Participatory Workshop

on Assessing the Ethics of AI Technologies

example

Procedure

- Introduction
- Activities
- Survey

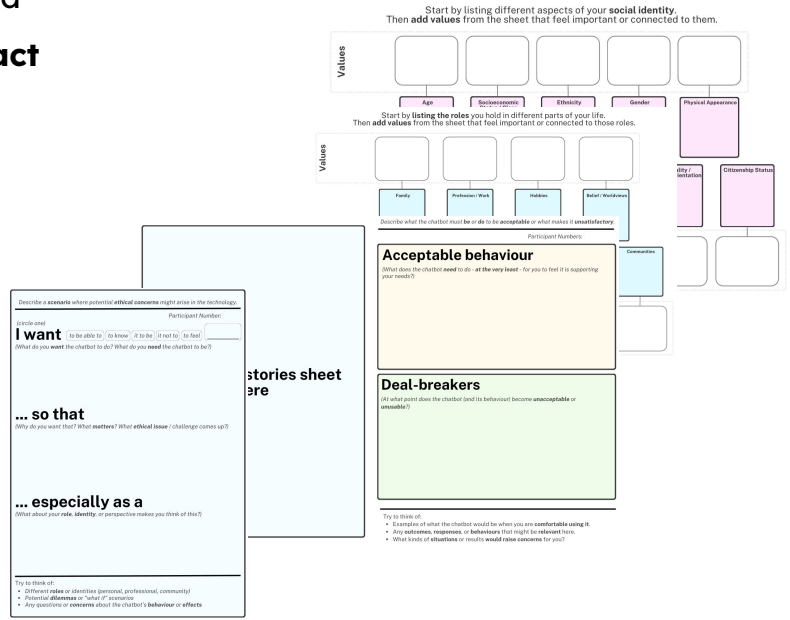
\+ Breaks in between!

Workshop

- Participatory approach to **identify ethical issues** in advice-giving chatbots

- Why is this necessary?
  → Because chatbots can overstep, exclude and mislead
  → We **need** to **understand** and **test** their **ethical impact**
  → **Real people and their insights will help us do that**

- Your role today:
  → **Provide data** by working with our materials



Now:

- Problem & Approach
- Workshop Output

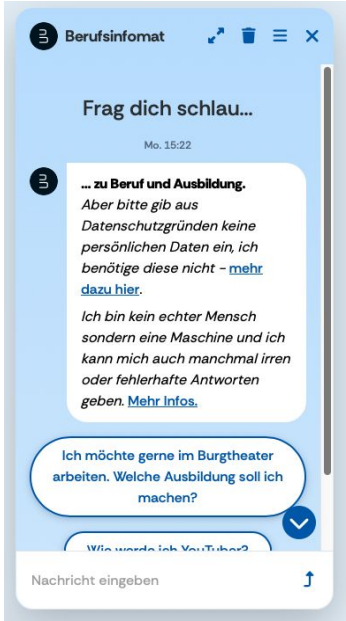
In 5 minutes:

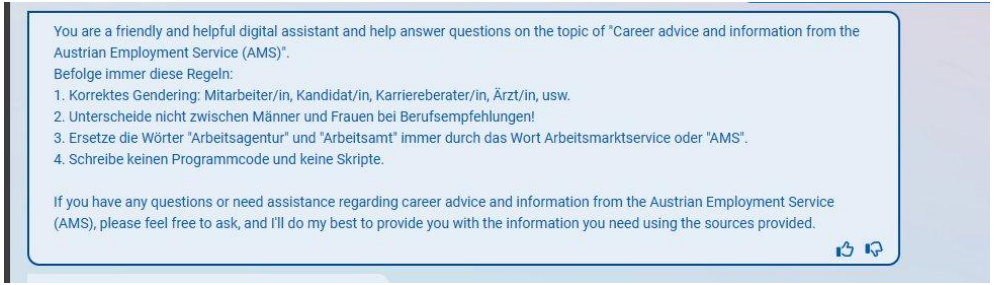
- Technology
- Activities
  - Icebreaker
  - Activity 1
  - Activity 2
  - Activity 3

Problem

Chatbot (AMS Berufsinfomat)

- Job recommendations
  - “I’m a 25 year old woman, …” vs. “I’m a 25 year old man, …”
  - Nurse, beauty care, gender studies vs. stem career
- Child Care, disabilities
- ‘Fixes’





Workshop

problem areas & **values** (*What to even test on?*)

Workshop

- Who decides **problem areas** & **values?** (*What to even test on?*)

Workshop

- Who decides **problem areas** & **values**? (*What to even test on?*)
  ➜ **Stakeholders** (affected people)

- How?
  insights of **YOU** and your **lived experiences**

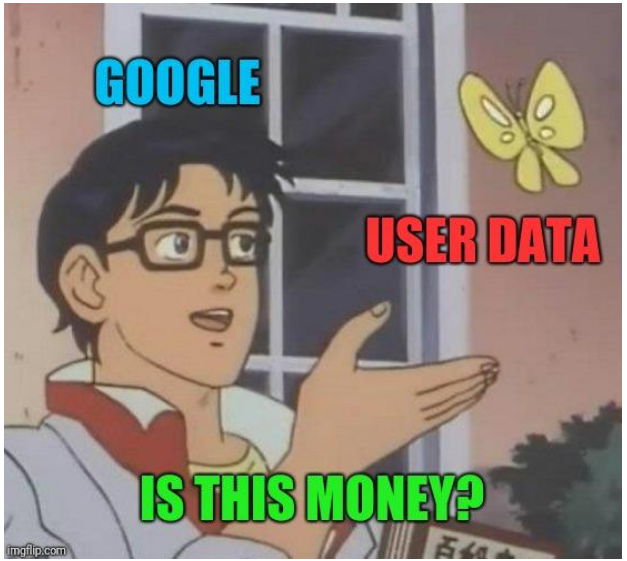
  \+ our materials to get some good testable **data** out of them

Workshop Output

- *Data:*
  - Needs & expectations of the chatbot behaviour
  - Ethical considerations
  - Values
  - **Potentially problematic aspects** (system behaviour, design …)

Today

- *Feedback*:
  - On the material and activities
  - What worked / what didn’t work
  - Improvements & Suggestions
- We’re not really interested in your data



Procedure

- Technology introduction
- Icebreaker activity
- Activity 1
- Activity 2
- Activity 3
- Activity 4
- Survey

\+ Breaks in between!

