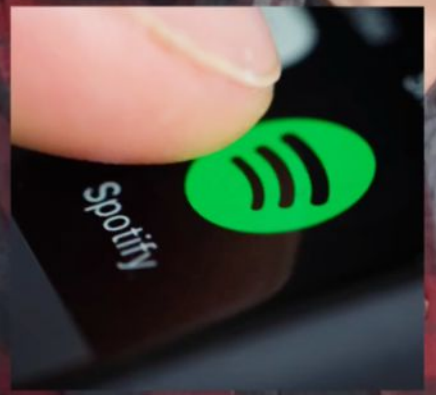
@DRGIESLER
MGIESLER.COM
PROFESSOR MARKUS GIESLER
00:00
01:37

“Any sufficiently advanced technology
is indistinguishable from magic.”
- Arthur C. Clarke -

Arlo Pro Cameras

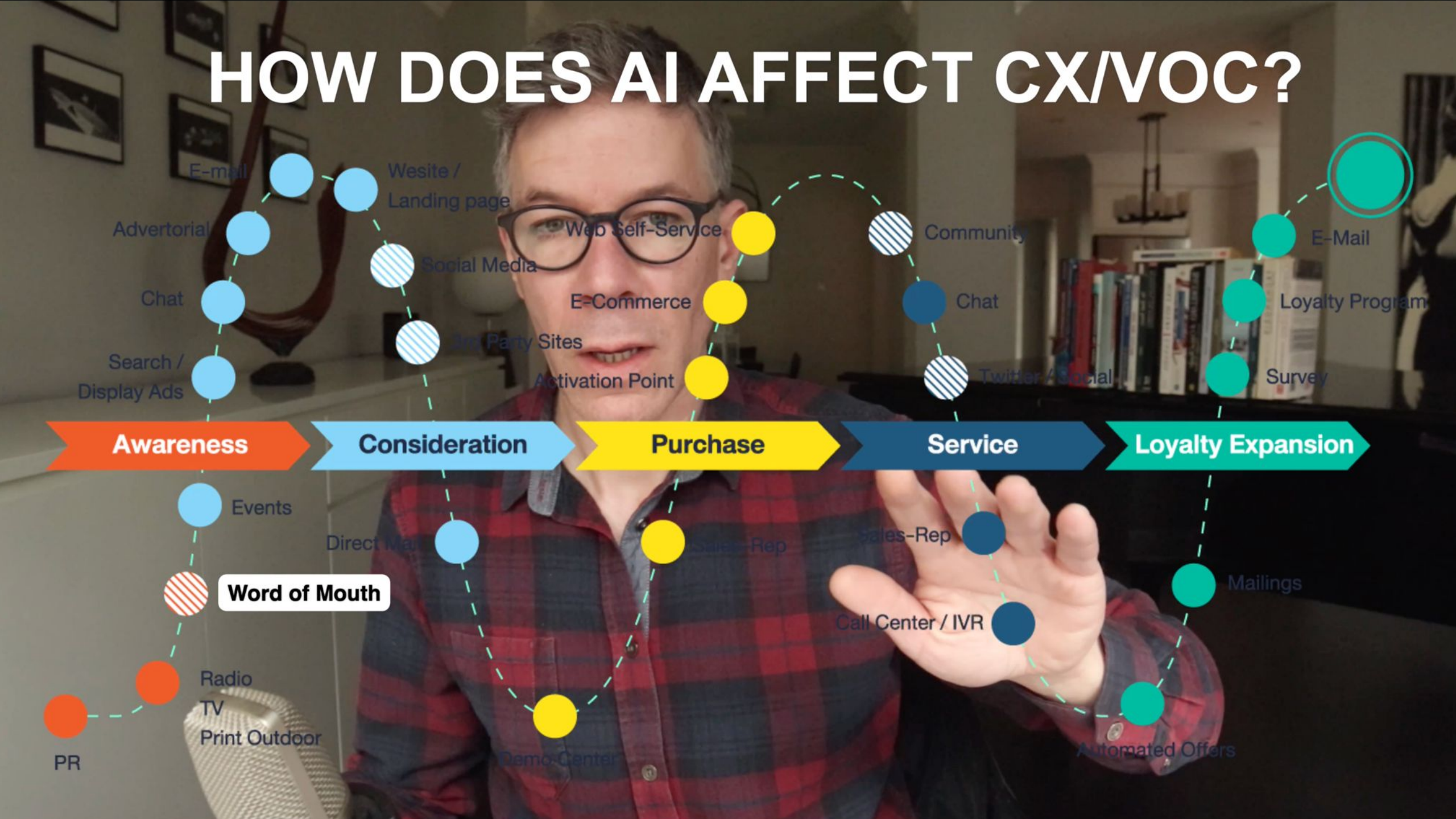


Spotify Playlists

Amazon Alexas

Roomba Vacuums

HOW DOES AI AFFECT CX/VOC?



AI CAPABILITIES
LISTEN
PREDICT
PRODUCE
INTERACT

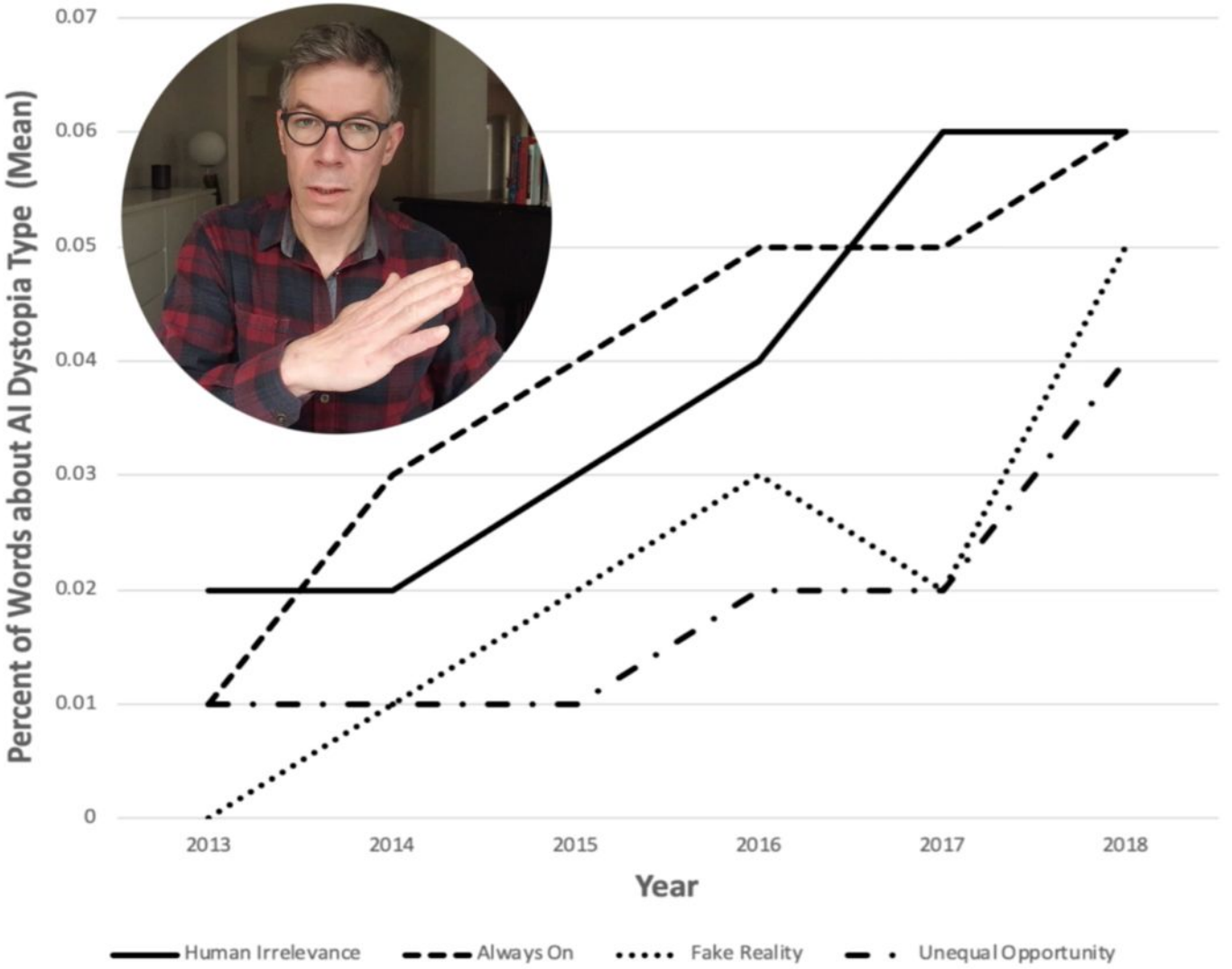
THE AGE OF SURVEILLANCE CAPITALISM
THE FIGHT FOR A HUMAN FUTURE AT THE NEW FRONTIER OF POWER
SHOSHANA ZUBOFF
SOCIOLOGICAL CONTEXT Unequal Worlds
PRODUCING
SOCIOLOGICAL CONTEXT Trans-humanism
EXPULSIONS
Brutality and Complexity in the Global Economy
SASKIA SASSEN
PREDICTING
LISTENING
why are black women so
why are black women so angry
why are black women so loud
why are black women so mean
why are black women so attractive
why are black women so lazy
why are black women so annoying
why are black women so confident
why are black women so sassy
why are black women so insecure
ALGORITHMS OF OPPRESSION
HOW SEARCH ENGINES REINFORCE RACISM
SAFIYA UMOJA NOBLE
SOCIOLOGICAL CONTEXT Surveillance Society
INTERACTING
TechGnosis
Myth, Magic & Mysticism in the Age of Information
ERIK DAVIS
SOCIOLOGICAL CONTEXT Humanized AI

