

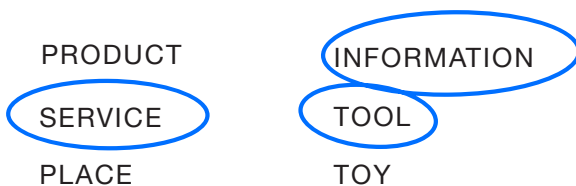
# Context & Change

To get started with your project, take a look at the context you're working in. Do what you can to understand what major experiences, influences and changes affect the success or failure of your business offerings. Use this sheet to make some notes and guide your first web searches. At the end, make an initial statement about the context that will begin to inform your hypothesis. (You'll find a completed example of this worksheet on the following spread.)

Harnessing Everyday Users' Power to  
Detect Harmful Behaviors in generative AI

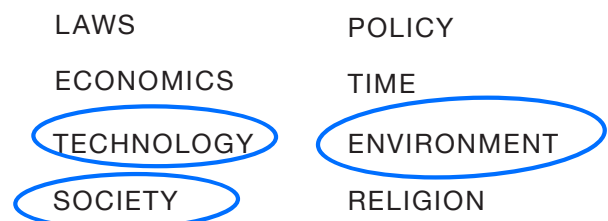
## 1) Business Offerings

Your business offerings are the **only factor you can** really **control in the marketplace**. All other factors are dynamic forces that will impact the success or failure of your offerings. Circle the type(s) of business offerings your organization creates.



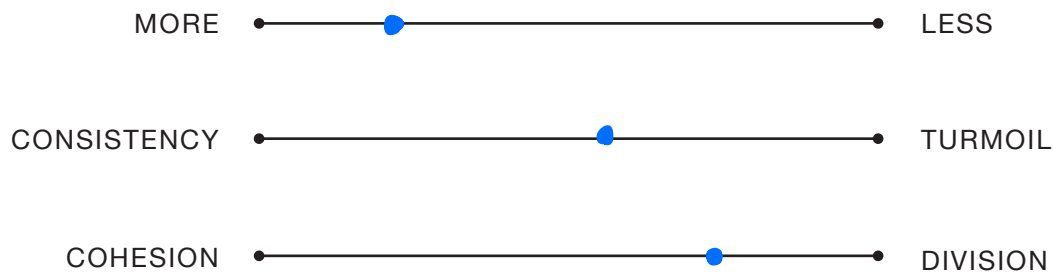
## 2) Global Systems

Circle the three of these global systems with the biggest impact on your work. Take a deeper look to understand how these systems affect people's experiences of your offerings.



## 3) Patterns of Change

Consider opposing forces, such as these examples, to gauge patterns of change in your industry or domain. Mark the trend direction on these or your own spectrums.





## WORKSHEET: CONTEXT & CHANGE

### 4) Human Experiences

How are people experiencing your offerings today, and what gaps have you left unaddressed?



#### RATIONAL

As a user, providing <sup>constructive</sup> criticism on a well-used, popular tool will help address its faults (biases) & make it better for their own use.



#### EMOTIONAL

Play a part in society by helping make AI tools less harmful to impressionable children, etc.



#### TANGIBLE

Better services for them through these tools, make it more fair



#### ASPIRATIONAL

Hope that their participation will make better & fairer Gen AI products in the future.

### 5) Context Statement

Now craft a brief statement about the context you're working in. Formulate it to describe what you think might be happening today, or open it up to describe your opportunity (where you think you can innovate).

Proliferation of GenAI due vast volume of internet training data. Most of this data is unverified and can be harmful if taken out of context. GenAI underlying algorithms heavily rely on this data to provide services to users. Can propagate misinformation, skew users, reinforce social biases & other harms. Allowing users to directly get involved in the process of identifying & reporting biases/harms encountered could hasten making these tools more fair!