

ALGORITHMS, DATA AND DEMOCRACY (ADD)

Background note: OUTREACH AND KNOWLEDGE BROKERAGE

Introduction

VILLUM FONDEN and VELUX FONDEN have appointed Lisbeth Knudsen to coordinate the Outreach component of Algorithms, Data and Democracy (ADD) and David Budtz Pedersen as Knowledge Broker.

This document describes the basic considerations of the Outreach and Knowledge Broker component to inform potential applicants and reviewers.

The concrete starting point/problem formulation for the OUTREACH component is:

- **FEAR AND HOPE.** To the extent that the general public participates at all in the debate about the importance of algorithms for society, individual individuals and democracy, it takes place on a superficially often emotional basis of technology fears or technology hopes. We live in an age of concern, where fear of the future, job loss, loss of control, loss of privacy protection and surveillance are a reality for many. Others are embarking on using the new technologies for relief in everyday life and as a shortcut to good experiences, just as they would like to believe that technological advances can solve any of the planet's biggest challenges, such as the climate crisis. The battle between fear and hope linked to dramatically rapid technological developments can provide dangerous democratic polarisation.
- **ETHICAL TENSION AND HUMAN CONTROL.** The new technologies and the huge growth in data collection taking place both in the public sector and private sector leave us with an unresolved ethical field of tension. Who owns this data and who should have access to it? Should we use the possibilities of reading data patterns to prevent or refrain from doing so for ethical reasons? The complexity of technological development is so great that it is difficult to work with the realisations and strategies that should be developed in parallel with technologies in order to ensure societal control and political and democratic insight and prioritisation of the exploitation of, for example, artificial intelligence, neural networks, machine learning, etc.
- **CONFIDENCE AND POWER.** As we move from the information society to its successor, a model 5.0, one can see a potential challenge to our human ability to control development and to societies, governments and democracy in terms of determining the direction. If the economic strength of tech companies were considered to be a nation, the tech industry would be the third most economically powerful nation in the world after the United States and China. We need to have confidence in who is controlling the tech industry and transparency regarding what they are doing with the research and development that comes out.

Current status

Today we do not have a particularly qualified and engaging broad debate in Denmark on technological developments. We have an expert and professional debate in more or less closed forums, networks and silos. And then we have news coverage that is very focused on tech giants, social platforms, misinformation and disinformation and the consequences for democracy, as well as focusing on aspects of monitoring and privacy protection of data.

We do not have a broad and common digital information initiative in Denmark that could inspire more people to take part in the deeper discussions about ethical dilemmas regarding data, the use of algorithms and the framework for the use of machine learning and AI. At the same time, we know that understanding the development is crucial for building trust and the feeling of being in control and for the fight against polarisation.

OUTREACH strategy

We suggest that the Outreach component will consist of four main categories:

- A. Get the basics right.
- B. Mapping and communication. Forming a national digital information/education alliance.
- C. Establishing a Data Policy Lab with the involvement of all kinds of stakeholders, politicians, research and users.
- D. Presenting and communicating the results of research and bringing issues of concerns or interest back from the public to the researchers within the project.

A. The Basics:

- a. Society 5.0 technological dilemmas will be described and presented in ways that are suitable for diverse broad and segmented debate formats.
- b. What's up and down on algorithms and AI. Video presentations. "Get the basics right". There is a lot of confusion out there.
- c. Implementation of a survey among the Danish population around AI, machine learning, etc. and views on technology, data ethics and regulation.

B. Mapping and communication:

- a. Case collection on the use of algorithms and AI in different contexts
- b. Mapping international and Danish proposals for regulating and managing technologies
- c. Scenarios for social development with different technologies and different priorities.

Mapping will be used to work on the issues specifically and in a case-oriented manner, to bring the international perspective into the project and to create scenarios that can be used as narratives in the broader public debate. The mapping must also seek to identify the political dilemmas we face.

Communication:

Establish and operate the project's own website with attractive and dynamic content also floating in from research projects. Establish and operate activities on social platforms. Establishment of networks of knowledge professionals in this area. Organising and participating in "People's meetings" and debate events. Media cooperation. Political consultations. Interaction with private sector stakeholders on their needs and concerns. Interaction with organisations taking care of cybersecurity.

Working with information partners:

As a tool for the Outreach component, a network or alliance of information partners and stakeholders in civil society, the media, the education sector and government will be established. The communication from the project takes place to all these partners through network meetings, activities and programmes to ensure that Danes in all parts of the society are exposed to and face the issues on which the project focuses.

C. Data Policy Lab with involvement of partners, research and users

The objective of "Algorithms, Data and Democracy" is not only to present excellent research, but also to establish a close connection between the researchers and the many stakeholders in society. It is meant to be a two-way street.

To achieve that goal, a Data Policy Lab is intended in the project. It should:

- Ensure the involvement of partners and citizens from the start of the project and to ensure the support for the project of relevant themes and anchoring the project's results in the population.
- Enable relevant, strong civil society actors and media actors to provide broad public impact on information and debate in continuous cooperation with research work and practical partners.

- Establish an ongoing public interactive dialogue, professional discussions, workshops, conferences and webinars, as well as agenda-setting debates and engaging citizens' meetings to provide an alternating involvement of practice actors from relevant institutions, organisations, businesses and communities.
- Carry out information efforts towards specific target groups in cooperation with other dissemination and information actors (e.g. youth agency, DR Public Service, etc.).

D. Presenting and communicating results of research and bringing issues of concern or interest back from the public to the researchers within the project.

One of the very important tasks of the Outreach component of the ADD project is of course to present and communicate the results of the research delivered from the project. If researchers need to test results or will be looking for dialogue and feedback during their research, this is also something that the Outreach component of the project should support.

The Outreach Coordinator will act as a member of the Steering Group of the ADD project, and as such will propose specific outreach activities to be discussed and decided.

KNOWLEDGE BROKERAGE strategy

The Knowledge Broker will bridge and mediate between the Research Team and decision-makers in public policy. The Knowledge Broker will help the Research Team to translate, synthesise and implement research results obtained through the programme lifecycle. In order to maximise the societal impact of the ADD programme, the Knowledge Broker will assist the Research Team in setting up an end-to-end impact planning and assessment model, which the Principal Investigator and the Outreach Coordinator will use to identify topics of special relevance to external collaborators, stakeholders and audiences. In addition, the Knowledge Broker provides training and methods to the Research Team to build capacity in the following areas:

- Prepare the consortium to generate policy uptake and implementation of research
- Help the consortium to develop novel non-scholarly formats for science communication
- Assist the consortium in establishing productive interactions and dialogues with decision-makers
- Plan and execute a number of policy workshops to build capacity in algorithmic governance
- Assist the consortium in designing and developing policy guidelines, policy briefs and recommendations

The Knowledge Broker will act as member of the Steering Group and provide input to the implementation and translation of research harnessed throughout the ADD lifecycle. In addition, the Knowledge Broker will carry out studies and collect data on impact activities, stakeholder involvement and knowledge dissemination originating from the ADD project.

The Knowledge Broker may propose research projects to be developed in close consultation with the Principal Investigator and Steering Group. Such projects may include developing novel impact indicators, mapping impact pathways, creating principles for co-creation of research across technical, social and human sciences, or collecting "best practices" for knowledge uptake and implementation.

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