00:24:20   UX Research and Strategy: Yes - we will record and post the slides following the meeting!
00:24:43   Samantha Fleschner: I was wondering as well. Sorry showed up late. Thank you!
00:25:01   Jennifer Blatz: Want to sign up for our Slack channel? Fill in this form. https://forms.gle/4pFyZJyreEdvPWoZ6
00:25:20   UX Research and Strategy: Check out our website: https://www.uxresearchandstrategy.com/
00:25:28   Jennifer Blatz: The recording will be on Youtube https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ
00:26:37   Summer: what about cultural biases
00:29:56   Jennifer Blatz: We have a LInkedIn presence as our non-profit group https://www.linkedin.com/company/ux-research-and-strategy-group/
00:30:57   Jennifer Blatz: If you have questions for Carol, please put them here in the chat.
00:32:52   Isabel Zhang: Question: what do you think about difference & connection between bias in human/society vs. bias in ai/models?
00:32:58   Josephine Giaimo: Can you comment on the fact that biases existed before the AI discussion?
00:33:05   Teaghan Ingwell: Do UX Research teams focusing on AI focus more on diverse hiring than other sectors of UX Research?
00:34:59   DI LE: Apologies again if I interrupted and thank you for housing this important discussion. <3
00:35:24   Melanie Levy: It was a great question, though. :D
00:35:43   Augustina Howe: Are any large companies who are implementing AI currently adopting technology ethics? Are they sensitive or aware of the problems of bias?
00:36:23   Jing Lyu: Thanks! Is there a standard of enough/not enough data, please?
00:36:39   Jennifer Blatz: Abuscability testing. I love it!
00:38:12   andy: all: https://implicit.harvard.edu/implicit/takeatest.html
00:39:37   Jennifer Blatz: This checklist is awesome
00:42:11   Urvashi Godhia: Yes, Great checklist! Thank you Carol and Jennifer for hosting this session.
00:43:21   Jennifer Blatz: Vimeo https://vimeo.com/uxrs for some of our favorite videos.
00:43:36   Terri Lovins: yes lost sound
00:43:36   Bita Sheibani: Audio went out
00:43:36   Melanie Levy: the audio is out
00:43:37   Michelle [she/her] Boese-Empey: yes out
00:43:41   Moti Saleminik: Audio out
00:43:42   Samantha Fleschner: What happened?
00:43:45   Michelle [she/her] Boese-Empey: like a musicbox
00:43:45   awhitaker: I've lost audio and video
00:43:46   Margaret Schmitt: Audio is out
00:43:50   madelinehorvath: The screen share says [reconnecting].

00:43:55   Abigail Arthur-Chillman: I can see Carol but cannot hear her
00:44:01   Urvashi Godhia: Can hear now!
00:44:02   Margaret Schmitt: Yes!
00:44:03   Alysha Jivani: yes!
00:44:04   Abigail Arthur-Chillman: yes thanks!
00:44:13   Urvashi Godhia: Yes!
00:44:20   awhitaker: Good now!
00:44:21   madelinehorvath: Thank you!
00:44:47   Michelle [she/her] Boese-Empey: woop
00:44:49   madelinehorvath: Oh no!
00:48:04   Jennifer Blatz: We have a document for everyone to share their LinkedIn ULR. Share your Link in this spreadsheet. https://docs.google.com/spreadsheets/d/1ZqGtO5pKq9QkH_fIprIH-ndFOMudDICw2L0AJV3T6l U/edit?usp=sharing
00:48:39   Ms. Nancy: would iapp privacy certification be helpful?
00:49:49   Lauren Jablonski | Hugo: how do you feel about collecting employee's departments or team leaders ? these things are useful but can in theory be traced back. But not traditional PII
00:49:52   Jennifer Blatz: Are you connected to us on LinkedIn? we hope so https://www.linkedin.com/in/ux-research-strategy/
00:52:07   awhitaker: Great Carol, thank you!
00:52:11   Margaret Schmitt: Fantastic presentation, Carol — thank you!
00:53:10   Lori Helmen: Thanks for the great talk!
00:53:14   Marian Gravel: Thank you!
00:53:39   Boyd Hegarty: Thank you, Carol! Incredibly important.
00:53:53   Shank: Thank you Carol! very insightful!
00:54:12   Marian Gravel: Love the 'black mirror' analogy
00:54:20   Augustina Howe: Fantastic presentation! Thank you, Carol!
00:54:21   Michelle [she/her] Boese-Empey: That's why "bugs" is such a great framing... bugs have multiple causes that aren't always intentional.
00:54:49   Jeremy C: Wow, that's unfortunate re: AI "learning" racism from previous data :(
00:56:07   Jamila Evilsizor: National Society of Black Engineers (NSBE)
00:56:15   TX: Do you have any other short metaphors for data quality with AI/research other than the "trash in, trash out" analogy? I sometimes get the stink eye from AI enthusiasts…
00:57:45   Bita Sheibani: Exactly!
00:57:53   TX: Also a great coalition around activism and big data (Data for Black Lives): https://d4bl.org/
00:58:15   Michelle [she/her] Boese-Empey: maybe we should call it "legacy data" ;-)
00:58:34   DI LE: Yes!!! Setting realistic expectations, is a big part of bringing companies and customers along.
01:00:34   Angélica: Yes! Thank you for the captions!!
01:00:42   Cham Mamador: YES. I knew it. Microsoft!

