The ethical use of artificial intelligence (AI) including facial recognition and the affects on human behaviour survey.

You are invited to participate in a research project conducted by Justin Lloyd Dean, Director of Envent Australia Pty Ltd. The research is part of a collaborative project between Envent Australia and the University of Newcastle, supervised by Professor Egglestone. The research project has been partially funded by a Covid19-Tech Voucher grant from the NSW State Government.

PLEASE READ through the following information, then click through to the survey which follows.

Information Statement for the Research Project: The ethical use of artificial intelligence (AI) including facial recognition and the affects on human behaviour survey.
Document Version dated 24.02.2023.

The Research Team from Envent Australia:
Justin Lloyd Dean, Tim Bueckert, Keiko Oguchi

Why is the research being done:
Hi, my name is Justin Dean, I am the Managing director of Envent Australia Pty Ltd. I am conducting a research study as part of my PhD scholarship in collaboration with the University of Newcastle. We would like to ask you some questions regarding Artificial Intelligence and your experience with this technology

We are designing a prototype version of an interactive touchscreen technology using facial recognition based on the feedback we receive from this survey and followup focus groups and interviews. We would love your input and your feedback is really important and helpful for us.

Our aim is to garner people' s current awareness of the use of artificial intelligence (AI), in particular facial recognition technology, across all anthropomorphic (human behavioural) categories, the level of their understanding of the purpose of this technology in particular and the level of trust in engaging with this technology and handing over agency for decision making, data storage and data retrieval.

We want to explore the use of AI and the possible ethical, human and social impacts of a product we have design called the Sentinel. We will be including user group surveys to elaborate on the following AI information to capture concerns and to provide analysis and solutions to provide transparency for users. Your feedback will be essential in addressing these concerns and to provide an ethical framework, for policy makers to enforce transparency, and development guidelines for technology companies and organisations to adhere to and certify against.

Who can participate in the research:
We are seeking people aged 18 and over who are interested in the ethical use of facial recognition technology to participate in this research. Participation in this research is limited to a self-administered anonymous questionnaire. There is no obligation to participate in this research in order to enjoy theinstallations on display as part of this project. Please take as much time as you require to consider yourinvolvement by reviewing the contents of this Information Statement.

What would you be asked to do:

If you agree to participate, you will be asked to complete an online survey' questionnaire asking for non-identifiable information as well as your reaction' perceptions of the exhibitions presented.

This survey is comprised sequenced set of clear and unambiguous questions with limited choice, yes or no, or multiple choice closed questions with yes or no answers and should take you around 5 minutes to complete. We have broken these the following question types to allow us to frame your responses, Factual, Opinion based, behavioural, hypothetical, classification and knowledge based questions.

You can complete the survey in one session. You will have the opportunity to discontinue your completion of the survey part way through the survey, if you desire. The survey will be held on Google Forms.

What choice do you have:
Participation in this research is entirely your choice. Whether or not you decide to participate, your decision will not disadvantage you. If you do decide to participate, you may withdraw from the project at any time prior to submitting your completed questionnaire. Please note that due to the anonymous nature of the questionnaire, you will not be able to withdraw your response after it has been submitted.

How much time will it take:
The survey' questionnaire should take about 5-10 minutes to complete.

What are the risks and benefits of participating:
There are no anticipated risks associated with participating in this research.

While there are no anticipated benefits to you personally in participating in this research, the findings will help contribute to the knowledge base of ethical AI development regarding facial recognition technology. It is our aim to contribute to the formulation of an Australia wide formal ethical policy that may form the part of a legislative framework, law or statute, that can be adopted by government agencies and technology companies.

We have broken these the following question types to allow us to frame your responses, factual, opinion based, behavioural, hypothetical, classification and knowledge based questions.

All responses will be recorded and categorised to enable us to quantify your perception and experience of AI in particular the use of facial recognition.

