

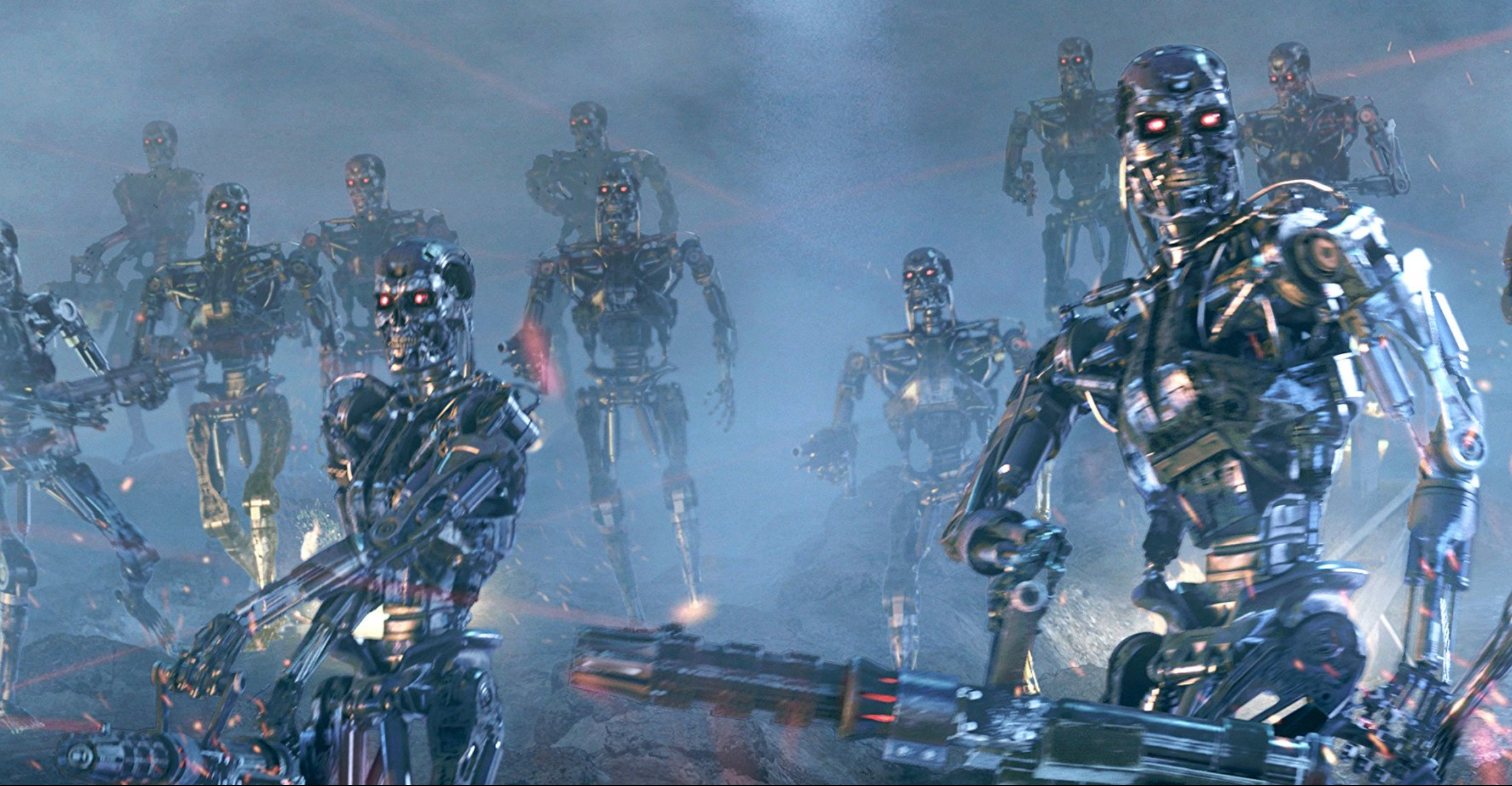
# Shaping the Future of AI

Dr. Jeanine Reutemann  
[audiovisualresearch.org](http://audiovisualresearch.org)

Centre for Innovation,  
Leiden University (NL)  
Redmorpheus GmbH (CH)

