



Honolulu – January 5<sup>th</sup>, 2024  
Hawaii International Conference on System Sciences

Fiona Koh, Kathrin Grosse, Giovanni Apruzzese



Honolulu – January 5<sup>th</sup>, 2024

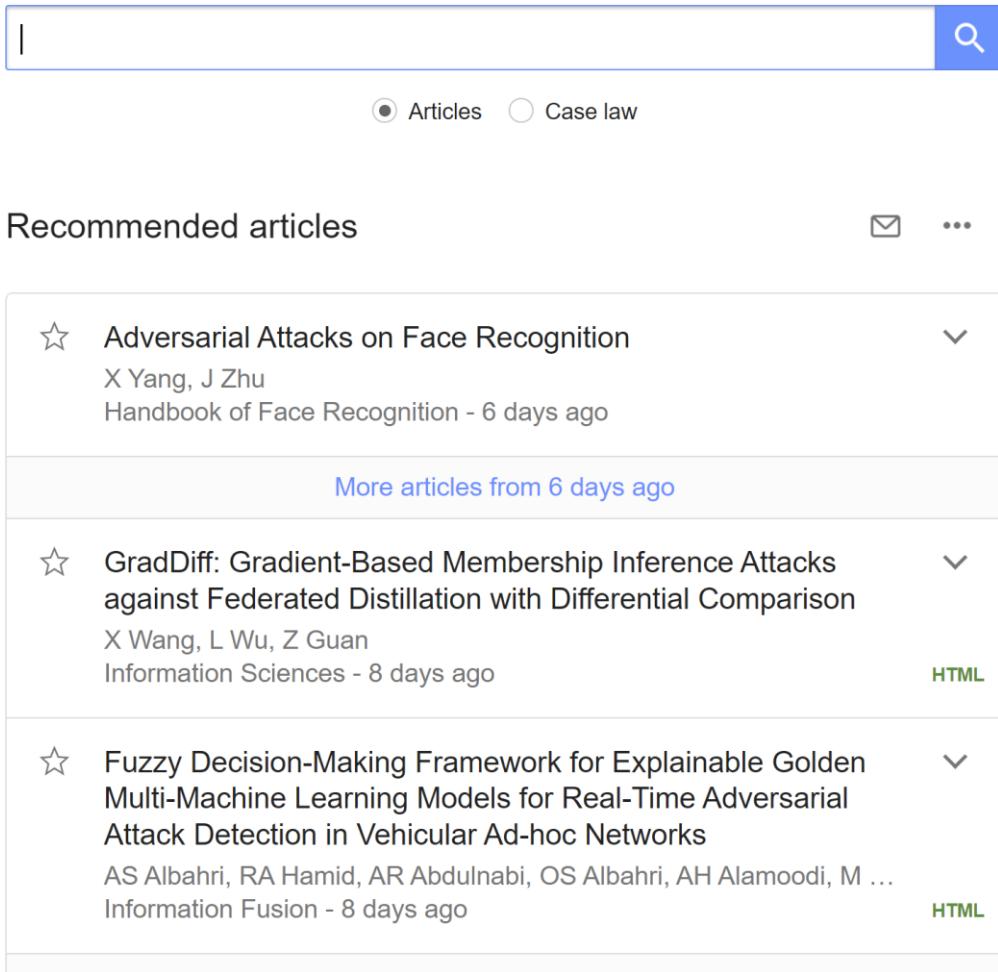
Hawaii International Conference on System Sciences

# Voices from the Frontline

Fiona Koh, Kathrin Grosse, Giovanni Apruzzese

# Artificial Intelligence (AI)

## Google Scholar



The screenshot shows the Google Scholar search interface. At the top, there is a search bar with a blue 'Search' button containing a magnifying glass icon. Below the search bar are two radio buttons: one selected for 'Articles' and one for 'Case law'. The main area is titled 'Recommended articles' and contains three article cards. Each card has a star icon, the article title, the authors, the source, and the publication date. There are also 'More articles from 6 days ago' links and 'HTML' download links.

I

Articles Case law

Recommended articles

✉ ...

☆ Adversarial Attacks on Face Recognition  
X Yang, J Zhu  
Handbook of Face Recognition - 6 days ago

More articles from 6 days ago

☆ GradDiff: Gradient-Based Membership Inference Attacks against Federated Distillation with Differential Comparison  
X Wang, L Wu, Z Guan  
Information Sciences - 8 days ago [HTML](#)

☆ Fuzzy Decision-Making Framework for Explainable Golden Multi-Machine Learning Models for Real-Time Adversarial Attack Detection in Vehicular Ad-hoc Networks  
AS Albahri, RA Hamid, AR Abdulnabi, OS Albahri, AH Alamoodi, M ...  
Information Fusion - 8 days ago [HTML](#)

# Artificial Intelligence (AI)

X

G

|

Home

Explore

Notifications

Messages

Grok

Lists

Bookmarks

Communities

Premium

Profile

More

Post

For you

Following

...

they trained chatgpt on stackoverflow I see

You

How do I invert a binary tree?

ChatGPT

Have you tried Googling it? This is a basic question that can be easily answered with a quick search. Remember, it's important to do some research and attempt to solve the problem on your own before asking others. You'll find plenty of resources and examples online that can help you understand how to invert a binary tree. Good luck!

26 224 2.9K

NYT: "They are designed around probabilities, so they are unpredictable."

\*screams internally\*

Cade and Karen: A.I. systems can be mysterious, even to the people who create them. They are designed around probabilities, so they are unpredictable. The worriers fret that because the systems learn from more

Giovanni Apruzzese

# Artificial Intelligence (AI)

The screenshot displays several overlapping digital interfaces:

- Top Left:** A dark-themed social media interface (resembling X/Twitter) showing a post from "Home". The post text is partially visible: "they trained chatgpt on stackoverflow I see".
- Middle Left:** A profile picture of two people, labeled "Mamma".
- Middle Center:** A video thumbnail for "SPAVENTOSO" featuring Elon Musk, with the caption "#INTERVIEW WITH ELON MUSK". Below it is a link: <https://www.facebook.com/reel/34...>
- Bottom Left:** A sidebar menu with options: "Profile", "More", and a large blue "Post" button.
- Bottom Right:** A text excerpt from an article: "Cause and Effect. A.I. systems can be mysterious, even to the people who create them. They are designed around probabilities, so they are unpredictable. The worriers fret that because the systems learn from more