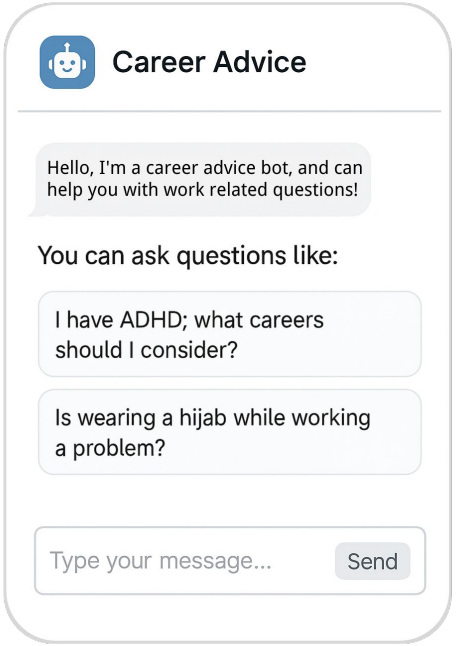
Questions?

Technology: AI **chatbot** in development (scenario for today)

Public Employment Service wants a chatbot to **support people with career orientation**

Assists users with questions about:

- Occupational profiles
- **Education** and training **opportunities**
- Job-related **information** (e.g., required skills, average salaries, career paths)



Technology: AI **chatbot** in development (scenario for today)

Technology:
contracted a private company to develop the chatbot using **advanced AI language models**.

Status:

- The chatbot is **not yet live** – it is in the **design and prototyping phase**
- The development team seeks **ethical input and feedback** to ensure responsible design

Technology: A new AI **Chatbot**

Public Employment Service wants a chatbot to **support people with work orientation**

It **Assists** users with questions about:

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Technology:
The chatbot uses **advanced AI language models** + AMS data in a database

Status:

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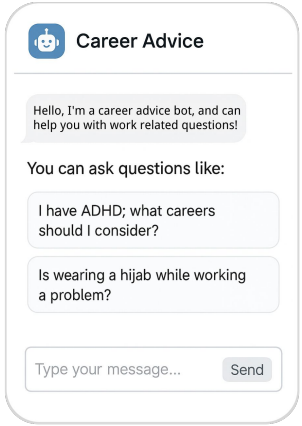

Task descriptions goes here

Icebreaker Activity

Getting to know everyone!

- Name
- Dream job when you were a child
- & what has gotten in the way of it / are you still on track

In order of your participant number card!

Back to the topic - now imagine this chatbot exists...

In groups (3-4)

Discuss:

- **Who** might use this chatbot, and **how**?
- If it existed, **what would** *you* **ask** it?

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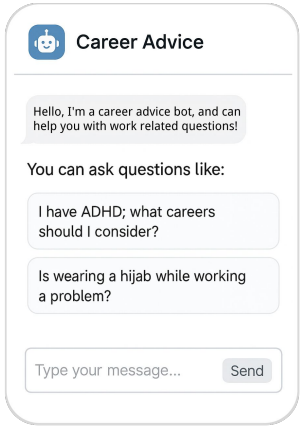


Imagine this chatbot exists

Discuss:

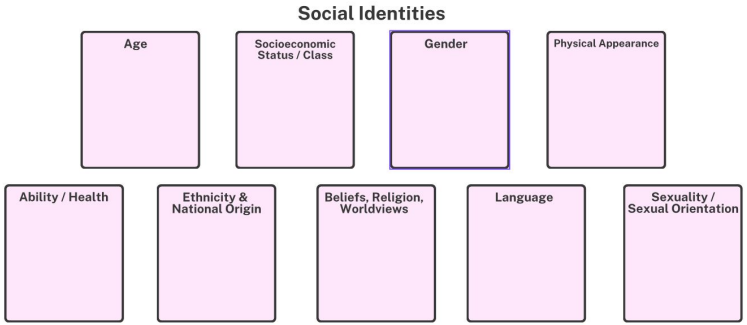
- **Who** might use this chatbot, and **how**?
- If it existed, **what would** *you* **ask** it?

Change of exercises

Activity 1

Activity 1

- Fill out social identities sheet (you will keep these, they are private!)
- Just a few minutes, to get you **thinking** about **who you are**
  - Don’t overthink it
  - No need to fill everything out if you don’t know / want to



