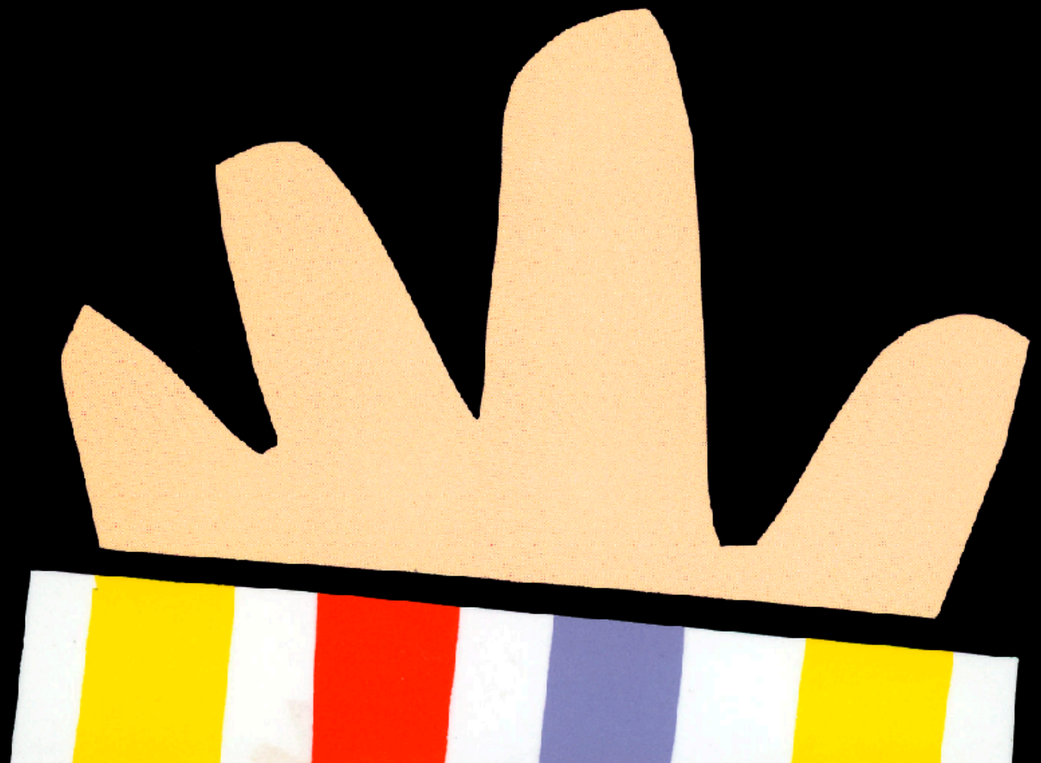
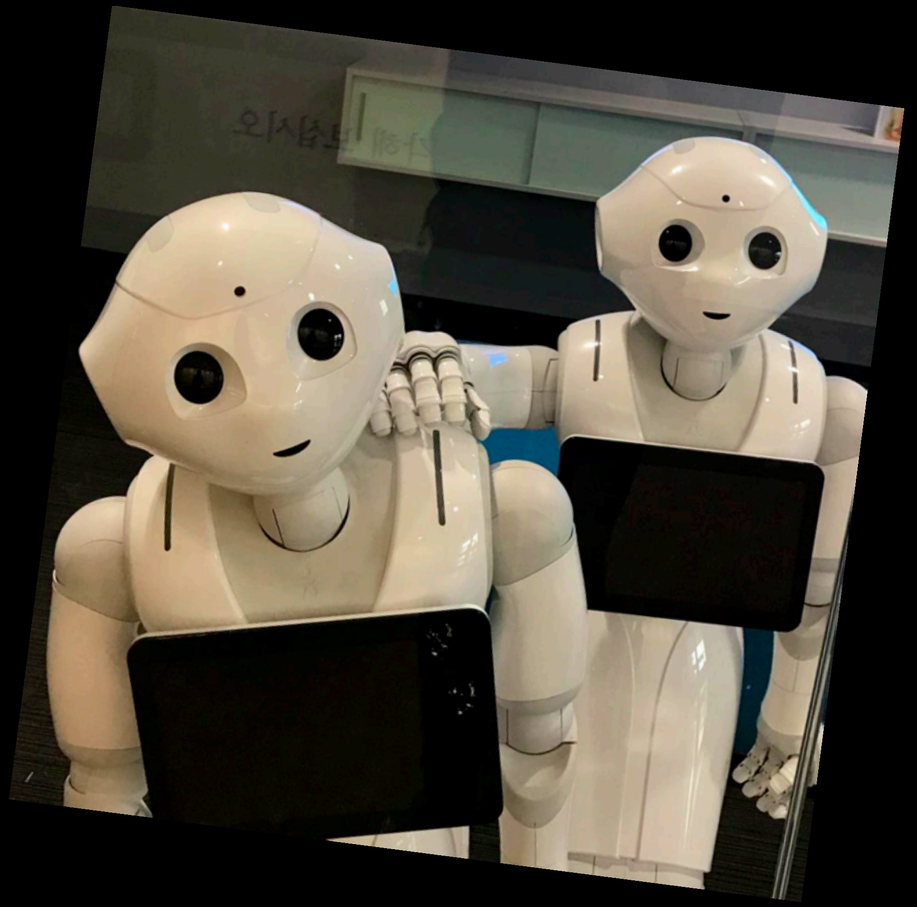
It takes a village to raise a bot

Desiree García
@thedezzie





Watson Candidate Match

Watson is 96% sure you will vote for Donald Trump

← Try another Twitter handle

Personality | Needs | Values

Donald Trump
@realDonaldTrump

You are social, confident and rational.

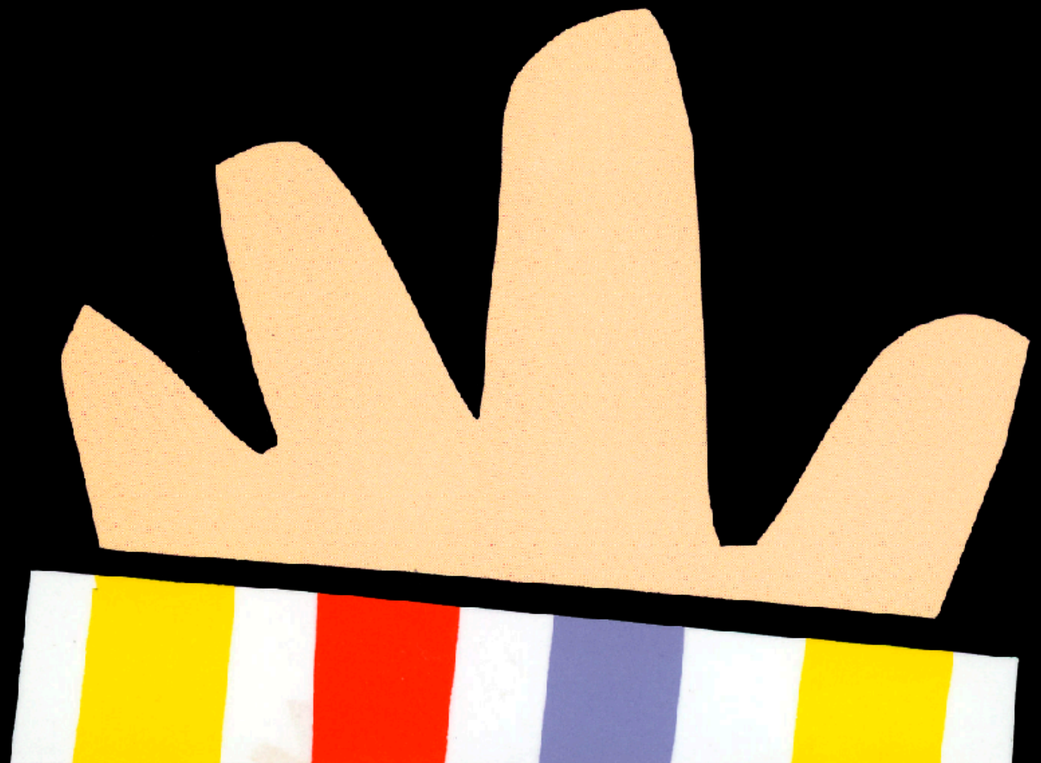
You are confident: you are hard to embarrass and are self-confident most of the time. You are appreciative of art: you enjoy beauty and seek out creative experiences. And you are altruistic: you feel fulfilled when helping others, and will go out of your way to do so. Read more...