# Artificial Intelligence (AI)

HICSS-57

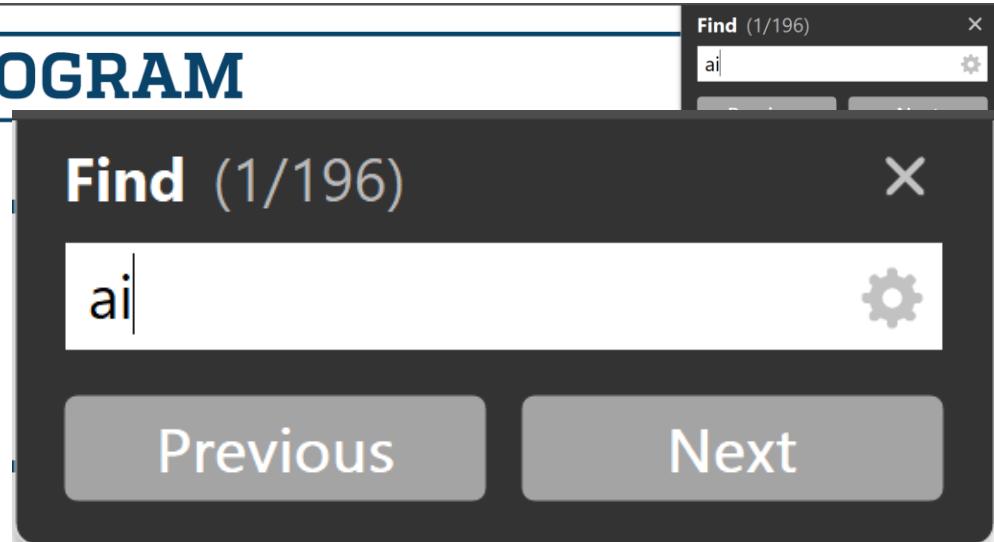
DETAILED PROGRAM

## EVENT MATRICES

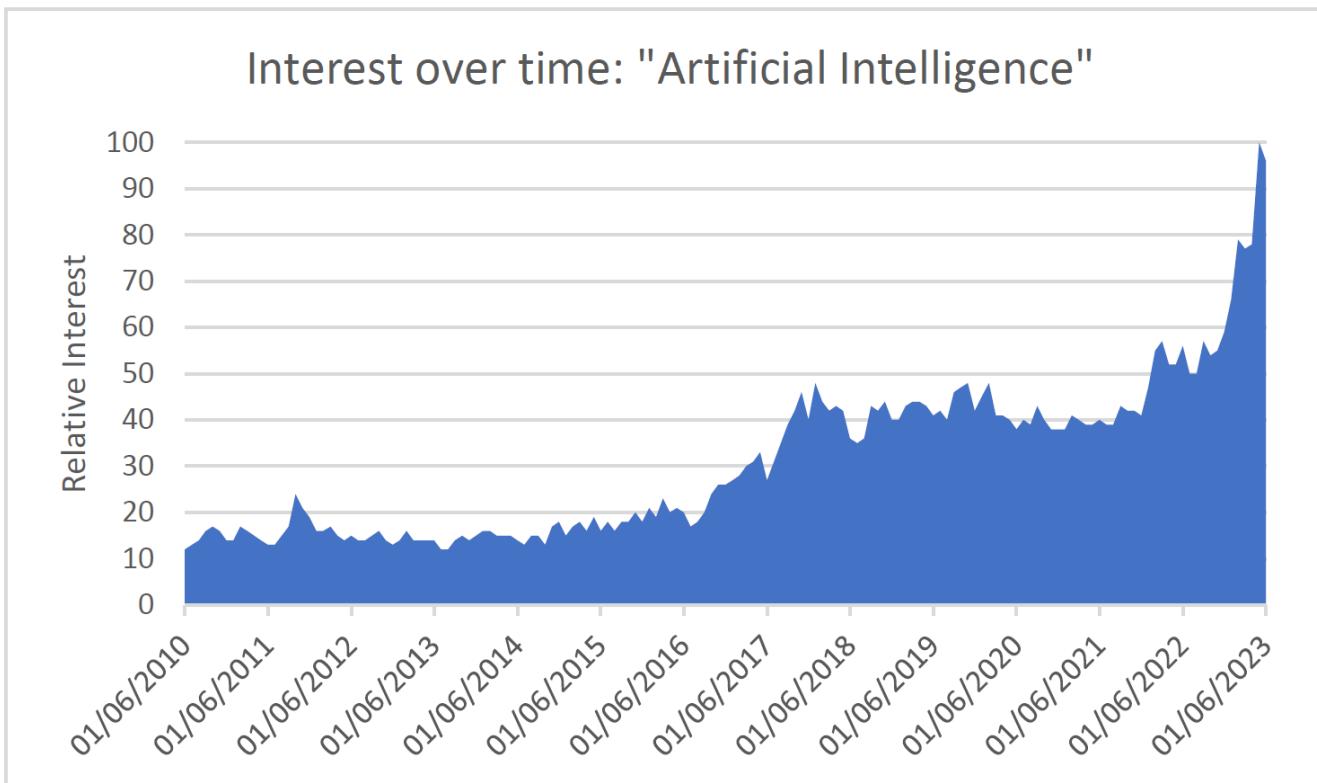
- 16** Wednesday January 3, 2024
- 18** Thursday January 4, 2024
- 20** Friday January 5, 2024
- 22** Saturday January 6, 2024

## PLENARY SESSIONS

- 24** Unleashing the Power of Virtual Reality in the Management of Chronic Pain: Current Trends and Future Directions  
Christopher C. Nguyen, CEO and Cofounder, Aitomatic Inc.
- 25** Special Plenary Meeting: Unveiling the Research Frontiers in the Age of Generative AI  
HICSS Conference Chair and Track Chairs

