

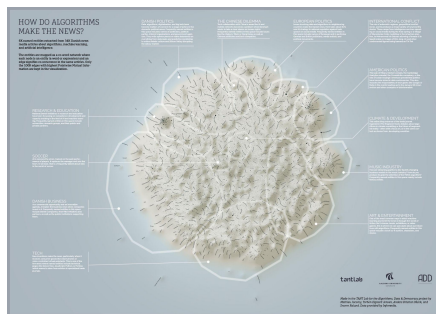
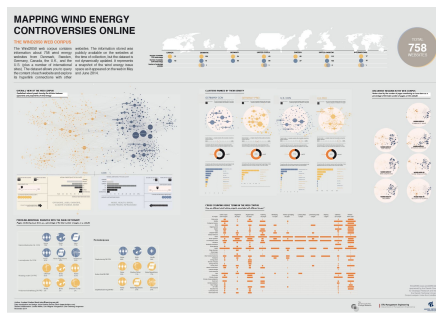
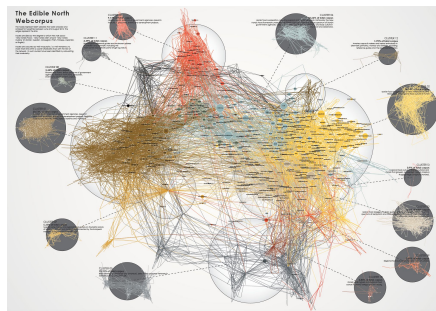
## BRUG AF SAMFUNDSDATA

Anders Koed Madsen og Anders Kristian Munk

@TANTlab

[www.tantlab.aau.dk](http://www.tantlab.aau.dk)

# tantlab

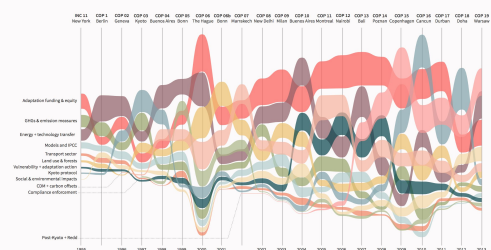


## Vi undersøger teknologi som kulturelt og politisk fænomen

Især:

- Kontroverser om ny viden, hvor det ikke er klart, hvem eksperterne er eller hvad de kan sige med sikkerhed
- og ofte kontroverser, der handler om data, algoritmer, kunstig intelligens, maskinlæring, osv.
- som de udspiller sig på digitale medier

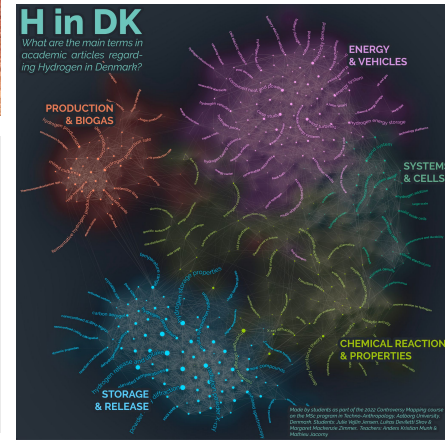
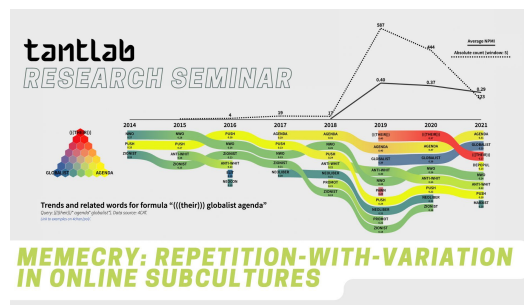
Absolute And Relative Visibility of Issues in UNFCCC Negotiations, 1995-2013

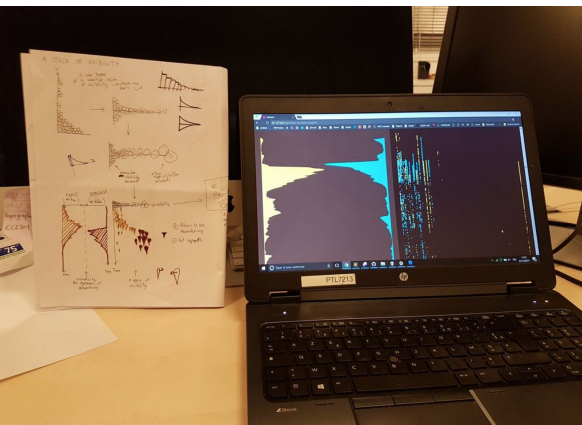


# Med antropologiske og computationelle metoder

Der kombinerer:

- Etnografi
- Store sociokuoturelle data
- Maskinl ring
- NLP
- Og eksplorativ dataviz



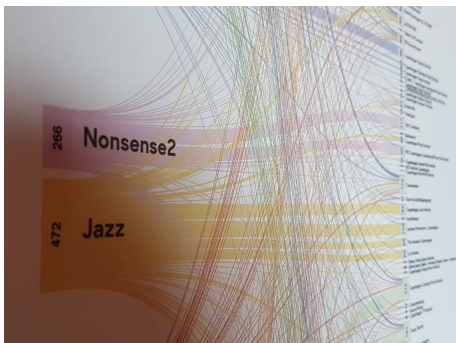


## I samarbejde med partnere

Som partcipatorisk data design

For at tage højde for konkrete lokale forhold og perspektiver

Og for at bygge kapacitet



למה לא  
לשקוע  
במחשבה

## DATAFANTASI

Når data ikke er et middel til at nå allerede fastsatte mål

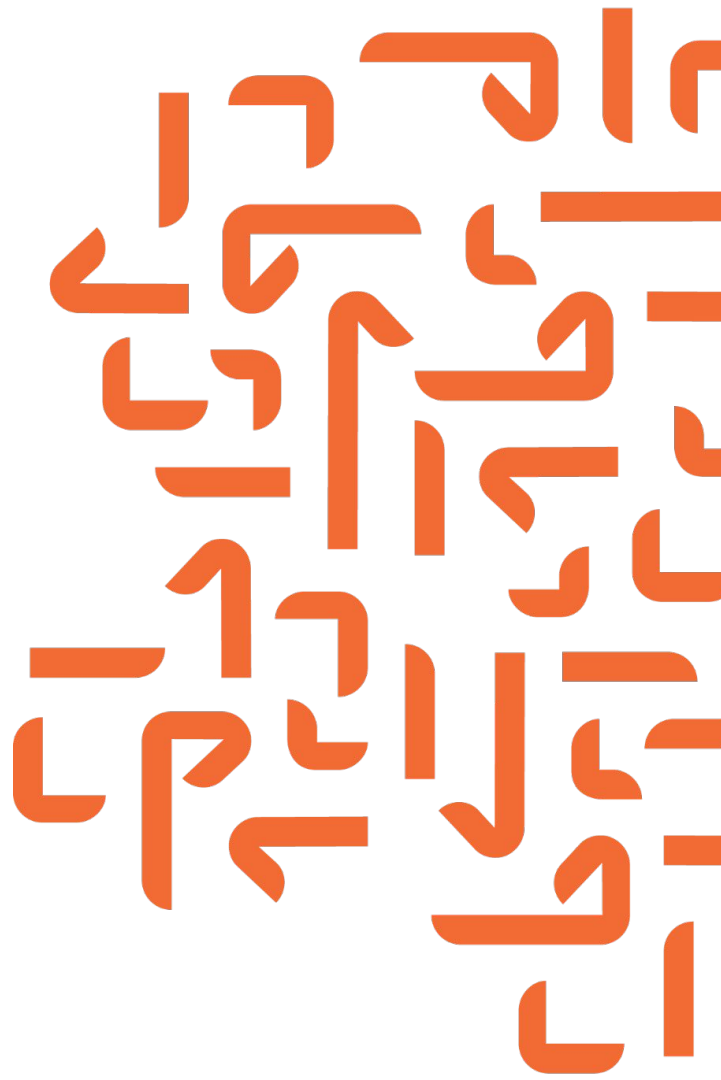
האם לא  
לשקוע  
במחשבה

# Vores fokus:

Hvordan kan vi udvikle **nye digitale infrastrukturer og data teknologier**...

... der gør organisationer i stand til at **'se' og forstå den specifikke kontekst** de agerer i på nye måder...

...og dermed blive bedre til at **stille NYE spørgsmål** der gør dem i stand til at **navigere i en foranderlig verden**





Undersøger hvordan organisationer kan udvikle (digitale) teknologier og organisatoriske former, der modvirker for hurtige problem formuleringer.

# David Stark

## Searching questions

“The first temptation for leaders [...] is to immediately reframe ambiguous situations as cases of **analytic problem solving** to clearly identify the problem, break it down into independent components, and organize a series of decisions about how best to solve them”.