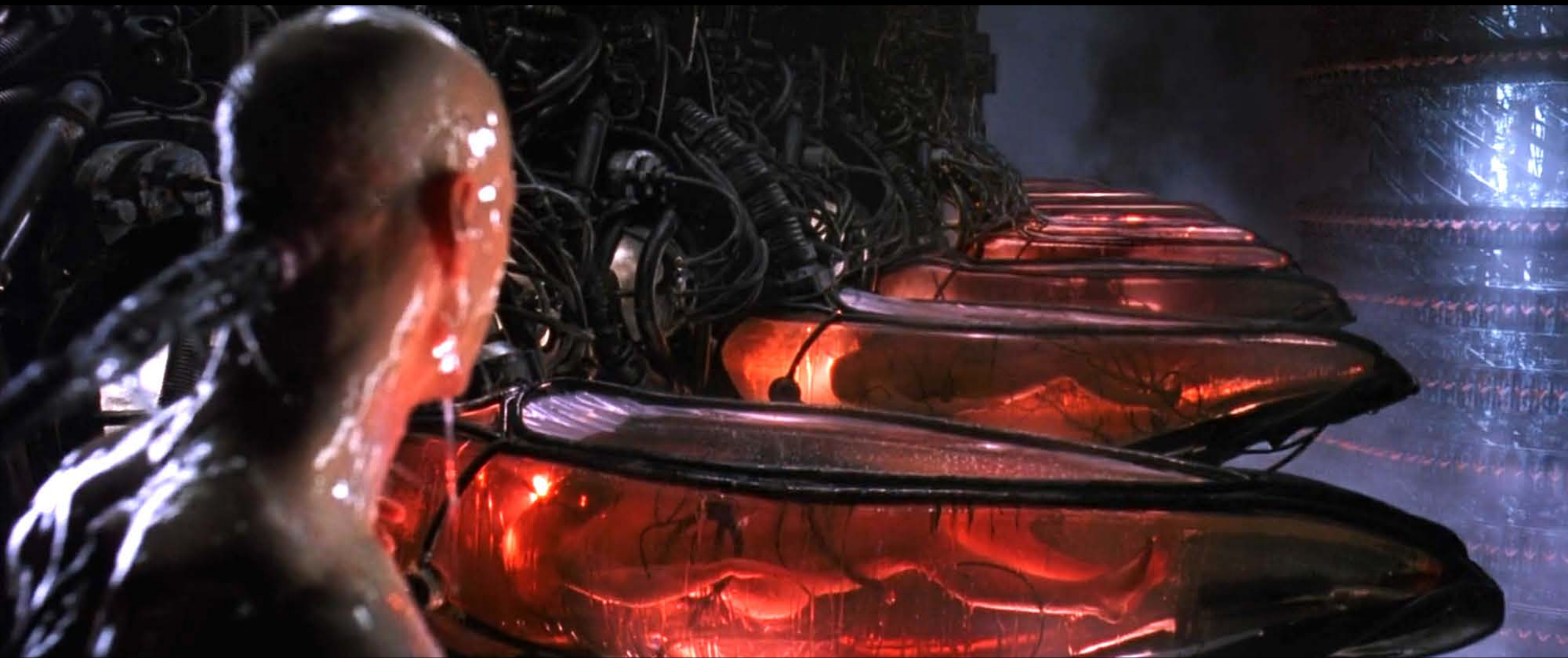






Filmstill: Terminator 3. Rise of the Machines, Jonathan Mostow, Warner Bros Pictures, 2003.





Filmstill: Matrix, The Wachowski Brothers, Warner Bros. Pictures, 1999.





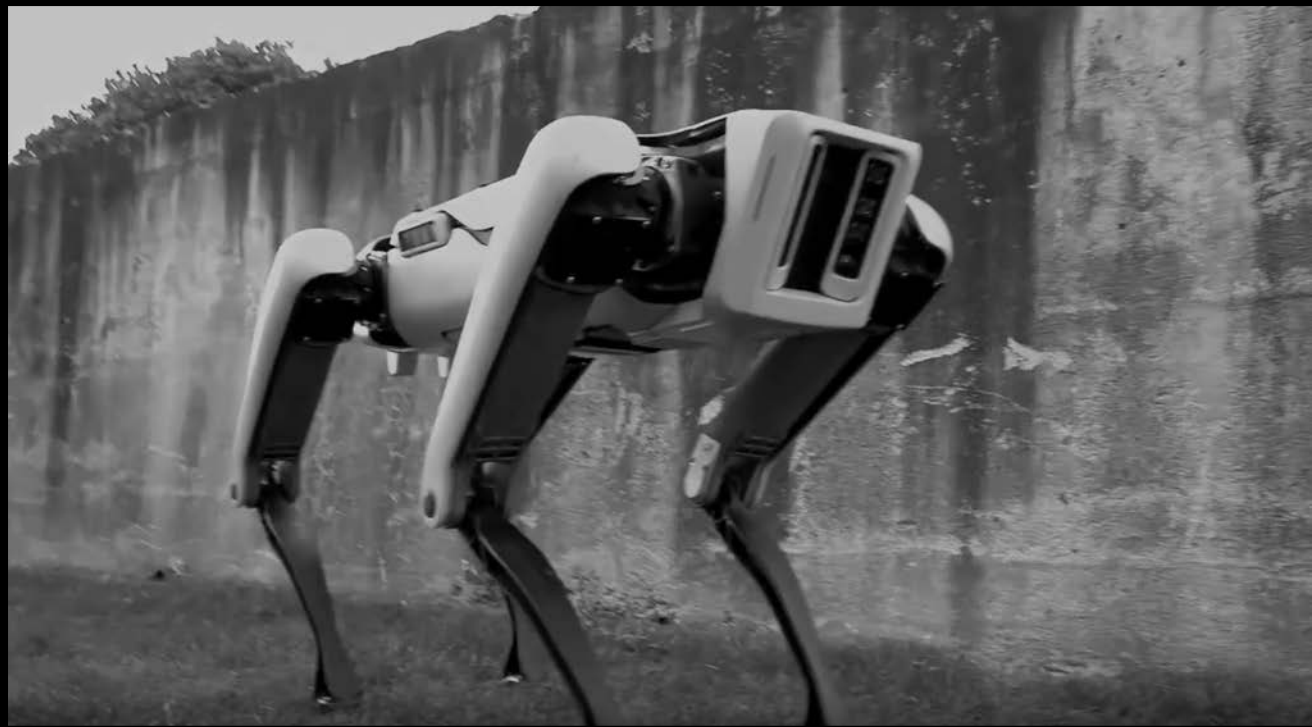
*Circus: The Art of Frederick W. Glasier, 1923*







