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The right Als for the rights of citizens

Francesca Lagioia, Marco Lippi, Paolo Torroni
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PART I

AI for citizens

AI for people

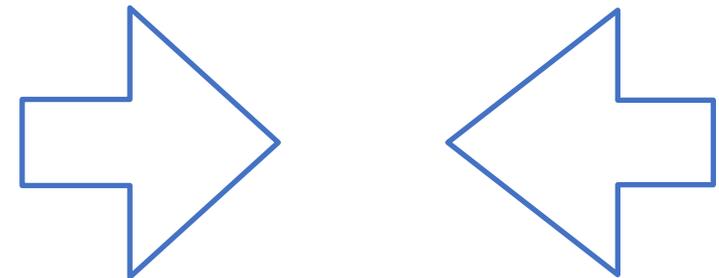
- AI everywhere: autonomous driving, industry, energy, logistics, automation, etc.
- AI for people
- AI for consumers



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*



“counter-power”

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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