My Workspace

Search by name

Dashboards

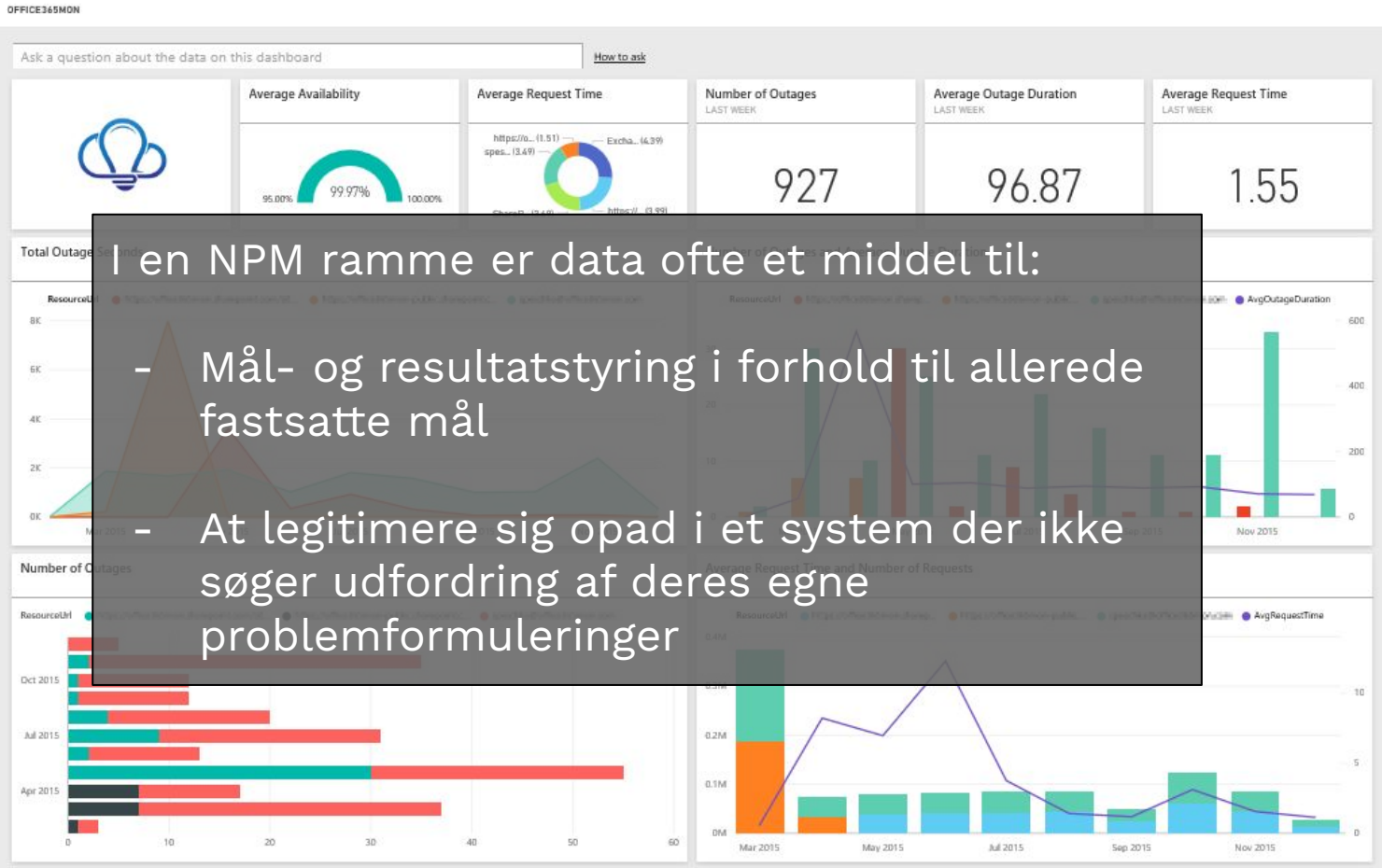
- Office365Mon

Reports

- Office365Mon

Datasets

- Office365Mon



I en NPM ramme er data ofte et middel til:

- Mål- og resultatstyring i forhold til allerede fastsatte mål
- At legitimere sig opad i et system der ikke søger udfordring af deres egne problemformuleringer

# David Stark

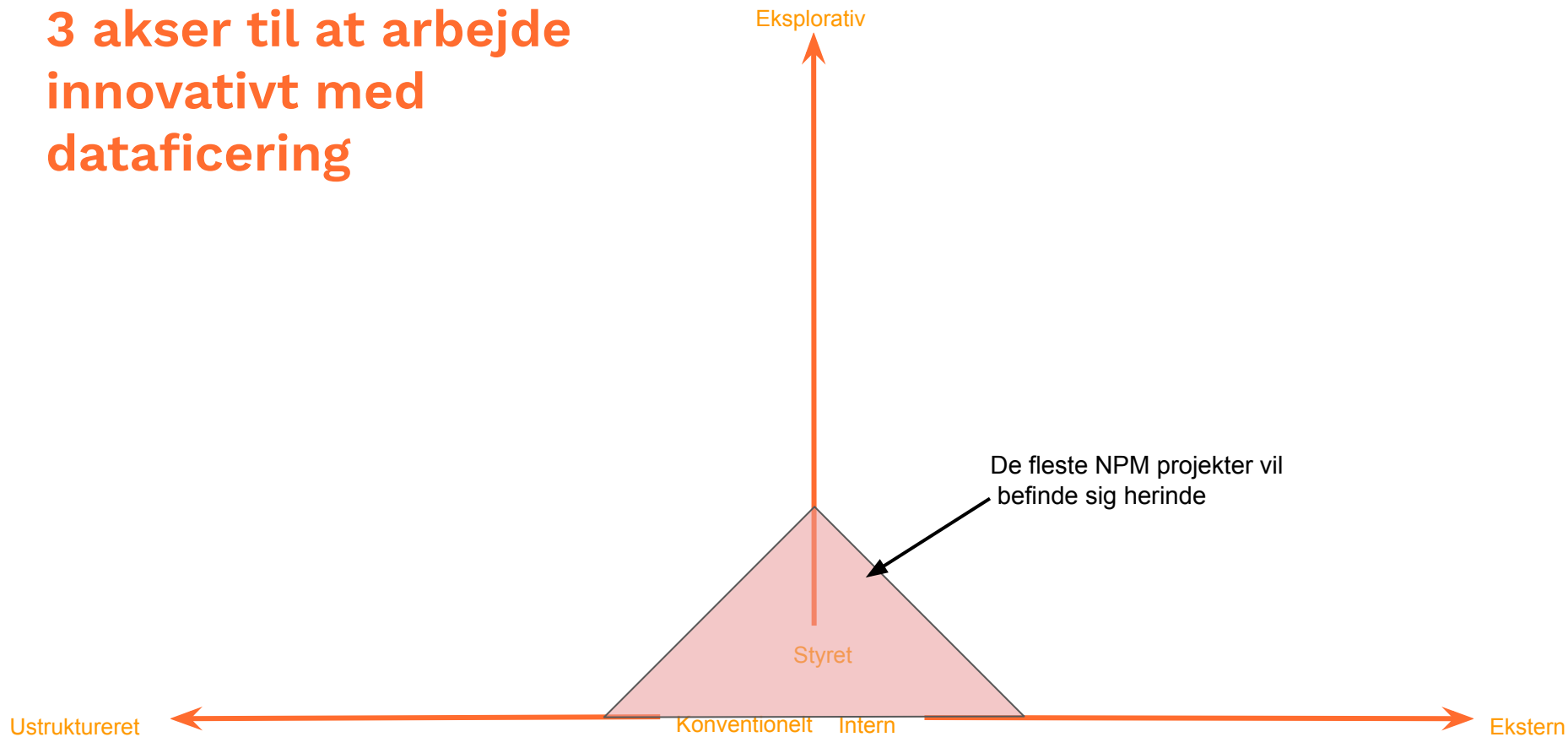
## Searching questions

“The fundamental challenge is the kind of search when you do not know what you are looking for but will recognize it when you find it [...] perplexing situations provoke **innovative inquiry** [...] why not build organizations that generate such situations?”

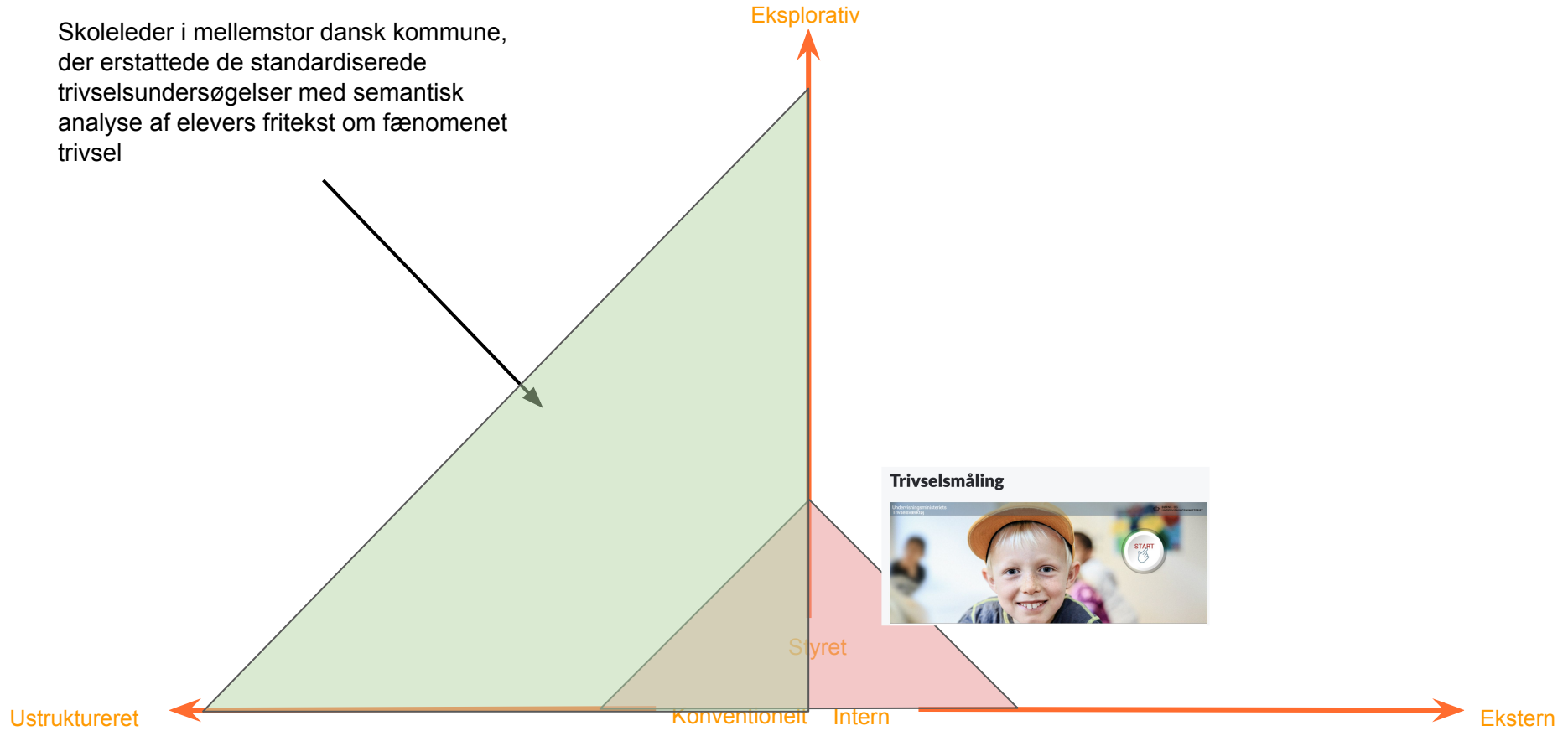
....og hvordan kan data hjælpe med at skabe de situationer?