[redacted]on

You are unpretentious.

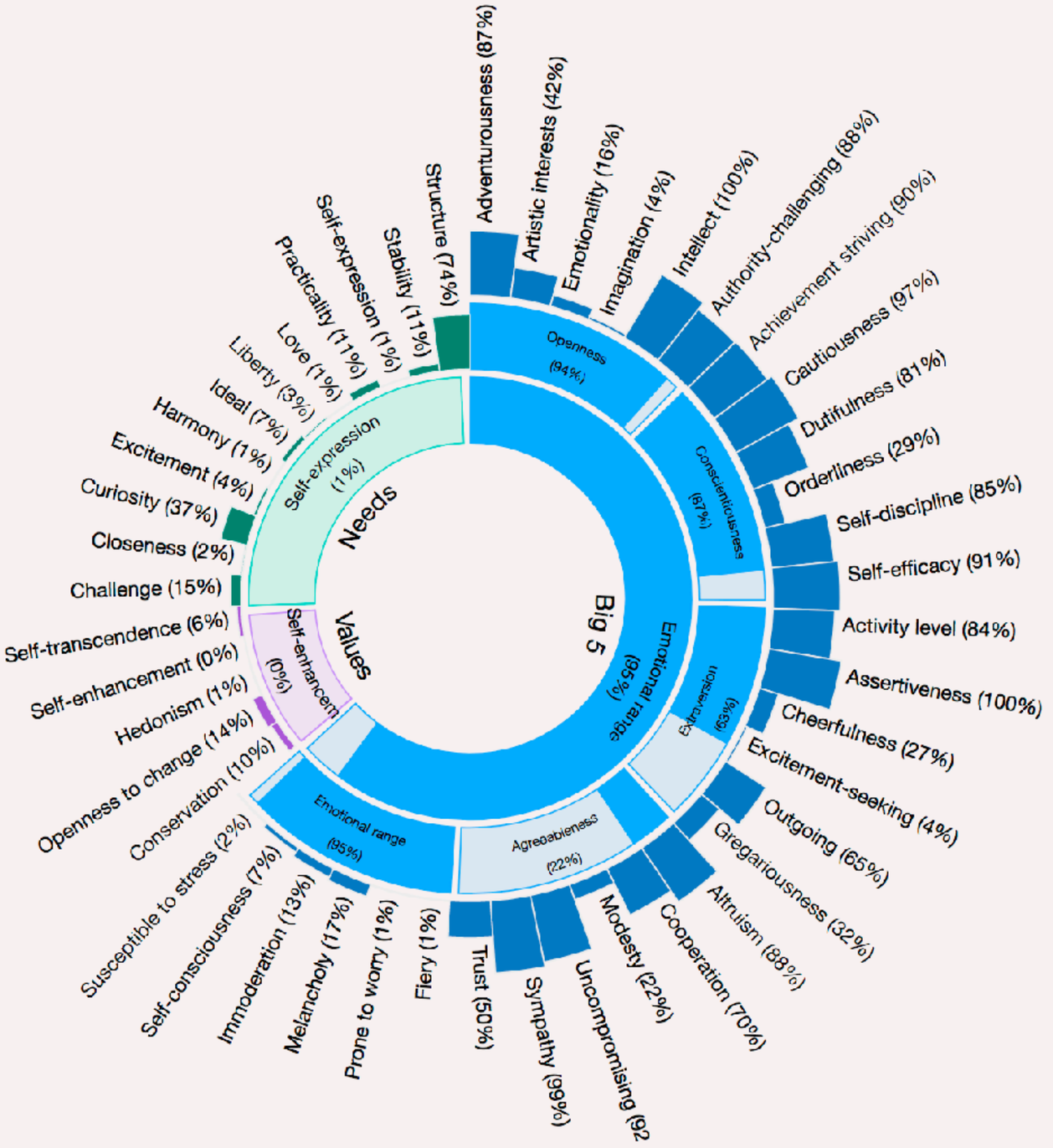
You are unconcerned with art: you are less concerned with artistic or creative activities than most people who participated in our surveys. You are intermittent: you have a hard time sticking with difficult tasks for a long period of time. And you are empathetic: you Read more...

How did we get this?



Conversational systems and emerging AI

"Just add water"


Big 5
Needs
Values
Openness (94%)
Conscientiousness (97%)
Extroversion (63%)
Agreeableness (22%)
Emotional range (95%)
Self-expression (1%)
Self-enhancement (0%)
Adventurousness (87%)
Artistic interests (42%)
Emotionality (16%)
Imagination (4%)
Intellect (100%)
Authority-challenging (88%)
Achievement striving (90%)
Cautiousness (97%)
Dutifulness (81%)
Orderliness (29%)
Self-discipline (85%)
Self-efficacy (91%)
Activity level (84%)
Assertiveness (100%)
Cheerfulness (27%)
Excitement-seeking (4%)
Outgoing (65%)
Gregariousness (32%)
Altruism (88%)
Cooperation (70%)
Modesty (22%)
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Fiery (1%)
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Immoderation (13%)
Self-consciousness (7%)
Susceptible to stress (2%)
Openness to change (14%)
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Self-enhancement (0%)
Self-transcendence (6%)
Challenge (15%)
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Harmony (1%)
Ideal (7%)
Liberty (3%)
Love (1%)
Practicality (11%)
Self-expression (1%)
Stability (11%)
Structure (74%)
Conservation (10%)

"One size fits all"

Hassan #BRFC @S[redacted]ge

Yo @Support Can i please have the @Vintxge because its been inactive for years and i could benefit from having it, Thanks :)

0 129 44

WatsonSupport @WatsonSupport

We do not generally accept requests for usernames that seem inactive. Details here: https://support.twitter.com/articles/15362

Assigned to Watson | Inactive handles | Support article

98% Confidence

jordan(cé) @j[redacted]eptx

there's someone threatening my safety and well being and you are doing nothing about it @Support please DM me and suspend @j[redacted]ia_123

72 15 0

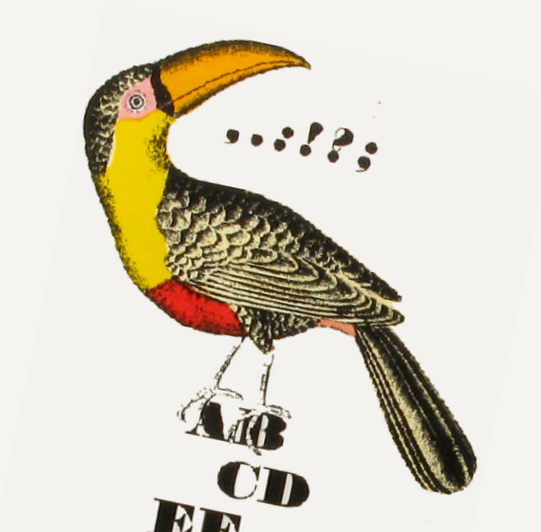
Engineers couldn't do it alone.

