



SEEDS HackSciArt

SEED 13-IA

RESEARCHERS

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Grupo de Investigación: HUMAINT

1. ESSENTIAL DIMENSION

(Objective descriptive information of the scientific seed)

NAME

“Human and machine behavior: HUMAINT”

KEYWORDS

Machine learning, data, human behaviour, human-computer interaction, algorithm, big data, psychology

BRANCH

Artificial intelligence, machine learning, impact on people, ethics

ABSTRACT

Our research deals with the impact that algorithms have on people, on our minds and on our decisions. Algorithms can be found today in search engines, mobile applications (conversation systems such as Siri or Alexa or image analysis systems such as facial recognition), social networks or platforms (spotify, airbnb, amazon, netflix, linked in, google

maps), and they help us access information and content, and they also influence us and take our time, usually on our mobile phones.

METAPHOR

People as a hybrid between our mind and our mobile phone.

PHASES OF THE USUAL SCIENTIFIC METHOD

1. ***

TOOLS

Mobiles, robots, computers, brain-computer interfaces

RESOURCES

- 1) <https://ai-watch.ec.europa.eu/humaint>
- 2) See interview with the journalists <https://www.canalsur.es/televisi%C3%B3n/sevilla-la-bruselas-andaluza/1827367.html>
- 3) Artículo “Reconocimiento facial: ¿Aceptaría que le ‘lean’ la cara en cualquier momento?”: <https://elpais.com/tecnologia/2022-09-21/acceptaria-que-le-lean-la-cara-en-cualquier-momento.html>
- 4)



2. ADDITIONAL DIMENSIONS

(The following sections add subjective information from the scientific seed, in order to inspire creatives in the creation of a SciArt work. Some of the sections may not have information if the researcher chose not to specify anything.)

SCIENTIFIC MOTIVATION

Study the impact of technology on people to maximize the opportunities it offers and minimize the risks it entails.

The development of algorithms and their implementation in products requires interdisciplinary knowledge.

METAPHYSICS

Social change.

ETHICS

Freedom of thought and decision, fundamental rights (equality, non-discrimination) and the physical and mental well-being of people.

COLORS

Reality is not black and white so we would choose black and white, and the entire gray scale, or a chromatic progression between colors.

AROMAS

Alcohol, chemical.

FLAVORS

Metallic, chemical.

SOUNDS

Electronic music, ambient sounds.