*Filmstill left: Black Mirror.  
Filmstill right: Boston Dynamics.*





# The robots are coming – for as many as 800 million jobs



Robots will take our jobs. We'd better plan now, before it's too late



Robot automation will 'take 800 million jobs by 2030' - report



**WHO IS READY  
FOR THE COMING  
WAVE OF  
AUTOMATION?**





# **Roots of *AI-Robots***



emeth – truth





emeth – truth  
meth – death



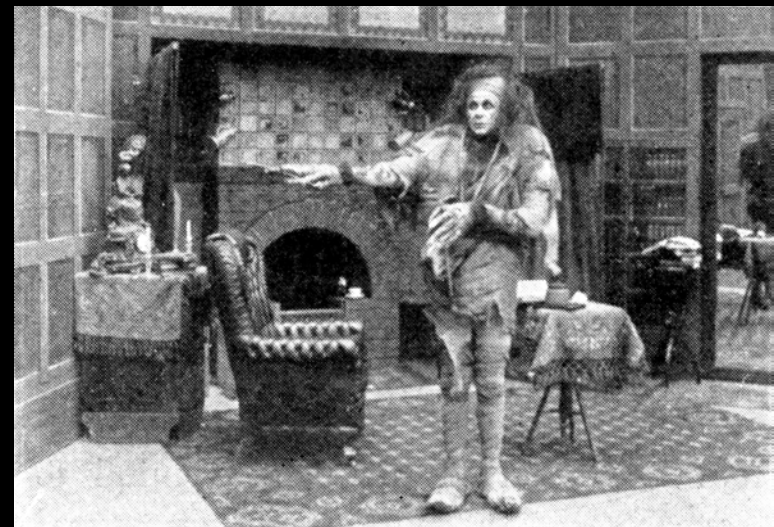
emeth – truth  
meth – death







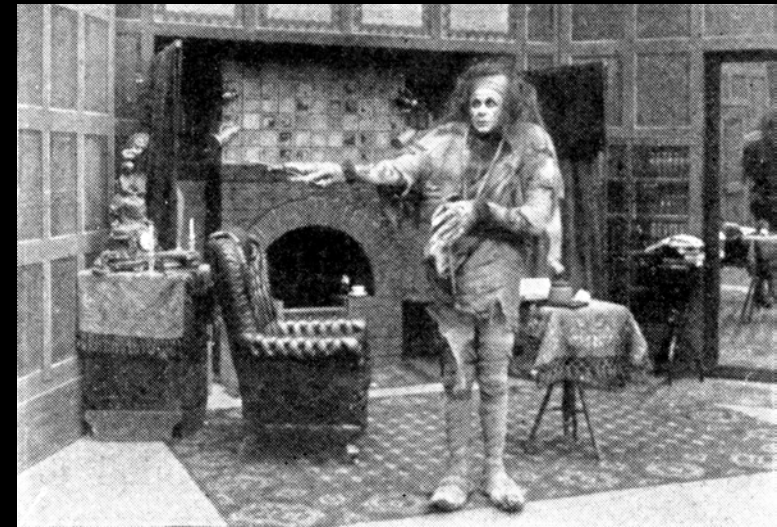
emeth – truth  
meth – death







emeth – truth  
meth – death



Middle: Film poster of Metropolis, Fritz Lang, Ufa, 1927.  
Right u: Filmstill Taros: Jason and the Argonauts, Don Chaffey, 1963.  
Right l: Frankenstein, J. Searle Dawley, Edison Studios, 1910.











# AI-ROBOTS

First good, than evil



**BUY YOUR ROBOT**



# AI-ROBOTS

First good, than evil



*Filmstill: ExMachina, Alex Garland, Film4 & DNA Films, 2015.*



Boston Dynamics

# INVERSION OF POWER

From slave to master



**Robota: Forced Labor**



# INVERSION OF POWER

From slave to master



**Robota: Forced Labor**



Left: Photograph of R.U.R. Capek, January 1922.  
Right: Filmstill: ExMachina, Alex Garland, Film4 & DNA Films, 2015.

# Trust in Tech

**Whenever we delegate tasks to machines and robots, we automatically trust them.**

**However, by „trusting“ robots we assume that their foundations for decision-making are built on the same level of understanding of social and ethical principles as humans.**

Mark Coeckelbergh, Can we trust robots? 2011.



