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RESEARCH

# NEW INSIGHTS ON AI AND AMAZING PUBLIC AND MEDIA ENGAGEMENT WITH THE *BIOMETRIC MIRROR* RESEARCH

The collaborative work, part of Science Gallery Melbourne's exhibition *PERFECTION*, captured strong global media attention, was invited to various festivals, local and international conferences, and inspired several research publications.

## WHO?

- ▶ Dr Niels Wouters
- ▶ Nicholas Smith
- ▶ Lucy McRae
- ▶ Microsoft Research Centre for Social Natural User Interfaces (SocialNUI)
- ▶ The Interaction & Design Lab
- ▶ Science Gallery Melbourne
- ▶ University of Melbourne

## WHAT?

*Biometric Mirror*, a research project led by Niels Wouters and the Research Centre for Social Natural User Interfaces (SocialNUI), consists of an exploration of artificial intelligence and biometric data. SG Melbourne connected the research team with sci-fi artist Lucy McRae to create an interactive experience that brought the research to life. As part of SG Melbourne's *PERFECTION*, the immersive installation enabled public participation in the debate around ethics and the accuracy and flaws of artificial intelligence and algorithmic perfection, showing users how easy it is to implement AI that discriminates in unethical or problematic ways.

*Biometric Mirror* drew a lot of attention and during the 50 days of the exhibition, over 150 news articles were published in online media outlets across 20 countries, reaching close to 204 million readers. At the time, over 2,550 messages were published on social media responding to the study or featuring the #BiometricMirror hashtag. The extensive international coverage includes the [BBC News](#), [The Washington Times](#) and [Al Jazeera](#).

The research project has also rounded out busy years of local and international appearances. Niels Wouters and the project team have taken part in live demonstrations throughout the years, presenting *Biometric Mirror* in several different festivals and conventions like the [Design Museum Den Bosch](#) (Netherlands), [Law, Justice and Development Week 2019](#) (Washington DC, USA), the [World Engineers Convention 2019](#) (Australia) and the [World Economic Forum Annual Meeting of the New Champions](#) (China). Members of the wider research community and the general public have engaged with the research in each of these spaces and the project continues to show the value of this collaboration.



Image from Biometric Mirror installation during *PERFECTION* at Science Gallery Melbourne.

# WHAT WERE THE BENEFITS AND IMPACTS?

- ▶ Public engagement
- ▶ Media coverage
- ▶ Feedback
- ▶ Interdisciplinary collaboration
- ▶ Growth of scientific knowledge
- ▶ Engagement with real research
- ▶ Innovation



Image from Biometric Mirror installation during PERFECTION at Science Gallery Dublin.

## LINKS

### Learn More:

Research publications:

Pursuit, 2020. Niels Wouters and Ryan Kelly: [The Danger of Surveillance Tech Post COVID-19](#).

Proceedings of the 2019 Conference on Designing Interactive Systems. Niels Wouters, Ryan Kelly, Eduardo Velloso, Katrin Wolf, Hasan Shahid Ferdous, Joshua Newn, Zaher Joukhadar and Frank Vetere: [Biometric Mirror: Exploring Ethical Opinions towards Facial Analysis and Automated Decision-Making](#).

Pursuit, 2018. Niels Wouters and Frank Vetere: [Holding a Black Mirror up to Artificial Intelligence](#).

The Conversation, 2018. Niels Wouters and Frank Vetere: [AI Scans your Data to Assess your Character but Biometric Mirror Asks: What if it Gets it Wrong?](#)

Read about Biometric Mirror on their website:

<https://biometricmirror.com/>

**Sources:** SG Melbourne and SG Dublin websites and documentation, *Biometric Mirror* website.

**Compiled by:** Jahitza Balaniuk, Science Gallery International in 2020

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