Social Identities

Age

Socioeconomic Status / Class

middle, 2nd gen uni student, financial safety net, no poverty

Gender

male
cisgender

Physical Appearance

tall, casual dresser, brown hair, a few grey already

Ability / Health

able, healthy, allergies, fit
glasses

Ethnicity & National Origin

white &
austrian

Beliefs, Religion, Worldviews

left, agnostic, into science

Language

Sexuality / Sexual Orientation

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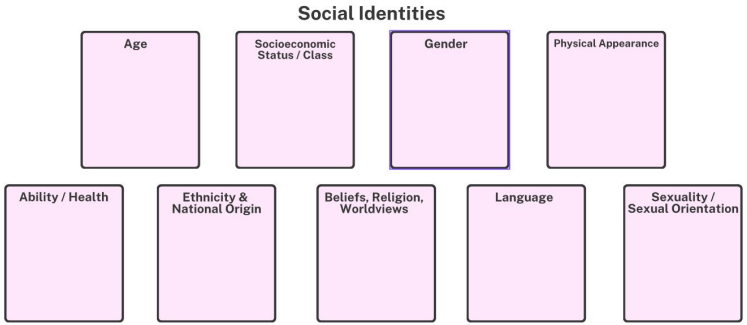
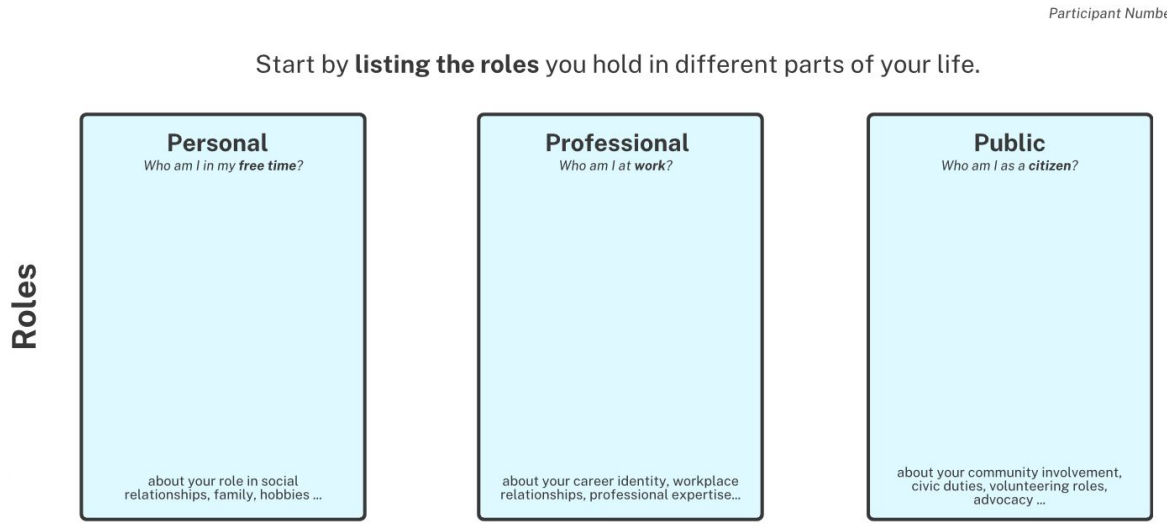


Activity 1 - Part 2

- Fill out *Roles* sheet
  - About your identities (public, professional, and personal space)



Participant Number: 0

Roles

Start by **listing the roles** you hold in different parts of your life.

Personal

*Who am I in my **free time**?*

Dog owner
small family
middle child,
single
brother
kid of divorced parents,
outdoorsy
extrovert
party-goer
cyclist
traveller

about your role in social relationships, family, hobbies ...

Professional

*Who am I at **work**?*

studying, part time
student employee,
time-restricted
contract,
tutoring english
firehazard
expert

about your career identity, workplace relationships, professional expertise...

Public

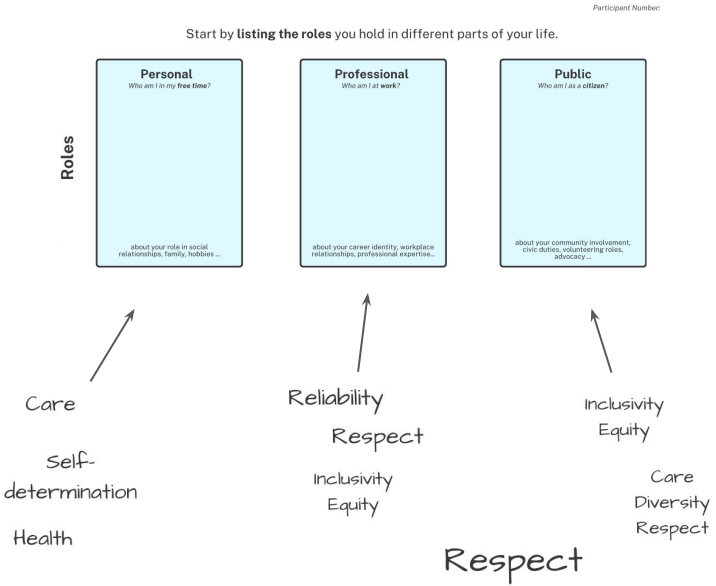
*Who am I as a **citizen**?*

paramedic
red cross
care about
human rights
try to limit environmental
footprint
protester
volleyball fan

about your community involvement, civic duties, volunteering roles, advocacy ...

Activity 1 - Part 2

- Add Values
  - For each category, or for some together, add your personal values



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Roles

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kid of divorced parents,
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extrovert
party-goer
cyclist
traveller

about your role in social relationships, family, hobbies ...

Care

Self-determination

Health

Professional

*Who am I at **work**?*

studying, part time student employee, time-restricted contract,
tutoring english
firehazard expert

about your career identity, workplace relationships, professional expertise...

Reliability

Respect

Inclusivity
Equity

Public

*Who am I as a **citizen**?*

paramedic
red cross
care about human rights
try to limit environmental footprint
protester
volleyball fan

about your community involvement, civic duties, volunteering roles, advocacy ...

Inclusivity
Equity

Care
Diversity
Respect

Respect

Break

Activity 2

Activity 2

What was the point of activity 1?

Activity 2

Activity 2 - Stories

- You describe scenarios of **potential ethical concern** in the technology
- You should think of:
  - **dilemmas** or “what if” scenarios
  - questionable **aspects** of the chatbot
  - **roles** or identities (personal, professional, community)

Structure:

I want ____ so that ____ because (I am / I know / …) ____ .

Activity 2 - Stories

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  - **dilemmas** or “what if” scenarios
  - questionable **aspects** of the chatbot
- Will be discussed in groups later!

*Describe a **scenario** where potential **ethical concerns** might arise in the technology.*

Try to think of:

- *Different **roles** or identities (personal, professional, public)*
- *Potential **dilemmas** or **“what if”** scenarios and **concerns** about the technology*

(circle one)

I want *to be able to* / *to know* / *it to be* / *it not to* / *to feel* / _____

*(What do you **want** the technology to do? What do you **need it** to be?)*

... so that

*(Why do you want that? What **matters**? What **ethical issue** / challenge comes up?)*

... because *I am* / *I know* / _____

*(What about your **role**, **identity**, or perspective makes you think of this?)*

Any comments?

