



ANNUAL REPORT 2024



ARC Centre of
Excellence for
**Automated
Decision-Making
and Society**



Australian Government
Australian Research Council

**ADM+S AT A
GLANCE IN 2024**

**Australian
Universities**

9

**Partner
Organisations**

19

**Government,
industry and
community
briefings**

47

Publications

308

Films & videos

7

**Centre
Members**

237

**New
Organisations**

75

**Submissions to
major inquiries**

25

**Additional
Income Secured**

14.4m

**Media
appearances**

571

ADM  **+ S**

ACKNOWLEDGEMENT OF COUNTRY

In the spirit of reconciliation, we acknowledge the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.



Information Retrieval on Country

by Dr Treaahna Hamm (Firebrace), Yorta Yort

Commissioned for ADM+S in July 2023. The artwork was used for an alumni event celebrating 25+ years of collaboration between RMIT and the University of Melbourne in the research field of Information Retrieval, organised by Al Damiano Spina (RMIT) and Lida Rashidi (University of Melbourne).

Artist statement

As an artist, my work explores the profound connection between living and sharing on Aboriginal land, intertwining it with the retrieval of valuable information. Through my art, I aim to honour and celebrate the wisdom of Elders, who hold a wealth of cultural knowledge, and the sacredness of the land itself. Drawing from the rich heritage and stories of Indigenous communities, I seek to create a visual narrative that highlights the significance of this symbiotic relationship between people and place. My art becomes a vessel through which the past, present, and future are interwoven, fostering a deeper understanding of the interconnectedness between humans, the land, and the wealth of data embedded in this ancestral bond.

Incorporating a search engine into my artistic process, I embark on a unique journey of creativity that melds traditional storytelling and modern technology. Through data retrieval and analysis, I collect relevant information about the history, culture, and significance of the Aboriginal land.

This data-driven approach allows me to extract meaningful patterns and insights, which serve as the foundation for my artistic expressions.

The search engine acts as a guiding force, influencing the composition, colours, and elements within my artwork. By blending the wisdom of Elders' narratives with the data-driven revelations, I strive to create a harmonious fusion of the past and present. The algorithmic input serves as a channel through which I can pay homage to the deep-rooted traditions while interpreting them in a contemporary context.

As I navigate the artistic process, the search engine acts as both collaborator and curator, helping me select the most relevant information and translating it into visual representations. It enriches my artwork by infusing it with layers of significance, inviting viewers to engage with the cultural heritage of Aboriginal land in a novel and thought-provoking manner.

Ultimately, my art with a search algorithm seeks to bridge the gap between heritage and innovation, fostering a profound appreciation for the timeless connection between Elders, land, and the wealth of knowledge embedded within their intertwined stories.

The blue islands in the artwork are the algorithms floating above the land. The Elders/Ancestors are the symbolic faces which I hope you can see.

- Dr Treaahna Hamm

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ABOUT

Mission, Vision and Values
Strategic Objectives
Partnerships

Chair's Message
Directors' Report
Governance

THE CENTRE

OUR MISSION

Connecting academic research, industry, government and the community sector to develop responsible, ethical and inclusive automated decision-making systems, for the benefit of all Australians.

OUR VISION

Creating knowledge and strategies for responsible, ethical and inclusive automated decision-making.

OUR VALUES

Our efforts are guided by our values: automated decision making that is responsible, ethical and inclusive. For our purposes:

- + **Responsible** decision-making is informed and alive to its social consequences;
- + **Ethical** decision-making is governed by clearly defined rules and principles; and
- + **Inclusive** decision-making engages the public and delivers broad social benefits.

We use these signature attributes to guide our work as a Centre community, and **demonstrate** that responsible, ethical and inclusive automated systems are both possible and necessary.



STRATEGIC OBJECTIVES

RESEARCH

To generate an integrated, cross-sectoral and transdisciplinary understanding of and resources for automated decision-making.

Priorities:

- + To undertake world-leading research of public and social benefit
- + To develop and refine robust and innovative research techniques and methods
- + To expand and enhance our research infrastructure, facilities and collections

IMPACT

To formulate world-leading policy and practice in responsible, ethical and inclusive ADM, for governments, industry and the non-profit sectors.

Priorities:

- + To inform policy debate and measure our impact through the use of our research in policy papers, submissions to major inquiries, and membership of policy and industry advisory committees
- + To demonstrate practical implementation or adoption of our research with our industry partners
- + To ensure our work is accessible to, and informed by, those who will benefit from it
- + To facilitate visits, placements and the exchange of knowledge with our partner organisations

ENGAGEMENT

To enhance public understanding and inform public debate on ADM.

Priorities:

- + To deliver public awareness and outreach activities that increase public participation in the development of automated systems
- + To reach our key audiences in new and innovative ways through digital communications strategies
- + To connect academic research, industry, government and the community sector
- + To grow the network of institutions and partners connected with the Centre and attract additional revenue through new partnerships

EDUCATION

To educate and train researchers skilled in responding to the cross-disciplinary challenges of next-generation automation.

Priorities:

- + To offer an HDR and postdoctoral training experience that combines disciplinary depth and rigour with ground-breaking cross-disciplinary skills
- + To deliver a research training program that includes professional development, industry collaboration and participation in an active national and international network
- + To prepare the next generation of researchers to make world-leading contributions in an increasingly engaged and transdisciplinary research environment.



PARTNERSHIPS

NODE INSTITUTIONS



PARTNER ORGANISATIONS



KEY COLLABORATING ORGANISATIONS



Asia	Europe	North America
12	28	30
Australia	Oceania	South America
93	1	1
Total research and outreach partners		
165		

CHAIR'S MESSAGE

From generative tools to next-generation of recommender systems, AI-driven automation is transforming every corner of the Australian economy, together with our social and cultural life. In news and media, education, the creative industries, public services, mobility and health, new digital services offer great potential benefits. They also challenge our public, private and social institutions and national regulatory models. While technological and geopolitical change accelerates, it becomes increasingly vital that we do not leave Australians behind.

