

Media Release

## What does your face say about you?

Swiss Digital Initiative and HEAD Genève are publishing an interactive tool to raise awareness of artificial intelligence in everyday life

As part of ongoing efforts to raise awareness for the importance of digital responsibility and ethics in artificial intelligence, the Swiss Digital Initiative has partnered up with the renowned art school HEAD in Geneva to create the interactive experience 'ADface'. The web-based tool uses artificial intelligence to analyse a person's face and create a user profile to produce targeted advertisements that could fit the user profile. A simple tool to show that AI is already deeply embedded in and influencing everyday life. Art and design can be a valuable ally for raising awareness and stimulating critical thinking around the societal implications of new technologies.

Geneva, 20. April 2022 - Artificial intelligence is the buzzword of the last decade. Its effect in everyday life is not yet fully recognizable, but it is there. AI has long found its way into everyday life. The influence of AI is still in early stages, but it will be rapidly growing. It is high time to become aware now. To help raise awareness of AI, the Swiss Digital Initiative partnered with HEAD Genève (Haute école d'art et de design) to create the interactive art experience 'ADface'.



### AI analyzes your face

The interactive tool 'ADface' uses the webcam to take a picture of the user with their consent. The image of the face is then analyzed by artificial intelligence and a user profile with certain characteristics such as age, emotional state and social status is created. This profile is shared with the user to reveal how an algorithm sees their face and how it forms

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the basis for targeted advertisements that are shown as part of the experience. The interactive experience 'ADface' is available for free online.

Alexia Mathieu, responsible for Masters in Media Design at HEAD Genève: *«We are still in very early stages of what artificial intelligence can and will do in the future. It is of absolute importance that we become aware of it now to use it to everyone's advantage in the future while also being aware of its ethical implications. We've been teaching how to use machine learning in the design process in a creative and critical way for 4 years now. This collaboration with SDI was a great opportunity for our students to test their skills and competencies in the field of machine learning in an applied context and for a specific audience.»*

Becoming aware of the use of facial recognition and targeted advertisements is only a first step. To advance understanding of digital technologies, foster trust and responsibility, the Swiss Digital initiative sees 'ADface' as a starting point for a broader discussion on the interaction between digital technologies and society.

Practical steps are presented for individuals and organisations to navigate the complex and fast-changing digital world without being overwhelmed or having to be fearful. *«We are convinced that by staying curious as individuals and by being transparent as organisations, societies can harness the positive potential of digital technologies such as artificial intelligence,»* says Niniane Paeffgen, Managing Director of the Swiss Digital Initiative.

## **Advancing practice-oriented ethics in the digital age**

'ADface' fits into the overall work of the Swiss Digital Initiative to foster Digital Trust, Corporate Digital Responsibility and AI Ethics. It complements ongoing efforts such as a research project with IMD Lausanne on Corporate Digital Responsibility and our previous event series and ongoing blog series on digital ethics. It also adds to the recently released Digital Trust Label that contains one of its four dimensions 'Fair User Interaction' where particular attention is given to the use of artificial intelligence and increased transparency towards users.

## **About the [Swiss Digital Initiative](#)**

The Swiss Digital Initiative (SDI) is an independent, non-profit foundation based in Geneva, founded in 2020 by digitalswitzerland and under the patronage of Federal Councillor Ueli Maurer. The SDI pursues concrete projects with the aim of securing ethical standards and promoting responsible conduct in the digital world. It brings together academia, government, civil society and business to find solutions to strengthen trust in digital technologies and in the actors involved in ongoing digital transformation.

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