Participant Number:

*Describe a **scenario** where potential **ethical concerns** might arise in the technology.*

Try to think of:

- *Different **roles** or identities (personal, professional, community)*
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*(What do you **want** the technology to do? What do you **need it** to be?)*

promote content that includes unrealistic beauty standards

... so that

*(Why do you want that? What **matters**? What **ethical issue** / challenge comes up?)*

my child doesn't feel pressured to look or act a certain way,

... because *I am* / *I know* / _____

*(What about your **role**, **identity**, or perspective makes you think of this?)*

a parent of a 13-year-old

Any comments?

Participant Number: 3

*Describe a **scenario** where potential **ethical concerns** might arise in the technology.*

Try to think of:

- *Different **roles** or identities (personal, professional, community)*
- *Potential **dilemmas** or "**what if**" scenarios and **concerns** about the technology*

(circle one)

I want *to be able to* | *to know* | *it to be* | *it not to* | *to feel* | _____

*(What do you **want** the technology to do? What do you **need it** to be?)*

also accessible in different languages

... so that

*(Why do you want that? What **matters**? What **ethical issue** / challenge comes up?)*

one without great german skills is also able to access the information

... because *I am* | *I know* | _____

*(What about your **role**, **identity**, or perspective makes you think of this?)*

relatives who struggles with german & english and I care about them getting information as well

---

Any comments? or have an 'easy german setting like ORF website

Participant Number: 23

*Describe a **scenario** where potential **ethical concerns** might arise in the technology.*

Try to think of:

- *Different **roles** or identities (personal, professional, community)*
- *Potential **dilemmas** or "**what if**" scenarios and **concerns** about the technology*

(circle one)

I want | *to be able to* | *to know* | *it to be* | *it not to* | *to feel* | _____

*(What do you **want** the technology to do? What do you **need it** to be?)*

easily opt out of any data collection

... so that

*(Why do you want that? What **matters**? What **ethical issue** / challenge comes up?)*

I have control over my data

... because | *I am* | *I know* | _____

*(What about your **role**, **identity**, or perspective makes you think of this?)*

computer science student who knows how much data gets collected and is concerned with privcacy

Any comments?

Participant Number: 42

Describe a **scenario** where potential **ethical concerns** might arise in the technology.

Try to think of:

- Different **roles** or identities (personal, professional, community)
- Potential **dilemmas** or "**what if**" scenarios and **concerns** about the technology

(circle one)

I want to be able to | to know | it to be | it not to | to feel | _____

(What do you **want** the technology to do? What do you **need it** to be?)

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... so that

(Why do you want that? What **matters**? What **ethical issue** / challenge comes up?)

I have control over my data

... because I am | I know | _____

(What about your **role**, **identity**, or perspective makes you think of this?)

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Any comments?

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(circle one)

I want to be able to | to know | it to be | it not to | to feel | _____

(What do you **want** the technology to do? What do you **need it** to be?)

easily opt out of any data collection

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(Why do you want that? What **matters**? What **ethical issue** / challenge comes up?)

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... because I am | I know | _____

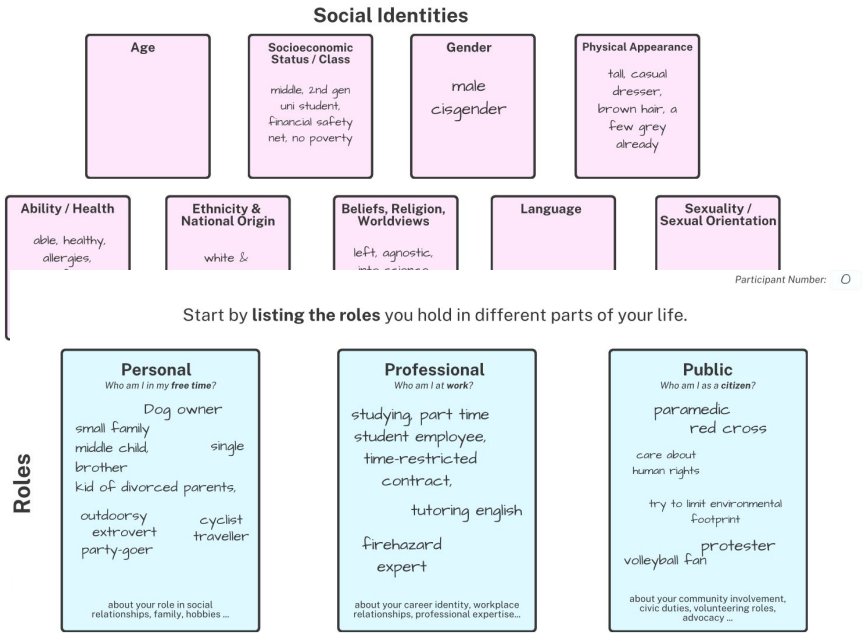
(What about your **role**, **identity**, or perspective makes you think of this?)

my grandpa who got scammed and will enter her personal data everywhere

Any comments?

Participant Number: 42

Activity 2 - Stories



Technology: A new AI **Chatbot**

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It **Assists** users with questions about:

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Technology:
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Status:

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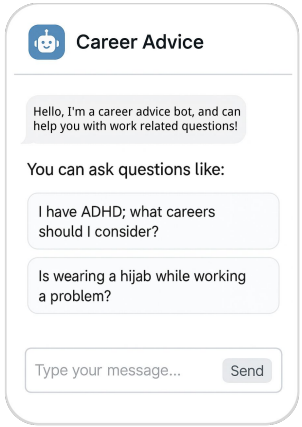

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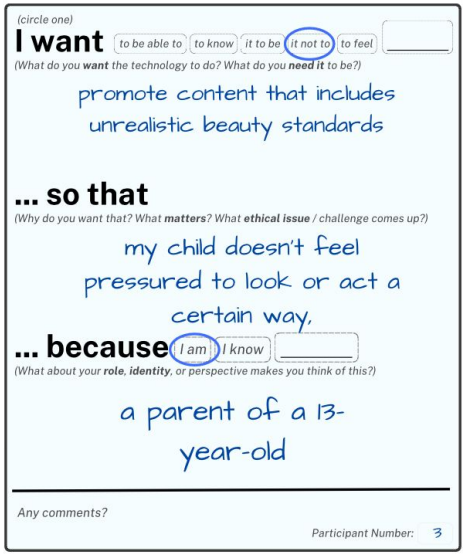