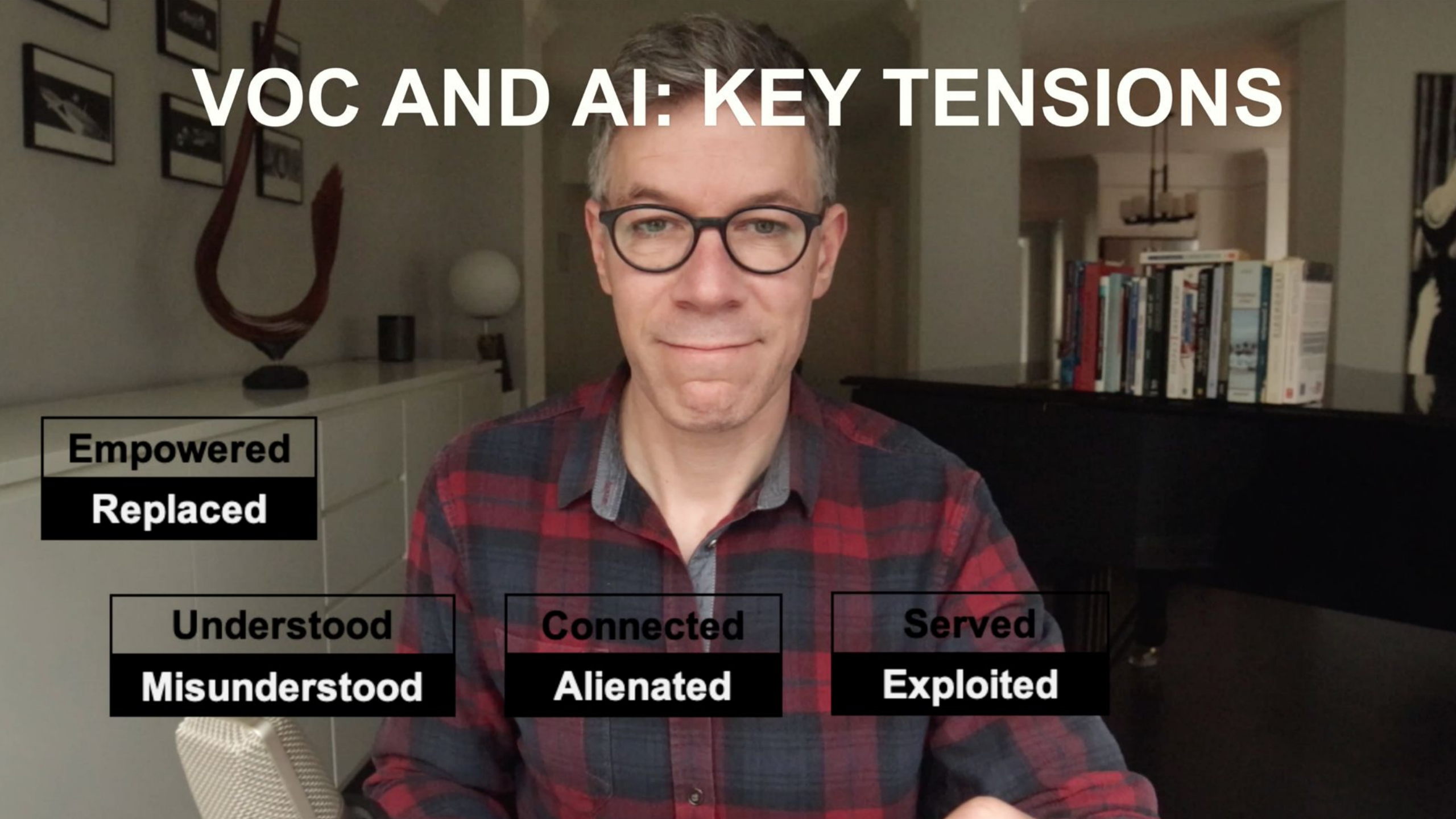
VOC AND AI: RISK LANGUAGE OVER TIME