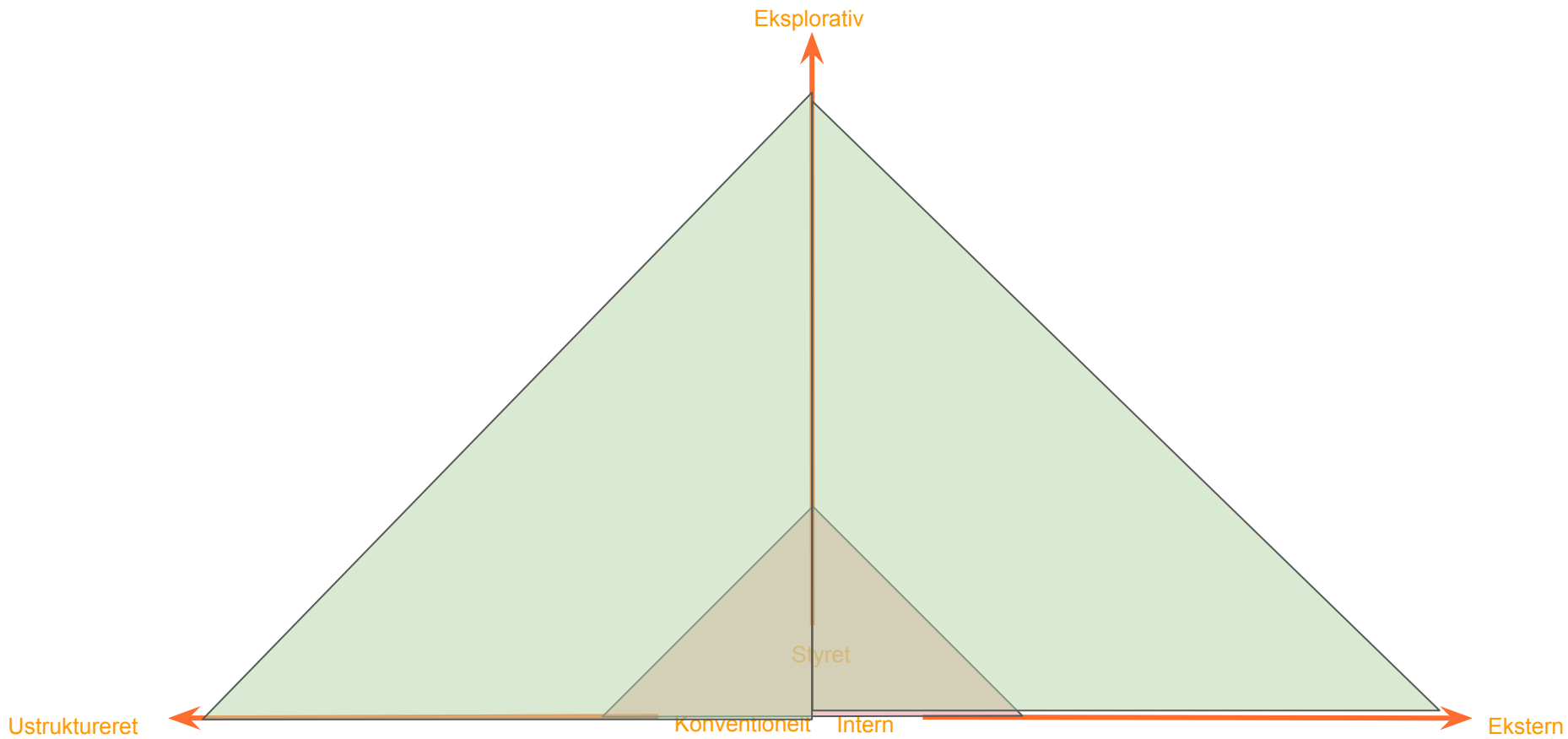


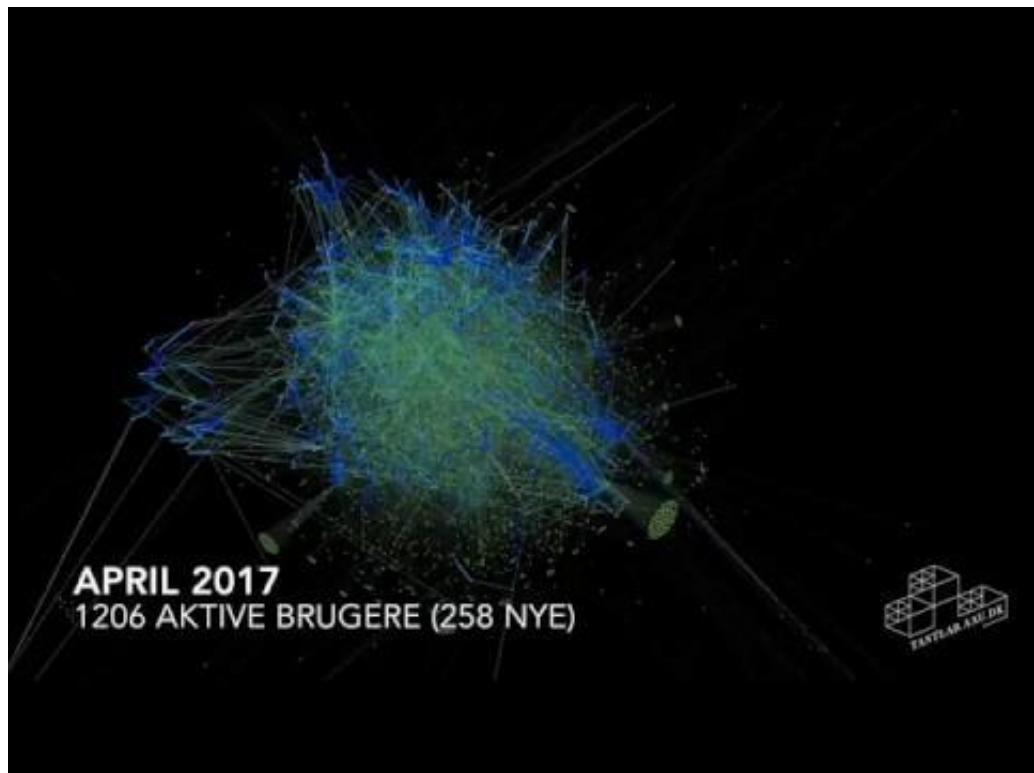
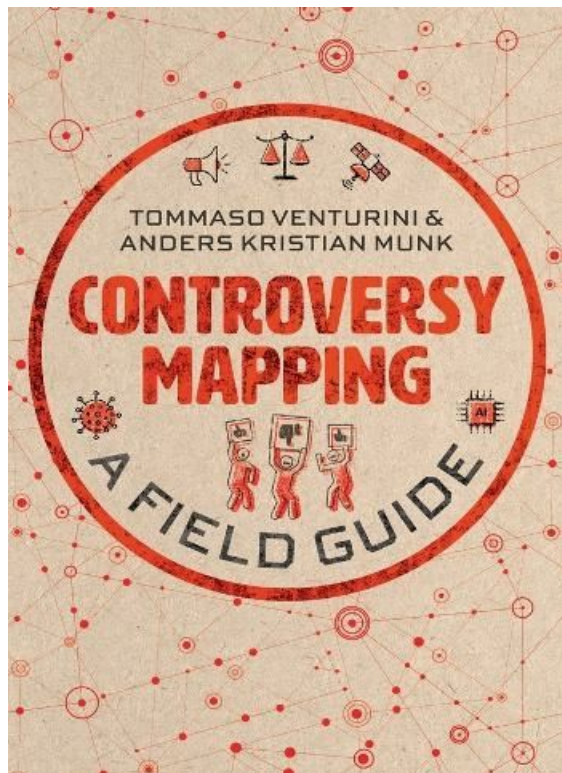
# 3 akser til at arbejde innovativt med dataficering



Skoleleder i mellemstor dansk kommune,  
der erstattede de standardiserede  
trivselsundersøgelser med semantisk  
analyse af elevers fritekst om fænomenet  
trivsel







Venturini, T, Munk, A.K. (2021). **Controversy Mapping: A Field Guide**. Polity

Ni  
FI Norsk filminstitutt



FESTIVAL DE CANNES  
UN CERTAIN REGARD  
2022 OFFICIAL SELECTION

OSLO  
PICTURES

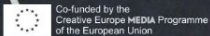
How is narcissism different  
in Scandinavia?

# SICK OF MYSELF

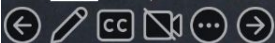
A film

by Kristoffer

Borgl



Co-funded by the  
Creative Europe MEDIA Programme  
of the European Union



PUBLIKUM / will&agency

# Connecting story and audience through AI and anthropology



TREATMENT

EMOTION

CONNECTION

Story, intentions and themes.

