AI Helpers: Virtual Assistants

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1. AI in Private Spaces

A project looking at effective, equitable, fair and safe technology in the home and for private lives

2. **Risks to consumers and challenges to consumer protection law**

A. Risks associated with data-driven technology (privacy, bias and discrimination).

B. Risks arising from AI consumer products’ status as products.

C. Risks arising from claims about the accessibility and equity implications of AI consumer products.
3. Privacy concerns

14. How concerned are you about your privacy when the device is on?

- 7% - Extremely concerned
- 17% - Very concerned
- 27% - Slightly concerned
- 32% - Moderately concerned
- 17% - Not at all concerned

15. What privacy concerns do you have?

- The device will overhear or listen to personal conversations.
- The device will record me or collect other data without me knowing.
- I do not have control over what happens to my recordings, data or other information about me.
- I do not know where, or for how long, recordings or data or other information about me will be stored, or for what purpose.
- Other - Please specify.
- None
4. Risks to consumers and challenges to consumer protection law

A. Risks associated with data-driven technology (privacy, bias and discrimination).

B. Risks arising from AI consumer products’ status as products.

C. Risks arising from claims about the accessibility and equity implications of AI consumer products.
5. How well does the device work? How well does it understand you?
6. Risks re accessibility and equity

1. Risks associated with data-driven technology (privacy, bias and discrimination).

2. Risks arising from AI consumer products’ status as products.

3. Risks arising from claims about the accessibility and equity implications of AI consumer products.
7. Issues

• Limited usability/accessibility for some people with disability.

• Concerns about consent, privacy and surveillance are accentuated.

• Unrepresentative data affects the quality of results.
8a. Responses and solutions

• Don’t mislead.

• Use universal design.

• Consider AI ethics principles: transparency/explainability and accountability.
8b. Responses

• Beneficence – refusing to deploy/rely on AI in some circumstances.

• Being discerning in our use of AI.
Thank you

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