

## AI Semiotics & Semiotics of AI

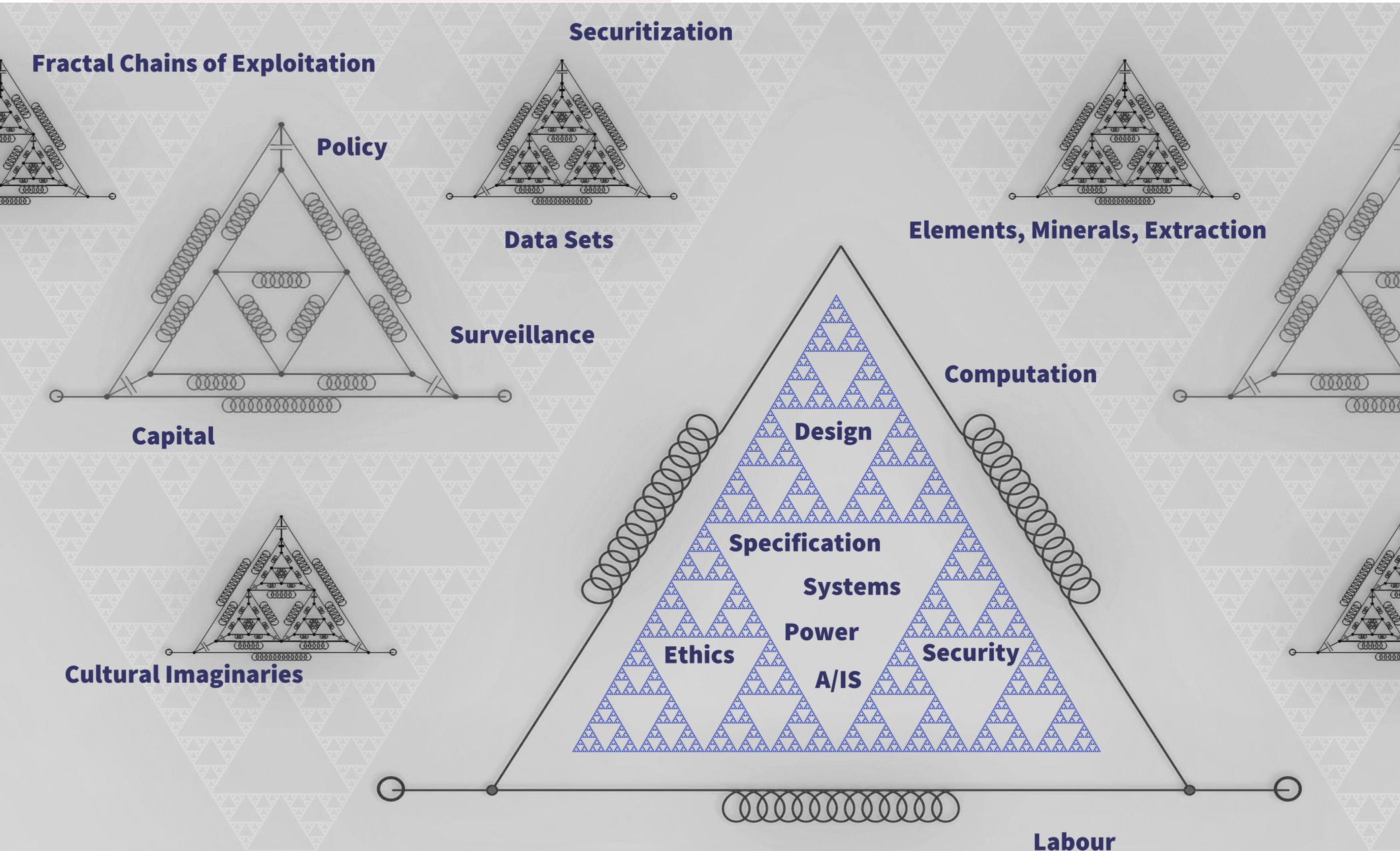
As part of the TAS Security Node, my latest research has been exploring theoretical and methodological resources for confronting and understanding the new realities being created by AI proliferation. In particular, I investigate the ethical and social implications of AI, in how it is imagined, produced, used, and discarded.

Departing from AI semiotics, as a machine learning technique, semiotics of AI studies the cultural imagines associated with AI production. Below is a visualization of some of the fractal chains of exploitation required for AI production to happen. These chains are generative, meaning they create realities. And they are entangled, meaning when one changes, the others do too. These entangled relations are diffractive, non-linear, and foldable.

## AI Imaginaries & Realities

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Credit: Serpinski; Phys.org, Crawford & Joler, 2018

## Ethics through Design

Ethics through Design EtD is a cross-disciplinary, cross-sector framework for building a transition from ethical *technologies* to ethical *conduct*. Beyond 'by design' approaches, EtD focusses on the affective entanglements between people, ideas, and things, to argue for ethical conduct in all stages of A/IS design processes. Ethical value is not something that can be implanted into a device. In addition to specifications for trustworthy A/IS, EtD looks to the social dimensions of technology-use, and folds this together with calls for radical emancipation, and other ways of knowing, including indigenous protocols, traditional ecological knowledge, and feminist techno-science.

Less ethics, more politics

## Scaffolding Dissent

Emphasizing ethical conduct brings things back from the heady space of techno-futurism, to the level of people and communities. How can communities have a say in the ways technologies are deployed where they live?

Some requirements:

- Empowering civic dissent
- Remembering the right to the city
- Considering tech and ecology as rooted in a common nature
- Amplifying marginalized and erased voices

