SAAI – Social Acceptance of AI in Industry

Project SAAI investigates the acceptance and connection with end-users and management to improve the success rate of AI implementation in Industry.

Project number	I40-20-03
Project leader(s)	Meine Koeslag, Renate Wesseling
E-mail	meine.koeslag@ispt.eu

Partners	Wageningen Environmental Research, Radboud Universiteit Nijmegen, EnerGQ, Nouryon, ISPT
Budget	192 k€
Duration	1-3-2019 - 1-3-2021

Incentive

The increasing automation and development of AI raises various ethical issues, fears and objections. According to a recent study (AI2020), the biggest challenge for business to implement their SMART / AI business strategy is cultural resistance. The issues we encounter include fear of job losses and reduced autonomy, mainly due to a lack of transparency and insight into the functioning of intelligent systems.

The research is of great importance right now for the top sector energy because these applications can immediately realize energy savings of 5-40% (EnergQ, Techemerg 2018), while it is precisely for these applications that there is an acceptance issue and North West Europe in acceptance and attention is lagging far behind countries such as India and China.

Objective

For the industry, a successful use of AI and the use of Big Data from existing and new sources gives opportunities for improved process control, increased quality of the end products and improved competitiveness.

Approach

The SAAI project makes an inventory of the interventions described in the literature on acceptance of IS / IT technology aimed at the interaction with end users during the design and / or implementation of advanced SW systems. A number of tailor-made interventions are then made to apply in practice to the AI / Big data development processes of the project partners. So that where the AI applications are already being used, implemented or explored by industry, the interventions can be tested against the extent to which they increase acceptance and increase the performance of the application.
This allows the project to systematically compare a set of interventions. An important added value of our research is the use of the perspective of the various target groups of operators and managers.

The consortium conducting this research brings together the expertise of AI application suppliers (EnergQ), researchers of the fundamental development of quantitative methods (RUN), social scientists active with acceptance issues and socially responsible innovation (WUR) and end users (Nouryon and ISPT) .

Results

The project stimulates the discussion on this topic by organizing dialogue sessions and serious game sessions. The project connects with the NL AI Coalition to maximize impact of the project

Next steps

The long-term goal of this project is to achieve an accelerated implementation of AI in the industry with an associated reduction of energy consumption of 5-40%, an improved competitive position of the industry and increased economic activities of Dutch AI suppliers.

Institute for Sustainable Process Technology

TOPSECTOR ENERGIE
Empowering the new economy