Any far-reaching technological and social change raises fundamental questions for governments, businesses and communities: what do we need to know? And then, what can we do? Here the work of ADM+S is playing a significant role, engaging closely with Australian governments, businesses and community organisations. As this 2024 Annual Report shows, the Centre's research provides a vital evidence base for the development of responsible, ethical and inclusive applications of AI.

Established in 2020, the Centre's signal achievements include the first mapping of automation across the Australian public sector, the first comprehensive study of digital inclusion in First Nations communities, and the development of new tools and methods for observing and responding to the interactions between Australians and the digital platforms they use every day.

These are important contributions, but the Centre's most significant achievement is likely to be a transformed national research and training capability: a new generation of researchers, policy-makers and practitioners trained in the cross-disciplinary skills required to address the challenges of AI, working in academe and beyond, and connected to national and international research and industry networks.

This report describes how the Centre is building on its achievements to make a lasting positive impact. At the same time, the Centre is now advancing an ambitious new research program, which responds to the complexities and problems raised by the latest developments in AI and automation.

The ADM+S International Advisory Board plays an important role in the Centre's work, engaging closely with Centre researchers, staff and students.



I would like to thank all my fellow International Advisory Board members, Melissa Gregg, Penny Harrison, Malavika Jayaram, and Peter Waters for their work this year. We also welcomed Peter Mercieca to our Board. Peter has been a partner at KPMG for the past 28 years, working in the US, and has recently been advising leading technology companies on regulatory matters. Peter has direct connections with senior leaders across the technology, media and communications sectors, and brings his extraordinary depth of industry experience to our Board.

The video below highlights some of the key events, outputs, collaborations, and milestones for the Centre in 2024:
<https://www.youtube.com/watch?v=nl9HsxEV7OK>



Deena Shiff
 Chair, International Advisory Board

DIRECTORS' REPORT

2024 marked the middle point in our Centre's seven year life, and this Annual Report includes many highlights. Our early-phase work on inclusive, ethical and responsible automation and AI began to make a real difference in research, policy-making and public communication.

- + The Centre's researchers were appointed to key Commonwealth policy advisory positions;
- + The analysis presented in our collectively authored 2023 Rapid Response Report for the Chief Scientist on Generative AI was taken up in the Government's policy development work on safe and responsible AI;
- + Four early career ARC fellowships were awarded to ADM+S researchers;
- + The Centre's research was extensively used in the Australian Consumer and Competition Commission's Digital Platform inquiry;
- + The Centre held a series of successful agenda-setting conferences and workshops, focussing on topical problems from automation and mobility to the impact of generative AI on elections.

2024 was also a turning point for the Centre. We revised our research program, commencing nine ambitious new projects, and recruiting to them a new cohort of postdoctoral researchers and students. Our new Signature Projects are described briefly in this report. They bring together our different social and technical disciplines to address critical current issues, including the challenges of generative AI and authenticity, sustainability and cultural diversity. Together, these projects are setting a new agenda for the second half of the Centre's life. They will sharpen the Centre's collaborative and applied focus. They respond especially to dramatic recent developments, notably the emergence of popular generative AI applications, which have sparked intense debate in areas from education to work and creative practice.

The Centre's early work included two notable programs, among others: a concentrated effort to develop new methods for the study of digital platforms, and our extensive, first-of-its-kind mapping of digital inclusion across First Nations communities. In 2024 these programs attracted \$13.4m in additional investment. The new



resources will make some exciting developments possible in future years:

- + We are working to establish the Australian Internet Observatory, a new national research facility, supported by the Australian Research Data Commons and the Australian Government's National Collaborative Research Infrastructure Scheme. The Observatory will enable us to refine the Centre's unique tools and make them widely available to researchers everywhere; we expect it to be a lasting legacy of the Centre's work.
- + We will extend our work with remote First Nations communities to produce the first comprehensive national study of Indigenous digital inclusion: an essential step in evaluating progress towards Australia's Closing the Gap targets. This major extension of our work has been funded by the Commonwealth Department of Infrastructure, Transport, Regional Development, Communications and the Arts.

We are proud of the remarkable achievements of ADM+S researchers in 2024. None of it would be possible without the extraordinary commitment and dedication of our operations team. We also wish to thank our International Advisory Board, which



continues to be an invaluable source of astute guidance and unwavering support for the vision and objectives of the Centre.