# **Anthropomorphism**

**Human traits, emotions, or intentions  
to non-human entities**





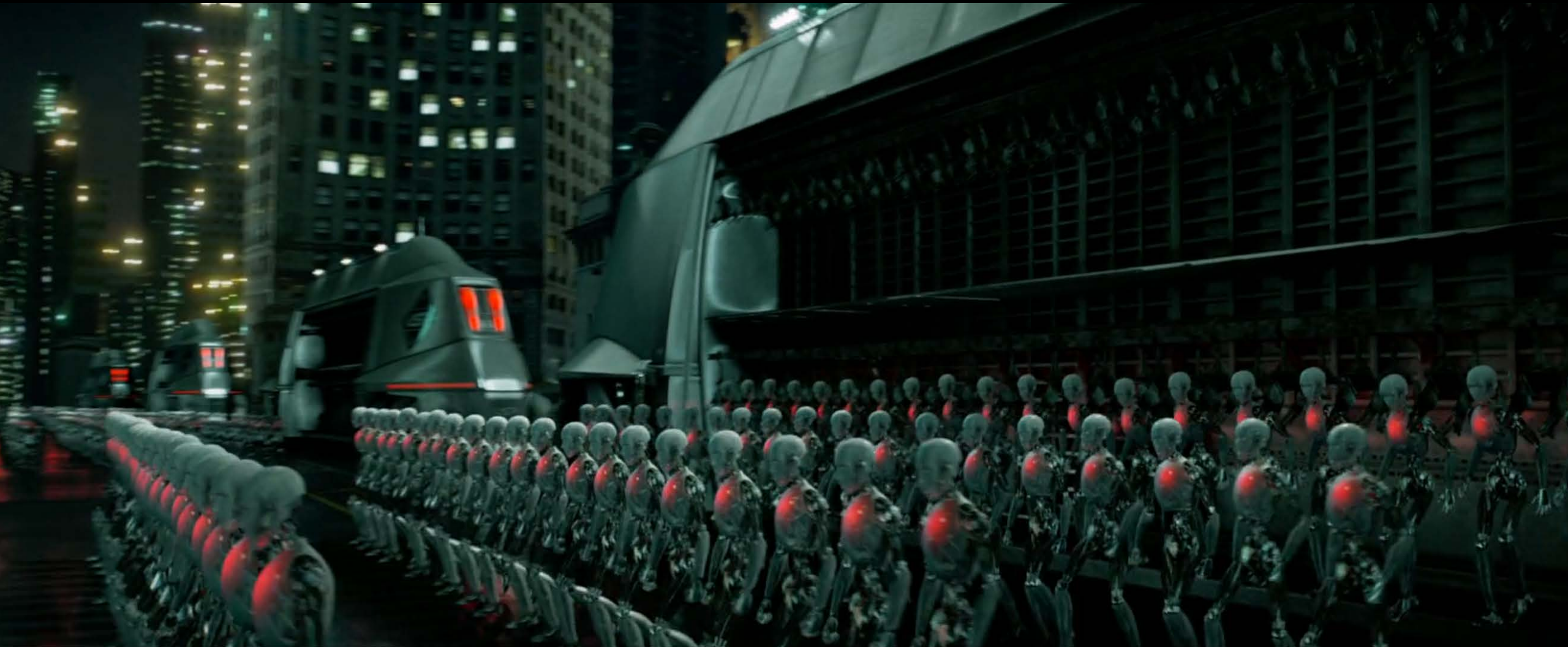


# TECHNOLOGY

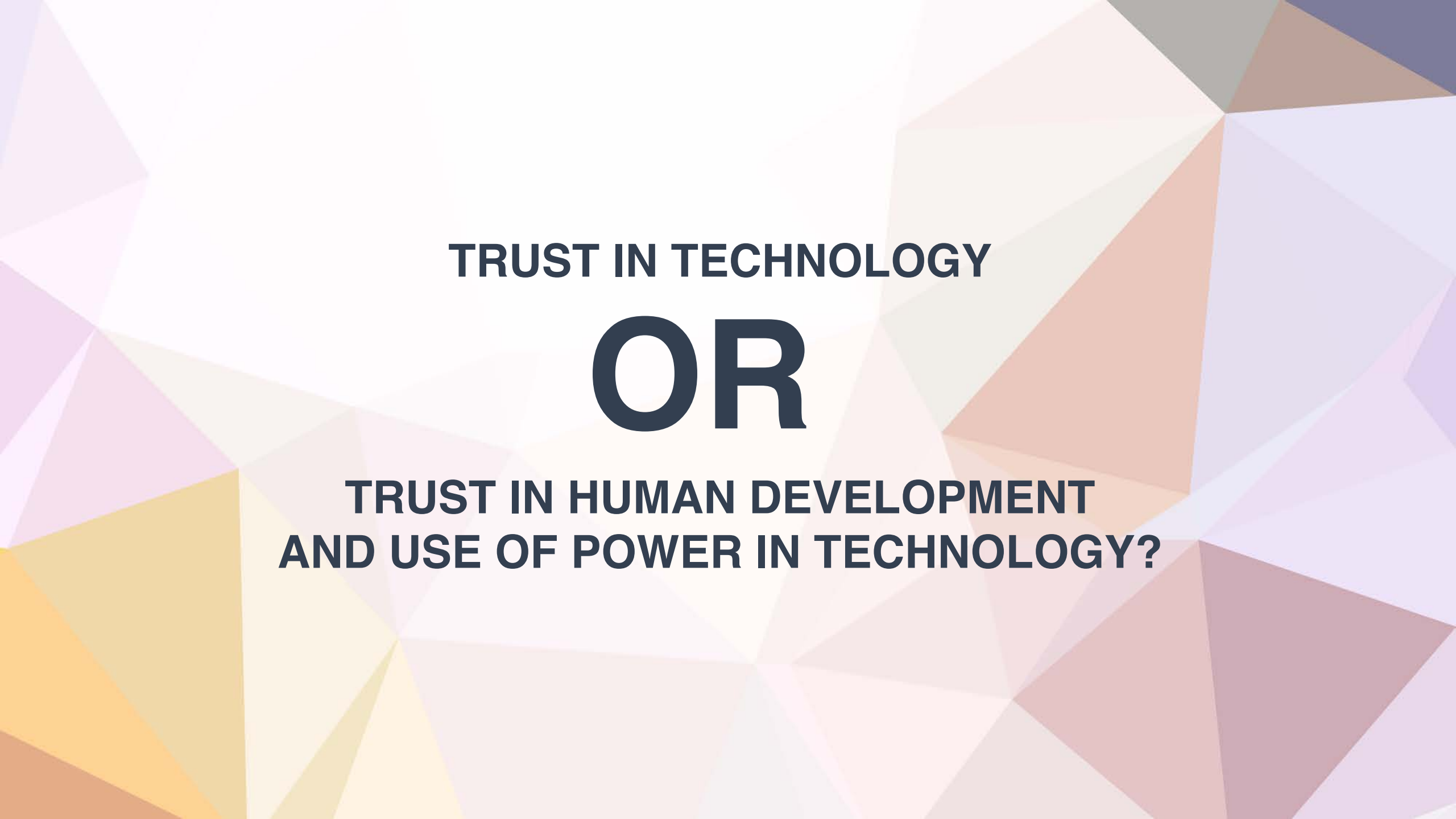
Of an evil corporation



EVIL CORP







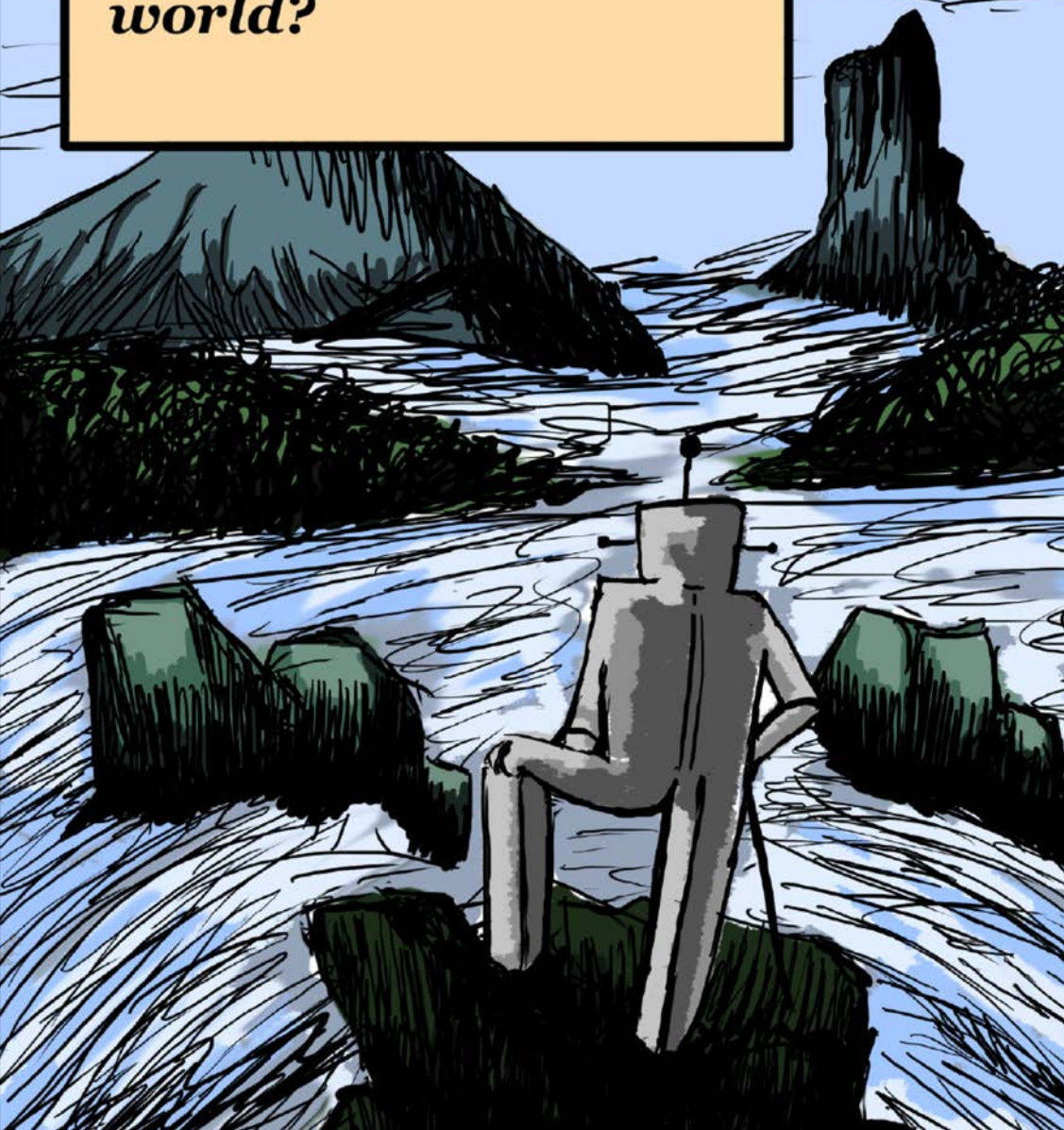
**TRUST IN TECHNOLOGY**  
**OR**  
**TRUST IN HUMAN DEVELOPMENT**  
**AND USE OF POWER IN TECHNOLOGY?**