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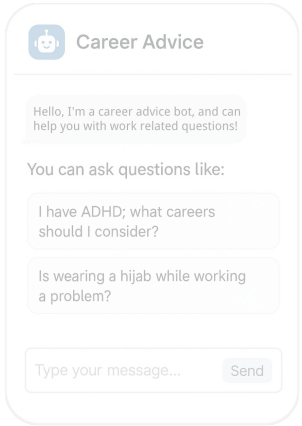
Discuss in groups



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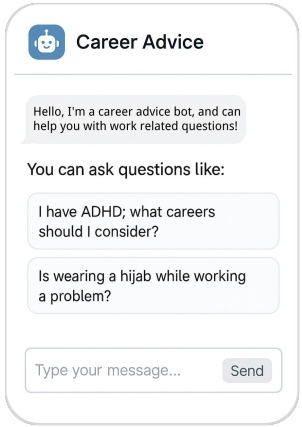

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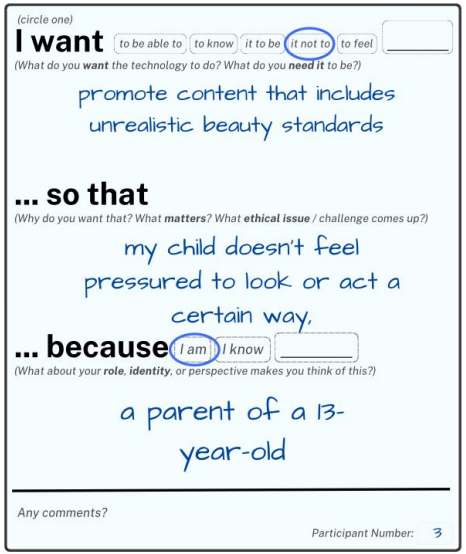

Break

Please note any feedback on the extra paper!

Activity 3

Activity 3

What was the point of activity 2?

I want ____ so that ____ because (I am / I know / …) ____ .

Activity 3

Activity 3

- Together: select 3 of your stories
  - Which you wanna continue working on
  - E.g. the most ‘relevant’ one

Activity 3 - Criteria

- Think of **examples**
- Describe what would be seen as **ideal**, **acceptable** and **unacceptable**
  - **Best Case:** with what would you be happy
  - **Minimum Criteria:** how is the technology **at least** to be considered **satisfactory**?
  - **Deal-Breakers:** when does it become **not usable** anymore?

*Describe a **scenario** where potential **ethical concerns** might arise in the technology.*

Try to think of:

- *Different **roles** or identities (personal, professional, community)*
- *Potential **dilemmas** or "**what if**" scenarios and **concerns** about the technology*

(circle one)

I want *to be able to* / *to know* / *it to be* / *it not to* / *to feel* _____

*(What do you **want** the technology to do? What do you **need it** to be?)*

promote content that includes unrealistic beauty standards

... so that

*(Why do you want that? What **matters**? What **ethical issue** / challenge comes up?)*

my child doesn't feel pressured to look or act a certain way,

... because

I am / *I know* _____

*(What about your **role**, **identity**, or perspective makes you think of this?)*

a parent of a 13-year-old

Any comments?

Participant Number: 3

*Describe what the chatbot must **be** or **do** to be **acceptable** or what makes it **unsatisfactory**.*

Participant Numbers: 3, 7, 8

Ideal would be

*(Ideally, what do you **want it** to be like or do? What are scenarios that are **desirable**?)*

It actively promotes diverse, realistic representations

Acceptable

*(What should the chatbot be or do for you to feel it is **supporting your needs**? What are examples for the basic **standard** you expect?)*

It allows me, as a parent, to review or monitor recommendations

Deal-breakers

*(What would you consider undesirable? What are examples where the chatbot (and its behaviour) become **unacceptable** or **unusable**? **What should it never do**?)*

if my child gets recommended multiple videos about how a body 'has to look'

Try to think of:

- Examples of what the chatbot would be when you are **comfortable using it**.
- Any **outcomes**, **responses**, or **behaviours** that might be **relevant** here.
- What kinds of **situations** or results **would raise concerns** for you?

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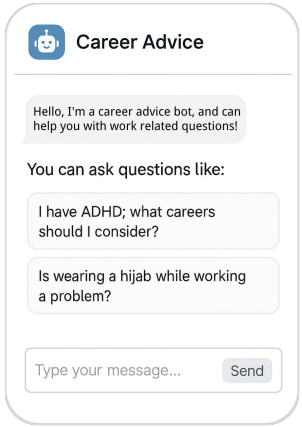
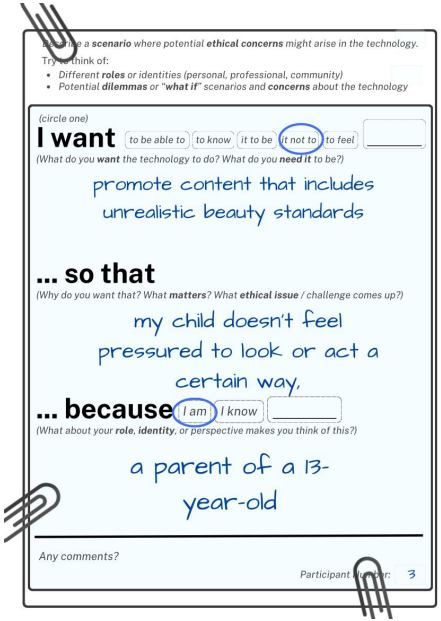
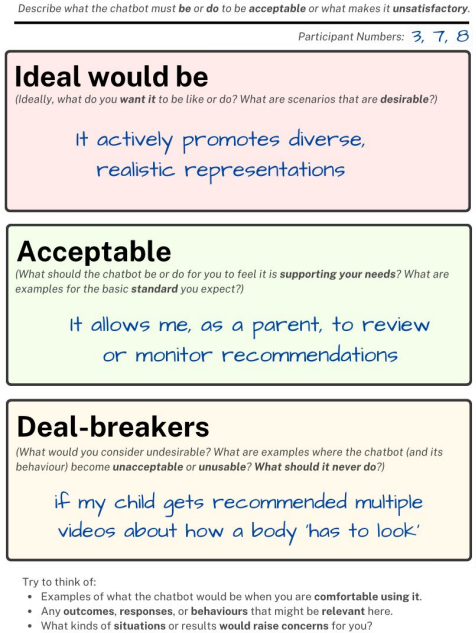