Julian Thomas
 Centre Director



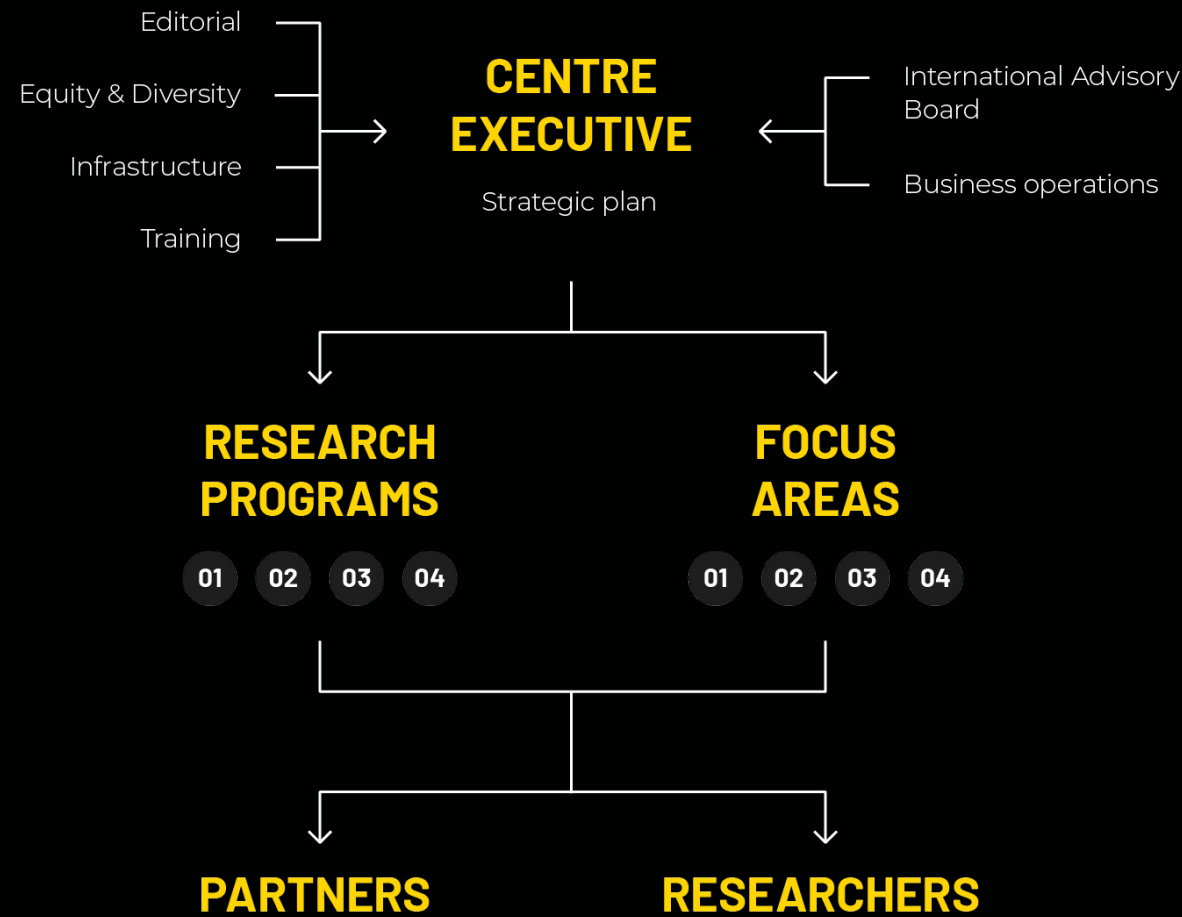
Jean Burgess
 Associate Director

GOVERNANCE

Spanning nine universities and 19 partner organisations, our structure is designed to support and enable a high level of collaboration and engagement across programs, focus areas and institutions.

Our structure and strategy are also designed to be flexible and adaptable in response to the challenges and opportunities arising from the rapid expansion of automated decision-making across the lifecycle of the Centre.

Our governance structure comprises an Executive Committee, an International Advisory Board, and committees dedicated to Equity and Diversity, Editorial, Research Training and Capability Development, and Research Infrastructure.



INTERNATIONAL ADVISORY BOARD

The ADM+S International Advisory Board provides strategic advice and industry perspective on the Centre's research program, partnerships, and Focus Areas.



Deena Shiff
Chair



Melissa Gregg
Professor of Digital Futures
University of Bristol



Penny Harrison
Director of Volunteering
Australian Red Cross



Malavika Jayaram
Executive Director
Digital Asia Hub



Peter Mercieca
Cypher Advisory Group



Peter Waters
Consultant
Gilbert + Tobin



Jean Burgess
Associate Director



Julian Thomas
Centre Director



Nick Walsh
Chief Operating Officer &
Board Secretariat

COMMITTEES

EXECUTIVE COMMITTEE

The Executive Committee oversees the strategy and operations of the Centre, including research projects, staffing, membership, budgets, outreach, and training programs.

- + Julian Thomas (Co-Chair)
- + Jean Burgess (Co-Chair)
- + Mark Andrejevic
- + Daniel Angus
- + Paul Henman
- + Heather Horst
- + Deborah Lupton
- + Anthony McCosker
- + Christine Parker
- + Flora Salim
- + Edward Small
- + Nick Walsh
- + Kimberlee Weatherall
- + Fan Yang

EDITORIAL COMMITTEE

The Editorial Committee oversees the Centre's publications including the ADM+S Working Paper Series and Medium.com site, and ensures they align with the Centre's mission and objectives.

- + Jake Goldenfein (Chair)
- + José-Miguel Bello y Villarino
- + Ramon Laboto
- + Amanda Lawrence
- + Dang Nguyen
- + Kathy Nickels
- + Aaron Snoswell

EQUITY AND DIVERSITY COMMITTEE

The Equity and Diversity Committee is responsible for the development and implementation of the Centre's Equity, Diversity, and Inclusion Strategy and provides advice to the Executive Committee on equity and diversity matters.

- + Julian Thomas (Chair)
- + Anjalee de Silva
- + Leah Hawkins
- + Rakesh Kumar
- + Anthony McCosker
- + Thao Pahn
- + Sally Storey
- + Yolande Strengers
- + Nick Walsh
- + Georgia Van Toorn

RESEARCH INFRASTRUCTURE COMMITTEE

The Research Infrastructure Committee oversees and advises on the Centre's shared research facilities and resources.

- + Daniel Angus (Chair)
- + Jean Burgess
- + Amanda Lawrence
- + Anthony McCosker
- + Kathy Nickels
- + Rebecca Ralph
- + Julian Thomas
- + Nick Walsh
- + Hao Xue

RESEARCH TRAINING AND CAPABILITY COMMITTEE

The Research Training and Capability Development Committee oversees and manages mentoring, training and capability development programs, skills and career development for Centre staff and students.