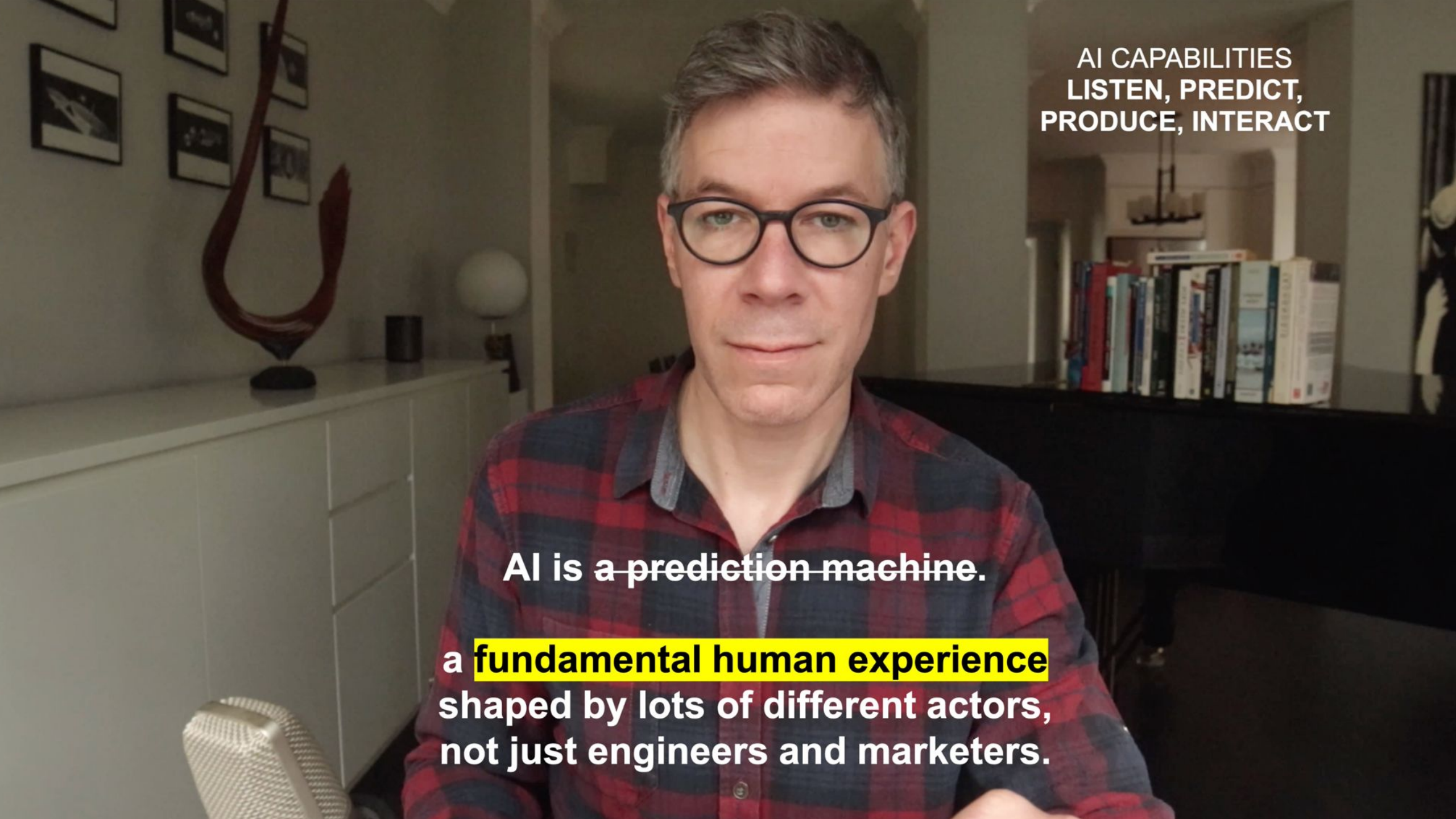
2013-2018: 9,614 articles from 421 outlets