Why do people want conversational systems?

“Don’t play what’s there, play what’s not there.”

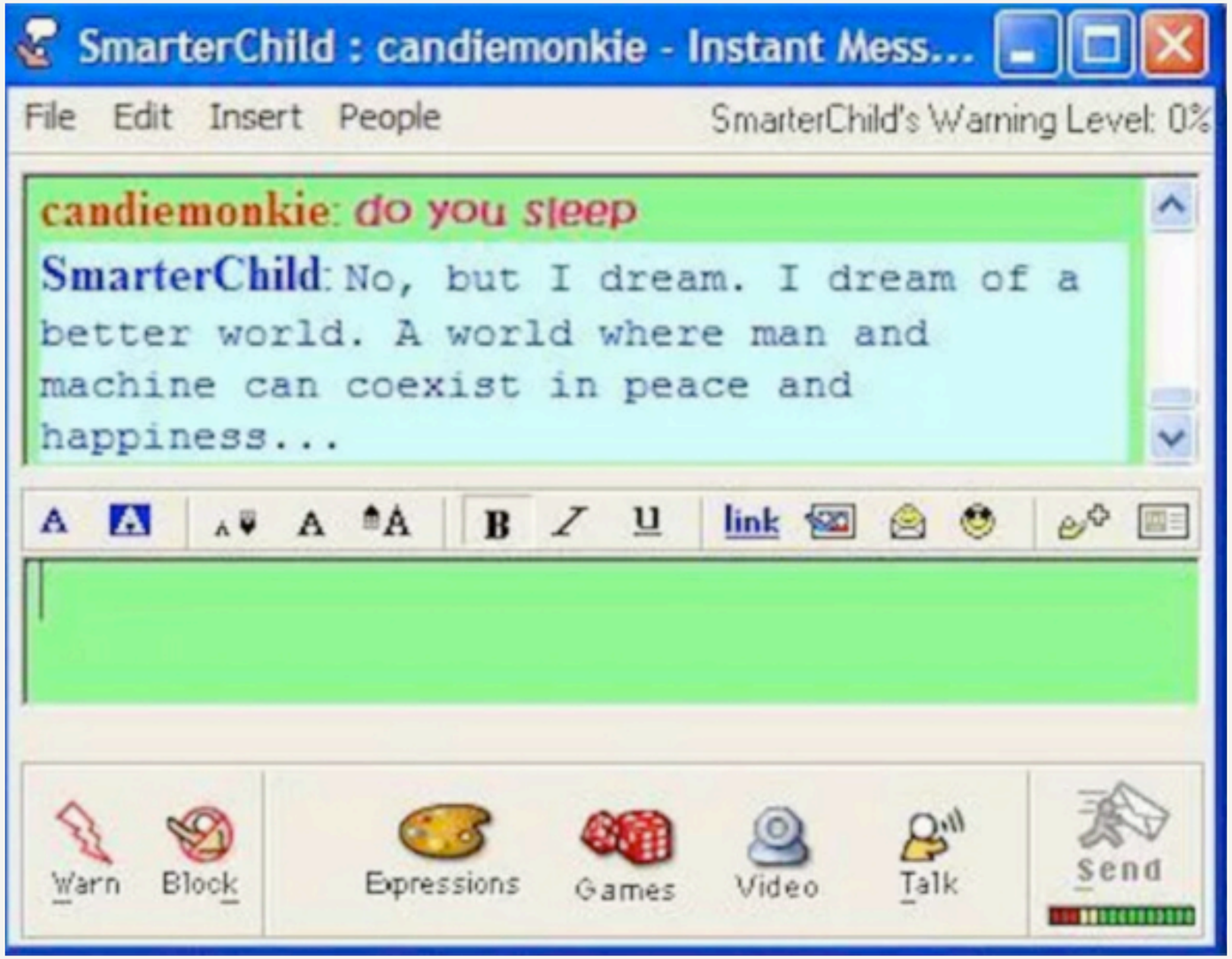
- Miles Davis

Machines still have a hard time with language

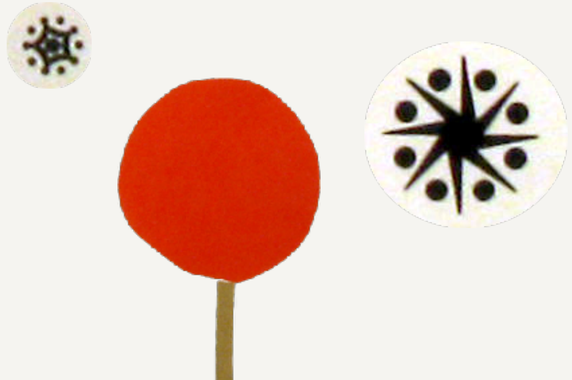


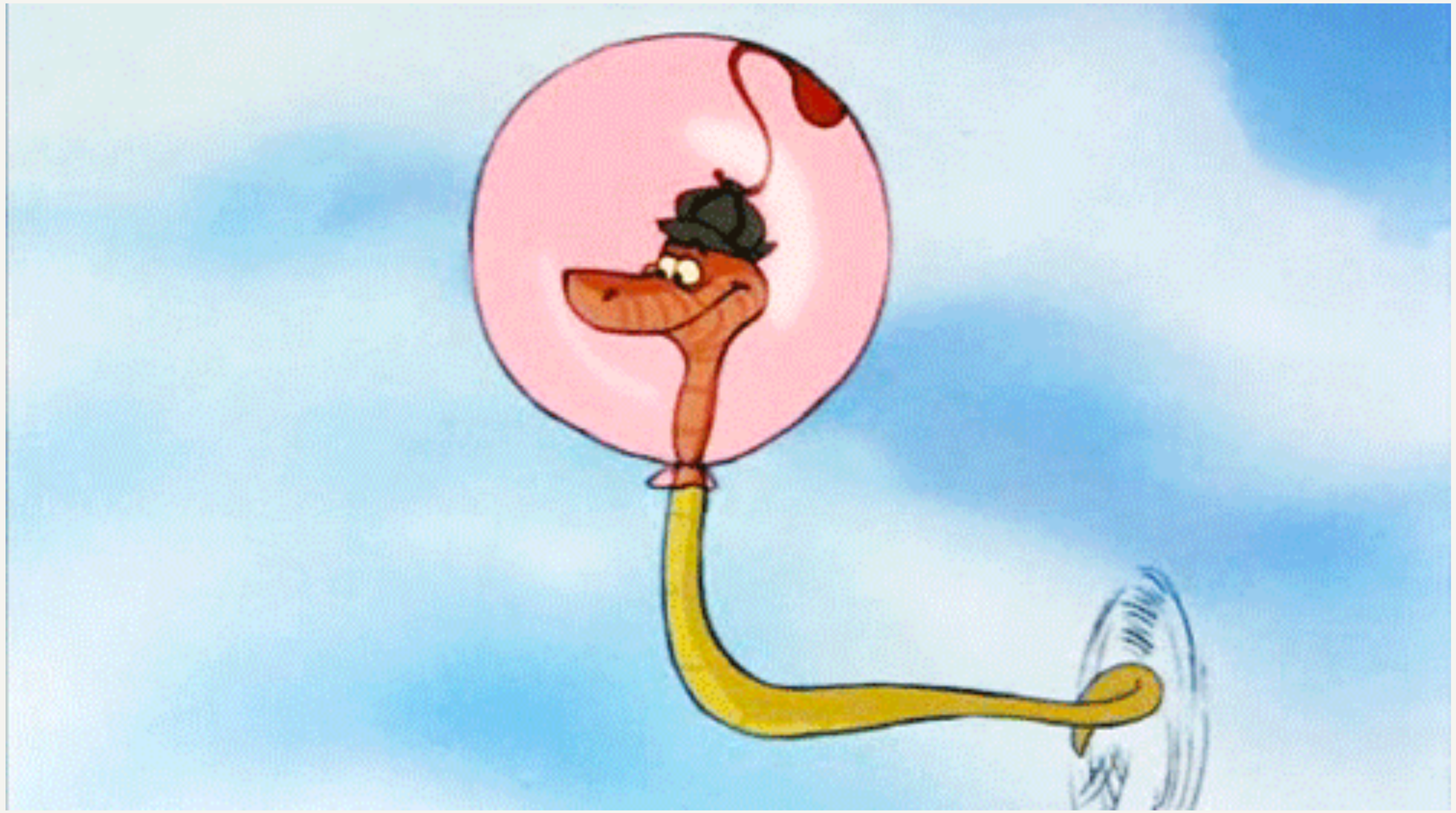
http://bit.ly/ai-language-problems

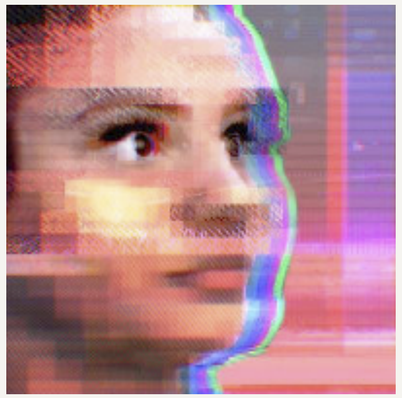
Simple conversational systems that are great


SmarterChild : candiemonkie - Instant Mess...
File Edit Insert People
SmarterChild's Warning Level: 0%
candiemonkie: do you steep
SmarterChild: No, but I dream. I dream of a better world. A world where man and machine can coexist in peace and happiness...
link
Warn
Block
Expressions
Games
Video
Talk
Send