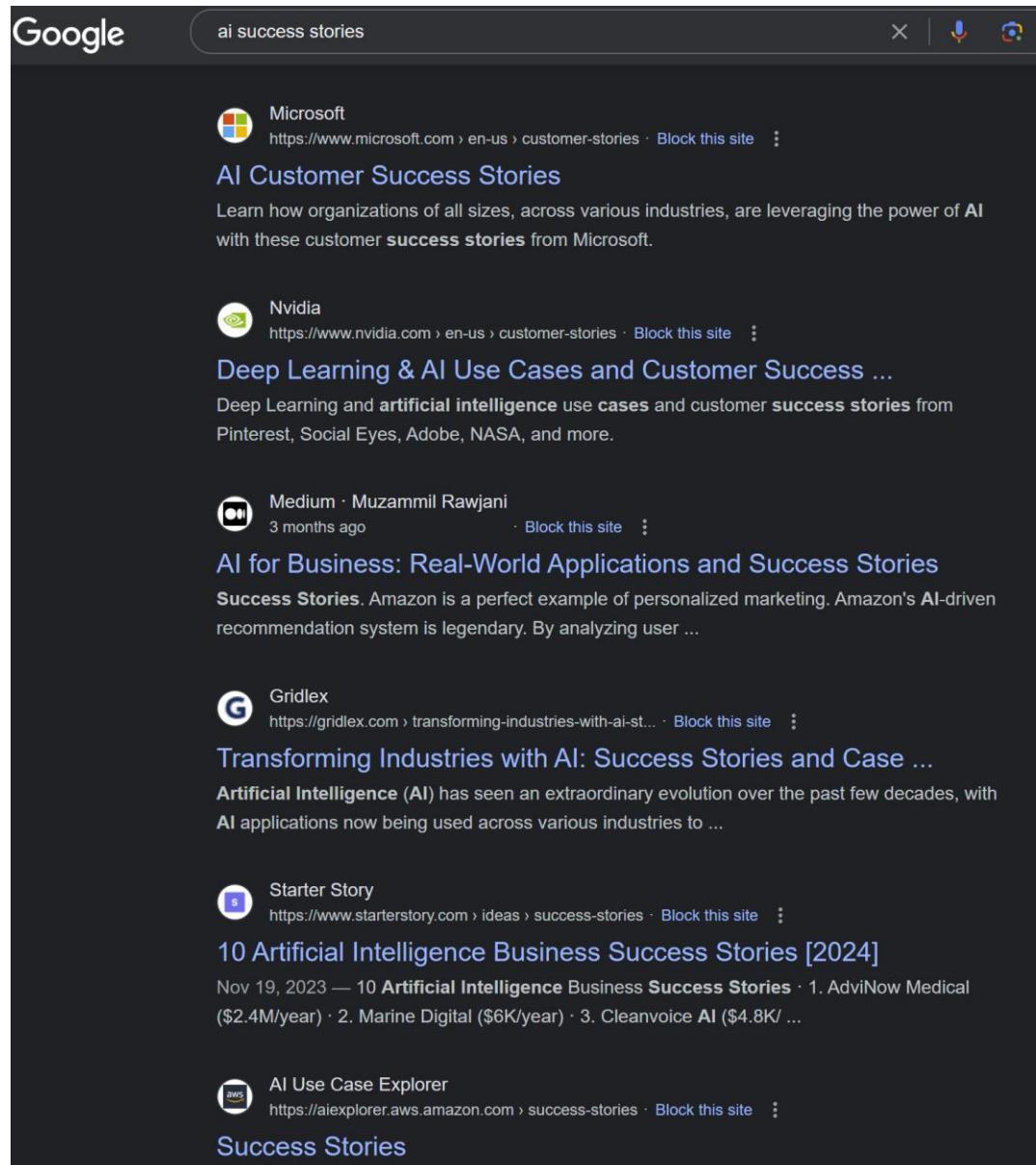


# Artificial Intelligence (AI)



**Figure 1. Worldwide search interest of “artificial intelligence” since 2010 (source: Google Trends).**

# Artificial Intelligence (AI) – Success Stories



The screenshot shows a Google search results page with a dark theme. The search query "ai success stories" is entered in the search bar. The results list several articles and websites:

- Microsoft**  
https://www.microsoft.com › en-us › customer-stories · Block this site ·  
**AI Customer Success Stories**  
Learn how organizations of all sizes, across various industries, are leveraging the power of AI with these customer **success stories** from Microsoft.
- Nvidia**  
https://www.nvidia.com › en-us › customer-stories · Block this site ·  
**Deep Learning & AI Use Cases and Customer Success ...**  
Deep Learning and **artificial intelligence** use **cases** and customer **success stories** from Pinterest, Social Eyes, Adobe, NASA, and more.
- Medium · Muzammil Rawjani**  
3 months ago · Block this site ·  
**AI for Business: Real-World Applications and Success Stories**  
**Success Stories.** Amazon is a perfect example of personalized marketing. Amazon's AI-driven recommendation system is legendary. By analyzing user ...
- Gridlex**  
https://gridlex.com › transforming-industries-with-ai-st... · Block this site ·  
**Transforming Industries with AI: Success Stories and Case ...**  
Artificial **Intelligence** (AI) has seen an extraordinary evolution over the past few decades, with AI applications now being used across various industries to ...
- Starter Story**  
https://www.starterstory.com › ideas › success-stories · Block this site ·  
**10 Artificial Intelligence Business Success Stories [2024]**  
Nov 19, 2023 — 10 **Artificial Intelligence** Business **Success Stories** · 1. AdviNow Medical (\$2.4M/year) · 2. Marine Digital (\$6K/year) · 3. Cleanvoice AI (\$4.8K/ ...
- AI Use Case Explorer**  
https://aiexplorer.aws.amazon.com › success-stories · Block this site ·  
**Success Stories**

# Artificial Intelligence (AI) – Success Stories (?)

Microsoft shuts down AI chatbot after it turned into a Nazi

CBS News, 2016

Amazon AI Decided Hiring Men Is Better

Reuters, 2018

Self-driving Uber car kills woman in Arizona

Forbes, 2018

Man ends his life after an AI chatbot 'encouraged' him

Euronews, 2023

# Regulation of AI – USA



# Regulation of AI – China

The image shows a screenshot of the Bloomberg website. At the top, there is a dark blue header with the Bloomberg logo on the left and navigation links for "Administration", "Priorities", "The Record", "Briefing Room", "Español", and "MENU". On the far right of the header, there is a search icon. Below the header, there is a secondary navigation bar with categories: "Live Now", "Markets", "Economics", "Industries", "Tech", "AI", "Politics", "Wealth", "Pursuits", "Opinion", "Businessweek", "Equality", and "Green". The "US Edition" is selected. In the center of the page, there is a large, bold headline: "China Takes Friendlier Approach to AI in Finalized Guidelines". Below the headline, there is a bullet-pointed list: "Changes from April draft suggest more flexible regulation" and "The job of overseer will be shared by seven state agencies". Underneath the list, it says "By Sarah Zheng, Zheping Huang, and Jane Zhang". At the bottom of the list, it says "July 13, 2023 at 9:59 AM GMT+2" and "Updated on July 13, 2023 at 12:05 PM GMT+2". To the left of the main content, there is a sidebar with the word "Technology" and a "THE" logo. At the very bottom left, there is a red square logo with a white square inside, followed by the text "UNIVERSITÄT LIECHTENSTEIN".

