

# AI for everyday life: human well-being in the age of AI

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# AI and the digital transformation of society

- While the notion of AI has been around for sometime the convergence and pace of change makes things difficult to manage and predict.
- Big data, AI, blockchain etc are complex and no one is capable of connecting the dots and seeing the whole picture.
- Convergence is not just about technologies but also about the breaching of industry boundaries—technology firms (e.g. Alibaba, Amazon) hybridize traditionally siloed services such as media, transportation, entertainment, retail.
  - “Winner takes all” driven by firms that are best position to drive AI.
  - Nations are not (only) competing with one another but also with firms.
- This means that understanding how AI can be used for everyday life is difficult because we don't have a clear picture of what everyday life will look like.

# Key messages from Europe

- Khalil Rouhana, Deputy Director-General of the European Commission's DG CONNECT...
- European approach would be utilised:
  - *“AI would safeguard human dignity, transparency and democracy”*
  - *“Europe's biggest value of trust in to technology”*
  - AI to have benefits for all business and citizens, whilst also bringing *“our society forward together”*
- Australia's Tech Future: all Australians are able to engage with technology and participate in a modern economy.

# Challenges around AI and wellbeing



- “AI” and “wellbeing” may seem contradictory.
- AI already in everyday life: email, suggestions, chatbots, fraud detection.
- Technostress: individuals view IT as a threat, bad, stressful with detrimental outcomes e.g. fake news (OpenAI)
- We don’t understand how AI can improve happiness: why is Costa Rica “happier” than tech leaders?
- New winners and losers? Widening of divides.

# AI and wellbeing

- Designing for human aspirations.
- Use cases are largely business related (e.g. AV, agriculture, production).
- Despite promising examples (e.g. “Karim”) AI can’t replace human-human connection or empathy. AI as a “coach” rather than “therapist”.
- Individuals are underrepresented in narratives/as narrators of AI:
  - Exaggerated **expectations and fears about AI**, together with an **over-emphasis on humanoid representations, can affect public confidence and perceptions**. They may contribute to misinformed debate, with potentially significant consequences for AI research, funding, regulation and reception.
  - Prevalent AI narratives share dominant characteristics: **a focus on embodiment; a tendency towards utopian or dystopian extremes; and a lack of diversity in creators, protagonists, and types of AI** (Royal Society, 2018).
- Changing perceptions on AI to enable it to be embedded in everyday life.