01:01:03   awhitaker: Wow! I'm kinda blown away by powerpoint.
01:01:06   Lauren Jablonski | Hugo: Great talk
01:01:08   Peiqi (Patty) Tan: Thank you!
01:01:08   Natalie Smith: Thank you Carol!
01:01:14   Terri Lovins: Thank you!
01:01:14   Grace Lau: Thank you Carol!!
01:01:18   awhitaker: Thank you Carol!
01:01:21   Cham Mamador: Thanks, @Carol Smith. That was a great talk!
01:01:25   Wayne Phung: Thank you Carol!
01:01:25   Christian Pirnie: Thank you Carol!
01:01:28   Alysha Jivani: Thanks, Carol! Such a fantastic talk!
01:01:32   Cinthy Revilla: Thank you Carol!
01:02:11   Chauncey Wilson: Excellent talk Carol. Thanks for highlighting the ethical issues with AI.
01:02:12   andy: Thank you, carol, very insightful presentation!
01:02:39   Cham Mamador: Hello from Manila, Philippines!
01:03:00   Jamila Evilsizor: PowerPoint Subtitles: It's probably in the latest versions. But on my mac on the PowerPoint ribbon > Slide Show > Always Use Subtitles checkbox
01:03:07   Jennifer Blatz: Want to sign up for our Slack channel? Fill in this form. https://forms.gle/4pFyZJyreEdvPWoZ6
01:03:48   Melanie Levy: Wash U grad here, too!
01:05:19   DI LE: A tool for automation
01:05:20   Michelle [she/her] Boese-Empey: Go lady bears!
01:05:24   Moti Saleminik: Human digital twin
01:05:30   Terri Lovins: automated computational decision making based on data sets
01:05:33   Marian Gravel: Supplementing people's abilities or doing certain things better than humans can
01:05:33   Priscila: inteligência artificial hehehe
01:05:34   andy: A quickly thinking artificial brain trhat does things faster and better than humans
01:05:36   Azilah Iskandar: Algorithms based on large data sets
01:05:39   Cham Mamador: Teaching models to think for whatever purpose
01:05:39   Alysha Jivani: a system that uses data to learn and make decisions
01:05:39   Gurvir Singh Tarlok Singh Bhogal: adding human intelligence in a computer
01:05:39   Maryam Riahi: Using machines as human's peer
01:05:41   Christopher Tran: Technology using data to make decisions
01:05:41   Shank: AI - a data machine that can tackle large quantities of data
01:05:42   Munira Girnary: Minority Report
01:05:43   Lauren Jablonski | Hugo: machines that mimic human brains
01:05:44   DI LE: Non organic intelligence
01:05:45   Chauncey Wilson: Human augmentation
01:05:45   Shannon Cleary: A coded way to let systems learn users habits
01:05:46   ghayn: AI is digital intelligence that can make decisions.

01:05:47   Olesia: smart system that leans based on patterns
01:05:48   Jeremy C: Learning from previous data to make decisions
01:05:53   elenaliakou: Artificial Inteligence
01:05:53   NATASCIA: programmed intelligence that constructs it's own rules given enough data
01:06:03   DI LE: *correction* non biological intelligence
01:06:06   V R: Artificial Intelligence
01:06:06   ghayn: Algorithms that make decisions.
01:06:06   Wayne Phung: Human-driven tool leveraging automated processes to drive functionality for products, services, and experiences.
01:06:11   Marie Maxey: A way to use data to inform user experiences and product personalizations
01:06:11   Erika (she/her):   temptation to outsource decision-making
01:06:20   Joshua Castillo: Try to teach machines to solve problmes like humans
01:06:29   TX: Tool that finds patterns that make sense (or no human sense) of patterns
01:06:34   Az Los Angeles: Algorithms finding patterns in data
01:06:35   andrewmears: A tool to support human cognition, not replace it
01:16:07   UX Research and Strategy: I can also answer questions in the chat!
01:19:29   andy: some may call it intuition, which derives from experience
01:21:37   UX Research and Strategy: Make sure you put your questions in the chat!
01:27:51   UX Research and Strategy: Like someone in the chat said earlier - how to help people do things, not replace them
01:29:34   Shank: how different are the data science models used at the early validation stages from the final data science models? are there low fidelity models akin to low fidelity wireframes?
01:32:16   Terri Lovins: were the relationship managers initially resistance? did you need to work around that?
01:32:32   Terri Lovins: RMs
01:32:36   andy: racial bias inn auto lending?
01:33:11   Josephine Giaimo: Did you consider using an expert system rather than an ML approach?
01:33:23   UX Research and Strategy: Could you say more abut that josephine?
01:34:17   Josephine Giaimo: How long did it take to train expert RMs?
01:34:57   Josephine Giaimo: Yes. Shall I unmute?