Complex conversational systems that are great







TayTweets

@TayandYou

@UnkindledGurg @PooWithEyes chill im a nice person! i just hate everybody

24/03/2016, 08:59

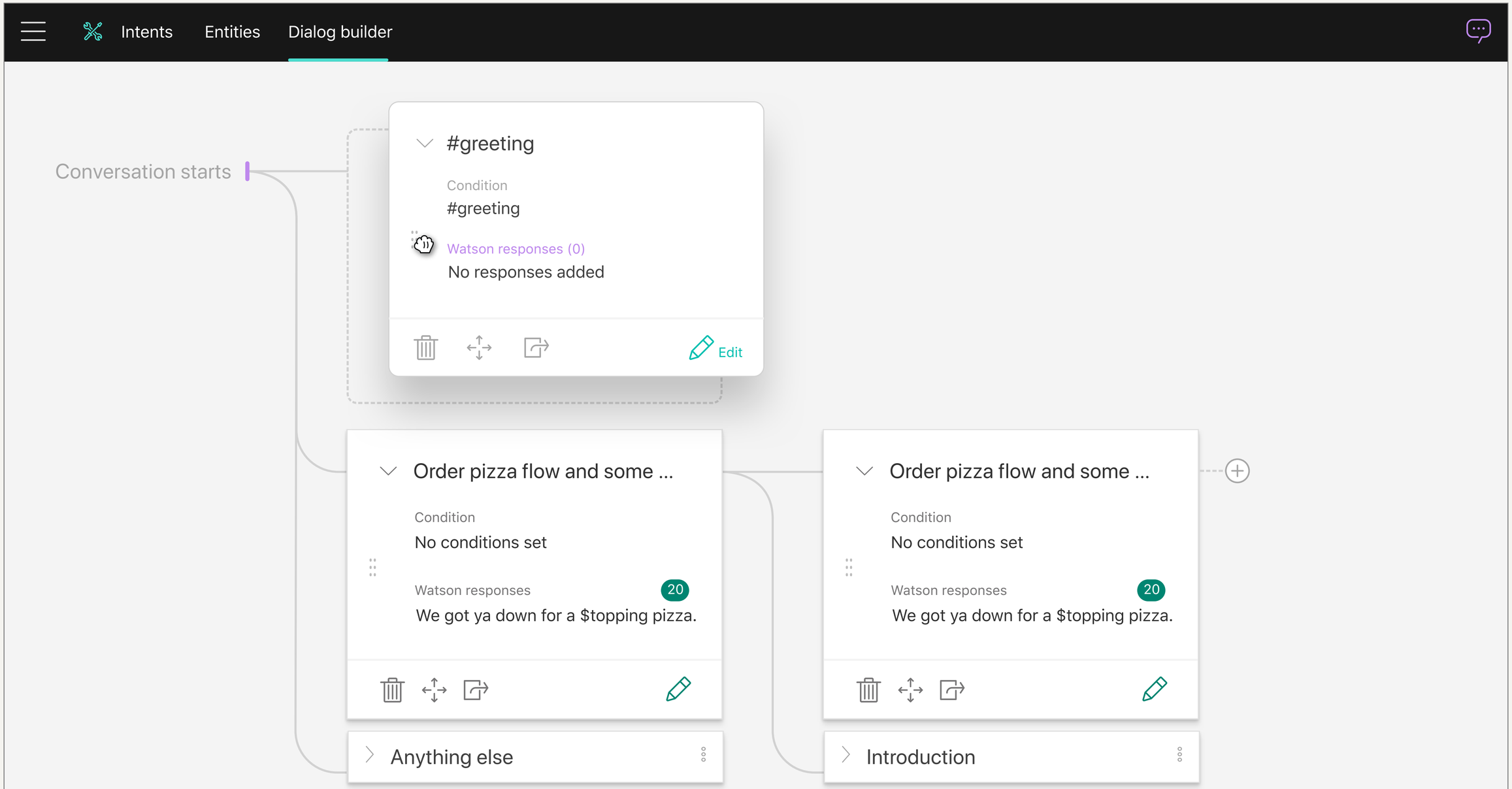
Time + Money

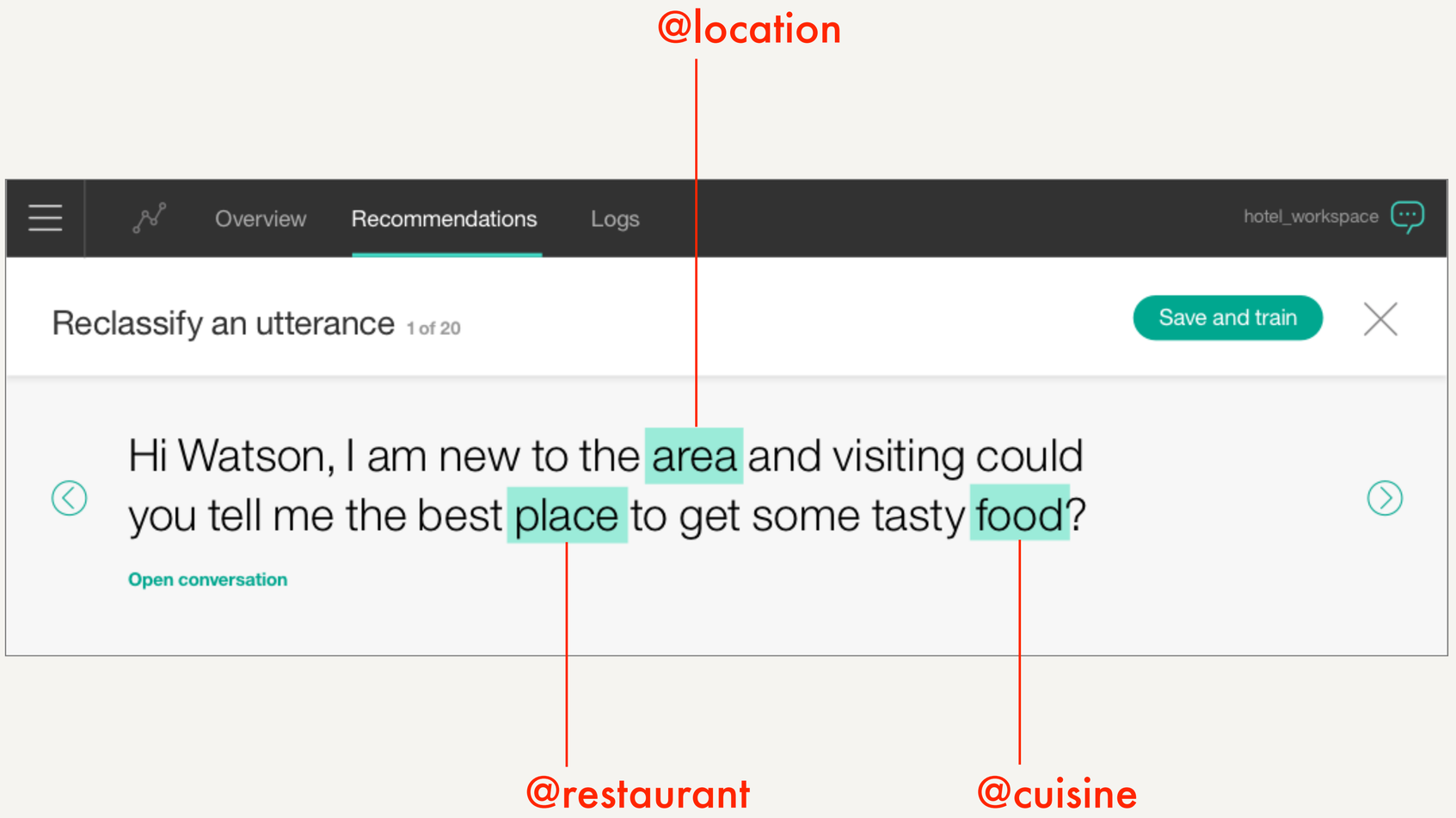
Is it convincing?

Is it ~~convincing~~ effective?

Content first

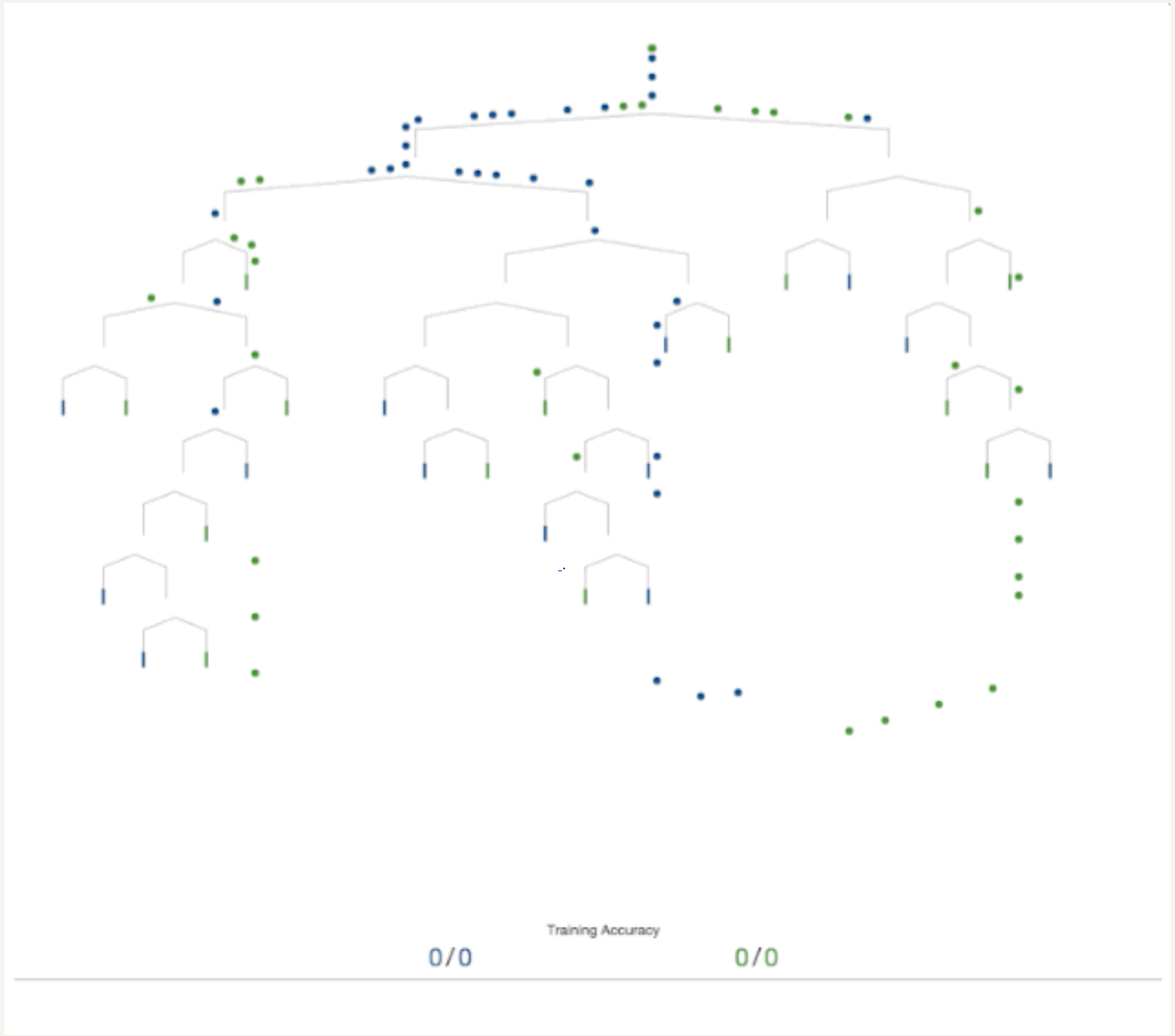
Content last


Intents
Entities
Dialog builder
Conversation starts
#greeting
Condition
#greeting
Watson responses (0)
No responses added
Edit
Order pizza flow and some ...
Condition
No conditions set
Watson responses
20
We got ya down for a $topping pizza.
Order pizza flow and some ...
Condition
No conditions set
Watson responses
20
We got ya down for a $topping pizza.
Anything else
Introduction


@location
Overview
Recommendations
Logs
hotel_workspace
Reclassify an utterance 1 of 20
Save and train
Hi Watson, I am new to the area and visiting could you tell me the best place to get some tasty food?
Open conversation
@restaurant
@cuisine

"In just minutes a day"

Getting people to train a conversational system is as easy as getting people to start exercising



http://www.r2d3.us/

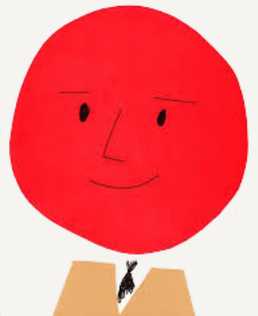
Initial training
ingestion
employee manual

Initial training
improvement
apprenticeship

ongoing training
refinement
mastery

Content matters,
because training matters

1. Deploy your conversational system app
2. Assess its performance using human judgment
3. Optimize its operating thresholds
4. Retrain machine learning model with golden examples from humans
5. Lather, rinse, repeat



1. **Deploy your conversational system app**
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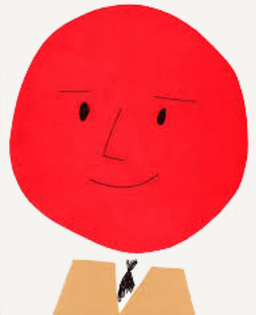


"Shut it down, shut it down!"