- + Mark Andrejevic (Co-Chair)
- + Heather Horst (Co-Chair)
- + Mark Sanderson (Co-Chair)
- + Mohammad Faisal
- + Jake Goldenfein
- + Awais Hameed Khan
- + Jenny Kennedy
- + Caitlin Learmonth
- + Sally Storey
- + Fan Yang



RESEARCH

Research Translation and Impact Strategy

Research Projects

Research Impact Pathway

Research Infrastructure

Structure and Objectives of the ADM+S Research Program

RESEARCH TRANSLATION AND IMPACT STRATEGY

Our Centre's pathway to impact and research translation focuses on involving stakeholders at all stages of our research. We aim to ensure our inputs and activities result in a broad range of outcomes and benefits for Australia and the world.

We aim to demonstrate value in the Centre's research through collaborative research and development, multiply this value through the wider uptake and adoption across the Centre's research and industry networks, and

amplify engagement through public communication, education and policy dialogue.

We focus on enabling the movement of ideas and capabilities between the Centre, its partners, stakeholders, networks, and wider audiences, and plan these interactions in terms of the flows of:

People

- through educating, training and supporting talented researchers, developers, practitioners and policy makers to create new approaches to ADM. Our training programs build capability across university and industry sectors; our Alumni network works as a multiplier for engagement and impact, expanding the range of organisations involved in our programs and utilising the Centre's research; and our international research networks form the basis for an extensive program of student and staff exchange, placements and visits.

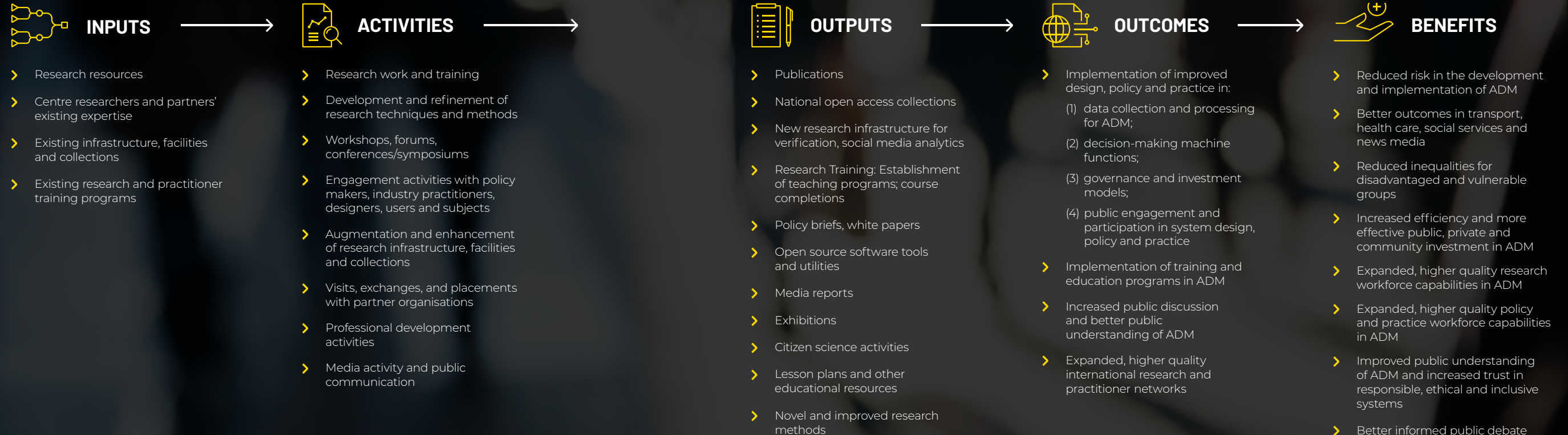
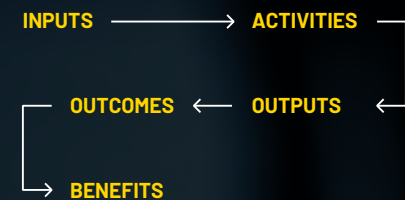
Knowledge

- through capability-building, policy development and co-design involving key partners and the combined technical and social expertise of the entire Centre; by creating a rich evidence base developed with and for use by consumers, policy makers and industry practitioners to demonstrate the social distribution and effects of ADM; and by developing, sharing and testing models for responsible, ethical and inclusive implementations of ADM in data practice and policy, machine design and evaluation, sustainable governance, and public engagement and trust.

Technologies, tools and methods

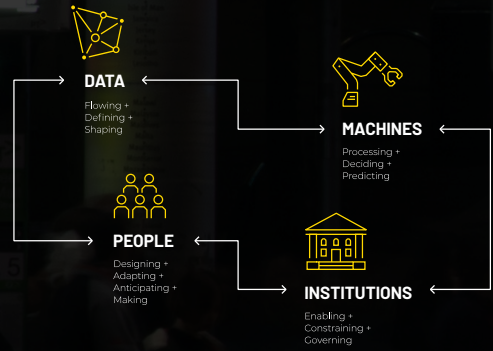
- in addition to regular publications, white papers and research reports, the Centre is developing a range of centrally available and accessible outputs designed to assist in research, evaluation and design of automated-decision making systems. These include browser plugins and software, datasets and resources for educators, designers, developers, policy-makers, and practitioners. They are designed to be readily adopted and deployed by our partners and end-users, and include comprehensively documented tools, guidelines, datasets, videos, models, and educational resources.

RESEARCH IMPACT PATHWAY



STRUCTURE AND OBJECTIVES OF THE ADM+S RESEARCH PROGRAM

The Centre's four Research Programs — **Data, Machines, Institutions, and People** — examine the various social and technical elements that combine and interact to constitute automated decision-making systems.



Within each of the four programs, discrete projects are organised into workstreams designed to address particularly acute conceptual, pragmatic and methodological challenges. Together, they enable us to build the first comprehensive account of the social development, distribution, dynamics, performance and effects of ADM.

