

B'AI Global Forum: Research on norms, ethics and praxis for a truly gender equal

society and a guarantee of rights for minorities in the AI age

Project Leader

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The B'AI Global Forum has explored from different perspectives how to better realize a gender-equal society and guarantee the rights of minorities in the AI society. In this process, four goals have been set: to expose discrimination and violence against women and minorities by AI and other digital information technologies; to design diverse and inclusive media spaces for expression; to create a global forum for collaboration between the humanities and sciences, industry, academia, and government on AI; to rethink ethics in the digital information age; and to practice inclusive education based on this rethinking.

To achieve these goals, we have held various workshops and events, engaged with domestic and international researchers and research institutions, and produced empirical research. For example, through the B'AI Book Club, which holds monthly readings of foreign books, and the BAIRAL Study Group, which invites researchers and practitioners from different fields each time, each member has learned the latest research on critical AI studies. Based on these experiences, we have conducted research and analyzed the discourse on AI, the results of which are published in *AI kara yomitoku shakai - kenryokukasuru nippon saishingijutsu [Understanding AI in Society: How Technology Exerts Power]*, edited by B'AI Global Forum, Yuko Itatsu and Ai Hisano (University of Tokyo Press, 2023).

In addition to continuing our current roundtable readings, various research groups, and educational activities, we will seek to initiate new collaborative research. We will also actively promote exchanges with overseas researchers, further strengthen our domestic and international research networks, and aim to develop a firm foundation as a new international exchange forum to consider social justice in AI ethics.

Selected Publications

1. Kaori Hayashi, Pablo J. Boczkowski, Neta Kligler-Vilenchik, Eugenia Mitchelstein, Keren Tenenboim-Weinblatt & Mikko Villi (2021) Gendered power relations in the digital age: an analysis of Japanese women's media choice and use within a global context, *Feminist*

Media Studies, DOI: 10.1080/14680777.2021.1998183

2. Hartwig, T., Ikkatai, Y., Takanashi, N., & Yokoyama, H. M. Artificial intelligence ELSI score for science and technology: a comparison between Japan and the US. *AI & SOCIETY*, 2022, 1-18. DOI: <https://doi.org/10.1007/s00146-021-01323-9>
3. Ikkatai, Y., Hartwig, T., Takanashi, N., & Yokoyama, H. M. Octagon measurement: Public attitudes toward AI ethics. *International Journal of Human-Computer Interaction*, 2022, 1-18. DOI: <https://doi.org/10.1080/10447318.2021.2009669>
4. Tali Aharoni, Keren Tenenboim-Weinblatt, Neta Kligler-Vilenchik, Pablo Boczkowski, Kaori Hayashi, Eugenia Mitchelstein, Mikko Villi. (2022) Trust-oriented affordances: A five-country study of news trustworthiness and its socio-technical articulations., *New Media and Society*. 1-19. 2022. <https://doi.org/10.1177/14614448221096334>
5. Ikkatai, Y., Hartwig, T., Takanashi, N., & Yokoyama, H. M. (2022). Segmentation of ethics, legal, and social issues (ELSI) related to AI in Japan, the United States, and Germany. *AI and Ethics*, 1-17. DOI: <https://doi.org/10.1007/s43681-022-00207-y>
6. Itatsu, Y. Reja kenkyu to jinko chino no kosa ryoiki: Ronten to kanosei [Intersections of leisure studies and artificial intelligence: The issues and their potential]. *Journal of Leisure and Tourism* (Japan) 8, 43-52.

Selected presentations at international conferences

1. Saki Mizoroki, Limor Shifman, Kaori Hayashi (2022) “Hashtag Activism Lost in Translation: The Reformulation of #MeToo in Japan,” International Communications Association (ICA) Paris/Virtual, May 26-30, 2022.
2. Shin Mizukoshi (2022) “Metaphorical Understanding of Digital Media: Toward a Three-Dimensional Media Literacy,” 13th Association for Cultural Studies (ACS) International Crossroads in Cultural Studies Conference, online, November 17-19, 2022.
3. Shin Mizukoshi (2023) “Media Biotope: Designing Environments for People to Learn Media from Each Other,” Media Education Summit, Bournemouth University, March 3, 2023.
4. C. Robbeets, J. Jacques, P. Fastrez, H.-S. Jeong, S. Mizukoshi (2023) “Interface at the Core of Media Education: Connecting Infrastructure of Digital Media with Users’ Interactions and Content for Critical Pedagogy,” Media Education Summit, Bournemouth University, March 4, 2023.
5. Yuko Itatsu (2023) “Social justice in the AI era” Data Summit, The Data Lab Innovation Centre, University of Edinburgh, November 3, 2023.

Selected Books

1. 東京大学 B'AI グローバル・フォーラム・板津木綿子・久野愛編 (2023) 『AI から読み解く社会——権力化する最新技術』東京大学出版会 (ISBN: 978-4-13-053033-0)
2. 李美淑・小島慶子・治部れんげ・白河桃子・田中東子・浜田敬子・林香里・山本恵子 (2023) 『いいね! ボタンを押す前に——ジェンダーから見るネット空間とメディア』亜紀書房. (ISBN: 978-4-7505-1781-0)