

WORKSHOP // JAKARTA 24

ASEAN-ROK Creative Economy Workshop:
**Exploration of an ASEAN Art
Technology & Economy
Network**

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"/imagine a modern monotone geometric pattern in neo-brutalist style" (MidJourney AI)

The aim of this two-day workshop is to outline a perspective from Southeast Asian creatives on the development of Artificial Intelligence, or machine learning technologies.

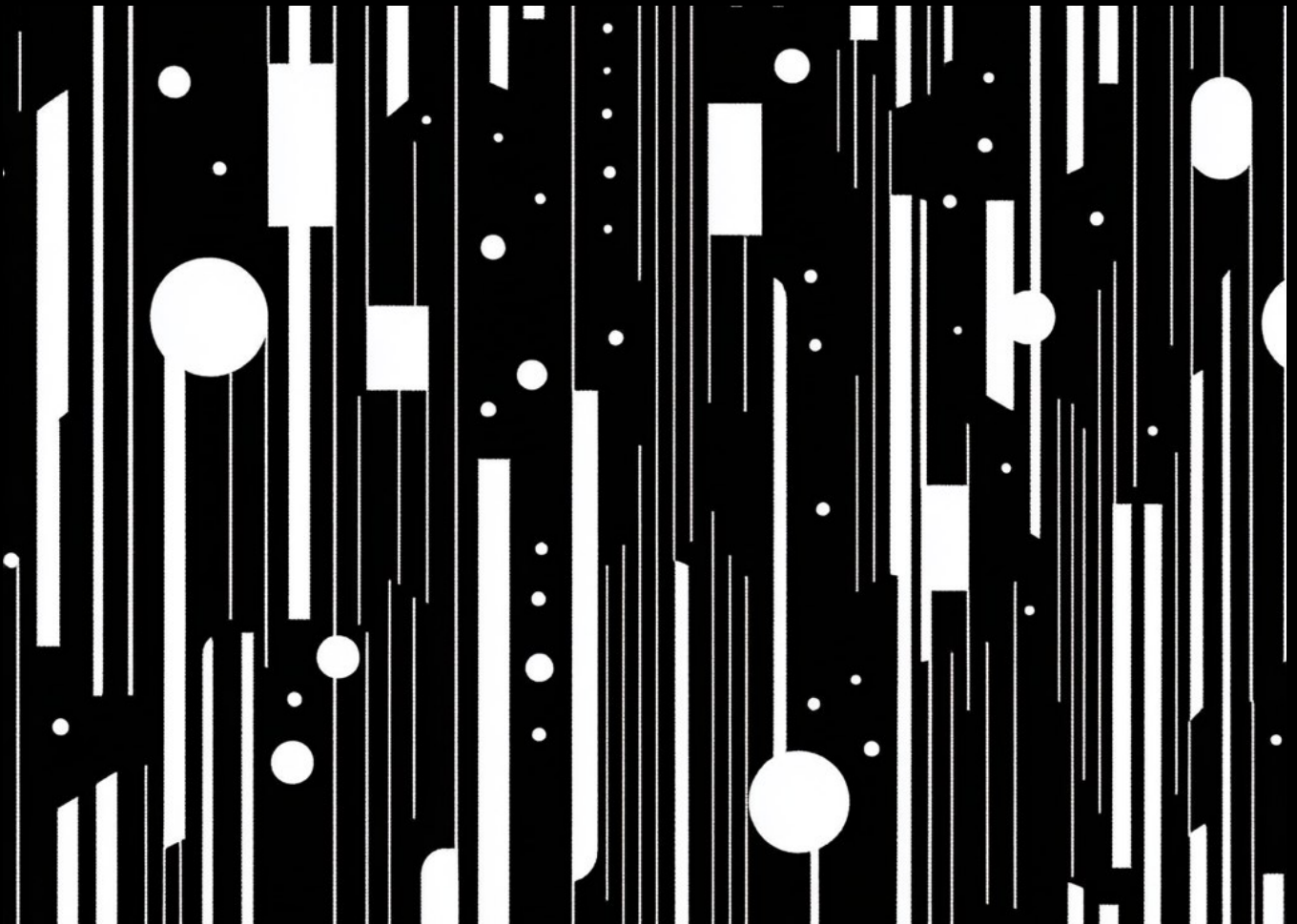
/Contents

1 Intro

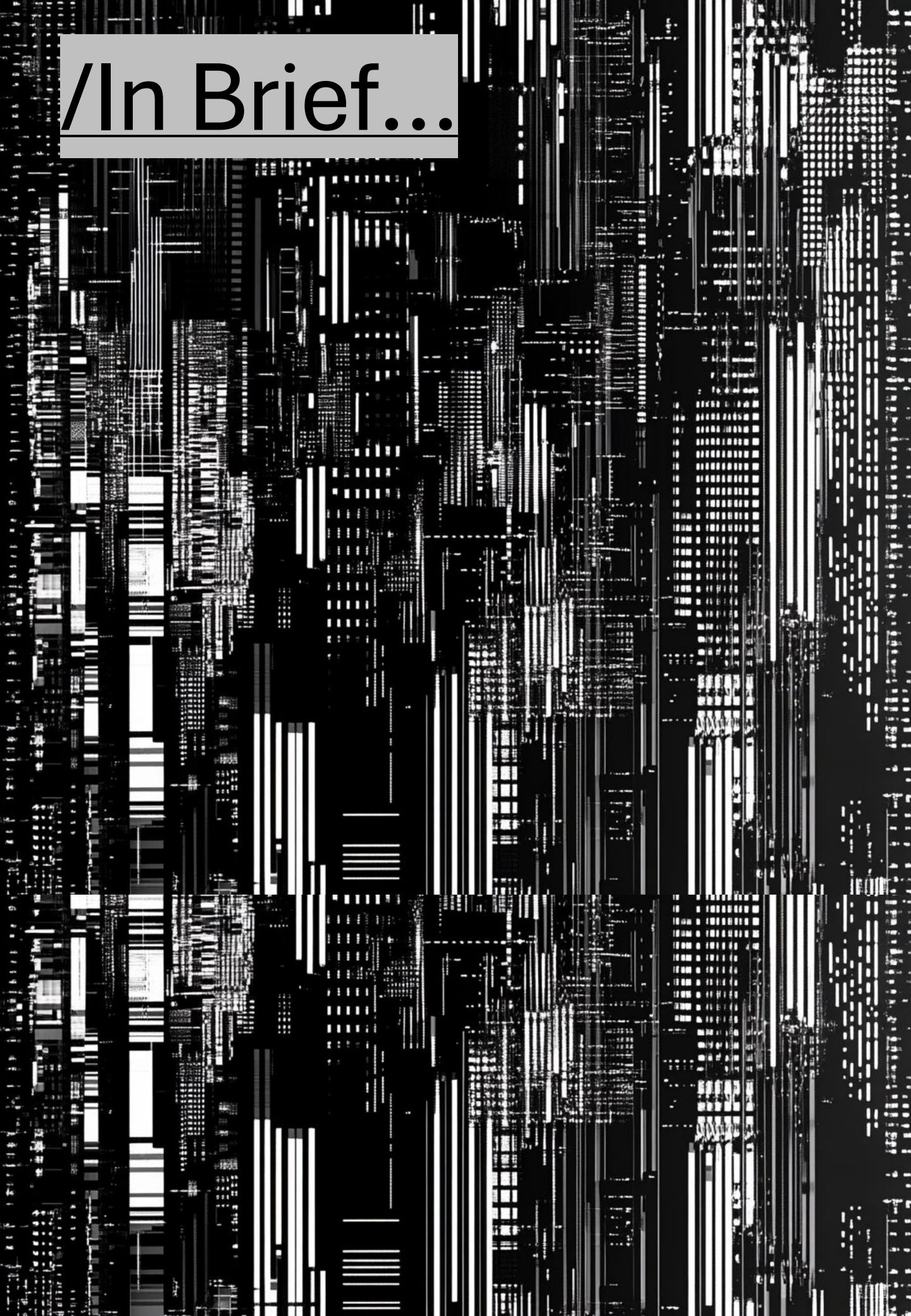
2 Workshop Agenda

3 In Brief: The
State of AI in Art

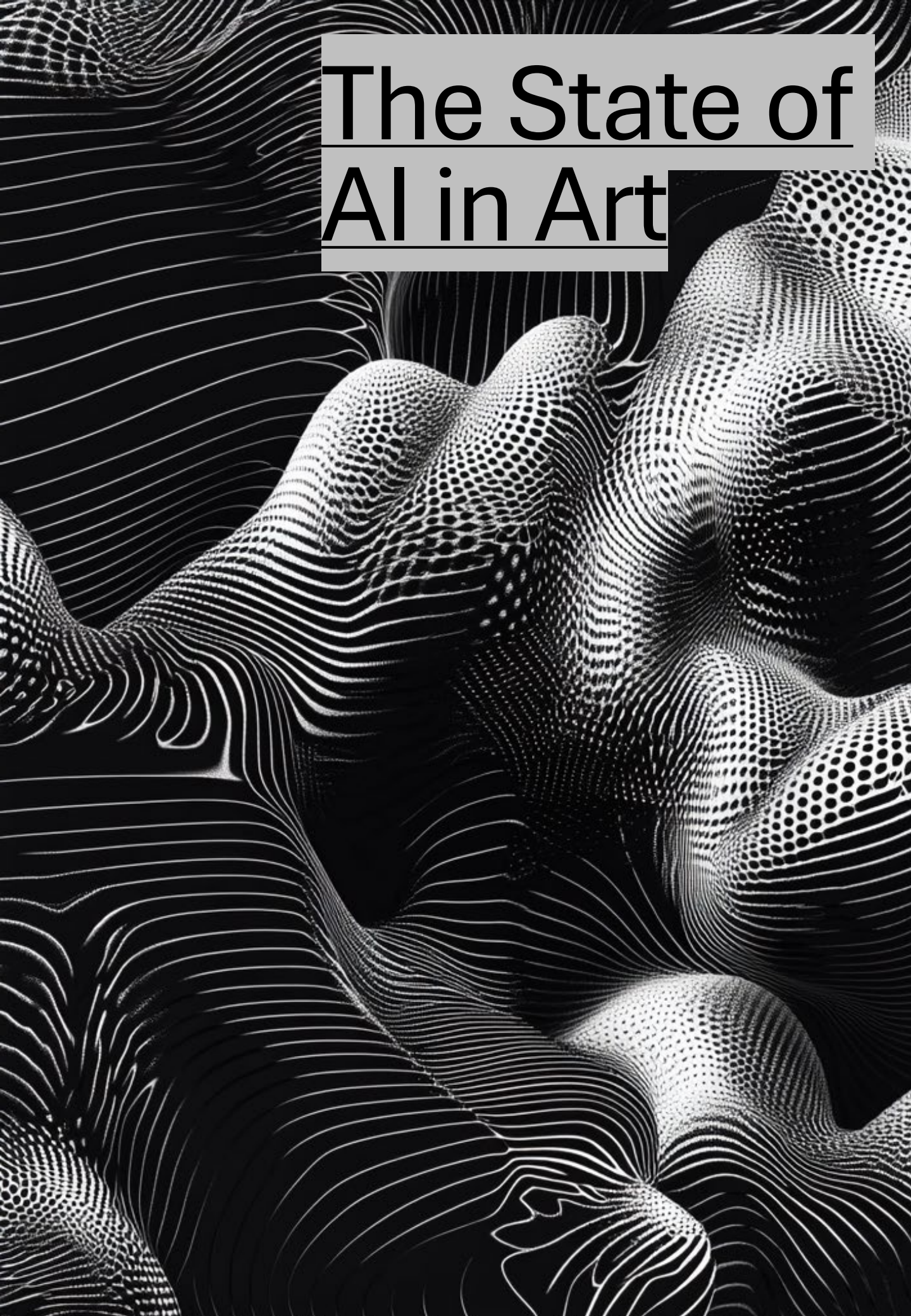
4 Notes



/In Brief...