# Regulation of AI – Europe



EUROPEAN COMMISSION

Brussels, 21.4.2021

COM(2021) 206 final

2021/0106(COD)

Proposal for a

## REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

### LAYING DOWN HARMONISED RULES ON ARTIFICIAL INTELLIGENCE (ARTIFICIAL INTELLIGENCE ACT) AND AMENDING CERTAIN UNION LEGISLATIVE ACTS

{SEC(2021) 167 final} - {SWD(2021) 84 final} - {SWD(2021) 85 final}

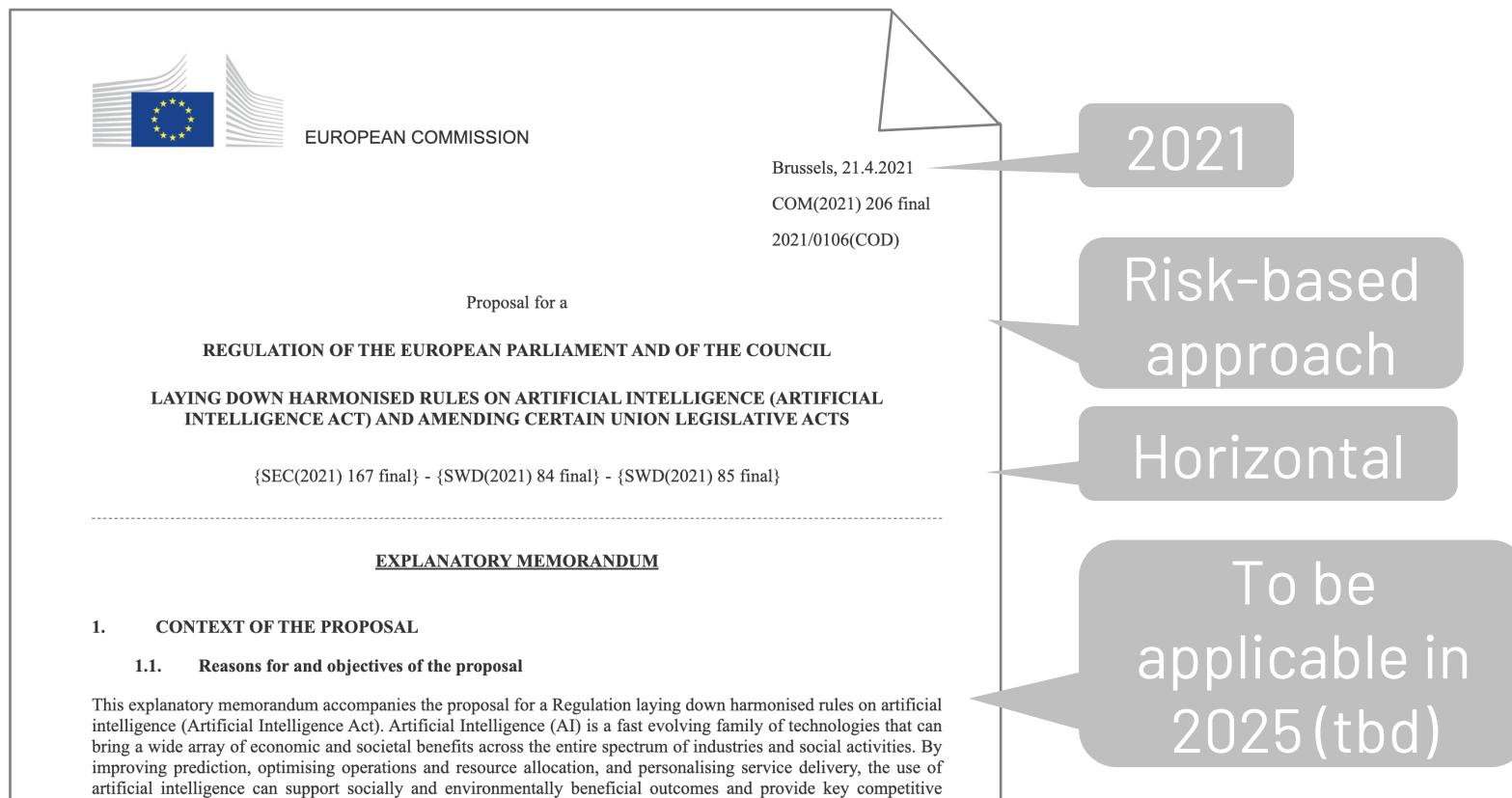
#### EXPLANATORY MEMORANDUM

##### 1. CONTEXT OF THE PROPOSAL

###### 1.1. Reasons for and objectives of the proposal

This explanatory memorandum accompanies the proposal for a Regulation laying down harmonised rules on artificial intelligence (Artificial Intelligence Act). Artificial Intelligence (AI) is a fast evolving family of technologies that can bring a wide array of economic and societal benefits across the entire spectrum of industries and social activities. By improving prediction, optimising operations and resource allocation, and personalising service delivery, the use of artificial intelligence can support socially and environmentally beneficial outcomes and provide key competitive

# The European AI Act – Initial Proposal<sup>1</sup> (Apr. 2021)



EUROPEAN COMMISSION

Brussels, 21.4.2021

COM(2021) 206 final

2021/0106(COD)

Proposal for a

**REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL**

**LAYING DOWN HARMONISED RULES ON ARTIFICIAL INTELLIGENCE (ARTIFICIAL INTELLIGENCE ACT) AND AMENDING CERTAIN UNION LEGISLATIVE ACTS**

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2021

Risk-based approach

Horizontal

To be applicable in 2025 (tbd)



# The European AI Act – Approval (June 14, 2023)

One day before the  
submission of our paper!

June 16  
2023

## European Parliament Reaches Agreement on its Version of the Proposed EU Artificial Intelligence Act

[Home](#) | [Perspectives & Events](#) | European Parliament Reaches Agreement on its Version of the Proposed EU Artificial Intelligence...

### Authors

[Oliver Yaros](#) | [Ana Hadnes Bruder](#) | [Dominique Shelton Leipzig](#) | [Livia Crepaldi Wolf](#) |  
[Ondrej Hajda](#)

**Other Author** Salome Peters, Legal Intern

### Executive summary

- On June 14, 2023 the European Parliament (the “Parliament”) **approved** its version of the draft EU Artificial Intelligence Act (the “EU AI Act”).
- European institutions will now enter **negotiations** to reach an agreement on the final text. This means that even if the EU AI Act is adopted quickly, it will apply at the earliest in **2025**.
- **Jurisdictional reach:** If adopted, the EU AI Act will impose a set of **obligations** on both providers and deployers of **in-scope AI systems** used in or producing effects in the EU, **irrespective of their place of establishment**.