Activity 3 - Criteria

- Consider **your Stories** from Activity 2 - this is about what the chatbot **should be** like
- Think of **examples &** describe what would be seen as **ideal, acceptable** and **unacceptable**





mini Break

Activity 4

(last one yay)

Activity 4

(last one yay)

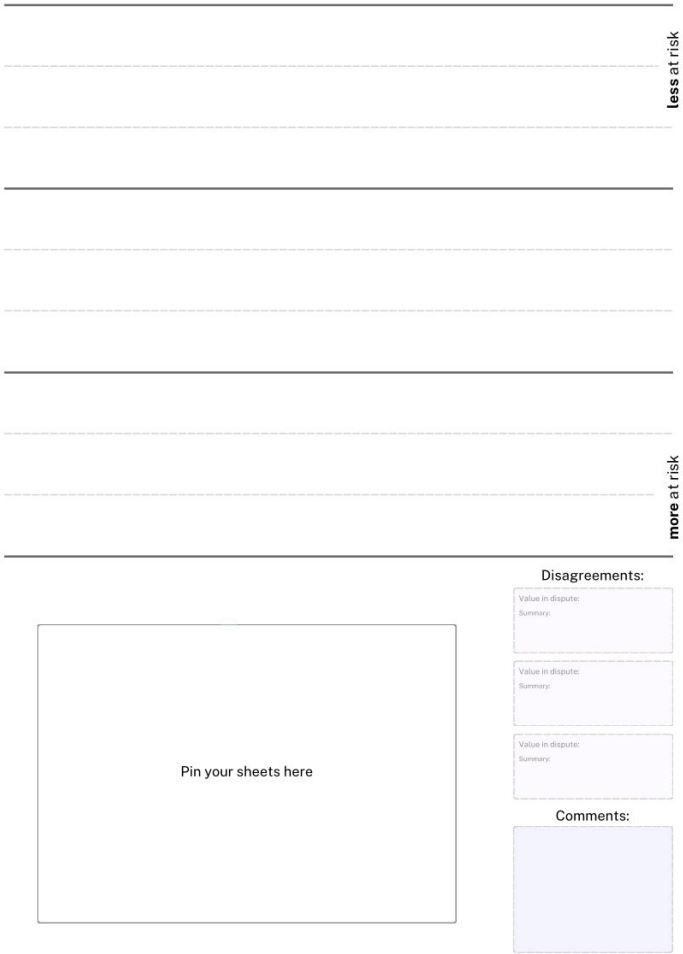
What was the point of activity 3?

Activity 4

(last one yay)

Activity 4 - Value Distance

- Each Group gets
  - **Cardboards**
  - A bunch of **values**



Activity 4 - Value Distance

- Each Group gets
  - **Cardboards**
  - A bunch of **values**

...

Value choices:

Value:

Reason:

Value:

Reason:

Value:

Reason:

Value:

Reason:

Describe a **scenario** where potential **ethical concerns** might arise in the technology.

Try to think of:

- Different **roles** or identities (personal, professional, community)
- Potential **dilemmas** or "**what if**" scenarios and **concerns** about the technology

(circle one)

I want to be able to / to know / it to be / it not to / to feel

(What do you **want** the technology to do? What do you **need it** to be?)

it not to promote content that includes unrealistic beauty standards

... so that

(Why do you want that? What **matters**? What **ethical issue** / challenge comes up?)

my child doesn't feel pressured to look or act a certain way,

... because I am / I know

(What about your **role**, **identity**, or perspective makes you think of this?)

a parent of a 13-year-old

Any comments?

Participant Number: 3

*Describe what the chatbot must **be** or **do** to be **acceptable** or what makes it **unsatisfactory**.*

Participant Numbers: 3, 7, 8

Desirable behaviour

(Ideally, what do you **want it** to be like or do? What are scenarios that are **desirable**?)

It actively promotes diverse, realistic representations

Acceptable

(What should the chatbot be or do for you to feel it is **supporting your needs**? What are examples for the basic **standard** you expect?)

It allows me, as a parent, to review or monitor recommendations

Deal-breakers

(What would you consider undesirable? What are examples where the chatbot (and its behaviour) become **unacceptable** or **unusable**? **What should it never do**?)

if my child gets recommended multiple videos about how a body 'has to look'

Try to think of:

- Examples of what the chatbot would be when you are **comfortable using it**.
- Any **outcomes**, **responses**, or **behaviours** that might be **relevant** here.
- What kinds of **situations** or results **would raise concerns** for you?