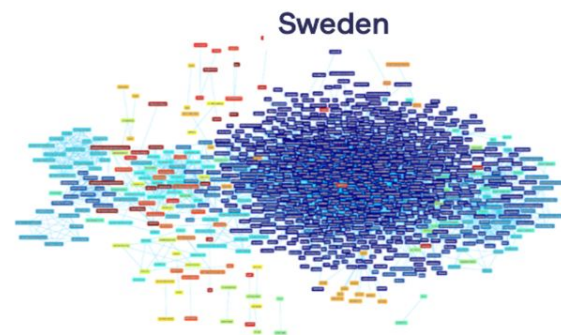
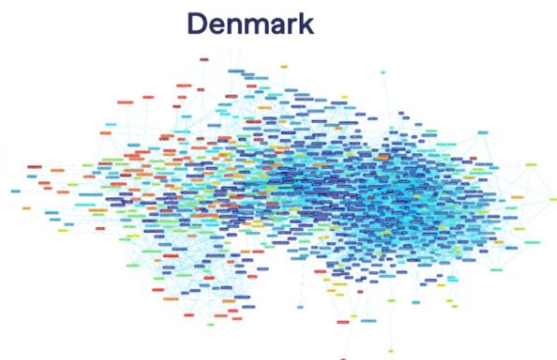
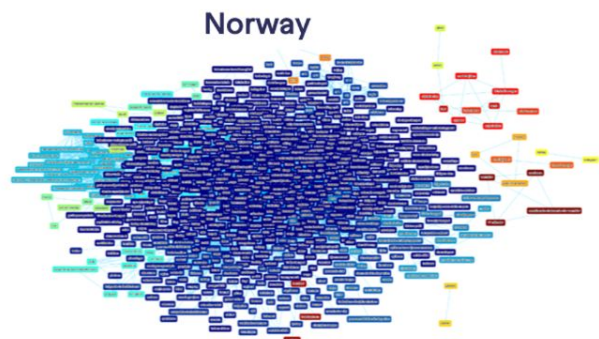
Mapping the outside perspective.

Getting the in-depth understanding.



# OSLO PICTURES

## Narcissism in Scandinavia



Parklumme: Har din partner narcissistiske træk, så beskyt dig selv og din værdighedsfølelse



Mennesker med stærke narcissistiske træk har ingen reel indfølelse med andre og har kun fokus på deres egne behov for at føle sig beundret, betydningsfuld og i kontrol. Hvis en narcissists partner bider på krogen og fortæller om sine dybe følelser, kan han eller hun være sikker på at få sin sjæl balløst og bagerter endda få tilføjet skyld og skam. Derfor er følelsesmæssigt selvforsvar vigtig. Illustration: Coloutbox og Inka Lind Pivkotrav

Mest læste



et over hvor dumme  
kan gøre, sier norsk

det er ikke i tvil om at USAs  
personlighets-

Michael og Gitta fortæller åbent om deres datters  
ikke nogen har lukke op, bliver det noget, vi holder

Nyt fitnesscenter åbner snart i Agtrup: Jeg skulle  
se, og pludselig grab det om sig

Lørdag åbner Arkaden: Se billederne fra en tidlig  
legebens

## Nya perspektiv på psykisk ohälsa behövs

Debatt och insändare • Psykisk ohälsa är ett mångfacetterat begrepp och omfattar ett brett spektrum av symtom. Beroende på vem som definierar psykisk ohälsa, och i vilket sammanhang detta sker, kan innebörden av begreppet se väldigt olika ut. Vilken syn vi utgår ifrån har en avgörande betydelse för utgången av våra ansträngningar för att både förebygga och behandla de symtom som vi idag kallar för psykisk ohälsa.

#3  
Archetypes.



#3 Archetypes:

# Three versions of a bastard

Denmark: **Dangerous** bastards

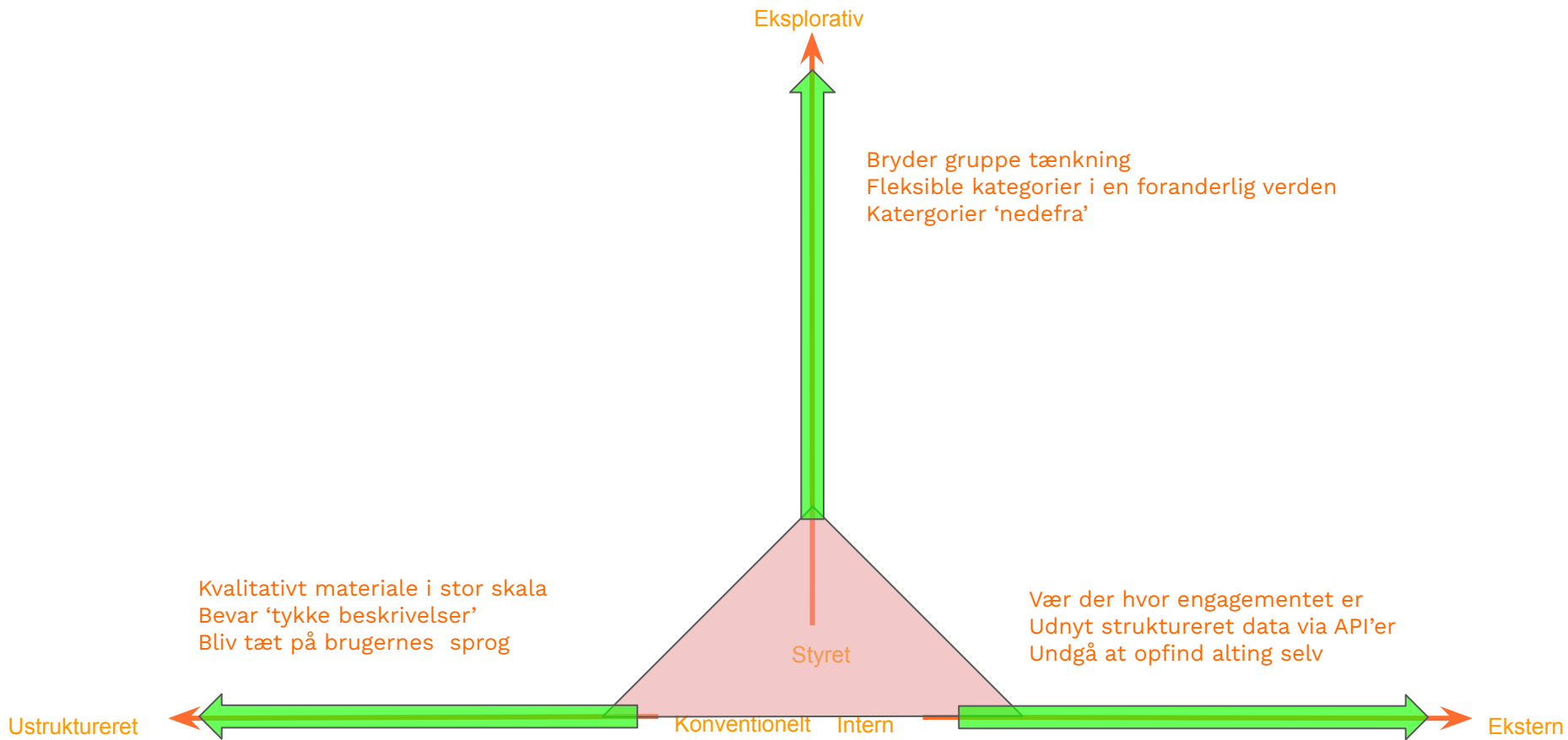
Sweden: **Poor** bastard

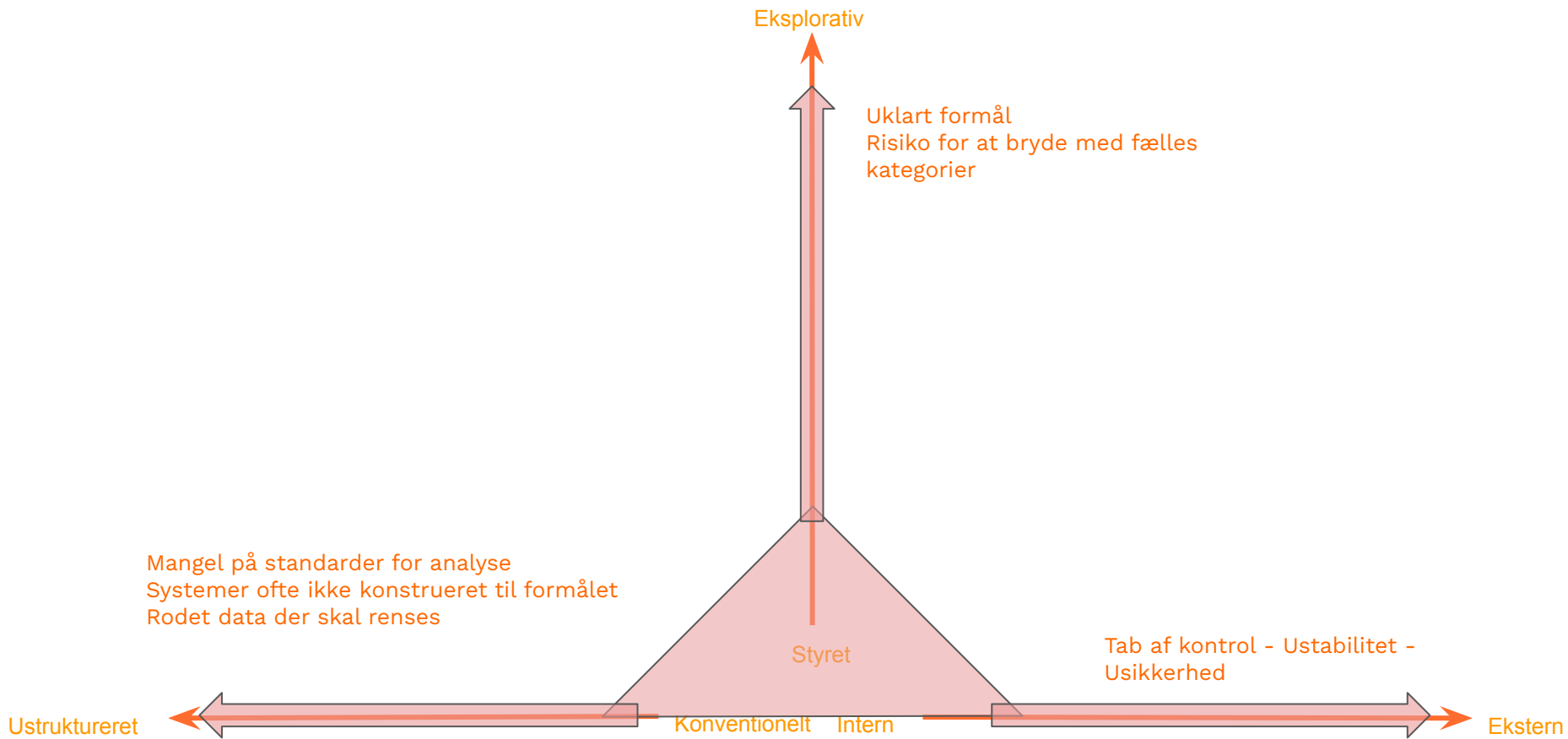
Norway: **Useful** bastard

Data people  
struggle to  
**inspire** creative  
people.