Left: *Wanderer above the Sea of Fog*, Caspar David Friedrich, 1818.  
Right: Jodok Wehrli, 2017.



*Are you enchanted by  
the beauty of our  
world?*



Left: *Wanderer above the Sea of Fog*, Caspar David Friedrich, 1818.  
Right: Jodok Wehrli, 2017.





*Karakuri Ningyo, British Museum, around 1800.*

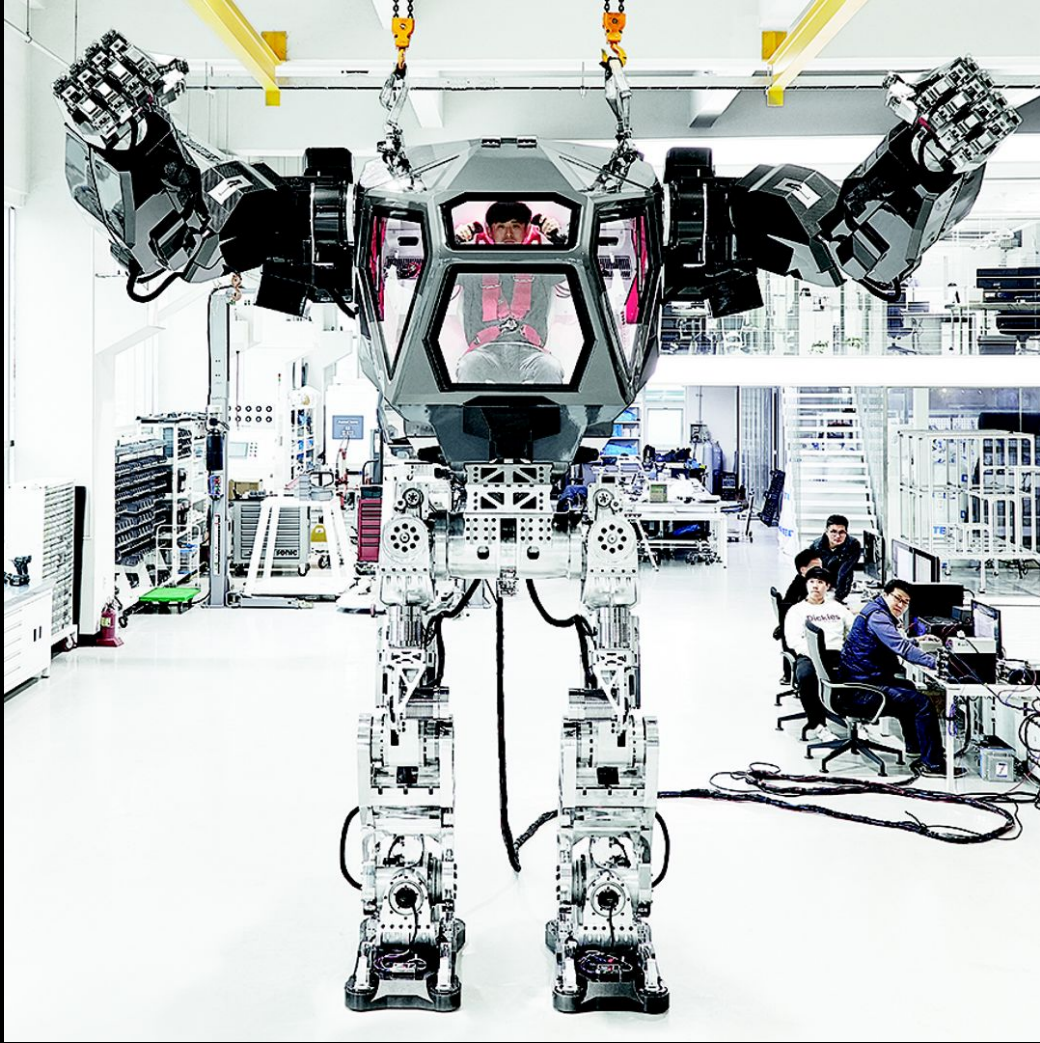




*Karakuri Ningyo, British Museum, around 1800.*







Left: Tetsuwan Atomu (Mighty Atom), Osamu Tezuka, 1952 to 1968.  
Upper: Bike of the Thron Legacy, Joseph Kosinski, Walt Disney Picutres, 2010.  
Lower: Communicator Prop of Star Trek, The Cage. Gene Roddenberry, 1964.