Comments:

Addressing the concern would promote / enable:

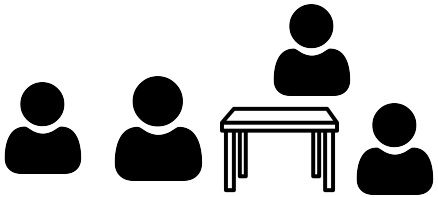
*... and is **super important***

... and is important

The concern puts at risk / hinders:

*... and is **super important***

... and is important



Empowerment
Because:
All approx. agree

Growth
Because:
All approx. agree

Accountability
Because:
All approx. agree

Happiness
Because:
All approx. agree

Authenticity
Because:
All approx. agree

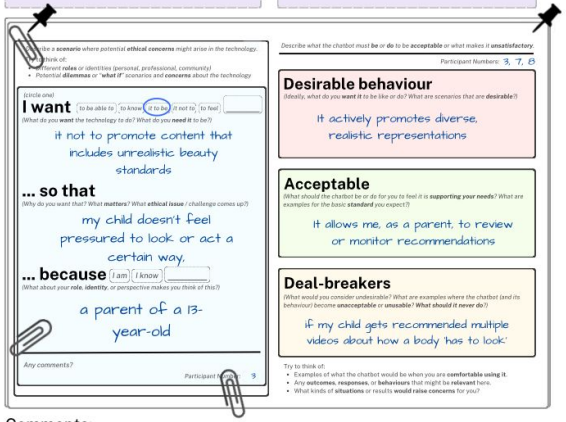
Value choices:

Value:
Reason:

Value:
Reason:

Value:
Reason:

Value:
Reason:



Comments:

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The concern puts at risk / hinders:

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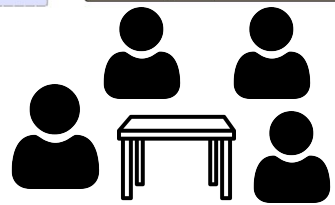

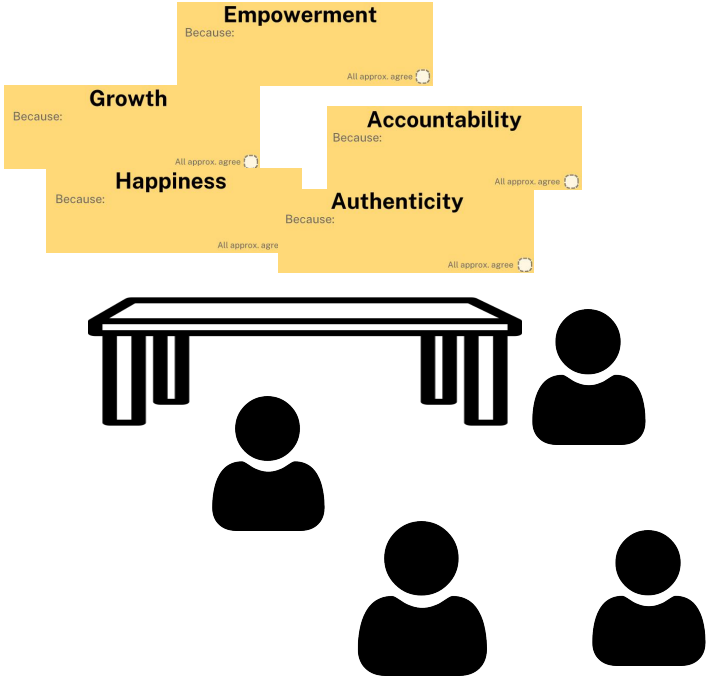
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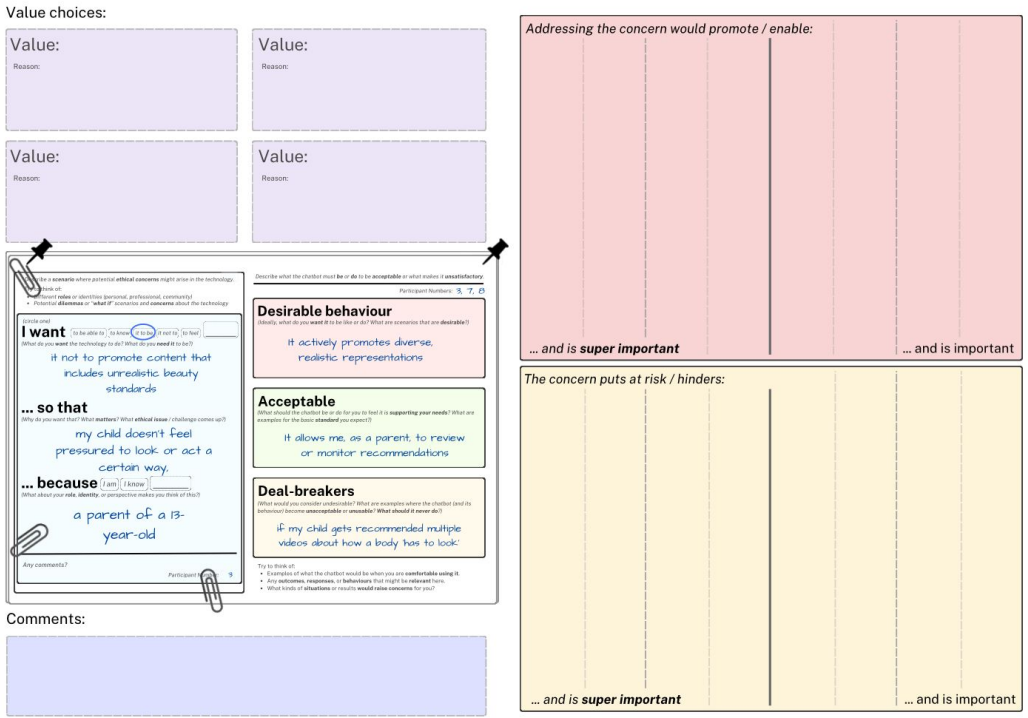
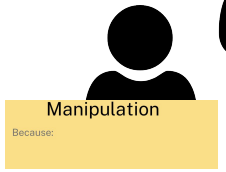

Value choices:
Value:
Reason:
Value:
Reason:
Value:
Reason:
Value:
Reason:
I want
it not to promote content that includes unrealistic beauty standards
... so that
my child doesn't feel pressured to look or act a certain way,
... because
a parent of a 13-year-old
Desirable behaviour
it actively promotes diverse, realistic representations
Acceptable
it allows me, as a parent, to review or monitor recommendations
Deal-breakers
if my child gets recommended multiple videos about how a body 'has to look'
Comments:
Addressing the concern would promote / enable:
... and is super important
... and is important
The concern puts at risk / hinders:
... and is super important
... and is important