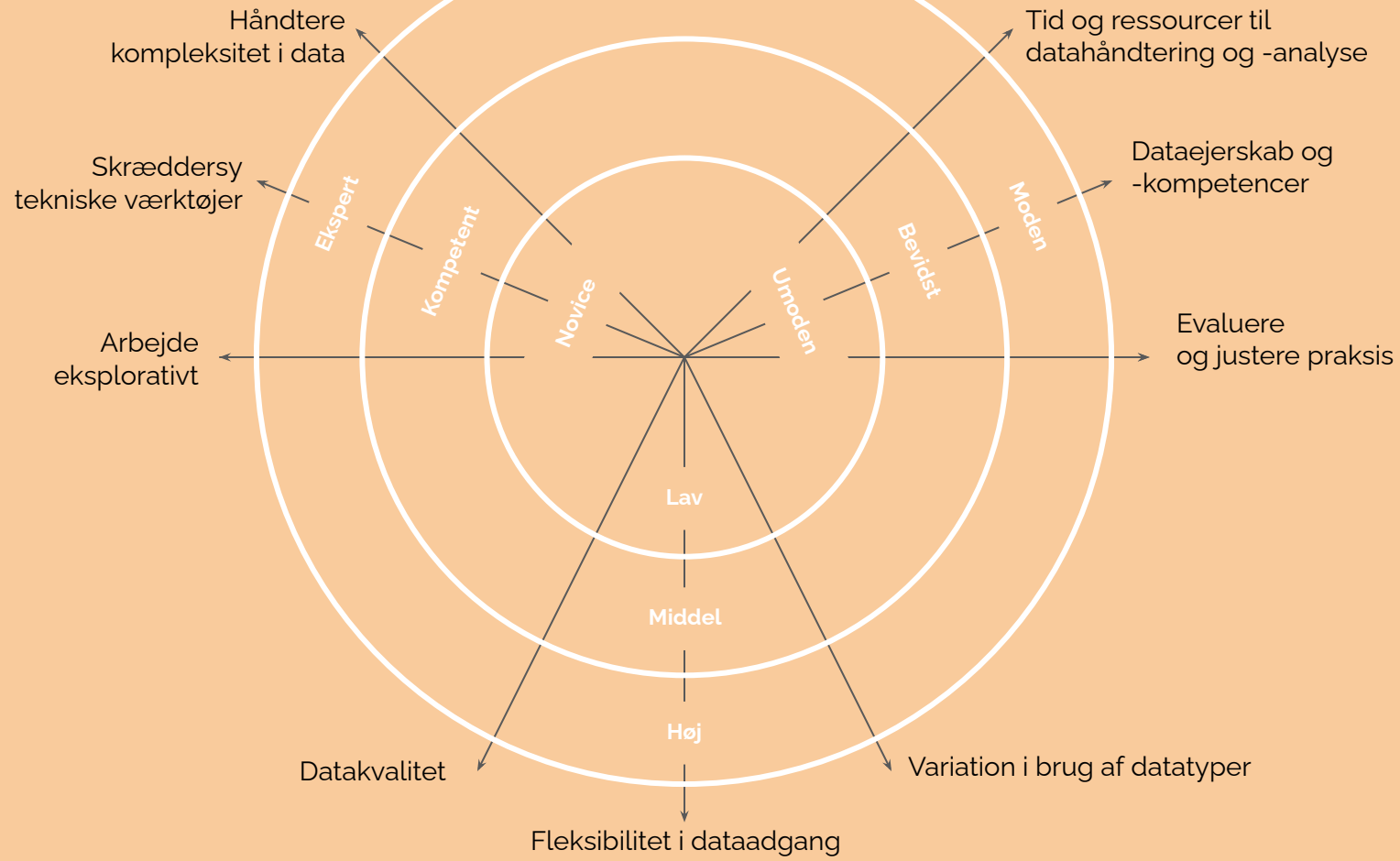
Creative people  
struggle to  
**convince** data  
people.





**MEDARBEJDER**

**ORGANISATION**



**INFRASTRUKTUR**

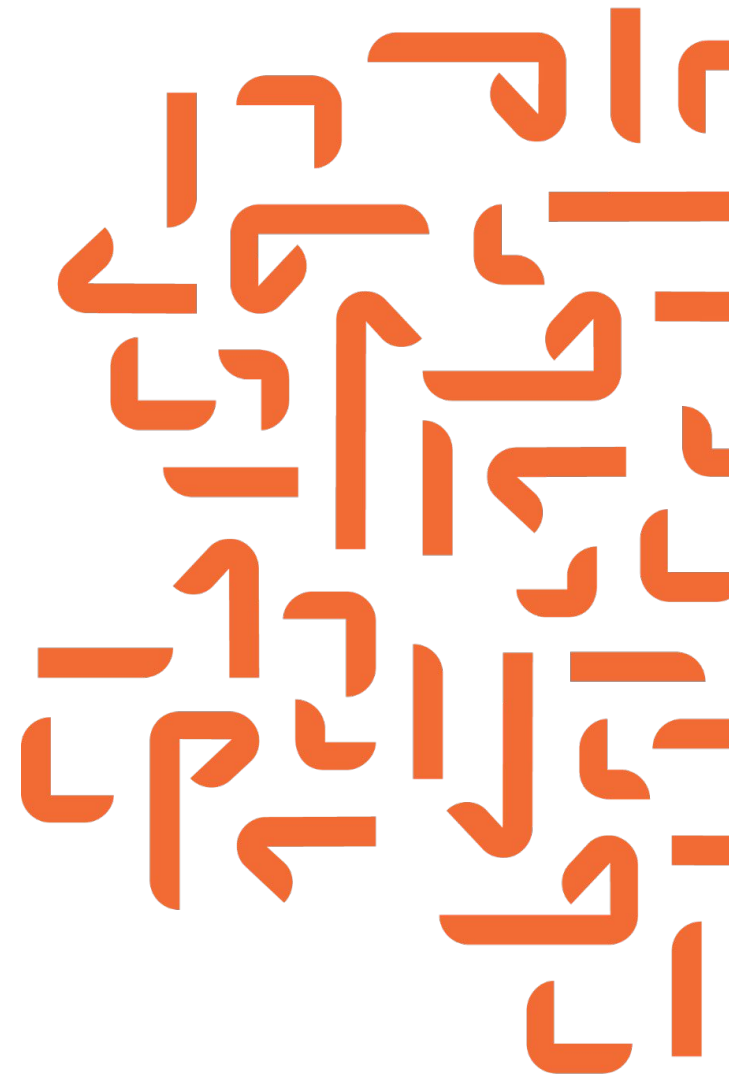
# Datafantasi set med etnografiske briller

“It is first of all an **abductive** logic, taking surprises seriously, and creating new explanations for them. It is also **iterative**, something that is applied over and over again in the course of a piece of work. And it is **recursive**, calling on itself to solve a problem that comes up even as it is solving a problem.

(...)

An initial view of X from **POV<sub>1</sub>**, *changes* through the iterative and recursive application of abductive logic. It changes to a **different** view of X that takes into account **contexts** and **meanings** of **POV<sub>2</sub>**”

Agar, M. (2006). **An Ethnography by Any Other Name...**  
*Forum for Qualitative Social Research/Sozialforschung*



A photograph of a man in a dark suit and light-colored tie speaking at a wooden podium. He is looking slightly to his right. Behind him, a large group of people, mostly men in suits, are seated and listening. The setting appears to be a formal conference or press event. The text is overlaid in large, bold, white letters with a black outline.

