

**IEEE P7008 Working Group
Meeting Notes (No quorum)
14 November 2018, 1:30 PM – 3:00 PM (EST)**

Attendees:

Ken Bell
Robin Chen
Laurence Deviller
Sean Dougherty
Gregg Gunsch
Pei-Yun Hsueh
Joyeeta Mukherjee
Fay Niker
Molly O'Toole
Charlotte Stanton
John Sullins

Christy Bahn, IEEE-SA

Charlotte - good nudge meets users aspirations - explicitly put out
But bad nudges are when aspirations are those of other people, and not clearly mentioned.

Laurence - nudging - discuss -

continuum: soft to aggressive...(soft manipulationto insisting on an action)
amazon using chatbots, but there's no regulation

good vs bad nudging? what are the moral imperatives?

good nudging moves someone toward their aspirations
bad nudging moves someone toward the nudger's aspirations
can a nudge fit both descriptions?

Fitbit , companion robots, iot, health apps,
Meditation weight loss apps

Ken - screen interaction with automated entity

Laurence - examples

Charlotte - election nudging, facebook , other media sites

Sabrina - wearable devices -

Charlotte - Energy related apps

Sean - Lots of apps that provide notifications about shop here, 20% off somewhere etc -

IOT applications - paper towel dispensers - change people behavior - could be considered nudges

Pei - arrangement of different products, so people pick up on some items more than others.

-marketing apps, delivering coupons etc

- dating apps
- retargeting ads
- recommended videos/products
- traffic sensors/regulators
- waze, mapping tech
- chatbot
- digital assistants

Laurence - is the machine nudging or not . All metrics that can detect a nudge.

Ken - see this group - machines are going to be more persuasive, more ways to bypass type I thinking, there are going to be more assaults, come up with a code of ethics, give guidelines to people - companies, organizations etc.

Very culturally relative. May not be able to abstract a set of rules. Might in fact end up recommending a frame work , whether a nudge meets certain criterion.

Laurence - many people doing research in nudging. Behavior in different populations.

Molly (privately):

Pei (sabrina) - researcher , computational health behavior, harmful for society.

Sean - currently working on research - explainable AI , social cognition perspective, close to nudging - explanations are interpretable by people , persuasive or not.

Georgia state university - PhD student.

Laurence - capture a one para description of the work everyone in this group is doing on nudging. Send information to Christy and Laurence

Kay Niker - trained as a philosopher, recent research in the direction of ethics , political theory and 10 years working on ethics of nudging. Ethics in politics of influence. Base of nudging ?

How we understand human nature?

Molly - trained as an economist - branding .

but my interest in this topic lies mostly in AI for assisted living, especially social and living-well robotics and home/IoT for atypical populations and people with varying abilities.