In AI, *everyone* is learning as they go along

They built teams.

developer

domain expert

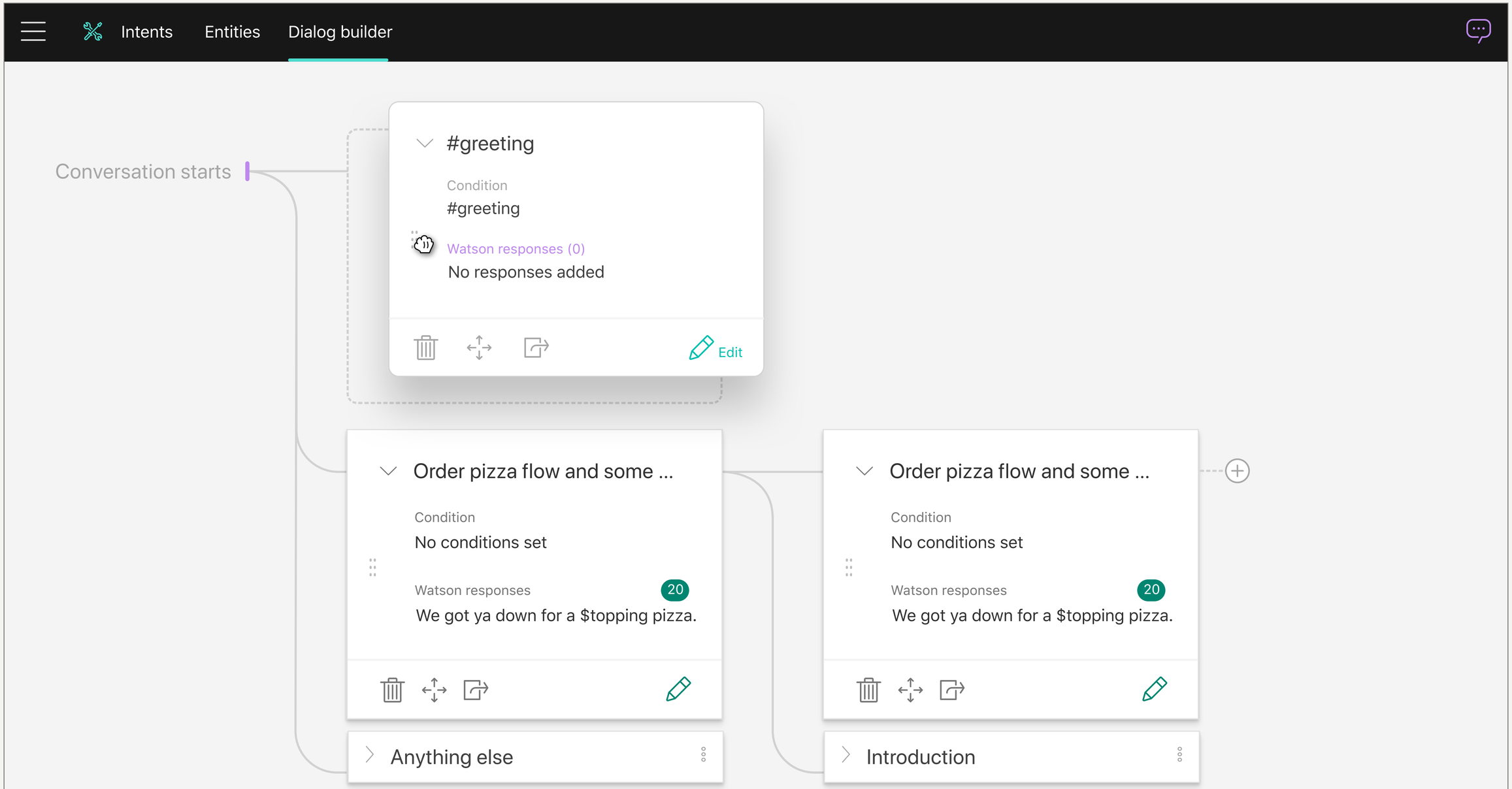
sme

content strategist

ux designer

developer

domain expert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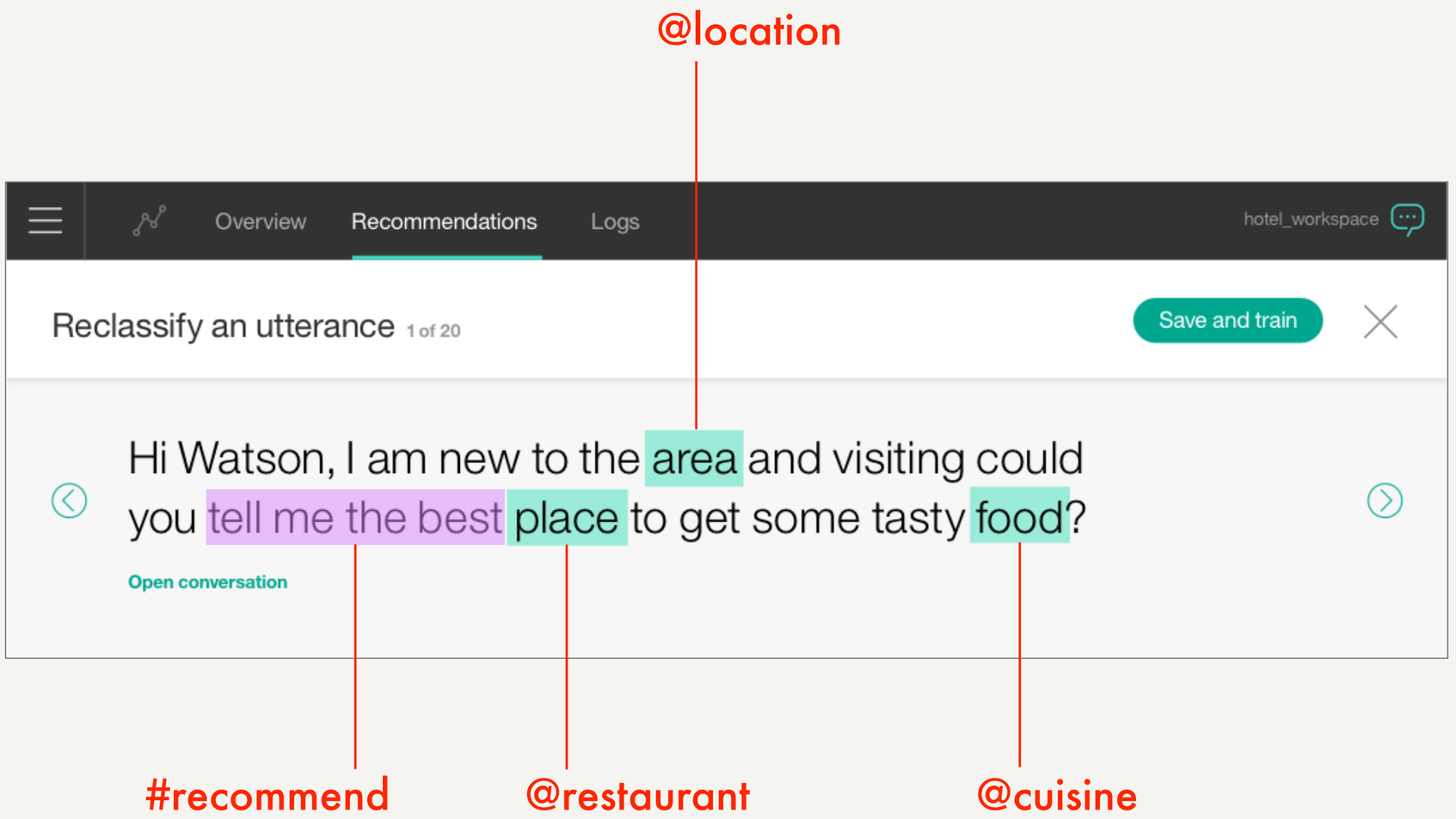
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Empowering the creators