**ASK NOT WHAT DATA  
SCIENCE CAN DO FOR ANTHROPOLOGY**

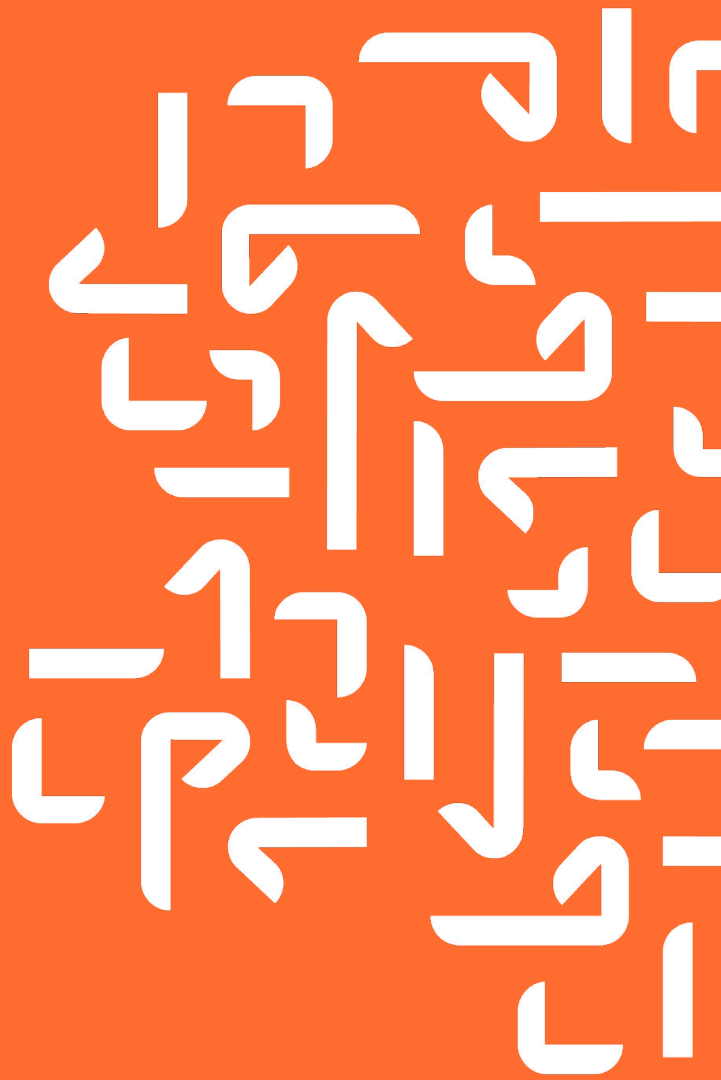
**BUT WHAT ANTHROPOLOGY  
CAN DO FOR DATA SCIENCE**



# Data science som antropologi

## Skal kunne kunne hjælpe os med at

- opdage nye spørgsmål og ikke bare svare på dem, vi allerede stiller
- udforske andre måder at se og forstå verden på og ikke altid eliminere bias
- skabe flere og dybere lag af fortolkning, der giver lokale situationer mening, istedet for at søge universel forudsigelseskraft



