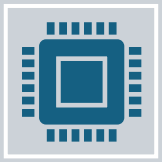
AI Moving Toward Zero Deaths

Asking Relevant Questions and Employing the Answers

Bethany Lutheran College

Input and Output



On a fundamental level, AI operates just like every other digital medium: the quality of the output depends on the quality of the input.

The key, then, is asking it the right questions and feeding it the right information.

AI is best used (at present) to interact with systems that are too large or complex to efficiently consider.

AI programs have become better at searching through academic journals and applying strategies that are more predictive of behavior.

More specific prompts will get better results.

Think Regionally

- Chocobo Mug could not exist 25 years ago
- Data-scraping companies showed us how effective targeted advertising can be
- AI allows for you to consider a population in a targeted way
- The overhead for these campaigns is smaller, but they will be more effective because they are novel and direct
- Prompt example: “What are some things that the people of Todd county MN identify with?” Then, “Repeat this process for every county in Minnesota.”

Apply Cialdini for Compliance

- We prefer to comply with people we like.
    - Can be as simple as sharing information before a task (55% vs 90% & value increase of 18%)
- Similarity - People who resemble us
- Complimentary - People who express some kind of liking toward us
- Cooperative - People who share our goals and assist us with them
- Consistency - People are more likely to behave in a manner they have agreed to behave in
- Reciprocity - We are obligated to give something in return when someone gives us something
- Foot-in-the-door – People who have complied with a small request are more likely to comply with a subsequent larger request

Leverage In-Group Loyalty in Localized Messaging

- Urinal study
  - Wouldn't work at U of M
- AI can identify what individuals in a particular locale will rally around, or more particularly what they will rally against.
  - In a given area, who is the "us" and who is the "them?"
- Prompt example: "Who would the people living in each county in MN consider to be their rivals?"
- In short, AI allows for the rapid creation of targeted messaging which would otherwise be prohibitively time-consuming to develop.

Other Useful Intuitions

- There are fundamental processes that fire off prior to having a conscious thought, on which our subsequent thoughts are based.
    - These are often referred to as “altruistic” or “moral” intuitions.
- Because they operate prior to thought, employing them assists in generating attention and a sense that the information presented is right.
- In the United States, the most powerful pair in general are Care and Fairness
    - In very conservative areas, Authority and Purity will also work well, and make the information feel more local.
- These intuitions are from a theoretical paradigm called Moral Foundations Theory, which AI is quite good at understanding.
    - Sample prompt: “Improve this message by incorporating the Care intuition from Moral Foundations Theory.”

AI as a Stand-In for Humans: Focus Groups

- AI can’t truly replace human input, but it can simulate it so well that when gathering feedback from a human being would be difficult, it can provide a reasonable facsimile.
    - Focus groups, for example, can be simulated by AI.
    - Prompt: I would like to create a simulated focus group to respond to a message. Can you create a hypothetical group of 7 individuals and randomly assign each individual traits from the Big Five Personality types? I would then like to present them with a message and hear how they respond.

❄️ **FOCUS GROUP RESPONSES TO "Snow = Slow!"**

1. **Jordan (High Openness, Low Conscientiousness, High Extraversion, Moderate Agreeableness, Low Neuroticism):**
   "Haha, okay, catchy! I like that it's short and punchy—it sticks. But maybe it’s too simple? Like, I get it, but I’d love to see something more creative or interactive. Could we make a meme out of it?"
2. **Elena (Moderate Openness, High Conscientiousness, Low Extraversion, High Agreeableness, Low Neuroticism):**
   "I think it’s a good reminder. People really do need to slow down, especially with all the black ice. I appreciate that it's easy to remember and gets the point across clearly."
- **3. Marcus (Low Openness, Moderate Conscientiousness, High Extraversion, Low Agreeableness, High Neuroticism):**
  "Honestly? It sounds like it's talking down to us. We're not children. They should give actual stats or advice instead of a slogan that feels like a bumper sticker."

AI as a Stand-In for Humans: Elicitation

- Another useful area to simulate human responses is with identifying areas in which beliefs may be causing problems in message effectiveness using an elicitation interview.
    - What do you like/ dislike about behavior X?
    - What are some disadvantages of doing behavior X?
    - Who would be against your doing behavior X?
    - Who can you think of that would do behavior X?
    - What things make it hard for you to do behavior X?
    - If you want to do behavior X, how certain are you that you can?
- You are leveraging the fact that AI operates on the mean concerning human responses, which will allow it to identify with reasonable accuracy what the general population would likely respond with.
    - Further specifying individuals of interest will improve the quality of the information provided.