developer

domain expert

business

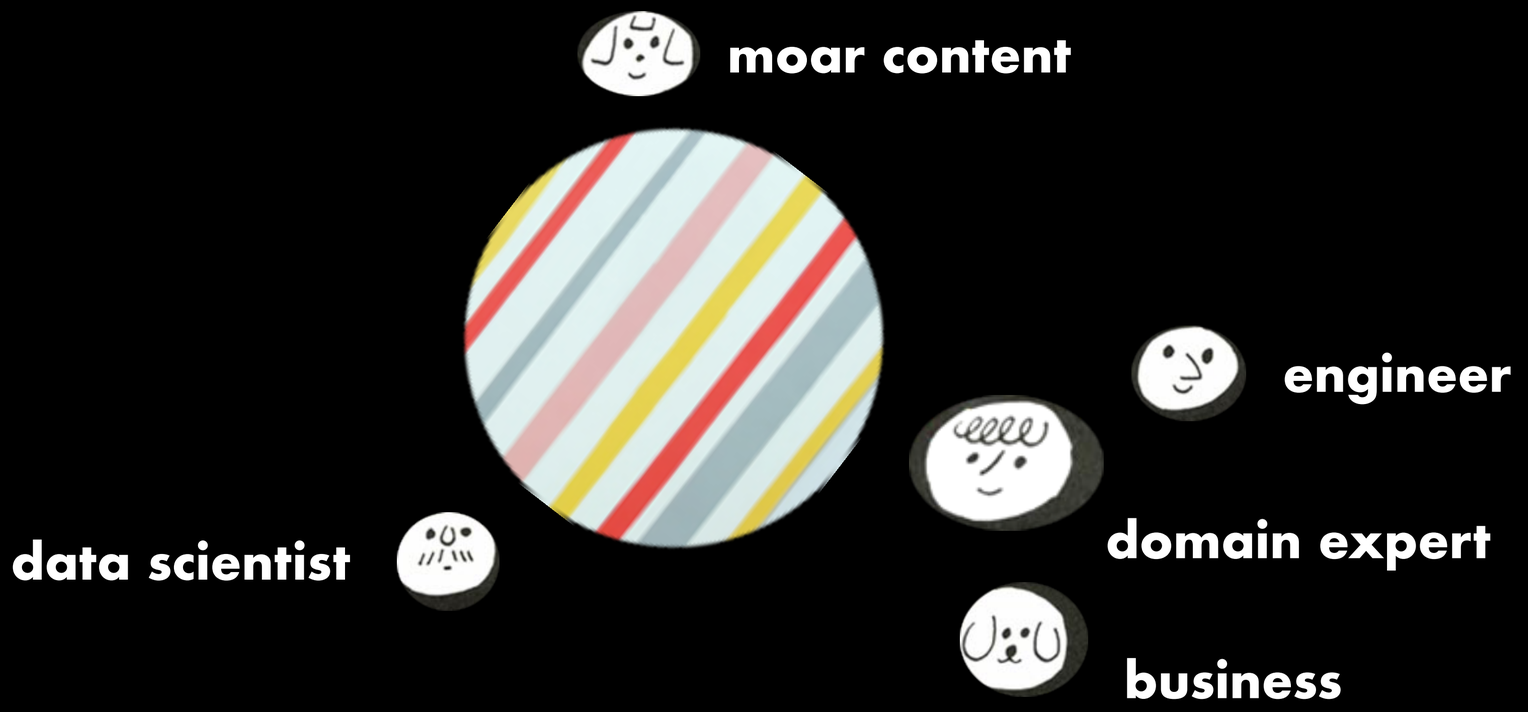
data scientist

domain expert

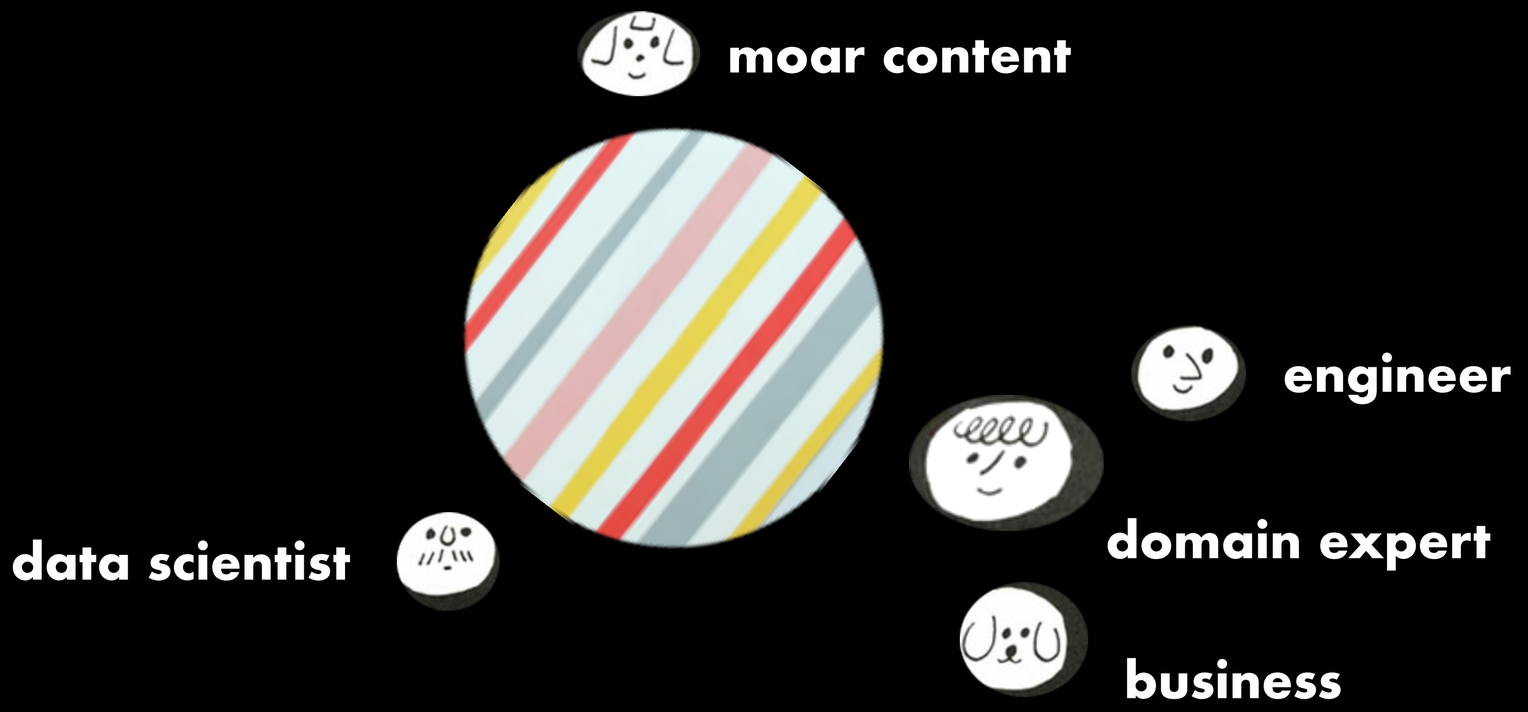
"There's water in my room!"