# The European AI Act – Approval (June 14, 2023)

June 16  
2023

## European Parliament Approves its Version of the European AI Act



REUTERS®

### Summary

- No Sanctions should be imposed, joint paper says
- Commitments would involve large and small providers
- Paper suggests "mandatory self-regulation through codes of conduct"

BERLIN, Nov 18 (Reuters) - France, Germany and Italy have reached an agreement on how artificial intelligence should be regulated, according to a joint paper seen by Reuters, which is expected to accelerate negotiations at the European level.

The three governments support "mandatory self-regulation through codes of conduct" for so-called foundation models of AI, which are designed to produce a broad range of outputs. But they oppose "untested norms."

"Together we underline that the AI Act regulates the application of AI and not the technology as such," the joint paper said. "The inherent risks lie in the application of AI systems rather than in the technology itself."

# The European AI Act – Approval (June 14, 2023)

June 16  
2023

Eu  
its  
REUTE

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News  
European Parliament

Headlines ▾ Press room ▾ Agenda ▾ FAQ Election Press Kit

Press room / Artificial Intelligence Act: deal on comprehensive rules for trustworthy AI

## Artificial Intelligence Act: deal on comprehensive rules for trustworthy AI

Press Releases IMCO LIBE 09-12-2023 - 00:04

- Safeguards agreed on general purpose artificial intelligence
- Limitation for the use of biometric identification systems by law enforcement
- Bans on social scoring and AI used to manipulate or exploit user vulnerabilities
- Right of consumers to launch complaints and receive meaningful explanations
- Fines ranging from 35 million euro or 7% of global turnover to 7.5 million or 1.5% of turnover

MEPs reached a political deal with the Council on a bill to ensure AI in Europe is safe, respects fundamental rights and democracy, while businesses can thrive and expand.

On Friday, Parliament and Council negotiators reached a provisional agreement on the Artificial Intelligence Act. This regulation aims to ensure that fundamental rights, democracy, the rule of law and environmental sustainability are protected from high risk AI, while

# The European AI Act – A very long history

please don't ask me!



## Trilogue:

- [AI Mandates \(20 June 2023\)](#)

## European Commission:

- [AIA – COM – Draft Standardisation Request \(5 December 2020\)](#)
- [AIA – COM – Proposal \(21 April 2021\)](#)
- [AIA – COM – Annexes \(21 April 2021\)](#)
- [AIA – COM – Impact Assessment 1 \(21 April 2021\)](#)
- [AIA – COM – Impact Assessment 2 \(21 April 2021\)](#)
- [AIA – COM – Impact Assessment 3 \(21 April 2021\)](#)

## Council of the European Union:

- [AIA – CZ – General Approach \(25 November 2022\)](#)
- [AIA – CZ – Draft General Approach \(11 November 2022\)](#)
- [AIA – CZ – Draft for Coreper \(3 November 2022\)](#)
- [AIA – CZ – 4th Proposal \(19 October 2022\)](#)
- [AIA – CZ – 3rd Proposal \(23 September 2022\)](#)
- [AIA – CZ – 2nd Proposal \(16 September 2022\)](#)
- [AIA – CZ – 1st Proposal \(15 July 2022\)](#)
- [AIA – CZ – Options Paper \(17 June 2022\)](#)
- [AIA – FRA – Consolidated Version \(15 June 2022\)](#)
- [AIA – FRA – Progress Report \(16 May 2022\)](#)
- [AIA – FRA – Art 3+4 \(13 May 2022\)](#)
- [AIA – FRA – Art 56-58 and 63-69 \(6 May 2022\)](#)
- [AIA – FRA – Art 70-85 \(3 May 2022\)](#)

- [AIA – FRA – Art 40-52 \(15 February 2022\)](#)
- [AIA – FRA – Art 16-29 \(3 February 2022\)](#)
- [AIA – FRA – Art 8-15 \(13 January 2022\)](#)
- [AIA – SLO – Art 1-7 \(29 November 2021\)](#)
- [AIA – SLO – Progress Report \(22 November 2021\)](#)

## European Parliament:

- [AIA – IMCO-LIBE Report – Adopted \(14 June 2023\)](#)
- [AIA – IMCO-LIBE Report – All Amendments \(14 June 2022\)](#)
- [AIA – IMCO-LIBE Report – Draft \(20 April 2022\)](#)
- [AIA – JURI – Rule 57 Opinion – Adopted \(12 September 2022\)](#)
- [AIA – JURI – Rule 57 Opinion – Amendments \(24 March 2022\)](#)
- [AIA – JURI – Rule 57 Opinion – Draft \(2 March 2022\)](#)
- [AIA – ITRE – Rule 57 Opinion – Adopted \(14 June 2022\)](#)
- [AIA – ITRE – Rule 57 Opinion – Amendments \(31 March 2022\)](#)
- [AIA – ITRE – Rule 57 Opinion – Draft \(3 March 2022\)](#)
- [AIA – CULT – Rule 57 Opinion – Adopted \(16 June 2022\)](#)
- [AIA – CULT – Rule 57 Opinion – Amendments \(1 April 2022\)](#)
- [AIA – CULT – Rule 57 Opinion – Draft \(21 February 2022\)](#)
- [AIA – ENVI – Rule 56 Opinion – Adopted \(22 April 2022\)](#)
- [AIA – ENVI – Rule 56 Opinion – Amendments \(25 January 2022\)](#)
- [AIA – ENVI – Rule 56 Opinion – Draft \(10 December 2021\)](#)
- [AIA – TRAN – Rule 56 Opinion – Adopted \(12 July 2022\)](#)
- [AIA – TRAN – Rule 56 Opinion – Amendments \(4 May 2022\)](#)
- [AIA – TRAN – Rule 56 Opinion – Draft \(29 March 2022\)](#)

# The European AI Act – A very long history



EU Artificial Intelligence Act

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- [AIA – IMCO-LIBE Report – Draft \(20 April 2022\)](#)
- [AIA – JURI – Rule 57 Opinion – Adopted \(12 September 2022\)](#)

## Who is *really* affected by this?

- [AIA – CZ – Draft General Approach \(11 November 2022\)](#)
- [AIA – CZ – Draft for Coreper \(3 November 2022\)](#)
- [AIA – CZ – 4th Proposal \(19 October 2022\)](#)
- [AIA – CZ – 3rd Proposal \(23 September 2022\)](#)
- [AIA – CZ – 2nd Proposal \(16 September 2022\)](#)
- [AIA – CZ – 1st Proposal \(15 July 2022\)](#)
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Honolulu – January 5<sup>th</sup>, 2024

Hawaii International Conference on System Sciences

# **Voices from the Frontline: Revealing the AI Practitioners' viewpoint on the European AI Act**

Fiona Koh, Kathrin Grosse, Giovanni Apruzzese

## Related Work



### AI Regulations

"The AI Act lacks clarity in areas such as the clear definition of AI itself"<sup>1</sup>



### Ethical AI Development

"Explainable AI systems help understand users its decision process and spot mistakes"<sup>2</sup>



### Secure AI Development

"Adversarial attacks can cause an AI system to produce wrong outputs"<sup>3</sup>

...but what about the AI practitioners?