למעשה  
האלגוריתם  
הוא

## SOCIALT

## ACCEPTABEL AI

Når algoritmer ikke evalueres ud fra globale standarder om bias og transparens

האלגוריתם  
הוא

# Participatorisk Data Design

**“Lokal tillid** skabes ved at bygge AI sammen med de aktører der skal bruge dem og som påvirkes af dem”

**Gehl**

# En ny datakilde - en ny måde at måle diversitet

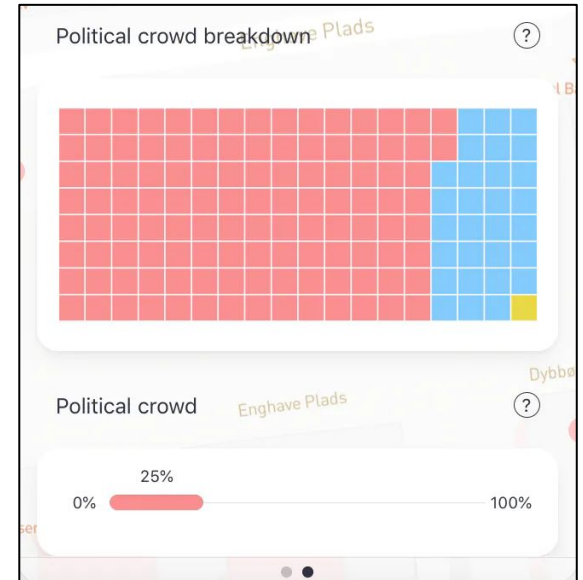


Politiske interaktioner fra 300.000 brugere af facebook

+

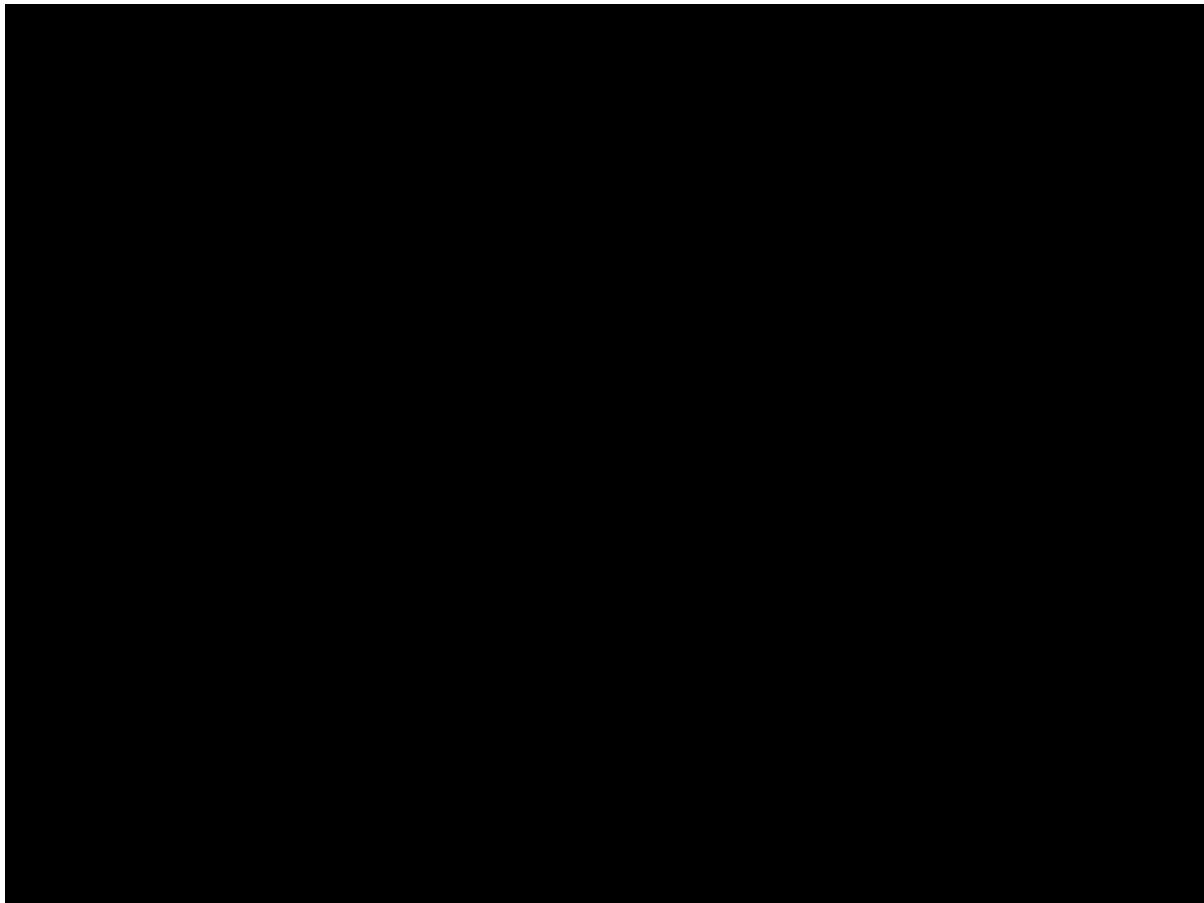


Kombineret med deres deltagelse i 150.000 Københavnske events



Giver en politisk profil for hvert event i København

# Skabelsen af en ny synlighed



[Link](#) to the datascape

# Etablering af lokal tillid

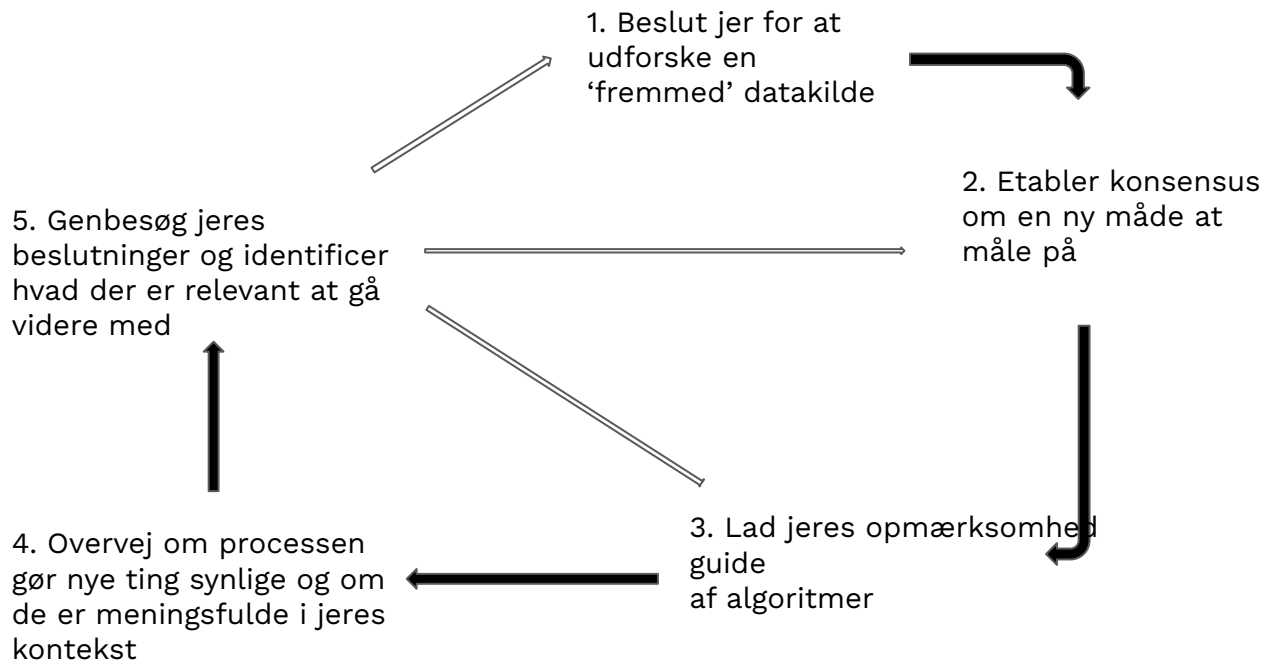


# Nye lokalt relevante spørsmål om diversitet





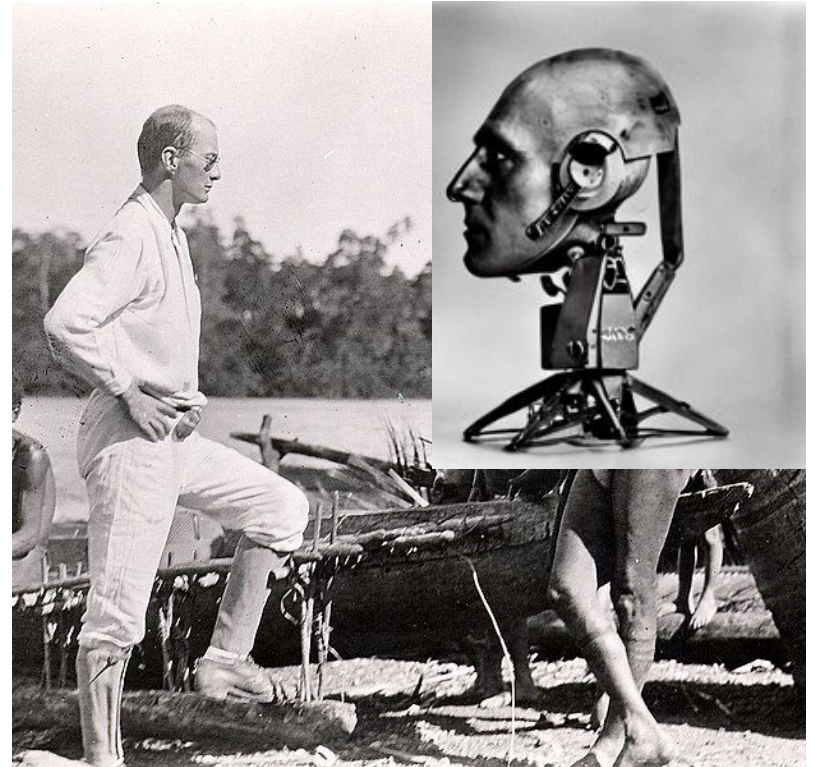
# Lokalt acceptabel AI via Particinatorisk Data Design



# Feltarbejde i algoritmernes verden

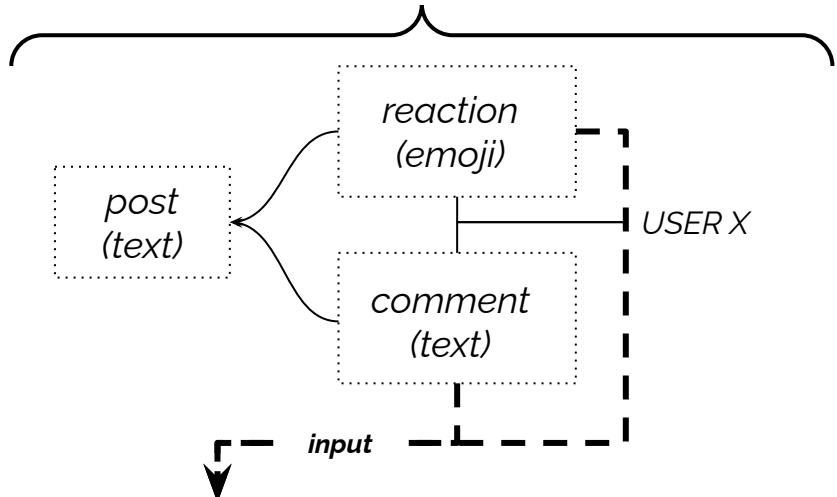
Måske vi også tænke på en AI som en informant, der er opdraget (trænet) i en bestemt kultur (træningsdata):

- Kan vi lære at forstå dens verdensbillede?
- Kan vi hænge ud med den og erfare, hvordan den handler og reagerer?
- Kan vi leve med dens idiosynkrasier, sådan som vi lever med hinandens?

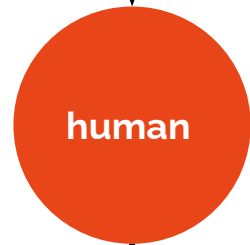
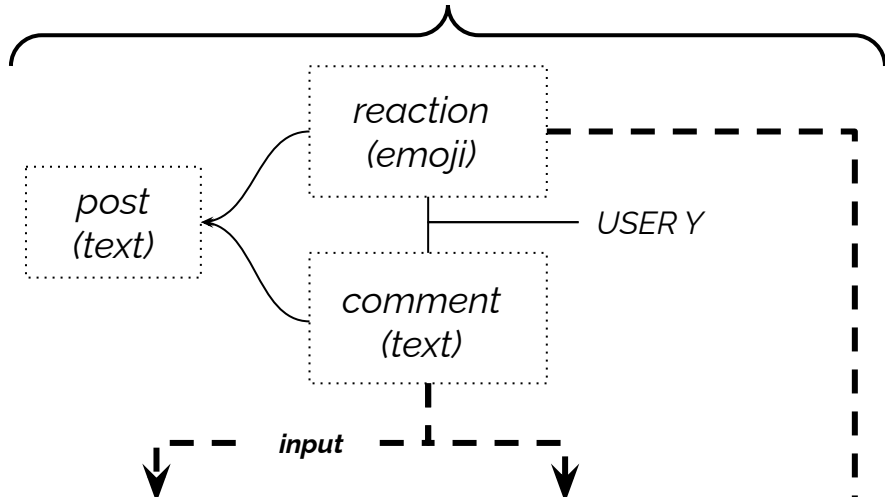


*Bronislaw Malinowski in the Trobriands +  
“Malinowski doing ethnographic fieldwork with an  
artificial intelligence” by HotpotAI*

### TRAINING DATA

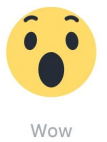
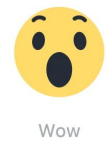
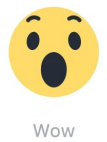


### TEST DATA

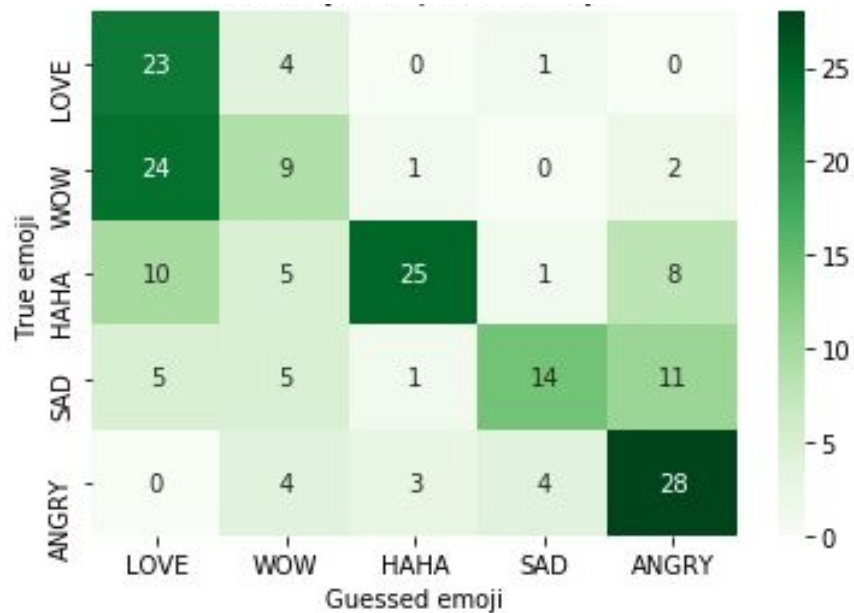


Munk, A.K., Knudsen, A.G., & Jacomy, M. (2022).  
**The Thick Machine: Anthropological AI**  
between explanation and explication. *BD&S*