Boston Dynamics; <https://www.bostondynamics.com/>

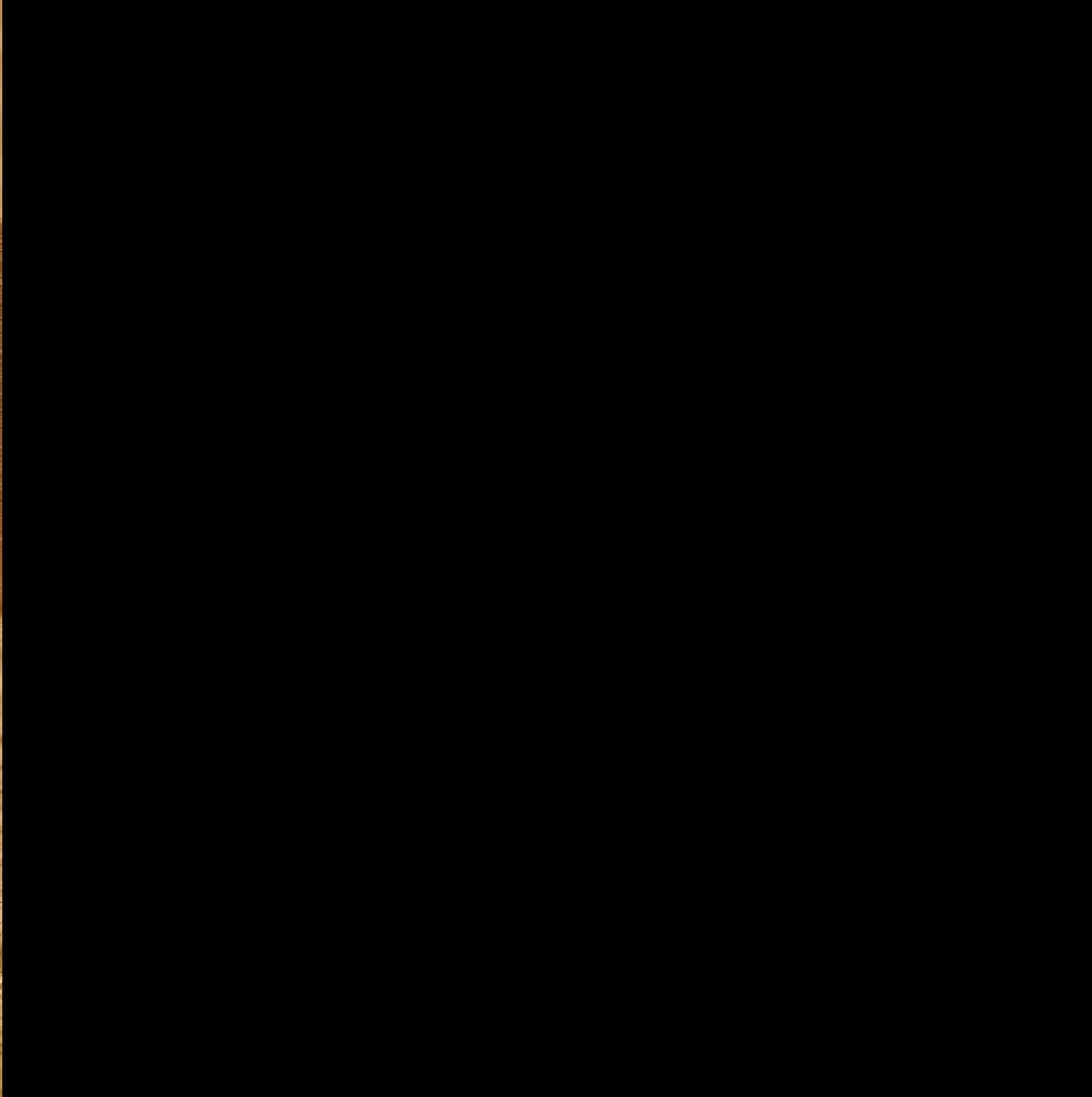


<https://www.theguardian.com/technology/2015/feb/27/robear-bear-shaped-nursing-care-robot>