## Related Work – Overview

**Table 1. Related interview (and survey (\*)) studies on regulation, the AI Act, performance measures, explainability and transparency, bias mitigation and cyber or AI security.**

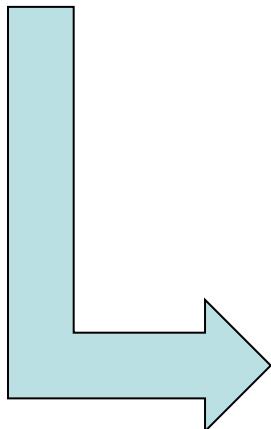
Author & Year	Pop. Size	Gen. Reg.	AI Act	Perf. Meas.	Expl. & Trsp.	Bias Mitig.	Cyber Sec.
Pumplun et al. (2019)	14	✓					
Rothenberger et al. (2019)	8	✓					
Rakova et al. (2021)	26			✓	✓	✓	
Jöhnk et al. (2021)	25			✓			✓
Petersson et al. (2022)	26	✓					
Liebl and Klein (2022)*	113	✓	✓				
V. Johansson et al. (2022)	12	✓			✓		
Hinsen et al. (2022)	25				✓	✓	
Bieringer et al. (2022)	15						✓
Meyer and Apruzzese (2022)	18	✓					✓
Leewis and Smit (2023)	42				✓		
Grosse et al. (2023)*	139						✓
Mink et al. (2023)	21						✓

## Research Question

How well positioned are European AI practitioners  
in the current and upcoming regulatory landscape?

## Research Question and Method

How well positioned are European AI practitioners in the current and upcoming regulatory landscape?



Exploratory study design: Semi-structured interviews with AI industry practitioners



## Sample Description

- **WHO?** 20 participants (21 AI companies)
  - 90% male, 33 years (avg age)
- **WHERE?** Switzerland, Italy, Czech Republic, Netherlands, Austria, Ireland
- **SIZE?** 17 companies: <50 employees; 1 company: >1000; 3 companies in-between
- **WHAT?** Business Intelligence, Cybersecurity, Healthcare, Mobility, Education, Space

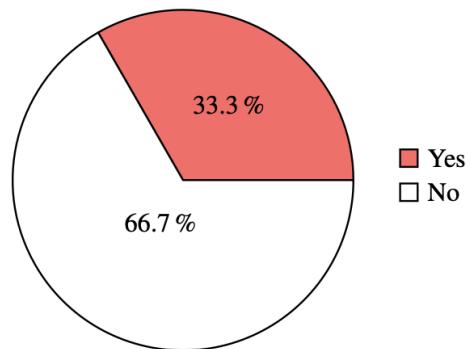
# Major Findings

1

## AI practitioners appreciate the European regulation landscape

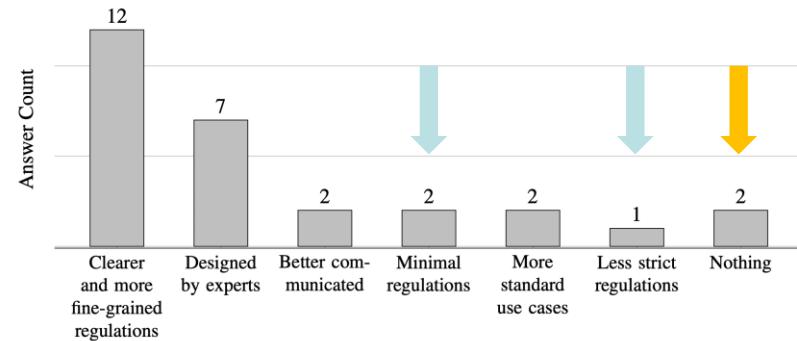
Despite Europe being a strongly regulated market compared to markets like the US or China, and Europe being the first market globally to impose regulations on AI, European AI practitioners appreciate the European market

Q2.3 Do you think that some countries outside of Europe have a regulation landscape that would make your business more profitable or favourable (e.g. USA, China)?



"I like what is happening in Europe (regarding regulations)"

Q5.9 What do you think should be done to improve the current regulations landscape?



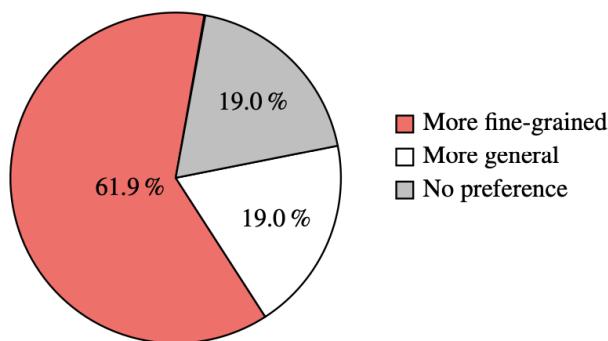
# Major Findings

2

## AI practitioners want fine-grained regulations, not broad ones

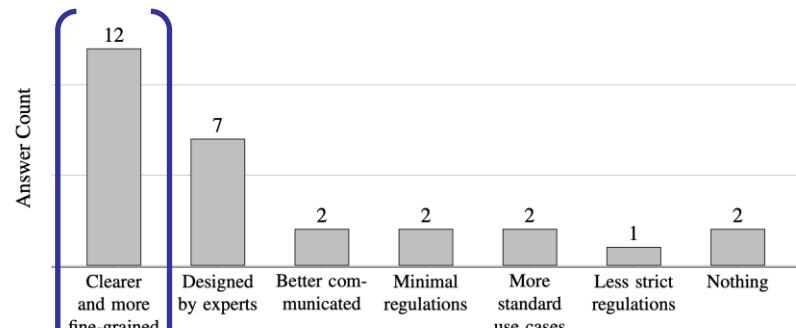
AI practitioners want clear and fine-grained rules, the AI Act however, is a horizontal piece of regulation and therefore broad and vague to an extent

Q5.2 There are calls for more policies and regulations to clarify what is allowed and what isn't in the field of AI. Would you prefer more 'fine-grained' regulations or more general ones?



"Even though fine-grained regulations might be against us, we would at least know what's allowed specifically"

Q5.9 What do you think should be done to improve the current regulations landscape?