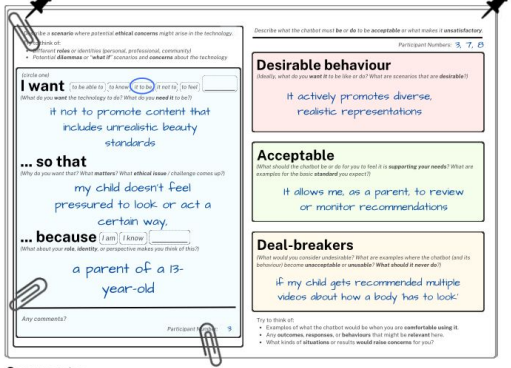
Value choices:

Value:
Reason:

Value:
Reason:

Value:
Reason:

Value:
Reason:



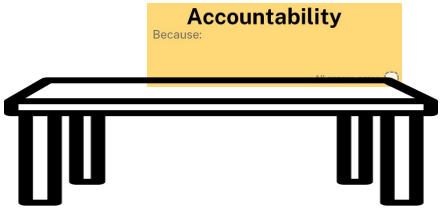
Comments:

Addressing the concern would promote / enable:

*... and is **super important*** ... and is important

The concern puts at risk / hinders:

*... and is **super important*** ... and is important



Value choices:

Value: Dignity
Reason:
protecting a childs self worth and body image is vital

Value: Safety
Reason:
psychological wellbeing is at risk because of the harmful content

Value: Transparency
Reason:
there's a need for visibility into what's being recommended and not

Value: Explainability
Reason:
they want to understand the algorithm.

Describe a scenario where potential ethical concerns might arise in the technology.
Participant Numbers: 3, 7, 8

I want (to be able to) (to know) (it to be) (it not to) (to feel) ____
it not to promote content that includes unrealistic beauty standards

... so that
my child doesn't feel pressured to look or act a certain way.

... because I am / I know ____
a parent of a 13-year-old

Any comments?

Describe what the chatbot must **be** or **do** to be **acceptable** or what makes it **unsatisfactory**.

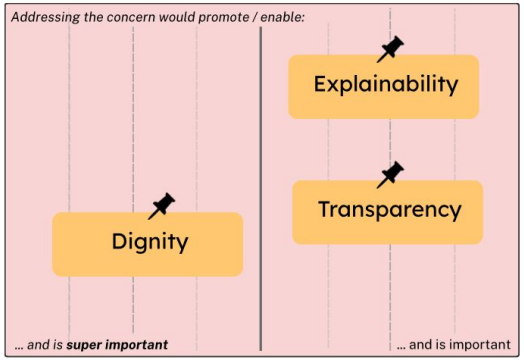
Desirable behaviour
It actively promotes diverse, realistic representations

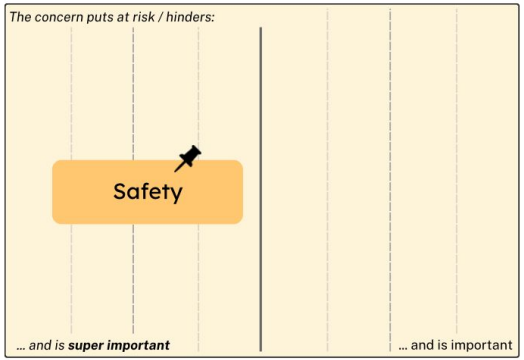
Acceptable
It allows me, as a parent, to review or monitor recommendations

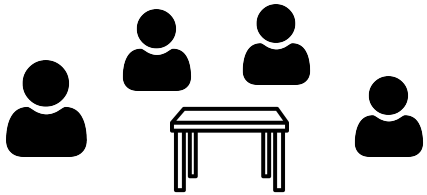
Deal-breakers
if my child gets recommended multiple videos about how a body has to look.

Comments:

all participants were in agreement of the choices







Technology: A new AI **Chatbot**

Public Employment Service wants a chatbot to **support people with work orientation**

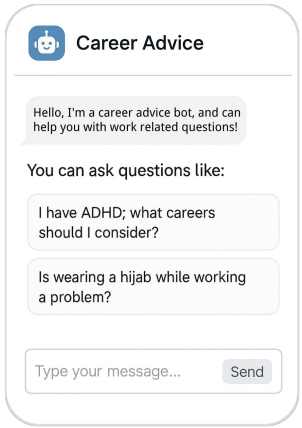
It **Assists** users with questions about:

- Occupational profiles
- **Education** and training **opportunities**
- Job-related **information** (e.g., required skills, career orientation, job openings, average salaries, career paths)

Technology:
The chatbot uses **advanced AI language models** + AMS data in a database

Status:

- **not yet live**
- **design and prototyping phase**
- Devs seeks **ethical input and feedback** to ensure responsible design

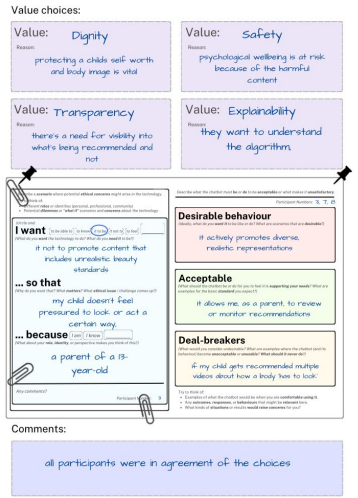


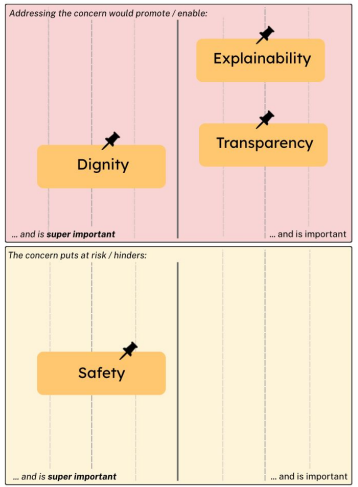
Activity 4 - Value Distancing

- **Board**
- A bunch of **values**

1. Go to values
2. Select a relevant one
3. Go to your table
4. **Discuss and place**

Until 4 values are placed!





Survey

Thanks :)