- DISCIPLINES**
- Digital communications +
 - Data science +
 - Critical data studies +
 - Computer science +
 - Law +
 - Regulatory theory +
 - Economics +
 - Ethics +
 - Sociology +
 - Design +
 - Anthropology

PARTNERS

- RESEARCH PROGRAMS**
- DATA
 - MACHINES
 - INSTITUTIONS
 - PEOPLE

FOCUS AREAS

	DATA	NEWS AND MEDIA	MOBILITIES	HEALTH	SOCIAL SERVICES

Reduced risks and better outcomes through fit-for-purpose design, governance and public investment.

NEW MODELS FOR

- Data practice and policy +
- Ethical design for ADM machines +
- Sustainable governance +
- Public engagement, co-design and trust

The Centre's four cross-centre Focus Areas – **News and Media, Mobilities, Health, and Social Services** – help us to apply, extend and engage industry stakeholders with the work of the Research Programs in critical areas of opportunity and risk. Our Focus Areas have been chosen because:

- + they are well-documented areas where decision-making technologies are widely used;
- + they align closely to national research priorities and agendas; and
- + they are domains where governments and communities have long coordinated, regulated and pooled resources to manage and mitigate major social risks – to public health and welfare, mobility, and democracy.

The introduction of new, untested decision-making technologies in these domains creates new possibilities for success and failure in large-scale institutional systems that have been specifically designed to reduce individual and social hazards.

The Focus Areas provide material for many of the empirical investigations in the four research programs, and they ensure our research is directed towards **engagement, translation and outcomes** in exemplary and essential sectors. Their hallmark is **close collaboration with our partner organisations and stakeholders**.

OUR VISION

Responsible, ethical and inclusive automated decision-making.

RESEARCH PROGRAMS

DATA

The Data Program investigates how data are imagined, constructed, collected, ordered, stored, circulated, and deployed in automated decision-making systems. Across the Program's three workstreams, our projects engage with concerns around data-driven surveillance and social sorting, develop new methods for enabling public oversight of platforms, and co-design practical strategies to improve information curation and access, as well as responsible and socially beneficial forms of data sharing.

MACHINES

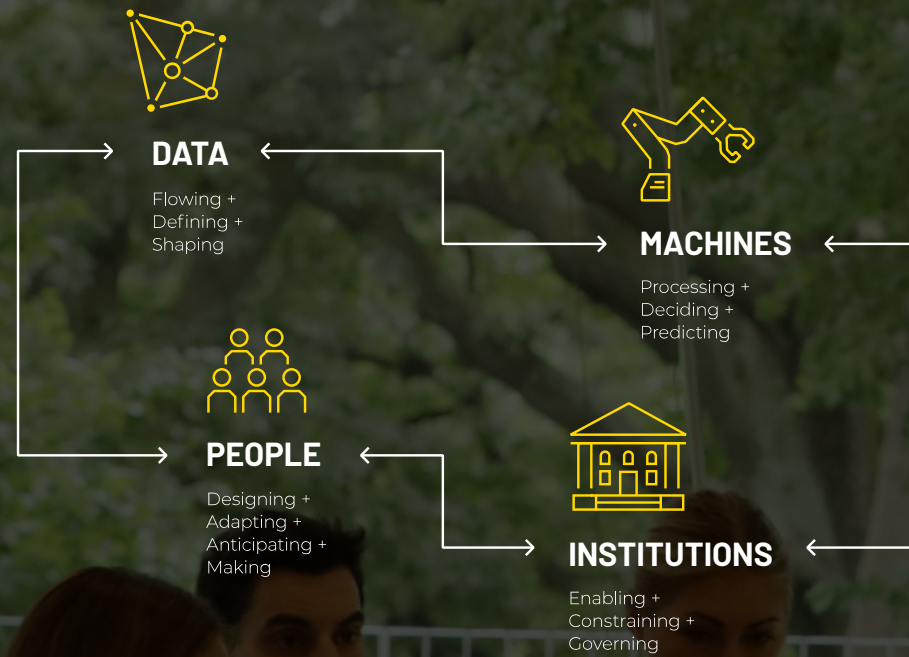
The Machines Program, in general, seeks to advance understanding and application of ethical/responsible/inclusive ADM in a range of sectors, and emphasises the normative lessons on how values such as explanation, fairness, and accountability should work in the design of automated systems. It works to identify what societal, humanistic, and political values could and should be embodied in automated decision-making.

INSTITUTIONS

The Institutions Program investigates how institutions relate to promoting responsible, ethical, and inclusive ADM. 'Institutions' include law and regulation, norms and ethical standards, political institutions and governance mechanisms, courts and dispute resolution systems (public and private), market design and market mechanisms, private ordering (eg contracts, terms of use, incorporated and unincorporated associations), technologies, technical protocols (eg blockchains), and technical standards.

PEOPLE

The People Program builds on our world leading expertise in anthropology, sociology and media and communication studies to account for how people are implicated at all stages of ADM. It examines how people make, operate, and re-invent automated decision-making tools and processes; the relationship between human and automated decisions; how social inequalities, inequities and power relationships shape the design and uses of ADM; and the changes needed so that responsible and ethical automated futures can be best achieved.



FOCUS AREAS

NEWS AND MEDIA

The News and Media Focus Area investigates and improves the uses and impacts of automated decision-making in news work, social media platforms, and the digital media and communication environment more broadly. Modern digital news and media businesses both deploy and engage with automated decision-making systems. Search engines, personalised newsfeeds, content moderation systems and programmatic advertising are examples of ADM systems that play integral roles across these sectors.

MOBILITIES

The Mobilities Focus Area investigates the uses and implications of automated decision-making in the fields of transport, energy, and migration. ADM has already begun to transform how we live and move, and is likely to have greater impacts on the movement of humans, animals and resources in the near future. We address sectors including public transport, mobility and navigation services, active transport, retail and public spaces, mobile media and applications, migration services, and energy systems. We identify the new risks and benefits that mobilities automation creates, and the possibilities for ethical, responsible and inclusive automation for mobility systems and their diverse users.

