Artificial Intelligence
Target Audience: A California non-profit organization that works with state government officials on public outreach and education
Brief summary:

AI is becoming an ever-increasing part of our everyday life and recent government developments show it's not slowing down. This week, the US Department of Homeland Security (DHS) released its first "Artificial Intelligence (AI) Roadmap" which outlines the Department's plan to pursue AI pilot projects this year and incorporate what they learn into future government processes and technology. Although there are many concerns related to DHS AI projects, I believe the most important problem is limited public understanding and awareness of AI. With these rapid advancements, we must work to expand public knowledge of AI.

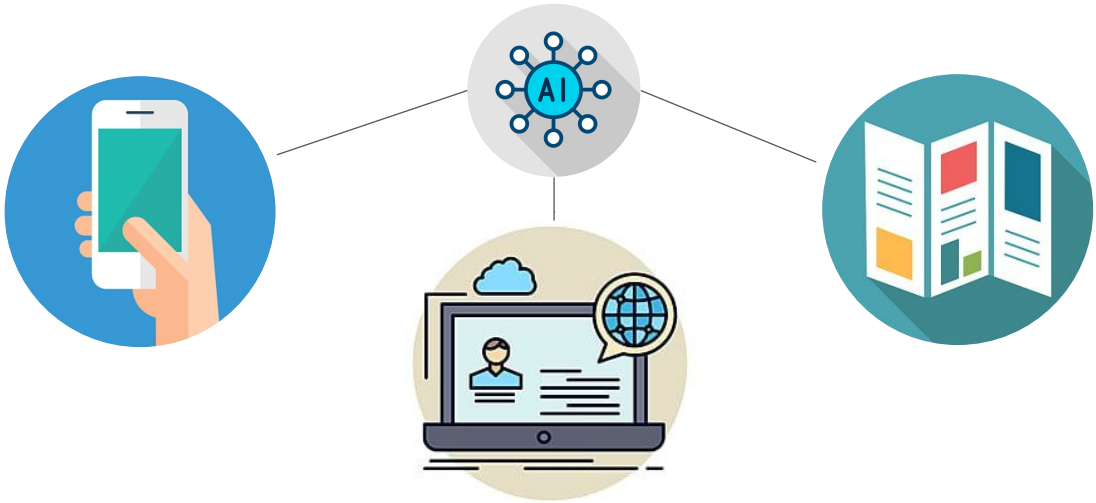
As a civilian, knowledge is one of our most valuable tools; the challenge, however, is inequitable access to information. For example, previous studies have shown that individuals with higher education and income levels are more likely to be aware of how AI is present in their lives. I propose we tackle this challenge by developing free, accessible, educational tools that inform Californians about AI, how they engage with it in their daily lives, how our government is using it and what that means for them. Equitable access to this information can help all individuals, regardless of education or income level, contribute to the current political landscape and understand the technology that's rapidly shaping the world.

The creation of these educational tools requires two phases, a research phase to inform our tool and a second phase to develop it. In our research phase, we may use data from previous studies on this topic, but since AI has rapidly evolved, we will need to gather new data to better understand current perspectives on AI. We would use a convergent mixed-methods design to develop a survey with quantitative close-ended questions and qualitative open-ended questions. We would then distribute this survey to each county in California for a sample of individuals to complete. Survey questions would help us identify the regional, cultural and demographic factors that contribute to an individual's awareness and perception of AI. In our data analysis, quantitative data will help us identify patterns and qualitative data will help us better understand Californian's thoughts and opinions. The final deliverable of this research would include a report of our findings and an interactive data map of California to visualize our results by county.

This holistic insight into Californians' understanding and perception of AI would be applied in the development phase to create meaningful and effective educational tools for the general public; potential tools include a mobile app, website and pamphlets. In both our research and tool designs, we must also be mindful of California's diversity and ensure our survey and products are accessible by everyone, such as by creating multi-lingual material and hosting in-person events, especially in communities with limited access to technology.

Hopefully, our research and educational tools may inspire other states to consider how they engage with the public on AI topics.

Public Intelligence on Artificial Intelligence



Survey-informed educational tools that raise public awareness and understanding of AI in California

Emily Lopez

https://drive.google.com/file/d/1br1rhhtf6hJ9er2MEjxnO4FoSrI46iNp/view?usp=sharing

AI is increasingly being used to make high-stakes decisions. Just this week, the US Department of Homeland Security released its first-ever “Artificial Intelligence Roadmap” which outlines their plan to incorporate AI into their work.

With these rapid advancements, it’s never been more important to expand public knowledge of AI.

I propose we tackle this challenge by developing free, accessible, educational tools that inform Californians about:

- AI
- the ways they already engage with it
- the way it’s being used by the government
- and how that may affect them.

To achieve this, we would develop and distribute a survey to each California county to identify the regional, cultural and demographic factors that influence an individual's understanding of AI. We would then apply this insight to develop educational tools, like a mobile app, website and pamphlet.

These tools can provide equitable access to information on AI which will help all individuals, regardless of education or income level, contribute to the current political landscape and understand the technology that’s rapidly shaping the world.

Thank you for your time.