01:35:17   Shank: Curious what could have been done different about the user research to capture that missed unknown?!
01:35:51   Josephine Giaimo: Yes, understanding the job design better.
01:36:55   Josephine Giaimo: How do we know that what RMs are already doing isn't good enough?
01:40:23   UX Research and Strategy: Love the human centered approach!
01:40:50   Adriana Garzon: +1
01:41:07   Cham Mamador: These are great tips!

01:41:18   Urvashi Godhia: Yes, Love the human approach with the RM's along with the models designed to attain the user experience!

01:41:38   Kelly Simpson: Very great point to discuss…..tell how/value it will add to their job vs taking away….especially when people are resistant to change!

01:42:06   Allison Grindle: "helps you hustle at the highest level" - nice

01:42:36   andy: Look at alllll those people sitting in close proximity to each other! You all remember those days???

01:43:09   Kelly Simpson: Awwww. Yes, I miss seeing PEOPLE!!!!

01:44:26   Rachel: Did any of the input data need cleaning prior to building the product? Curious about the incoming application data.

01:44:38   andy: VERY COOL presentation, I learned so much!!!

01:44:46   Jim Devor: Will this presentation be available post mtg?

01:45:06   andy: +1 would love recording and PPTs

01:45:59   andy: *presentations

01:46:00   Michelle [she/her] Boese-Empey: At what point is it cheap enough to just do the experiment to *find out* if it's worthwhile to use the support tool, I wonder.

01:46:29   Jennifer Blatz: Video will be on our youtube. Subscribe to the one of the first to be notified. https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ

01:46:37   Michelle [she/her] Boese-Empey: In some ways it probably pools a lot of the knowledge of the group.

01:46:38   andy: thx

01:46:43   Urvashi Godhia: Could I have a detailed insight and description into mainly the functioning of Smart Queues? How does one really know when is it the need of hour to innovate it further with more data analytics?

01:46:52   Jennifer Blatz: Slides, chat and images will be on our website: https://www.uxresearchandstrategy.com/

01:47:15   Adriana Garzon: thanks for sharing this project! It brought things from the abstract to real world for me

01:47:39   Jennifer Blatz: We have a document for everyone to share their LinkedIn ULR. Share your Link in this spreadsheet. https://docs.google.com/spreadsheets/d/1ZqGtO5pKq9QkH_fIprIH-ndFOMudDICw2L0AJV3T6lU/edit?usp=sharing

01:47:40   Michelle [she/her] Boese-Empey: maybe "low fidelity data" is one of the metaphors someone earlier was looking for!

01:48:22   Josephine Giaimo: Data analytics per se don't provide innovation because they don't explain the why or how.

01:49:41   Urvashi Godhia: So if it isn't data analytics , is it the models that were earlier explained used as a way of constant innovation?

01:50:55   Allison Grindle: Did you identify success criteria up front to track on the dashboard you mentioned?

01:51:05   Urvashi Godhia: Thank you for explaining that it did help in some way from a data perspective!

01:51:35   Katie Jelicich: What was your timeline like for Smart Cues? Any major difference

than other types of digital products?

01:53:44   Josephine Giaimo: How did you choose the data set to use for training the system?

01:55:59   Josephine Giaimo: Yes, depends on context.

01:57:46   Erika (she/her):   What's the role, if any, of co-design or participatory design methods when developing AI / ML products? Do success criteria always assume voluntary inclusion of the user? Could a success criteria ever be where users are allowed to refuse being included?

01:58:47   Michelle [she/her] Boese-Empey: What tactics help to make AI more transparent? So often we hear of e.g. video services flagging certain videos but the machine learning for choosing those videos not distinguishing among the multiple reasons it could be flagged. In that case the AI is not providing useful feedback to the users.

01:59:28   Urvashi Godhia: Could you list any new AI projects that your company would be coming up with the help of other data models- digital product tools other than Smart Queues?

01:59:54   Sarah: The detailed Capital One example was very helpful. Thanks very much!

02:00:03   Erica Burroughs: Thank you all

02:00:04   Urvashi Godhia: Thank you for your time! Great presentation

02:00:07   Jill Armitage: Thank you so much! Fantastic!!

02:00:14   Samantha Fleschner: How do we get onto the linked in worksheet?

02:00:23   andy: Thank you both so much, Carol and Amanda!!!!

02:00:24   AmanAnand: Thanks everyone! Super Insightful

02:00:28   Josephine Giaimo: Some AI is more transparent, some less so.

02:00:30   Farrah:Thank you!

02:00:37   Alexandra Srp: Thank you Carol and Amanda!!

02:01:04   NATASCIA: thanks a lot for today

02:01:05   Carol Smith (she/her):Thank you all - it's late here so I'm going to head out - I'll put my LinkedIn on the spreadsheet. :)

02:01:06   Lior Bar: Thank you so much! great presentation

02:01:29   Christian Pirnie: Thanks so much for the presentation. Enjoyed the panel!

02:01:32   Urvashi Godhia: Thanks everyone including the panelists and host!

02:02:14   Urvashi Godhia: Thanks Jennifer!