The State of AI in Art



In December 2023, ASEAN released an ASEAN Guide on AI Governance and Ethics advocating for a human-centric approach. It incorporated aspects of established AI governance frameworks and guidelines such as the UNESCO's Recommendation on the Ethics of Artificial Intelligence and the EU's Ethics Guidelines for Trustworthy AI (2023). The guide was addressed "to organizations wanting to design, develop and deploy traditional AI technologies for non-military and commercial uses" and "to foster the interoperability of AI frameworks across different ASEAN jurisdictions".

The proliferation of such white papers written about AI ethics and governance speaks to the urgencies of such technologies.¹

Recently a shared consensus was articulated in the "Seoul Statement of Intent toward International Cooperation on AI Safety Science" at the AI Seoul Summit organised by the Republic of Korea and United Kingdom. It identified a commitment to

1) **Safety** - which aims to ensure AI systems are 'moral' and socially beneficial. Safety can be thought of across the pipeline of AI development. It can include recentering the focus of data collection and algorithmic application on dignity rather than optimization

2) **Innovation** - which promotes AI development

3) **Inclusivity** - which points to equal and wide distribution of AI's opportunities and benefits across societies. Inclusivity is also framed through the lens of multistakeholderism.

Multistakeholderism embraces contextual values, principles and traditions. It means that a well-rounded policy will move beyond just the perspective of policymakers, industry players, engineers, scientists and lawyers to include social scientists, historians and creative artists, among others.

Through this workshop we will consider these values in relation to the ground realities of creatives and cultural producers in Southeast Asia. Southeast Asia is a significant market in the digital landscape.

Globally, the region ranks third behind China and South Asia in total number of internet users.² This implies that the region also generates a considerable amount of the world's data and has a role in articulating the standards and good practices for the development of AI.

As countries move toward building sovereign AI, cultural material and language specific data produced by creatives and held by publishers and public institutions will become more valuable.

Thus, the perspectives of artists, cultural producers and technologists are ever more important in this discussion. This short guide includes a glossary, resources and reading material to buttress our discussions.

¹ A public listing of all the AI policies developed around the world can be found here: <https://oecd.ai/en/dashboards/overview>

² Kristie Neo, "Southeast Asia: Digital Life Intensified," We Are Social, March 8, 2021, <https://wearesocial.com/sg/blog/2021/03/southeast-asia-digital-life-intensified>.

Additional Resources:

A public listing of all the AI policies developed around the world can be found here:

<https://oecd.ai/en/dashboards/overview>

ASEAN guide on AI

<https://asean.org/book/asean-guide-on-ai-governance-and-ethics/>

Asia Society

https://asiasociety.org/sites/default/files/inline-files/ASPI_RaisingStandards_report_fin_web_0.pdf

Vietnam

<https://opengovasia.com/2024/04/09/vietnams-approach-to-artificial-intelligence-regulation/>

Thailand

<https://ai.in.th/en/about-ai-thailand/>

Indonesia

<https://tinyurl.com/4f2mt49d>

European Union

<https://www.dw.com/en/eu-provisionally-agrees-first-ai-regulations/a-67675916>

Singapore

<https://www.imda.gov.sg/about-imda/emerging-technologies-and-research/artificial-intelligence>

Glossary - Key Terms

Algorithm - A set of instructions for solving a problem. Although historically algorithms are associated with the steps involved in solving arithmetic problems, the concept is more general and includes any procedure that results in a solution. In machine learning, the solution to a problem is an algorithm, and the machine is responsible for discovering the algorithm through trial and error.

Artificial Intelligence - Any nonbiological process that if done by a biological being, would count as 'thinking'. The most common version of this is machine intelligence in which a machine is used to solve a cognitive problem, such as playing a game, diagnosing an illness or analyzing stock trends.