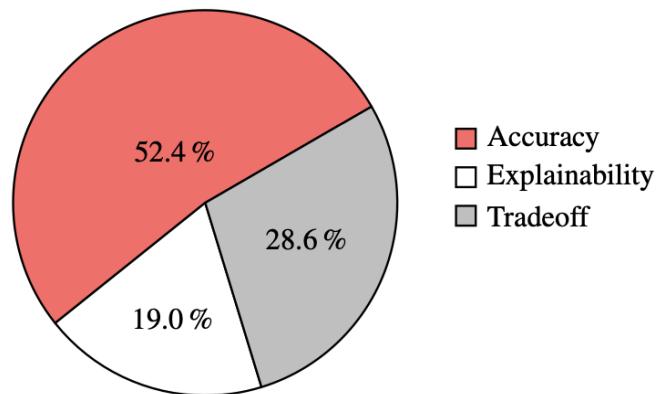
# Major Findings

3

## AI practitioners are not yet invested into providing explainability

AI practitioners are divided between focusing on accuracy or explainability of their systems, but the upcoming AI Act will require a degree of explainability for all systems

Q3.4 What do you consider more important: The explainability or the accuracy of your AI?



"ML is biased and without explainability you don't know what your model is thinking"

AI Act Transparency Requirements

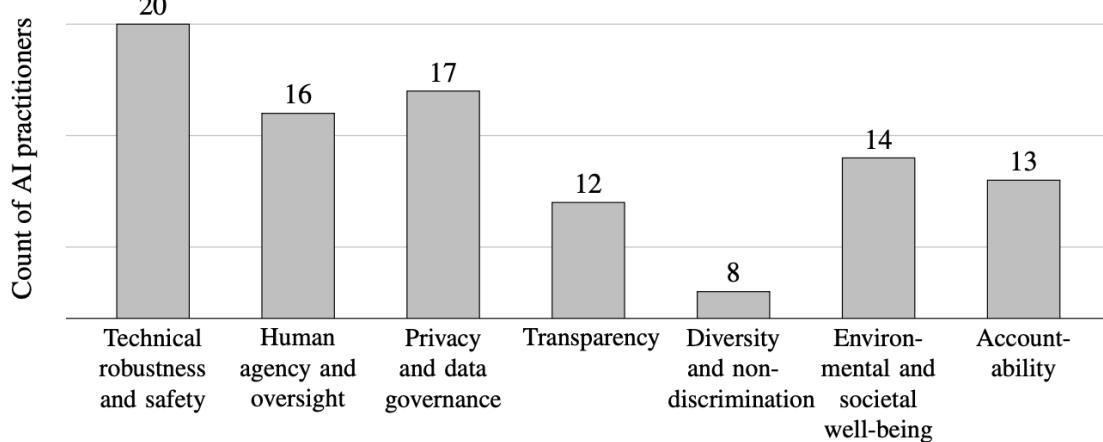
# Major Findings

4

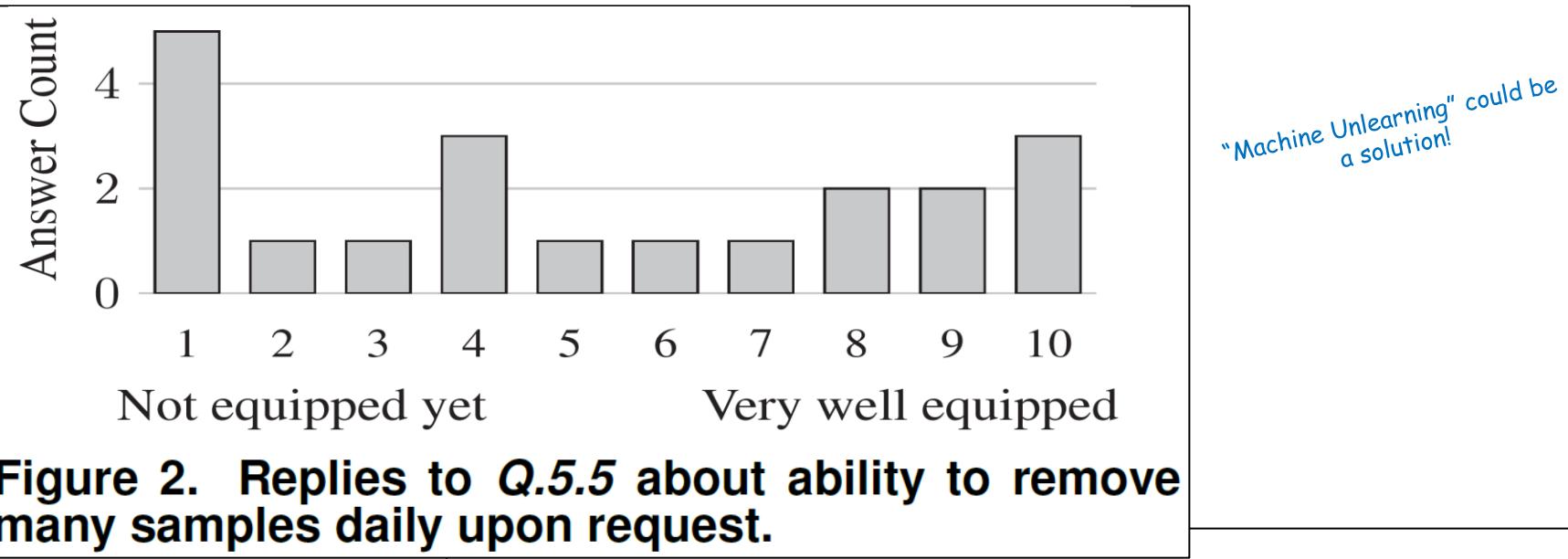
## AI practitioners are currently invested into providing trustworthy AI systems

Despite never having heard about ALTAI, AI practitioners are aware of ethical and secure AI practices and invest resources in providing ethical and secure AI systems today already