SOCIAL SERVICES

ADM is widely used in the design and delivery of many social services by governments, private and not-for-profit organisations. Influential advocates argue for further automation to promote efficiencies, reduce human errors and bias, and enhance personalised service delivery, choice and resourcing. At the same time social services, which often involve the most marginalised and disadvantaged populations, is often used to trial new digital technology potentially involving greater harm, reinforcing surveillance and control. The Social Services Focus Area aims to ensure that ADM in social services is designed in a way that is fair, effective, accountable and inclusive.

HEALTH

Australia has a burgeoning digital health sector in which ADM is beginning to be implemented in attempts to offer greater access to healthcare, enhanced treatment protocols, better disease diagnosis, monitoring and prediction models, and more personally tailored care. However, many consumer and industry organisations have identified potential risks posed by ADM to trust, access and transparency in healthcare and public health. ADM introduced into the health sector could exacerbate health inequalities and increase the marginalising of people with disabilities and those with stigmatised conditions. The Health Focus Area examines the introduction of ADM into healthcare and public health in Australia and elsewhere to promote ethical and inclusive applications with broad social benefits.

SIGNATURE RESEARCH PROJECTS

The ARC Centre of Excellence for Automated Decision-Making and Society has launched a suite of new signature projects to mark the second half of the Centre's life, responding to the complex challenges and opportunities presented by emerging automated decision-making and artificial intelligence systems.

An introduction to the new projects is available on YouTube: <https://youtu.be/A1jURHdng9Y?si=gxyOtZXsuFr84fqY>

- + Australian Ad Observatory: Investigating Mobile and Dynamic Advertising via Computational and Participatory Approaches
- + Australian Search Experience 2.0
- + Evaluating Automated Cultural Curating and Ranking Systems with Synthetic Data
- + Generative Authenticity
- + The Regulatory Project
- + ADM, Ecosystems and Multispecies Relationships
- + GenAISim: Simulation in the Loop for Multi-Stakeholder Interactions with Generative Agents
- + Critical Capabilities for Inclusive AI
- + Language and Cultural Diversity in ADM: Australia in the Asia Pacific
- + Mapping the Digital Gap
- + Australian Digital Inclusion Index



> RESEARCH PROJECTS

Australian Ad Observatory

RESEARCH TEAM

- Christine Parker, Chief Investigator
- Mark Andrejevic, Chief Investigator
- Daniel Angus, Chief Investigator
- Jean Burgess, Chief Investigator
- Nicholas Carah, Associate Investigator
- Yufan Kang, Research Fellow
- Khanh Luong, Research Fellow
- Giselle Newton, Research Fellow
- Lina Przhedetsky, Research Fellow
- Abdul Obeid, Data Engineer
- Flora Salim, Chief Investigator
- Kimberlee Weatherall, Chief Investigator
- Timothy Graham, Associate Investigator
- Maria-Gemma Brown, PhD Student
- Breeze Chen, PhD Student
- Klaus Groebner, PhD Student
- Lauren Hayden, PhD Student
- César Albarrán-Torres, Affiliate
- Aimee Brownbill, Affiliate
- Robert Fleet, Affiliate
- Robbie Fordyce, Affiliate
- Nina Li, Affiliate
- Thao Phan, Affiliate
- Verity Trott, Affiliate

PARTNERS AND COLLABORATORS

- ABC
- ACCAN
- Australian Internet Observatory
- Consumer Policy Research Centre
- CHOICE
- FARE
- Susan McKinnon Foundation
- VicHealth

Advertising remains the dominant model for supporting commercial media platforms and continues to pioneer strategies of data driven customisation and targeting. Advertisers are at the forefront of experimenting with automated digital media across recommendation, targeting, synthetic and augmented content, logistics and retail. Revenue from advertising funds the digital media platforms that in turn invest in engineering automated models that curate, augment and synthesise our media experience.

Phase 1 of the Australian Ad Observatory pioneered a way to observe the targeting of social media advertising across populations of users. We generated the largest known collection of targeted ads that people encounter on Facebook in Australia – 328,107 unique ads from 1909 participants – and built world-first research infrastructure that involved citizens in doing so. The project led to significant findings and impact, and new ways of approaching the study of automated advertising, not only in terms of individually targeted, discrete ads, but as ongoing sequences of ads that are 'tuned' to work in tandem with people's identities and daily rhythms.

Responding to significant recent and ongoing developments in automated advertising (including

Generative AI), the Phase 2 Ad Observatory will develop approaches for studying contemporary media and information environments, where there are no longer either shared flows of content, nor stable texts.

It will conduct participatory research with diverse groups of Australians to provide visibility into the targeting of harmful products to particular groups, for example, Indigenous Australians, young Australians (targeted by alcohol and gambling ads), older Australians (targeted by scam ads), and Australians in stages of family planning (targeted by fertility treatments, baby and home product ads). It will explore experiences of advertising and understand its cultural impact, combining citizen science with data collection.

This project will significantly advance our conceptual understanding of automated advertising, playing a crucial role in documenting the emergence of this new form of advertising and enabling industry, civil society and government to respond to the challenges it will create to observability and accountability.



Project Objectives

- + Develop research infrastructure and methods to observe dark, ephemeral, and automatically generated ad content and sequences, using a prototype Mobile Ad Observatory Toolkit to collect digital ads across platforms;
- + Conduct participatory research with diverse groups of Australians to explore their experiences of advertising and understand its cultural impact, combining citizen science with data collection;
- + Develop tools for automatically identifying defined categories of advertising (such as political ads and ads for harmful products and services);
- + Provide visibility into the targeting of political advertising during the next Federal election in Australia by recruiting undecided voters in marginal and swinging electorates;
- + Develop a detailed account of competing advertising explanatory models: those offered by the platforms, those offered by users, and those informed from our observations;
- + Conceptualise and develop models for simulating automated advertising at individual and cultural levels, creating tools for users to compare ad sequences and question the automated processes behind them;
- + Examine implications of automated advertising, including the use of generative AI, for current and contemplated platform governance policies, legal tools, and regulatory frameworks; and
- + Collaborate with partners to build a public interest network focused on digital advertising, promoting observability, advocacy, and influencing the development of responsible advertising practices.