Artificial Neural Net (ANN) or Neural network - A machine designed to mimic the learning that takes place in the brain. The machine uses parallel processing and interconnectedness of small processors called nodes that function similarly to networks of biological neurons. The nodes learn through trial and error by having their weights adjusted in response to wrong answers.

Autonomy - In the case of machines, this refers to the ability to act without input from a human.

Big data - The management of data sources that are of too high volume, velocity, variety and value for traditional data-processing software and therefore require technologically advanced software.

Big Tech - Typically refers to the largest IT companies in the world such as Apple, Meta, Microsoft, Tencent, Baidu.

Black box - A system that produces results without a clear process.

Computer Vision (Machine Vision) - The field of research covering the adaptive use of information by a mechanical or inorganic being.

Data Colonialism - The process by which governments, non-governmental organizations and corporations claim ownership of and privatize the data that is produced by their users and citizens.

Data Mining - The Process of uncovering relationships between different pieces of information. In the case of machine learning, this often involved teasing out unexpected connections by analysing a massive amount of data or 'big data'.

Data point - A single input or piece of information, generally understood as a small part of a much larger data set.

Decision tree - Similar to flowcharts, design trees represent how to classify a data point by analysing its relationship to other data points.

Deep Learning - Machine learning performed by neural networks with many layers of nodes.

Digital Economy - Economic activities that use digital data and processes as key factors of production

Digitisation - Conversion of analogue data and processes into a machine-readable format.

/In Brief: State of AI in Art

Internet of things - A networked ecosystem that connects data-driven applications and devices with the physical world.

Fourth Industrial Revolution - The transformation of the physical, digital and physiological realms through technologies such as AI, robotics, blockchain and 3D printing.

Open Source - Something people can modify and share because its design is publicly accessible. The term originated in the context of software development to designate a specific approach to creating computer programs.

Machine learning - The practice of letting machines develop their own algorithms through trial and error in lieu of humans hand-coding the algorithms. This term is also used to refer to approaches favoring artificial neural networks.

Natural-language Processing - Programs designed to interpret everyday language as opposed to technical or formal languages that are used in artificial situations.

Pattern recognition - The ability of a machine to discern the pertinent features of data, especially for the purposes of classification.

The Singularity - The Moment when machine intelligence might surpass human intelligence

Sovereign AI - A nation's capabilities to produce artificial intelligence using its own infrastructure, data, workforce and business networks.

Supervised learning - Machine learning accomplished through trial and error whereby the machine attempts to conform to correct answers provided by a ‘teacher’. The teacher often consists of a well-labeled data set such as labelled images of faces and the network trains itself to correctly predict the proper label for each fact.

Surveillance capitalism - As defined by Shoshana Zuboff “the unilateral claiming of private human experience as free raw material for translation into behavioral data. These data are then computed and packaged as prediction products and sold into behavioral futures markets — business customers with a commercial interest in knowing what we will do now, soon, and later.”

Unsupervised learning - Machines that learn using unlabeled data, usually through cluster analysis (eg. Treating nearby data points as falling into the same group.)

Value alignment - The Task of aligning the values and overall goals of machines with their human users.

Glossary is based on a compilation of the following sources:

AI Glossary compiled by Jake Browning and Philipp Schmitt in Beyond the Uncanny Valley: Being Human in the Age of AI (Fine Arts Museums of San Francisco, 2020)

Glossary in Raising Standards: Data and Artificial Intelligence in Southeast Asia (Asia Society 2022) by Elina Noir and Mary Bryan Manantan, An Asia Society Policy Institute Report

Glossary: Data Colonialism, Purdue University Critical Data Studies, <https://purdue.edu/critical-data-studies/collaborative-glossary/data-colonialism.php>

High Tech is Watching You, John Laidler interview with Shoshana Zuboff (The Harvard Gazette, 2019)

What is open source? <https://opensource.com/resources/what-open-source>

What is Sovereign AI by Keith Strier (NVIDIA, 2024) <https://blogs.nvidia.com/blog/what-is-sovereign-ai/>

/ A Place for Notes

A large area of the page is covered with a light gray dot grid pattern, intended for taking notes.

/ A Place for Notes