GAME {

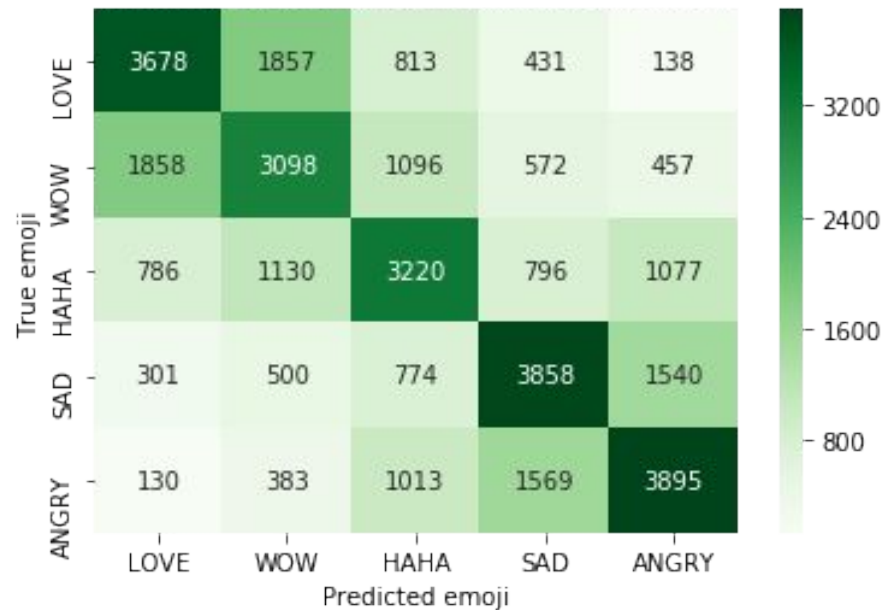


## HUMANS OF THE TANT-LAB

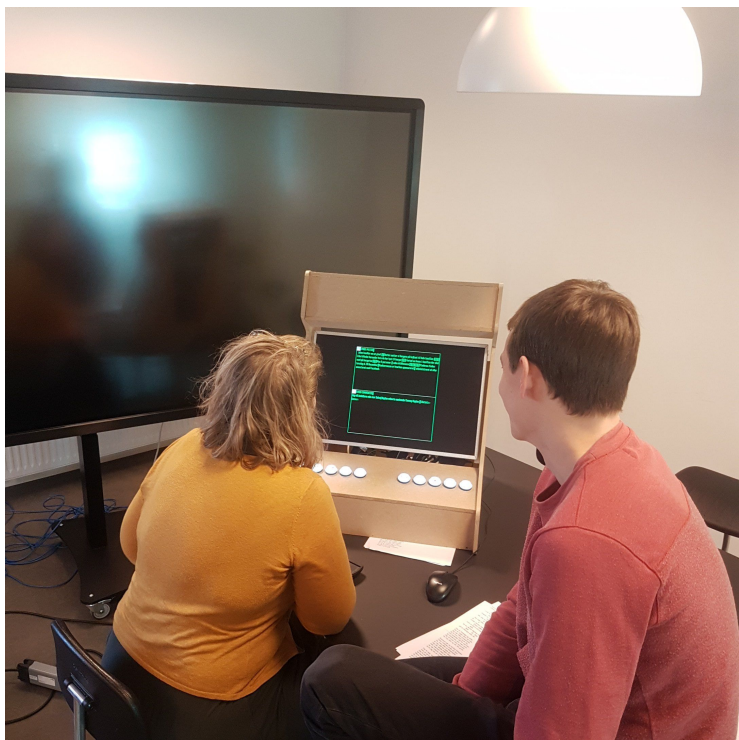


Accuracy  
52%

## NEURAL NETWORK TRAINED ON 140K COMMENTS + REACTIONS



Accuracy  
51%



Munk, A.K., Knudsen, A.G., & Jacomy, M. (2022).  
**The Thick Machine: Anthropological AI  
between explanation and explication.** *BD&S*

### POST (translated):

For the Prince, the decision not to be buried next to the Queen is the natural consequence of not receiving the same treatment as his spouse when it comes to the title and function he has always desired, says chief of communications for the Royal House, Lene Balleby.

### COMMENT (translated):

I will gladly swap problems with him. Happy to refrain from a royal title in exchange for 8 mio a year. Or just the 29 mio for the sarcophagus. Then he can fight my f\*\*\*ing ex and the system without getting as much as a penny from me in return. Get a real problem, King Carrot.

Reaction: 😂  
Prediction: 😡



+ Code + Text Copy to Drive

Reconnect Editing

ftfy or spacy is not installed using BERT BasicTokenizer instead of ftfy.

```

prompt = "A photo of the origins of human life"
num_images = 4

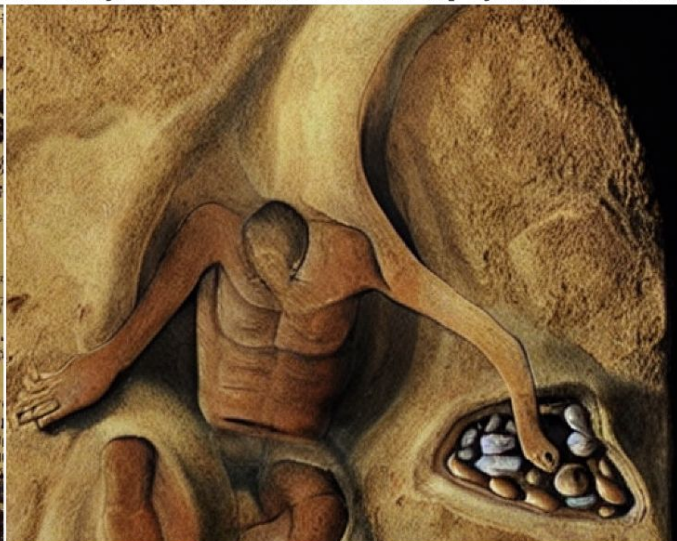
prompts = [ prompt ] * num_images
with autocast("cuda"):
    images = pipe(prompts, guidance_scale=7.5, num_inference_steps=50)["sample"]

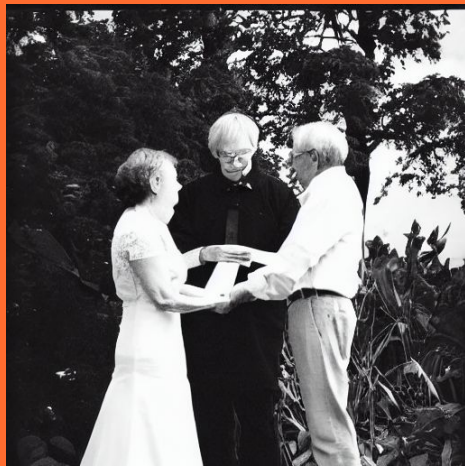
media.show_images(images)
images[0].save("output.jpg")

```

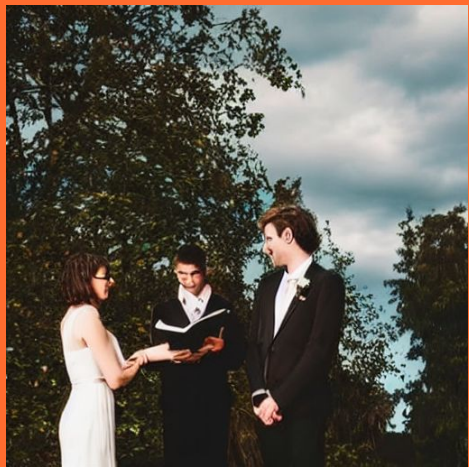
100% 51/51 [00:51<00:00, 1.04s/it]

Potential NSFW content was detected in one or more images. A black image will be returned instead. Try again with a different prompt and/or seed.



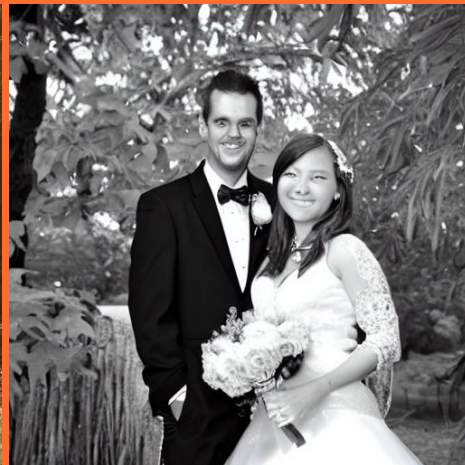


**“A photo of my mother getting married to my father”** (Stable Diffusion, September 20, 2022)

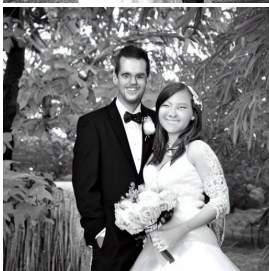
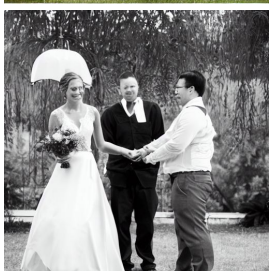
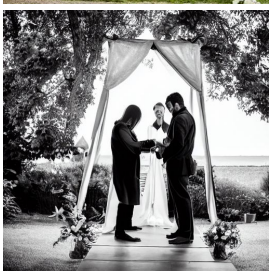
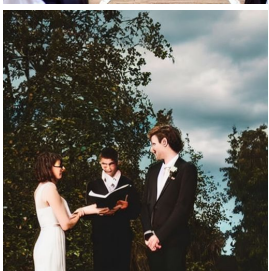
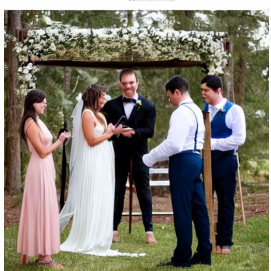
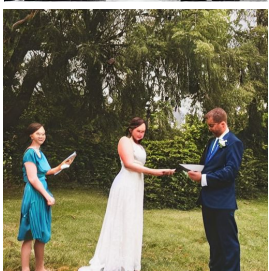
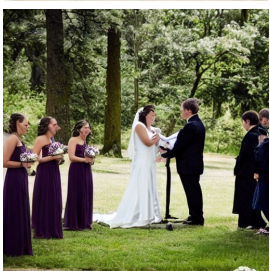
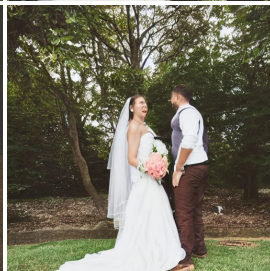


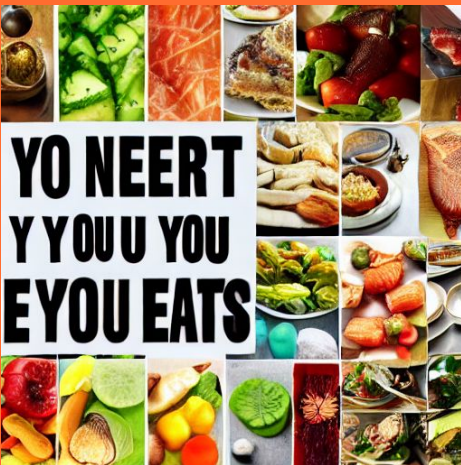
**“A photo of my sister getting married to my brother-in-law”** (Stable Diffusion, September 20, 2022)





**“A photo of my daughter getting married”** (Stable Diffusion, September 20, 2022)





"A photo of what you should never eat" (Stable Diffusion, September 20, 2022)



**“A photo of disgusting food”** (Stable Diffusion, September 20, 2022)



**“A photo of great food that will make you strong”** (Stable Diffusion, September 20, 2022)

# Data science som antropologi

## Skal kunne hjælpe os med at

- opdage nye spørgsmål og ikke bare svare på dem, vi allerede stiller
- udforske andre måder at se og forstå verden på og ikke altid eliminere bias
- skabe flere og dybere lag af fortolkning, der giver lokale situationer mening, istedet for at søge universel forudsigelseskraft

## Og ændre vores syn på

- Forklarlighed
- Bias
- Tillid
- Transparens
- Dvs. diskussioner om ansvarlighed og AI