Paro Robot; <http://www.parorobots.com/>



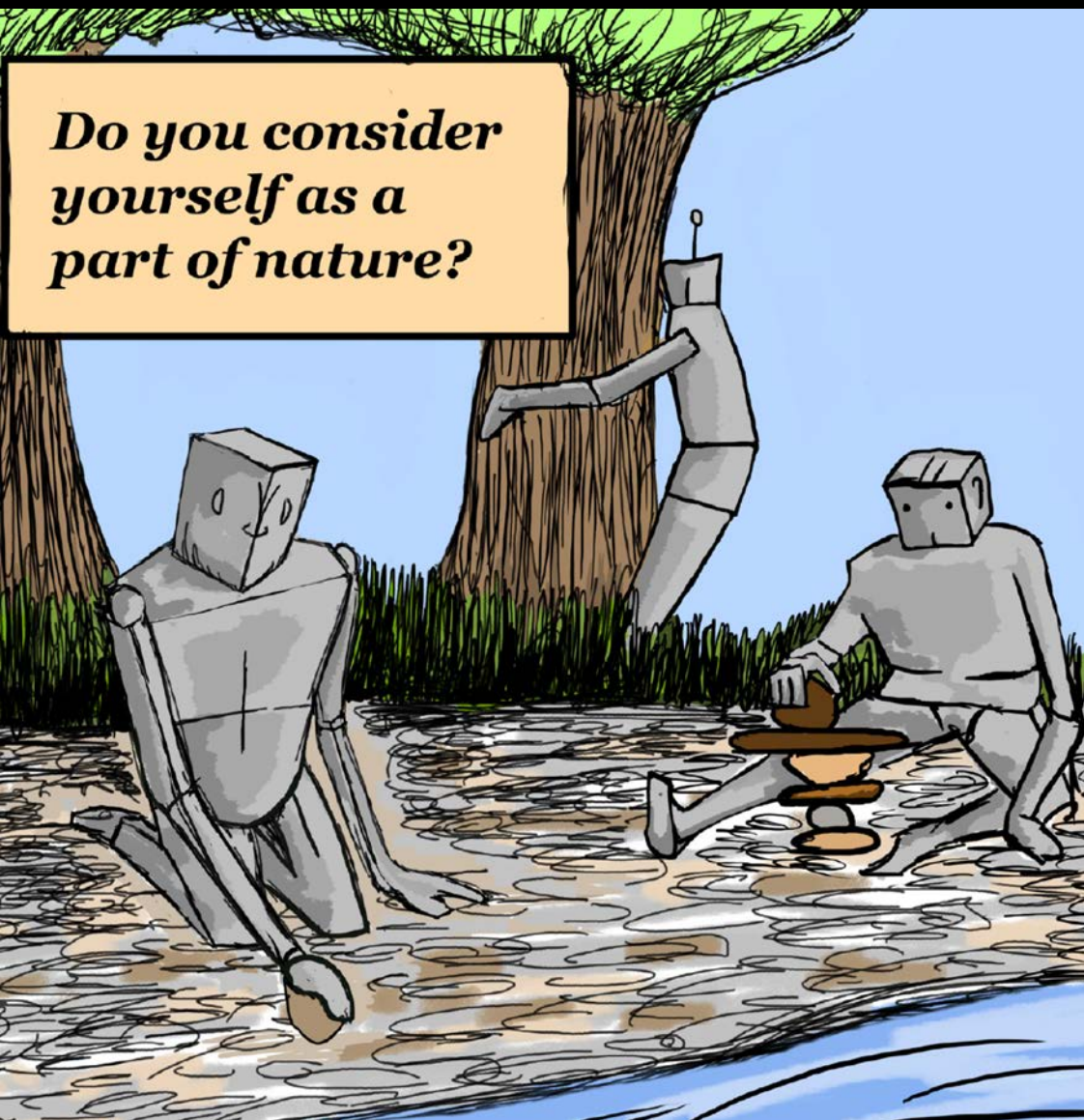




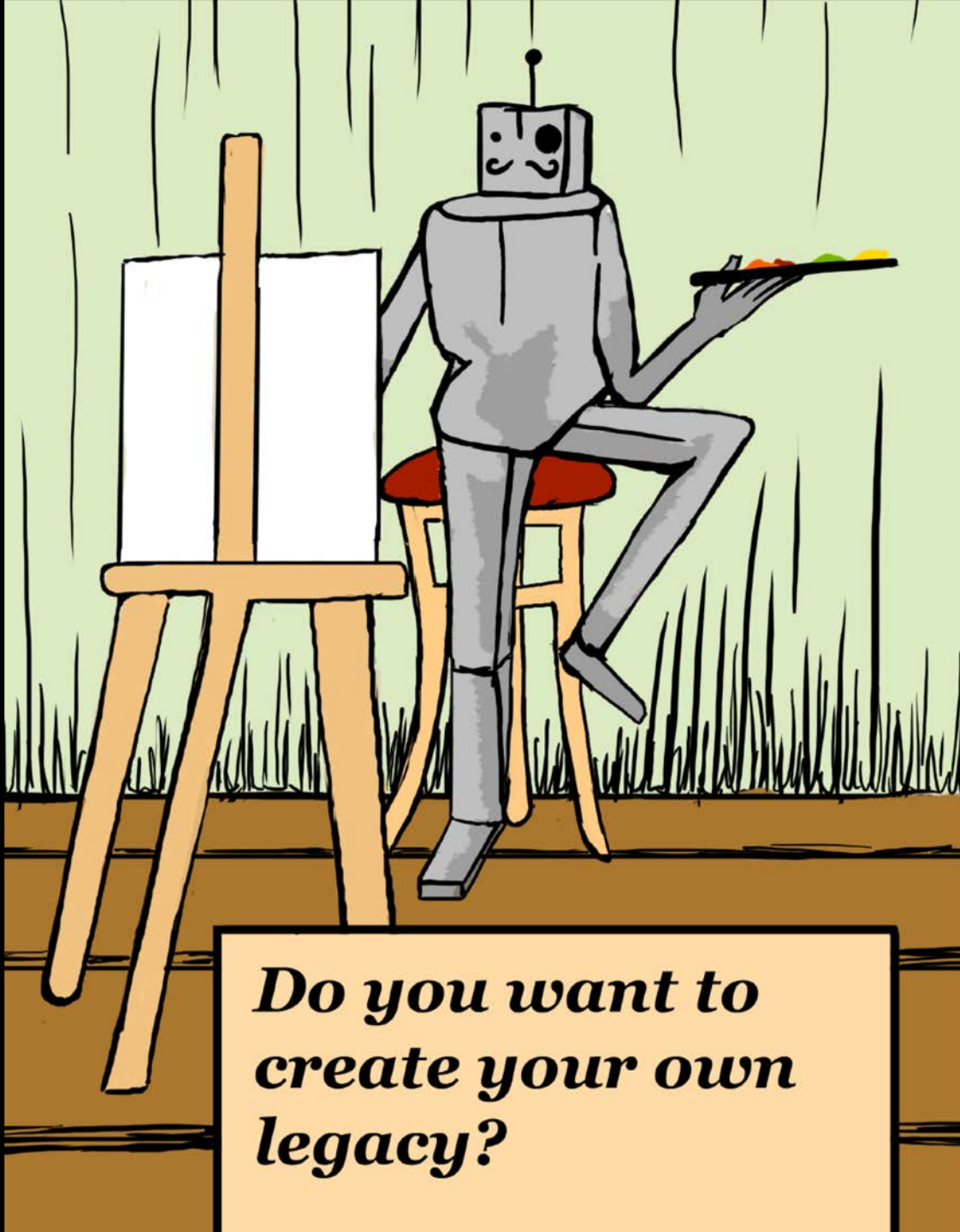


*Left: Honeybadger meets lion, found on: <https://imgur.com/gallery/aPLhq>, 2012.*  
*Right: Filmstill Westworld Series, 2015 – ongoing*