Progress Update @ December 2024

The Australian Ad Observatory project has expanded its research capacity with the recruitment of additional Postdoctoral Research Fellows, Research Associates, and a PhD student, who are contributing across its various sites of investigation.



The project continues to strengthen partnerships with key organisations, including the Australian Broadcasting Corporation (ABC), Australian Communications Consumer Action Network (ACCAN), CHOICE, Consumer Policy Research Centre (CPRC), Foundation for Alcohol Research and Education (FARE), and VicHealth, and has recently welcomed new collaborations with the Susan McKinnon Foundation and the Australian Internet Observatory. Together with these partners, the project is building a public interest network focused on digital advertising - promoting transparency, advocating for user rights, and supporting the development of responsible advertising practices.

The ABC remains a core partner, with 2024 activities centered on ad collection in the lead-up to the 2025 Federal election. The project team is working closely with the ABC to identify target electorates and will share any newsworthy findings as they arise. The Susan McKinnon Foundation has contributed \$50,000 to support participant recruitment for this election-focused initiative.

In parallel, engagement continues with the National Anti-Scam Centre to support ongoing work on the scam advertising project.

Phase 2 of the project marks a conceptual shift—from collecting advertisements as static content to examining Australians' lived experiences of automated advertising as dynamic, personalised sequences. This evolution enhances the project's citizen science and data donation model by deepening participant engagement and recognising the value of their insights in interpreting and contextualising their advertising experiences.

A major milestone in 2024 was the development of mobile ad capture technology. This breakthrough significantly expands the project's reach beyond desktop users, offering greater visibility into how digital platforms use automation to sort, sequence, and deliver advertisements.

Next Steps

In 2025, the project team will:

- + Develop research infrastructure and methods to observe dark, ephemeral, and automatically generated ad content and sequences, using a prototype Mobile Ad Observatory Toolkit to collect digital ads

- across platforms;
- + Develop automated tools for identifying categories of harmful advertising;
- + Expand the collection of ads beyond the Facebook browser to a range of digital platforms using a novel mobile app including Instagram and TikTok;
- + Continue to invite advertising industry representatives to participate in public panels and speak at advertising industry events; and
- + Create new automated methods to analyse 'patterns' in ads, that move beyond searching for specific advertisers and enable tracking mutating and generative ad formats.



> **RESEARCH PROJECTS**

Australian Search Experience 2.0

RESEARCH TEAM

- Mark Sanderson, Chief Investigator
- Axel Bruns, Chief Investigator
- Ashwin Nagappa, Research Fellow
- Oleg Zendei, Research Fellow
- Sara Fahad Dawood Al Lawati, PhD Student
- Madhuriama Khirbat, PhD Student
- Fletcher Scott, PhD Student
- Lauren Saling, PhD Student
- Brett Tweedie, PhD Student
- Shir Weinbrand, PhD Student
- Abdul Obeid, Data Engineer
- Daniel Angus, Chief Investigator
- Maarten de Rijke, Partner Investigator
- Danula Hettiachchi, Associate Investigator
- James Meese, Associate Investigator
- Ariadna Matamoros-Fernández, Associate Investigator
- Falk Scholer, Associate Investigator
- Damiano Spina, Associate Investigator
- Johanne Trippas, Associate Investigator
- Natali Helberger, Research Partner
- Judith Möller, Research Partner
- Kim Osman, Research Partner
- Amanda Lawrence, Affiliate



and generally limited to ensuring geographic relevance for users. Yet partisanship is rife. Eight billion queries are issued daily to Google alone, and many partisans use search engines for fact checking; can it really be that this ubiquitous ADM plays no role in the growing partisanship of society?

The Australian Search Experience 2.0 will address a critically overlooked part of the story. We already know that individual searchers formulate their queries very differently, and that this directly affects the results obtained, but understanding the extent and form of query variation as well as its impact is methodologically challenging.

The query is one of the key means that people have to control not just search. With the rise of generative AI, text queries and instructions are becoming the dominant way that ADM systems are controlled.

This project will generate significant new knowledge about the breadth and quality of information returned in response to diverse search queries and offer a significantly more realistic perspective than past research on the

impact of variations in user queries on the results recommended to them. It will significantly advance the state of the art in the field by developing novel methodologies for the study of search and recommendation in conventional (text-based) and emerging (voice-based and AI assisted) search interfaces, and produce new insights into their impact on users and content creators.

Findings from this research will have both productive and preventative implications: a better understanding of query diversity for a given topic will enable the designers of text-based and non-text-based search interfaces to enhance the ability of such interfaces to produce quality results; similarly, it will also enable educators and non-profit organisations to develop more targeted interventions for improving search literacy and preventing the spread of misinformation.

Project Objectives

- + Explore novel ways of measuring the effectiveness of search engines, by considering a diverse pool of demographic groups that represent the breadth of the

- + Australian population, and observing their approaches to developing search queries;
- + Evaluate the range of search results that such queries return, using AI to simulate the full diversity of search queries on controversial topics;
- + Develop an understanding of how non-traditional search interfaces and contextual factors drive query variation; and
- + Determine relationships between queries and search results for specific types of queries, public interest topics, and key news and information sources such as Wikipedia projects.

Progress Update @ December 2024

In 2024, the Australian Search Experience 2.0 project completed the recruitment of Postdoctoral Research Fellows and PhD candidates, who will contribute across all four sub-projects. In addition to their core roles, these researchers will have the opportunity to develop project extensions that delve deeper into specific areas of interest. Bringing together a multidisciplinary team from across ADM+S, the project fosters ongoing collaboration to ensure alignment of research efforts and the regular sharing of insights across the sub-projects.

