

Title: Why community-driven AI is the future

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Digital technologies are shaping all aspects of our lives and represent a game-changer in implementing the sustainable development agenda and serving our communities. In particular, Artificial Intelligence (AI) is changing life as we know it — from job opportunities to the way we interact with each other, conduct business and guard our privacy. The question is no longer "WHY AI" but "HOW". With the right mindset, we as a community can put the progress of AI for the benefit of our societies. Our research shows that ML/AI can transform our communities and build products that benefit the majority. However, the adoption of AI by the majority is facing problems such as mistrust, disinformation, and misuse of personal data. To tackle these challenges, solutions need to be built by communities. Our findings show that when communities are given the right support and environment, they can come together to create these products with a success rate of over 90%. One of the solutions we are currently working on to address mistrust and disinformation, is a Knowledge Platform and playful learning tool developed on a multi-dimensional Algorithm to help map AI initiatives driven by communities around the globe, understand AI concepts, and develop essential skills for the future. Our platform has several unique features: (i) globally accessible, (ii) aggregates data from multiple sources, (iii) multidisciplinary, diverse and collaborative, and (iv) presents customizable learning modules.

Biography

Elena Gabriela Ardelean is the CEO & Founder of the Artificial Intelligence 4 Development Agency (AIDA), a responsible social enterprise which supports communities in understanding and using AI. Elena believes AI represents a global challenge and an excellent opportunity for which she engages widely to prepare citizens for the future and tackle disinformation. Until recently, Elena was working for the World Bank advising Institutions on a wide range of reforms and activities, including strategic planning, performance measurement, and policy analysis. Before that, she worked in Paris as an ICT Senior Consultant in Strategic Organizational Change. Elena is currently enrolled in an EMBA program. She is certified in Machine Learning from Stanford University, holds a Master's degree in International Affairs from Sciences Po Paris and has studied Philology and Cultural Studies at the University of Vienna, Austria.

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