

A Homegrown AI system, living with a system of your own

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1 INTRODUCTION

We engage with the world in a way that generates a large amount of data, which corporations leverage through various types of machine learning systems to create digital personalities. These businesses generate income by creating and giving access to individualised digital profiles of people, which fuels the growth of Surveillance Capitalism.

We propose a data recommender system that lives in our homes instead of being owned by a company. You, the consumer or private citizen owns, trains, and runs their own machine learning system. This system is a lifelong personal assistant. It will learn your preferences, help you find your way around the world, and make you aware of your privacy and take steps to protect it. It will ask before sending your data around the globe and be transparent about where they got the data for information from.



Figure 1: A future pamphlet to inspire a resistance against Surveillance Capitalism. Pamphlet visual created using [Midjourney AI](#).

1.1 The golden compass of e-commerce

If you use multiple services (like Youtube, Spotify, or Apple Music), the new algorithm will be able to collect all the data it requires to provide a truly personalised recommendation for you. All audio files that are available on platforms would be included in the inventory lists. The lists are not free, but they are available for monthly rental. Keeping in mind your desire for privacy, the recommender algorithm will select songs from various streaming services. When you use many

providers, the providers are unable to create an accurate profile. They may piece together fragments of information, but they will never have the whole picture. As a result, businesses may need to work together to complete the digital profiles.

1.2 New products

In what ways might the market change if everyone had access to a recommender algorithm that genuinely factored in their personal preferences?

Perhaps a new digital persona is formed from the seemingly little details that businesses choose to overlook. Would shoppers still be interested in the same products, or would they turn to alternative options?

What if, instead of being struck with an ad when we're at our most vulnerable, the system knows what we really need and gives us a suggestion for a childhood comfort food dish that would help us get through the rest of this dreadful day?

1.3 The privilege of knowing

It was a meeting place for risk-takers and creative types in the early days of the internet. It became more common and easier to use in all aspects of life over time. The same is true for decentralised systems, which are currently only accessible to a small group of experts. These systems are not widely used because they are difficult to use and obtain information from. They are primarily used by professionals who do not want their online and offline activities tracked. How can we make these technologies more user-friendly and appealing to others in order to encourage wider adoption? The question is how designers and data scientists can work together to create user-friendly decentralised platforms.

1.4 Becoming a companion

What would happen to the system as we used it? Would it adjust how it communicates with us when we're in a certain frame of mind? Is it destined to remain the omniscient nonhuman, or will it eventually become a companion? A friend who shares our commitment to its well-being. Will it become a companion of some kind? Or a pet?



Figure 2: Hypothesised future consequences of living with a recommender. Left visual created using [Midjourney AI](#)
Right visual is a screenshot of <https://solar.lowtechmagazine.com/>