

IKMZ Speaker Series

# AI, Human Visions and the Conflict over Algorithmic Profiling

*Veronica Barassi, University of St. Gallen*

Monday, 1 November 2021

16:00 – 17:00

Location: AND 4.06

Over the last several decades, it appears we've convinced ourselves that the technologies used for predictive analytics, cross-referencing, facial recognition, emotion classification, and all the other technologies that power our AI systems offer us a deeper understanding of human behavior and psychology. But is this true? In this talk, Prof. Barassi will introduce the preliminary reflections and findings of [\*The Human Error Project: AI, Human Nature and the conflict over Algorithmic Profiling\*](#), and will shed light on the fact that the race for AI innovation is often shaped by reductionist, biased and stereotypical understandings of human nature and by new and emerging conflicts about what it means to be human.

**Veronica Barassi** is Chair of Media and Culture at the University of St. Gallen, Switzerland. She is an anthropologist researching the social and political impact of AI and data technologies. Her latest book is *Child | Data | Citizen: How Tech Companies are Profiling Us from before Birth* (MIT Press, 2020).