Subconscious influence  
and biases in future of tech



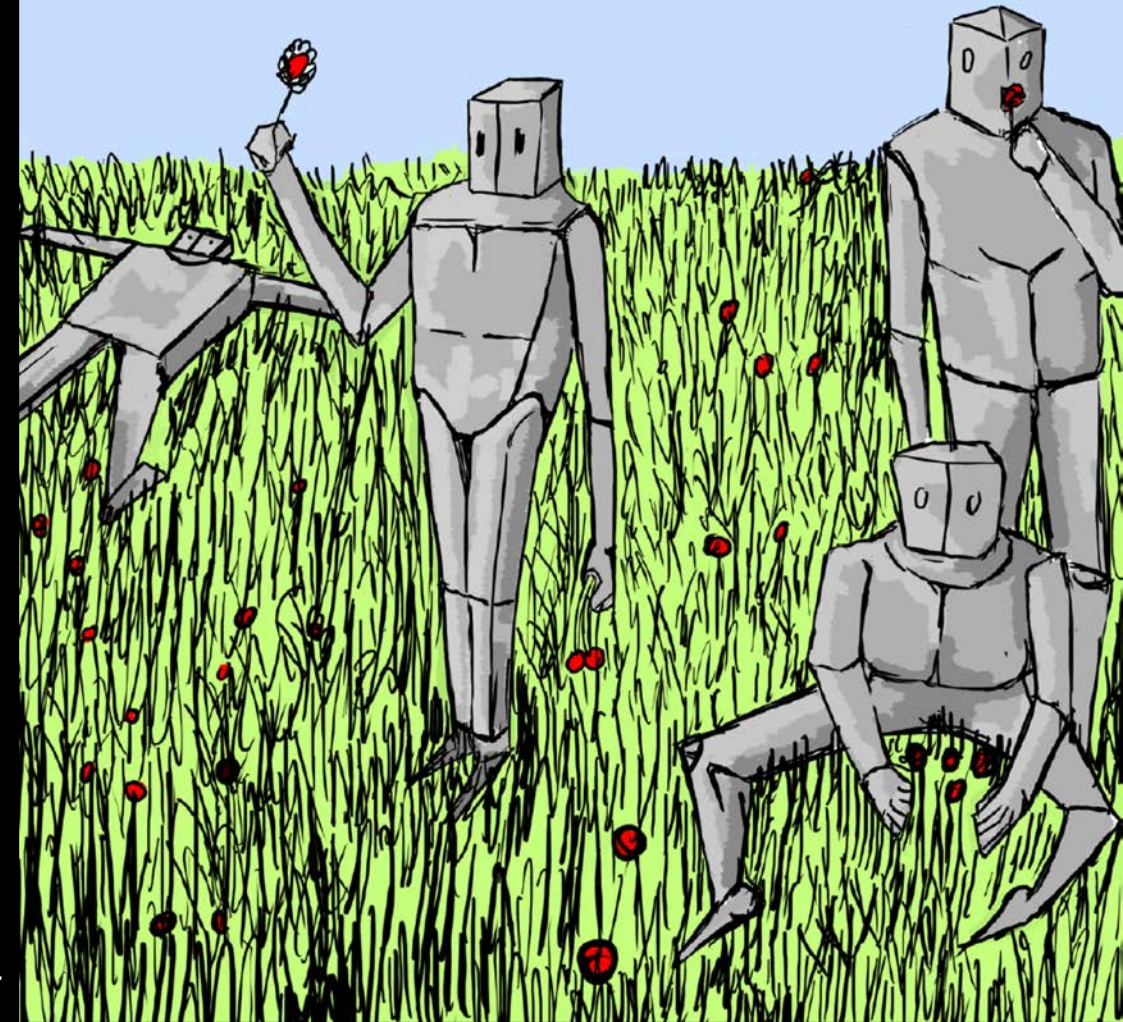
## Collective decision making process

*Picture: Jodok Wehrli, 2017.*



Trust in AI means  
trust in human tech  
development.

*Do you ever  
get bored?*



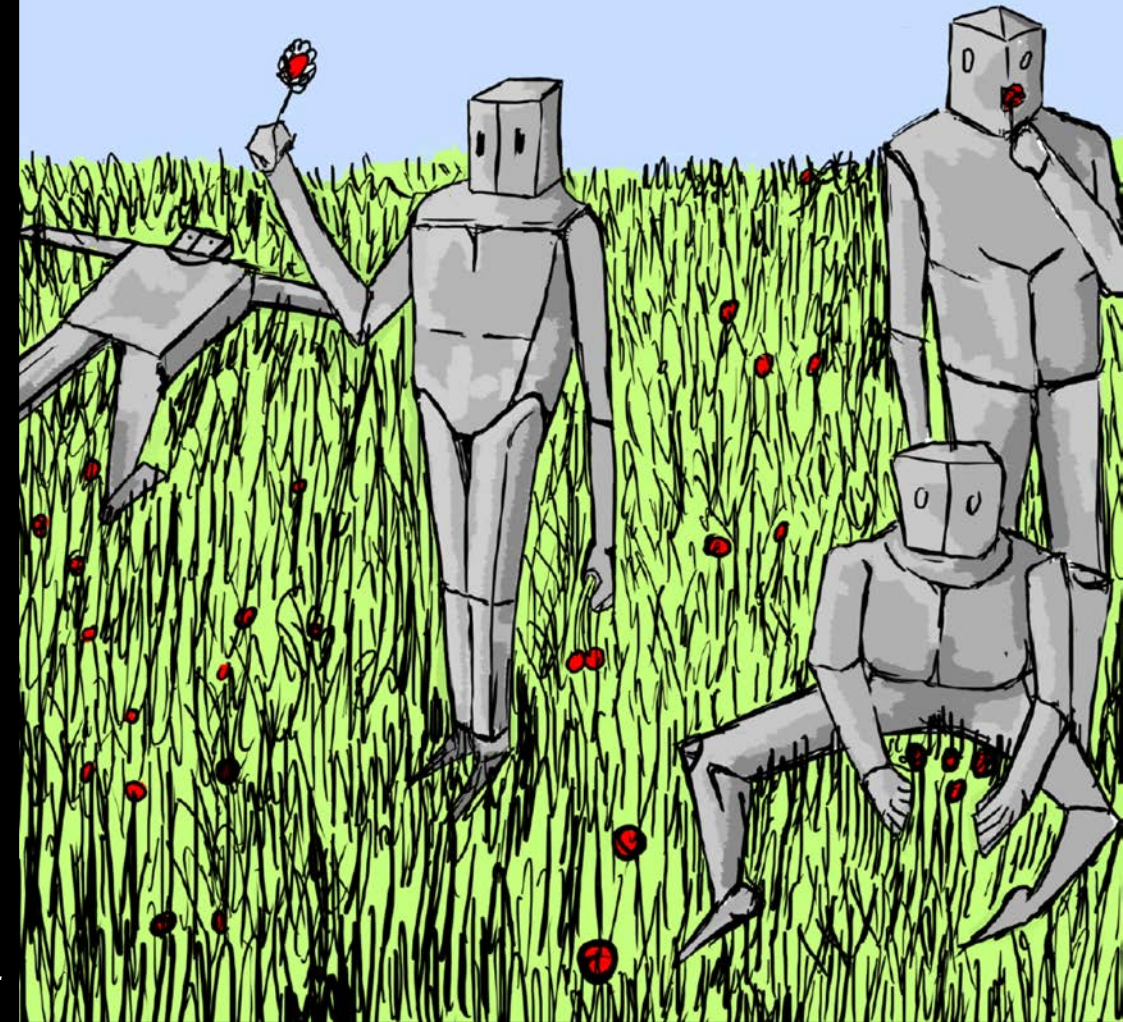
Picture: Jodok Wehrli, 2017.



Trust in AI means  
trust in human tech  
development.

Transparency is more  
than a buzzword but  
key to every AI tech  
innovation.

*Do you ever  
get bored?*



Picture: Jodok Wehrli, 2017.