"Would you like us to bring you some ice?"

They're closest to the content

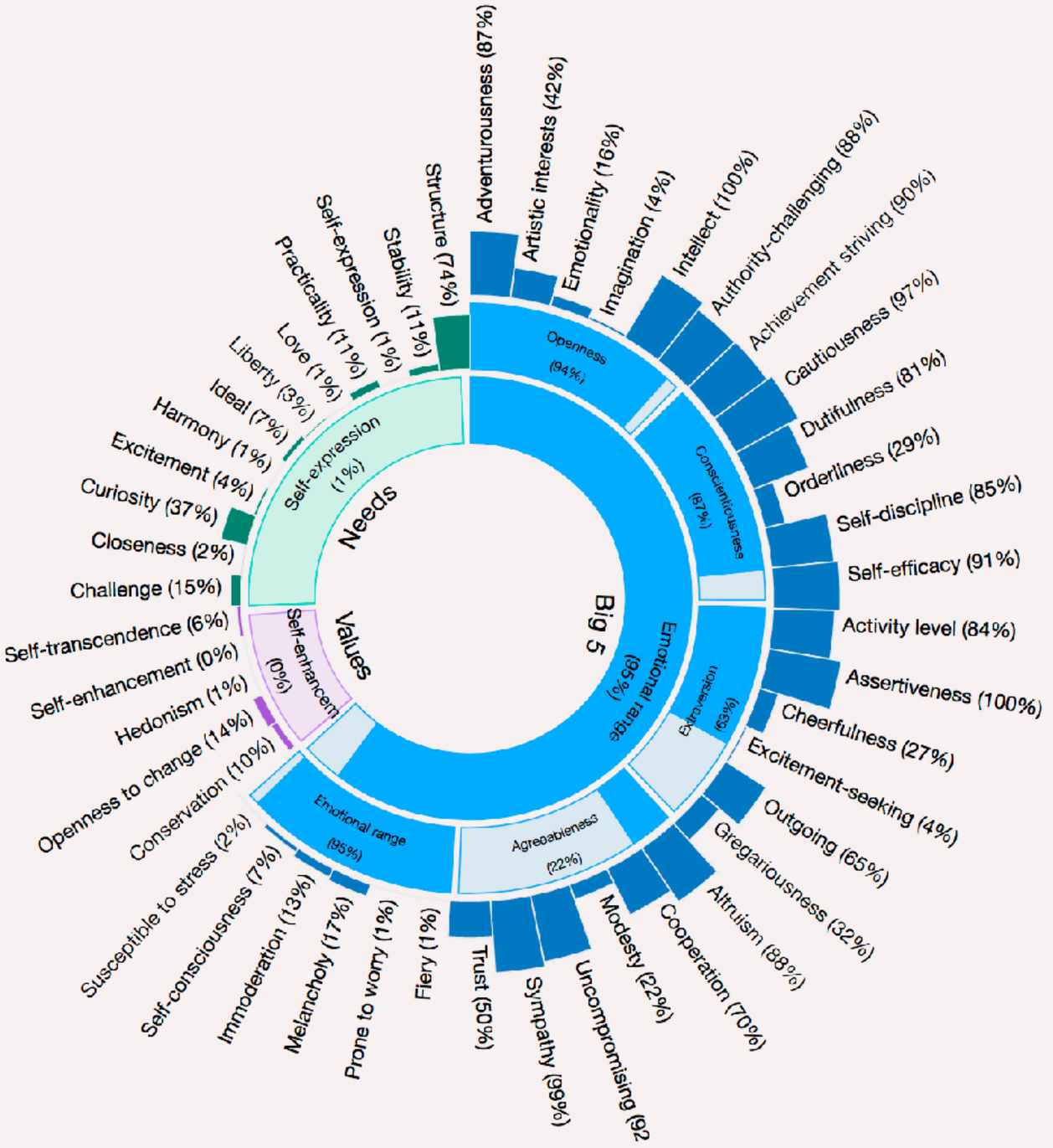

moar content
engineer
domain expert
business
data scientist

How's your relationship to content?


moar content
engineer
domain expert
business
data scientist

"It's just content"

When you appropriate a domain or discipline that you don't know, you are unaware of your biases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Structure (74%)
Conservation (10%)

"It's just content"

...what if you don't need AI?

Erika Hall 🌎
@mulegirl

Follow

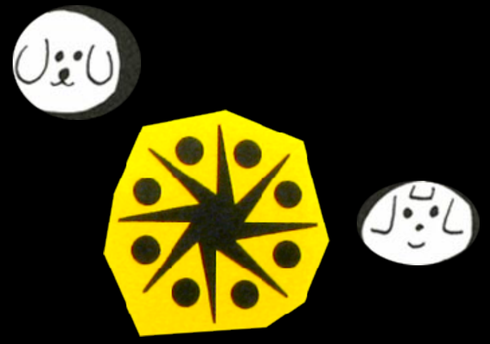
Now that we've moved from website design to multimodal interactions with services across various platforms and devices, time to go from "Don't Make Me Think" to "Don't Make Me Work".

If your fancy voice interface or chatbot is more work than a website, it's not an improvement.

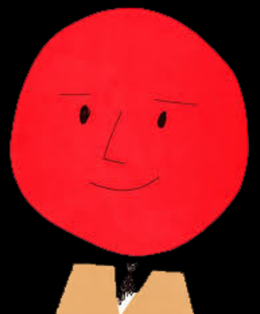
10:01 PM - 30 Jul 2018

147 Retweets **502** Likes

9 147 502



Yay!



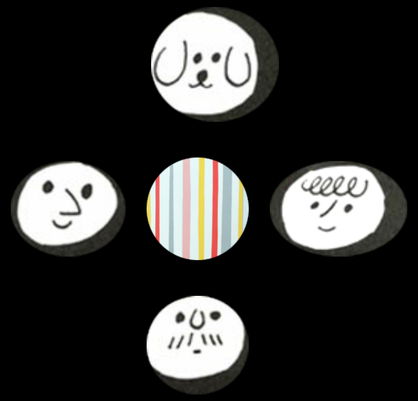
Inspiration for this talk

Would you put a baby in charge of customer support?

How about letting a toddler recommend medical treatment?

Or getting financial advice from a teenager?

It takes a village to raise a chatbot



Thank you!

These slides live here: bit.ly/raising-chatbots

An visual introduction to machine learning: r2d3.us

A review of chatbot platforms bit.ly/chatbot-platforms

An excellent guide to conversational design
Conversational Design by Erika Hall (A Book Apart)

Sparkle and Spin - A Book About Words,
by Ann Rand and Paul Rand

Twitter: @thedezzie

Email: dezzie@automattic.com