How will your privacy be protected:
Due to the anonymous nature of the survey' questionnaire the responses you provide will not be identifiable. A final question requests contact details for a second stage of the project (short interviews). This information will be separated from the survey data.

Data will be retained securely for a minimum period of five (5) years from completion of the research and managed' stored in accordance with the University's Research Data and Materials Management Guideline. See https:' ' policies.newcastle.edu.au' document' view-current.php?id' 72 or any successor Guideline, and applicable University of Newcastle policy provisions (as amended from time to time).

The questionnaire will be hosted by Google Forms. Only those members of the Research Team (above) will have access to the data.

How will the information collected be used:

All responses will be recorded and categorised to enable us to quantify your perception and experience of AI in particular the use of facial recognition. Please take your time and enjoy the experience with us.

The survey data will contribute towards the field of research of Envent Australia and' or may be presented in academic publications, journals, conferences or to artificial intelligence communities.

Individual participants will not be identifiable in any reports arising from the project although individual anonymous responses may be quoted.

Non-identifiable data may also be shared with other parties to encourage scientific scrutiny, and to contribute tofurther research and public knowledge.

What do you need to do to participate:
Please read this Information Statement and be sure you understand its contents before you consent to participate. If there is anything you do not understand, or you have questions, please contact the researcher.

Completion and submission: ***return of this online survey***: ***questionnaire will betaken as your implied consent to participate.***

Further information
If you would like further information please contact:

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Professor Paul Egglestone
(02) 4985 4545
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Complaints about this research
This project has been approved by the University's Human Research Ethics Committee, Approval No. TBC
Should you have concerns about your rights as a participant in this research, or you have a complaint about the manner in which the research is conducted, it may be given to the Chief Investigator on (02) 4985 4545 or by email on paul.egglestone@newcastle.edu.au or, if an independent person is preferred, to the Ethics Officer, Research and Innovation Services, The University of Newcastle, University Drive, Callaghan NSW 2308, Australia, telephone (02) 4921 6333 or email Human-Ethics@newcastle.edu.au.

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Preliminary Questions

1	What age bracket do you fit into?	' 18
		18-24
		25-34
		35-44
		45-54
		55-64
		65'
2	What ethnicity or race do you belong to?	Aboriginal
		Arab' Middle Eastern
		African
		East Asian (Japanese, Korean, Taiwanese)
		South East Asian (Thai, Indonesian, Vietnamese)
		Chinese
		European(English, French, German, Italian etc)
		Indian
		Native American
		Polynesian
		Latino' Hispanic
3	What Gender do you associate with?	Male
		Female
		Non Binary
		Other
4	What status best describes your normal activities?	School student
		Tertiary Student
		Employed
		Self Employed
		Retired

SURVEY QUESTIONS

5	Are you familiar with digital touchscreen wayfinding technology?	Yes	No	
6	Have you used digital wayfinding technology before?	Yes	No	
7	Do you find digital wayfinding technology beneficial?	Yes	No	
8	Is this digital wayfinding software helpful to navigate your site?	Yes	No	
9	Do you think mobile version of digital wayfinding software would be preferable over a physical digital directory?	Yes	No	
10	Would there still be a need for large directories at major entrances in the centre even if a mobile solution was available?	Yes	No	
11	Would you like to be able to scan a QR code to launch a mobile version of the digital wayfinder on your phone to show you location in real time and to be able to take the digital map with you?	Yes	No	
12	Do you know if this technology records your actions and what you've searched for?	Yes	No	
13	Are you concerned if your technology engagement is recording your actions for reporting purposes?	Yes	No	
14	Would you allow your data usage to be shared for research purposes if your individual profile was kept anonymous?	Yes	No	
15	Are you aware that existing digital signage machines are recording your interactions with facial recognition cameras?	Yes	No	
16	Have you been notified by the site about this technology and that when you view an advertisement your profile has been recorded?	Yes	No	
17	Do you think the vendors providing this technology should inform you that your data is being recorded?	Yes	No	
18	Would you like Envents digital solution to provide safety warnings to you?	Yes	No	
19	Would you prefer a text based safety warning on the screen with the ability to toggle audible instructions on and off?	Yes	No	

