

Folks Theories of Machine Intelligence

Oliver Siy and Jess Holbrook

Google, Inc.

1600 Amphitheatre Parkway

Mountain View, CA 94043

siyj@google.com, jessh@google.com

Products powered by machine learning and machine intelligence are becoming more ubiquitous. Most recently, they have become differentiators and the specific reason to choose one product over its competitors (e.g. Google Photos vs. Flickr). Meanwhile, it is unclear how much people are aware that the products they use are powered by these technologies and what role they play. Without explanations from the product's creators, people are left to make up their own explanations to varying degrees of success.

Our presentation will describe original research conducted at Google that examines people's lay conceptions of machine learning and machine intelligence - people's "folk theories." We will discuss how familiar people are with these concepts, what shapes their lay conceptions, what associations and emotional responses they evoke, and what changes them.

This research is motivated by a desire to have effective and evolving conversations about all aspects of machine learning, machine intelligence, and artificial intelligence in the public domain.

Bios

Oliver is a UX Researcher in Google's Research and Machine Intelligence group. He researches the psychological factors that shape people's acceptance of consumer products powered by machine learning.

Jess is a UX Research Lead in Google's Research and Machine Intelligence group. His team researches products from the near future powered by machine learning and machine intelligence.