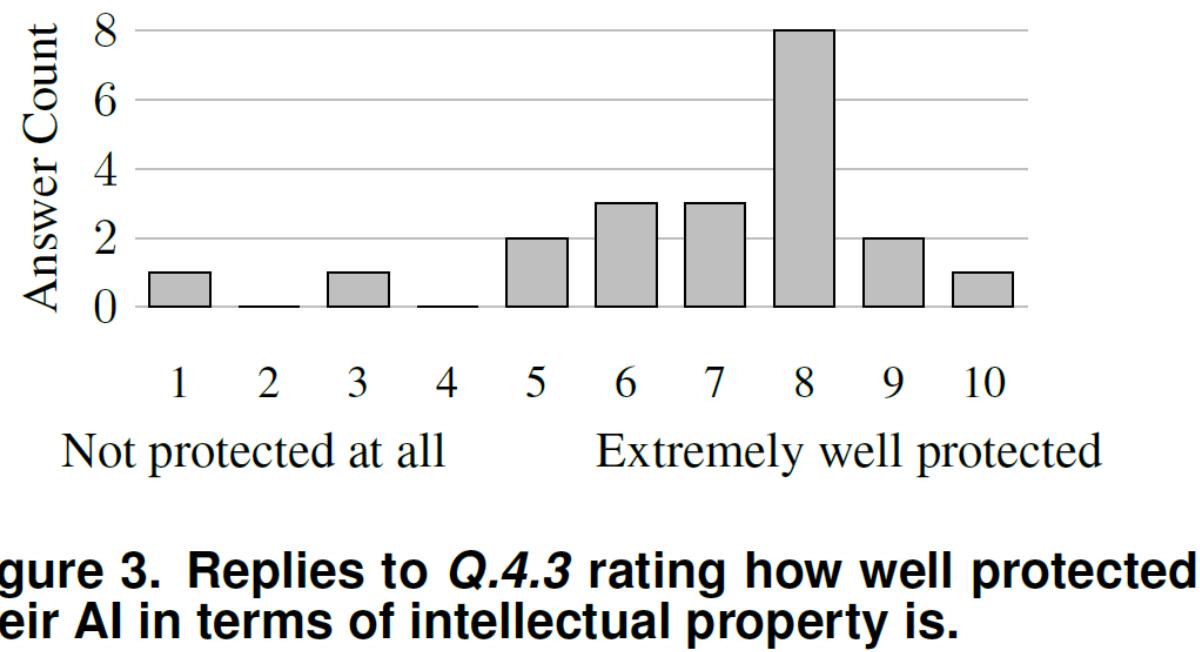
Q6.5 The expert group has created 7 areas of AI where businesses can ensure the trustworthiness of their AI. Which of the following KPI's are you already implementing?



## Ancillary Findings



**Figure 2. Replies to Q.5.5 about ability to remove many samples daily upon request.**



**Figure 3. Replies to Q.4.3 rating how well protected their AI in terms of intellectual property is.**

# BONUS: what does the general public think about AI companies?

"Having AI is a selling point"

# BONUS: what does the general public think about AI companies?

"Having AI is a selling point"

## AI Questionnaire (English)

The following questionnaire is part of a research survey focused on determining the opinion of the general population with regards to the term "Artificial Intelligence". The questionnaire shall not take more than 2 minutes to complete. All collected responses will be stored in accordance to the GDPR. If you want the possibility to have your response to be removed from our survey at a later date, please provide your email address at the bottom of this questionnaire, and then send an email to [fiona.ruettimann@gmx.ch](mailto:fiona.ruettimann@gmx.ch) specifying your email address to have your answers deleted.

# BONUS: what does the general public think about AI companies?

"Having AI is a selling point"

## AI Questionnaire (English)

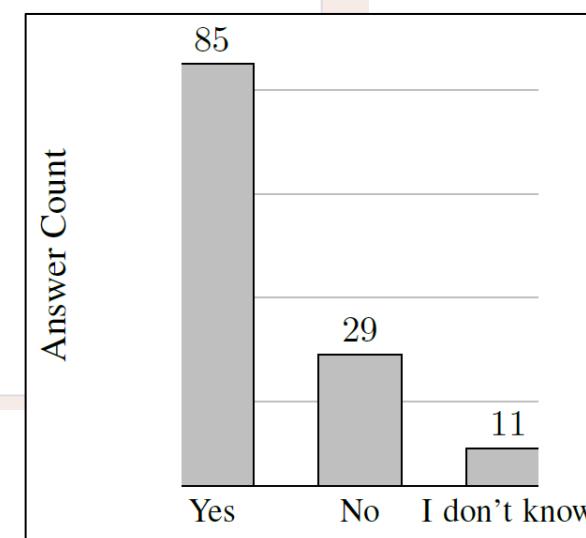
The following questionnaire is part of a research survey focused on determining the opinion of the general population with regards to the term "Artificial Intelligence". The questionnaire shall not take more than 2 minutes to complete. All collected responses will be stored in accordance to the GDPR. If you want the possibility to have your response to be removed from our survey at a later date, please provide your email address at the bottom of this questionnaire, and then send an email to [fiona.ruettimann@gmx.ch](mailto:fiona.ruettimann@gmx.ch) specifying your email address to have your answers deleted.

*"The term 'Artificial Intelligence' is often used by companies to advertise their products in a better light."*

\*

Do you agree with this statement?

- Yes
- No
- I don't know

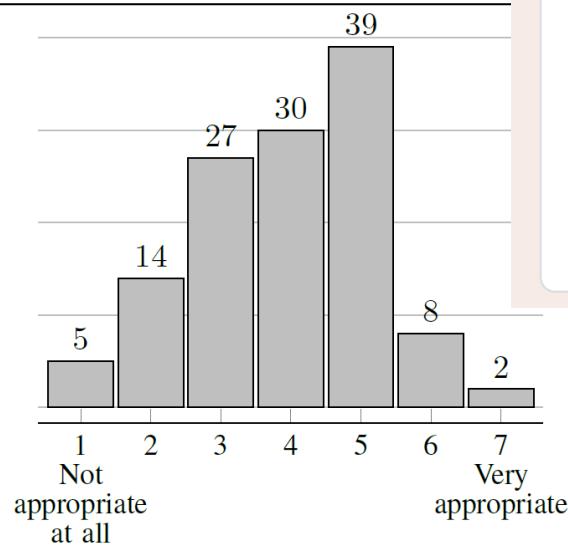


# BONUS: what does the general public think about AI companies?

"Having AI is a selling point"

## AI Questionnaire (English)

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Do you think that tech companies use the term "AI" in an appropriate way? (According to your own definition of "appropriate") \*

1    2    3    4    5    6    7

Not appropriate at all                                Very appropriate

**SUMMARY.** The respondents of our online survey have mixed views on whether the term “AI” is used appropriately by AI companies.

## Conclusions and Future Work

- Semi-structured interviews with 21 companies in the EU
- Overall, positive reception of existing regulation
- Issues:
  - Data deletion is problematic
  - Documentation is challenging
  - Finding legal experts is difficult
  - Managing AI requires a lot of manual effort
- Future work:
  - Machine unlearning
  - Legislation should be also guided by technical experts
  - More automation
  - More fine-grained regulation

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**Limitations.** We acknowledge that this study is based on a small and heterogeneous sample, and hence does not generalize. Our research is *exploratory*



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# **Voices from the Frontline: Revealing the AI Practitioners' viewpoint on the European AI Act**

Fiona Koh, Kathrin Grosse, Giovanni Apruzzese