20	Everytime you use digital wayfinding technology would you like the option to approve or disapprove of your data being stored?	Yes	No	I do not mind
21	Would you like a confirmation that your data is to be kept private either visually or via audio?	Yes	No	I do not mind
22	Do you think that the technology should be proactive in making the use of data capture transparent?	Yes	No	I do not mind
23	Do you want the interaction to explain how we capture users engagement?	Yes	No	I do not mind
24	Do you want to know why usage is recorded?	Yes	No	I do not mind
25	Do you want to know how data is recorded?	Yes	No	I do not mind

26	Do you want to know what data is recorded?	Yes	No	I do not mind
27	Do you want to know How long is data stored?	Yes	No	I do not mind
28	Do you want to know who has access to this data?	Yes	No	I do not mind
29	Do you want to know what data is used for?	Yes	No	I do not mind
30	Do you want to know how often customer data is used?	Yes	No	I do not mind
31	Do you want to know how is this stored?	Yes	No	I do not mind
32	Do you want to know how is data disposed of?	Yes	No	I do not mind
33	Do you want to know Who is responsible for managing your data and keeping it safe?	Yes	No	I do not mind
34	Is it OK to provide a link to a summary of all of this information in the Terms and conditions?	Yes	No	I do not mind
35	Would you prefer an Avatar of your choosing to read these Terms and Conditions to you at your discretion?	Yes	No	I do not mind
36	If Envent provided a software service with the above transparency would you use it?	Yes	No	I do not mind

37	If you could create a personal profile allow it to record your actions and history would you use it?	Yes	No	I do not mind
38	Would you allow you age' gender' race' ability to be profiled whilst still providing anonymity?	Yes	No	I do not mind
39	Would you register your profile at the kiosk machine using facial recognition?	Yes	No	I do not mind
40	Would you allow all machines to recognize you via facial recognition without the need to login or authenticate whenever you used them?	Yes	No	I do not mind
41	Would you like to create a custom avatar for your profile?	Yes	No	I do not mind
42	Once you are logged into your profile, would you like to access your past history and perhaps suggested offers, events or information that relate to your visited searches and destinations?	Yes	No	I do not mind
43	Would you prefer if your personalised engagement was for mobile only and not kiosk?	Yes	No	I do not mind

44	If you were to allow your actions and profile to be recorded, would you like the machine to personally greet you by name every time you approached the machine?	Yes	No	I do not mind
45	Would you like an avatar to be available for your engagement, like a chatbot or SIRI?	Yes	No	I do not mind
46	What gender would you prefer your avatar to communicate to you in?	Male	Female	I do not mind
47	Would you like to choose the avatars gender?	Yes	No	I do not mind
48	Would you like to choose the avatars voice?	Yes	No	I do not mind
49	Would you like to choose the avatars look and customise the physical characteristics?	Yes	No	I do not mind
50	Do you want the ability to turn avatar visuals and sound on and off?	Yes	No	I do not mind
51	Would you trust AI to provide safety instructions for you to avoid having an accident?	Yes	No	I do not mind
52	Would you prefer Visual symbols and an audible alert to be displays as warning messages in preference to a face giving a verbal warning using human voice?	Yes	No	I do not mind
53	Is a Warning Siren seen as a benefit over a spoken warning?	Yes	No	I do not mind

12. We would also be interested in having you take part in a short interview to discuss the project. If you are open to this possibility please leave your details below.
(Please note that your contact details will be detached from your survey answers so they remain anonymous. Leaving your details just means you are happy for us to send you further information. We will contact you to re-confirm any further participation.)
If you are not interested in participating in an interview, simply click "Done"

Name:

Email Address:

Phone Number:

Take the Online Survey: Click (Here)