HOW DO YOU COLLABORATE WITH AI ?

Knowledge Centre Data & Society

Artificial Intelligence Flanders
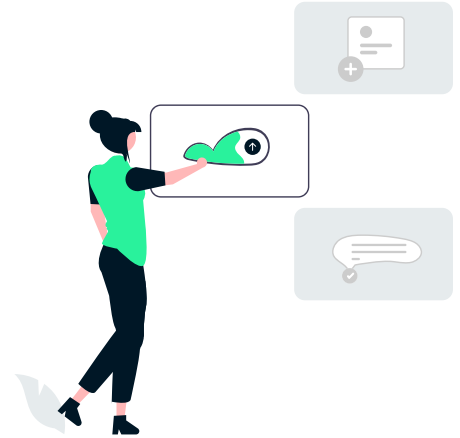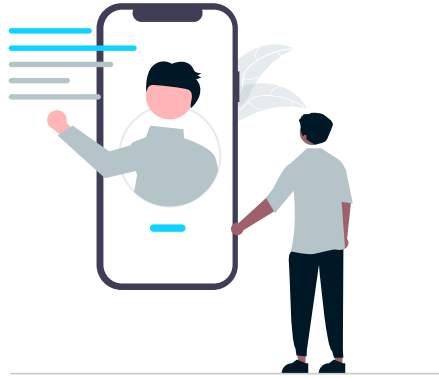
People are increasingly working alongside AI systems, both in their jobs and during daily tasks. For example, you might collaborate with a co-bot at work or use ChatGPT to plan your meals for the week. Just as you interact differently with each of your colleagues, you probably notice that AI systems behave in varied ways as well. Alexa, for instance, speaks to you in a different tone than Google Maps, and Netflix recommends shows differently than that Instagrams proposes you reels. In this way, **AI systems take on unique roles in your collaboration with them**, and by defining these roles, designers can shape them to match the ways we interact with technology. Below, we explore three possible roles AI systems can take in relation to its users.

This brAInfood was developed in collaboration with the PEER project, a European initiative exploring human-AI collaboration and how AI systems can be built with end-user input.

1. THE GUIDE

user autonomy — AI authority

The AI system gives **clear instructions and helps users** achieve their goals step-by-step. Users rely heavily on the system, meaning their autonomy is lower, while the AI's authority is high. People trust the system to lead them in the right direction.

Example: A smartphone app that provides voice guidance to help people with mobility challenges navigate the city.

2. THE ADVISOR

user autonomy — AI authority

Here, the AI system offers **recommendations for users to consider**, and they can either **accept or reject** these suggestions. In this setup, the user retains a high level of control since they make the final decision. However, the AI has greater authority because users expect it to provide accurate advice. Advisors are helpful for **more complex tasks** that require specialized knowledge.

Example: An AI that uses image recognition to suggest which products on a production line should be discarded due to defects.

3. THE ASSISTANT

user autonomy — AI authority

In this role, the AI system supports users by **providing useful information exactly when they need it**—often on request. Here, users maintain a high level of control, while the AI has a more supportive, lower-authority role. Expectations for the AI are moderate, so an occasional error isn't too big of a deal.

Example: A supermarket app that tells customers which aisle to visit next, based on their shopping list and smartphone location.

HUMAN-AI COLLABORATION CARDS

How would you like to collaborate with an AI system? Are there particular **traits or behaviors** you would prefer? The Human-AI Collaboration card set allows you to design **your ideal AI personality**. You can consider what the AI system should do, its communication style, and features that enhance trust, such as transparency. Technology designers can use this card set to better **align AI systems with user preferences**, ensuring smoother collaboration between humans and AI.