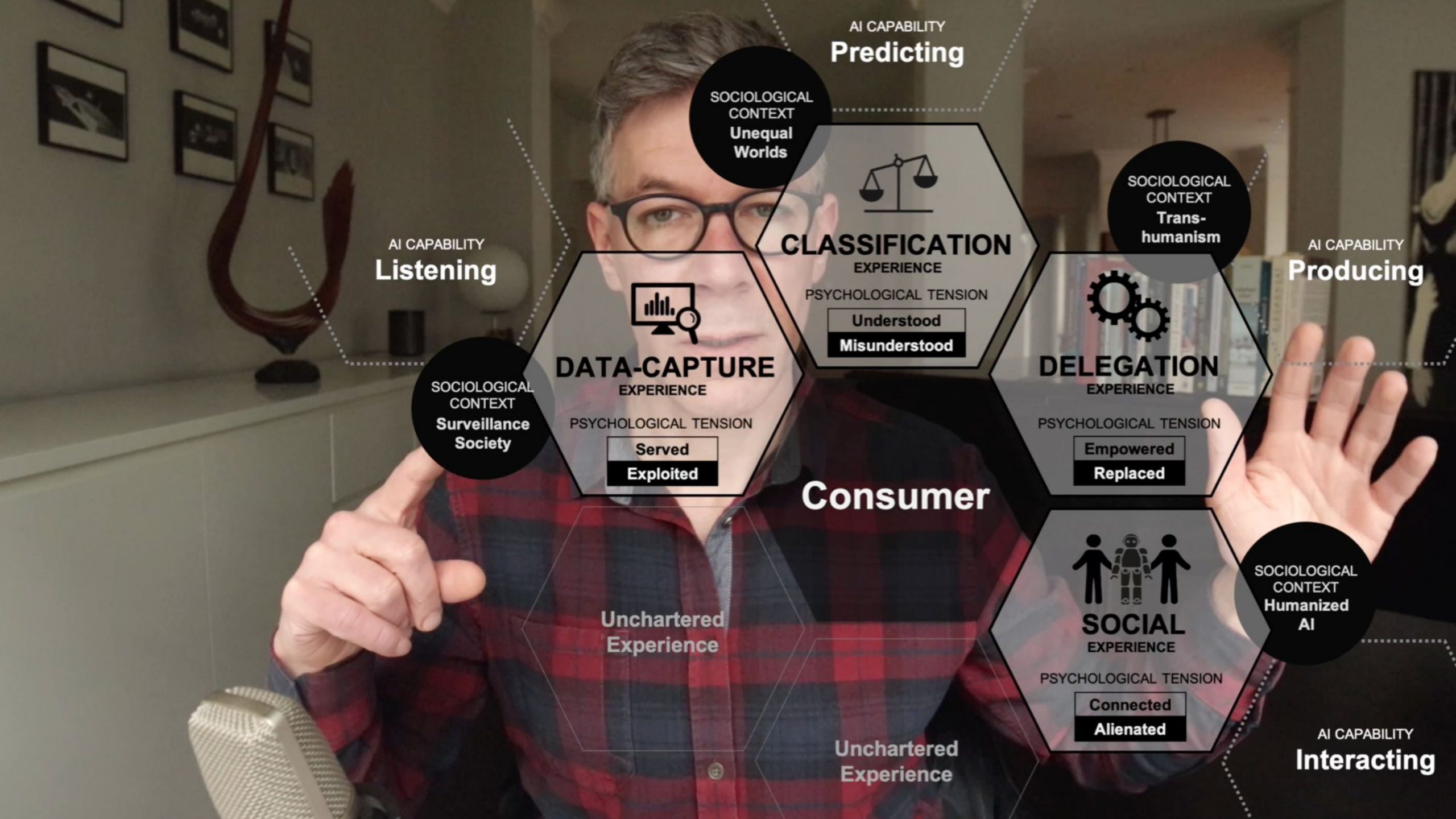
Sample Words	Number of Words	Agreement
Privacy, spy, listening, eavesdrop	7	100%
Discriminate, bias, prejudice	6	95%
Unemployed, labor, stealing	7	93%
Fake, false, manipulated, bubble	8	100%

Figure 2: Summary of AI Dystopia Analysis




VOC AND AI: KEY TENSIONS
Empowered
Replaced
Understood
Misunderstood
Connected
Alienated
Served
Exploited


AI CAPABILITIES
LISTEN, PREDICT,
PRODUCE, INTERACT
AI is ~~a prediction machine~~.
a fundamental human experience
shaped by lots of different actors,
not just engineers and marketers.


AI CAPABILITY
Predicting
SOCIOLOGICAL CONTEXT
Unequal Worlds
CLASSIFICATION
EXPERIENCE
PSYCHOLOGICAL TENSION
Understood
Misunderstood
AI CAPABILITY
Listening
SOCIOLOGICAL CONTEXT
Surveillance Society
DATA-CAPTURE
EXPERIENCE
PSYCHOLOGICAL TENSION
Served
Exploited
SOCIOLOGICAL CONTEXT
Trans-humanism
AI CAPABILITY
Producing
DELEGATION
EXPERIENCE
PSYCHOLOGICAL TENSION
Empowered
Replaced
Consumer
Unchartered Experience
Unchartered Experience
SOCIAL
EXPERIENCE
PSYCHOLOGICAL TENSION
Connected
Alienated
SOCIOLOGICAL CONTEXT
Humanized AI
AI CAPABILITY
Interacting