

Including diverse voices in research for AI technology

Dr. Ben Noah

Senior Design Researcher
Ethics & Society group
Microsoft (Cloud & AI)

Abstract: The development of AI technology is a complex process that requires good data to train and evaluate machine learning models. Furthermore, the deployment of AI technology into products, systems, and services requires considerable planning to become successful. User research is critical at all phases of AI development, which should go beyond meeting user needs. In this talk, I will discuss the additional considerations that need to go into user research for AI technology, how potential harms due to the technology need to be mitigated, and why it is important to include marginalized and underrepresented groups. Bringing in the perspective of a diverse set of users is essential for the development of AI technology.

Bio: Ben Noah is a Senior Design Researcher for the Ethics & Society group at Microsoft (Cloud & AI). His previous research experience included measuring and modeling cognitive workload using eye-tracking technology, and the design of modern operator control systems for the refinery industry. At Microsoft, he studies the data lifecycle process, with a focus on data collection methods and best practices. He has a Ph.D. in Industrial Engineering with a specialization in Human Factors from Penn State University, and a Bachelors degree in Mechanical Engineering from the University of Illinois.