

# AMAI!

## HOW DO WE GET FLEMISH PEOPLE TO THINK CREATIVELY ABOUT AI?

The project amai! ([www.amai.vlaanderen](http://www.amai.vlaanderen)) wants to give the general public more insight into

artificial intelligence and where the technology is already present. Amail wants to hear from citizens where they want the technology to be used in the areas of mobility, climate & environment, health and work.

But what makes you think creatively about a problem? According to "the componential theory of creativity" you must have the necessary **knowledge** and **motivation** to do so, and you

must be able to think **creatively**. To clarify how that works for amai!, we did a preliminary study among 1145 Flemish respondents.

Veeckman, C., Vaes, M., Verstraelen, K., Duerinckx, A. & Duysburgh, P. (2021). Een voorstudie naar het co-creatief oplossen van maatschappelijke uitdagingen met behulp van AI. Knowledge Centre Data & Society, Vrije Universiteit Brussel - Scivil.

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### Knowledge

2/3 of the respondents have never heard of AI or do **not know what AI is**.

Yet, the **average AI literacy score is 3.02** out of 5. It consists of 7 statements such as "I understand why AI needs large amounts of data ("big data")" and "I know how a virtual assistant, such as Siri or Alexa, works".

**Do you use AI?**  
 19,3%: YES    32,7%: NO  
 48%: DO NOT KNOW

Since AI is part of a lot of everyday digital applications, these numbers show that **people often don't realise they are using AI**. That's why we developed within amai! the test **"How AI is your supermarket visit?"** to make people aware of AI that's present in their lives.

### Creativity

How creative do our respondents consider themselves? And in what ways do they prefer to come up with new ideas?

More than 50% see themselves as (very) creative. More than **3/4** of the respondents are even moderately to very creative.

**Involving others in creative process**

**1 in 2** prefer to work ("preferably" to "highly desirable") with others when they are creative.

Most respondents see themselves as creative and many of them **like to involve others in their creative process**. To support this creativity and collaboration, within amai! we developed scripts for **creative workshops** as well as (help) facilitate such workshops.

### Motivation and barriers to participate

In order to motivate the target group of amai! to participate in thinking about AI solutions, the project starts from 4 **social themes**:

Health

Mobility

Climate & Environment

Work

**Respondents are most concerned about & involved in:**

- 1 Health
- 2 Climate & Environment
- 3 Mobility
- 4 Work

**& prefer to actively contribute to:**

- 1 Health
- 2 Mobility
- 3 Climate & Environment
- 4 Work

**AI offers the most added value to:**

- Dangerous tasks
- Repetitive tasks
- Dirty tasks
- Difficult tasks

To address these concerns, we especially focused on when AI is **trustworthy** in the **sample stories** on AI on our website. For example, that AI:

complies with the law,

is ethically responsible

and robust.

### Participation project

**57.7%** would participate in a project such as amai! **"to learn about AI"** and **37.7%** "to contribute to scientific research". From this survey we were able to derive **3 profiles**. With amai! we focus on the social adapters.

#### Social adapters

- More women (56.5%) than men.
- Mean age 47 years.
- **Moderate knowledge** of the four themes of amai!.
- Like to contribute to **solutions**.
- Have heard of AI, but **no deep knowledge** of it.

#### Creative thinkers

- More men (55.1%) than women.
- Average age 45 years.
- **Good knowledge** of the four themes of amai!.
- Like to **actively** think about social solutions.
- Have a good knowledge of AI and know **the possibilities of AI**.

#### Observers

- More women (64.1%) than men.
- Average age 48 years.
- **Relatively low knowledge** of the four themes of amai!.
- Prefer not to actively contribute to solutions in these social domains.
- Relatively large proportion of respondents who are **not familiar with AI**, or are not sure what AI entails.