The right AIs for the rights of citizens

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PART I

AI for citizens
AI for people

• AI everywhere: autonomous driving, industry, energy, logistics, automation, etc.

• AI for people

• AI for consumers
Risks for consumers

- **manipulation** by micro targeted behavioural advertising
- **discrimination** by exclusion of particular consumer groups
- **algorithmic collusion**

*inherent imbalance of bargaining power leading to consumer protection rules*
AI-driven products vs consumer-empowering AI

- Consumers have a lot to gain
- Who benefits from AI?
  - recommendation of interesting books
  - warning that ad is potentially unfair
Bringing AI to the side of consumers

- Better oversight of consumer law potential
  - large-scale text analytics (product reviews, consumer contracts)
  - multimedia data analysis (aggressive advertising, online photo scraping)
  - code analysis (covert communication, data collection)
  - data analysis (detecting discrimination, identify fraud)
- Easier exercise of consumer rights
- Empowering consumer beyond their legal standing
  - comparing prices
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Challenges

• Challenges faced by AI

• From academic research to empowerment

  • Expertise, data, financial resources

  • Role of consumer protection bodies, NGOs, policy-makers and legislators, every individual consumer

  • Interdisciplinary-research needs funding 😊
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