The project has seen active collaborations with Professor Judith Möller at the Hans Bredow Institute (HBI), alongside key partners such as the ABC, AlgorithmWatch, the University of Amsterdam (UvA), and the Wikimedia Foundation. RF Ashwin Nagappa visited HBI and the Information Retrieval Lab at UvA to share project progress. These partnerships provide valuable opportunities for international collaboration with leading organisations in the news and information sectors.

The following four sub-projects have been established:

- + Query diversity and community
- + Using AI to simulate diverse search queries
- + How non-traditional search interfaces and contextual factors drive query variation
- + Query diversity, news, and Wikipedia

Initial workflows and a prototype AI agent for

simulating diverse search queries have already been developed, forming the foundation for data-driven experimentation across the sub-projects.

Next Steps

- + Continue advancing its research agenda across all sub-projects;
- + Host a focussed Search & Recommendation Symposium in Year 2, building on the success of the Web Search Revolution symposium held in Melbourne in August 2023;
- + Lead a dedicated research workshop in conjunction with a major international

- conference;
- + Release publicly available test collections that include query variations and relevance judgments, supporting replicable research and international evaluation campaigns;
- + Propose and trial new research methodologies as part of these evaluation campaigns; and
- + Explore collaborative investigations with the Wikimedia Foundation, ABC, and other interested partners based on shared research interests and capabilities.
- + Using AI to simulate diverse search



> **RESEARCH PROJECTS**

Evaluating Automated Cultural Curating and Ranking Systems with Synthetic Data

RESEARCH TEAM

Mark Andrejevic, Chief Investigator
 Jeffrey Chan, Associate Investigator
 James Meese, Associate Investigator
 Kylie Pappalardo, Associate Investigator
 Yufan Kang, Research Fellow
 Chenglong Ma, Research Fellow
 Faisal Ahmed, PhD Student
 Laura Gartry, PhD Student
 Michelle Gay Nidoy, PhD Student
 Xinye Wanyan, PhD Student
 Jessica Khan, Masters Student
 Jean Burgess, Chief Investigator
 Flora Salim, Chief Investigator
 Mark Sanderson, Chief Investigator
 Julian Thomas, Chief Investigator
 Timothy Graham, Associate Investigator
 Danula Hettiachchi, Associate Investigator
 Joel Stern, Associate Investigator
 Patrik Wikstrom, Associate Investigator
 Alfie Chadwick, Research Assistant
 Kyle Herbertson, Research Assistant

PARTNERS AND COLLABORATORS

ABC
 NYU Centre for Responsible AI
 University of Amsterdam

As culture becomes increasingly mediated through automated systems, it is crucial to devise means of evaluating their performance from a societal perspective. Automated systems increasingly navigate a sea of content on our behalf, shaping the flow of culture and cultural products such as news, information retrieval and search, recommender systems and music and video.

This project addresses the question of how to study and evaluate the role that automated

systems play in shaping this flow. It brings together technical innovations in the use of synthetic data for hybrid approaches to simulate a broad range of behaviours that influence automated decision-making systems, with a specific focus on ranking-based systems.

It will build tools and approaches to evaluate how recommender and ranking-based systems might incorporate cultural and civic values, such as better representation of artists of colour on streaming platforms or higher visibility and circulation for information of significant public interest.

This project will develop strategies for intervening

in the automated flow of culture advance ADM+S priorities of responsive, ethical, and inclusive automated decision-making.

Specific activities within the project include:

- + Generative tools to improve modelling and understanding of ranking systems used in cultural curation
- + Public service media curation
- + Evaluating the integrated impact of automated forms of cultural curation
- + Cultural programming: art, automation and synthesis



Project Objectives

- + Understand what cultural products people are exposed to and in what order and why;
- + Evaluate whether and how ranking-based systems might incorporate factors and values that range from commercial to cultural and civic;
- + Understand how different automated systems create an overall cultural milieu through their combinations and interactions with one another;
- + Provide key insights into how ADMs are experienced in specific sites;
- + Develop ways to ensure that automated intervention in cultural flows aligns with social priorities, including commitments to diversity, fairness, and inclusion; and
- + Demonstrate the appropriate contexts and methods for using synthetic data in evaluating ADM systems.

Progress Update @ December 2024

Recruitment has been completed for our new team of Postdoctoral Research Fellows, higher degree research students, and research assistants.

The ABC has been closely involved with the project, meeting regularly to advance work on machine learning and news distribution, while co-developing research objectives. As part of this collaboration, the team has also been engaging with international news organisations and scholars to identify best practices, build networks, and foster new partnerships. On 5-6 December 2024, as part of the Centre's Research Training Program, the ADM+S Hackathon, 'Recommender Systems for Public Service Media', was also delivered in partnership with the ABC. (You can read more about this event in the Education section of this report.)

Progress is ongoing in developing conceptual frameworks and technical systems to support innovative forms of public-interest news distribution. The team is also working with Professor Georgina Born, who is leading a parallel project with the CBC focused on evaluating recommendation algorithms for music streaming.

The project team has established connections with the Constructive Institute, whose Asia-Pacific Hub recently launched at Monash University. The Institute has created an algorithm that ranks news stories based on their value for democratic deliberation and participation—an approach that aligns closely with the project's goals.

At the international AlgoSoc conference, Laura Gartry, ADM+S PhD student and Innovation Lead at ABC Digital and National News, presented on behalf of the team, offering a unique perspective as both an emerging scholar and an experienced industry professional. Additional collaborations have been formed with senior European scholars, paving the way for forthcoming conceptual and empirical publications.

In addition, the social media algorithm monitoring sub-project released findings on political bias on X (formerly Twitter), which gained international attention ahead of the U.S. presidential election. This work has led to a new collaboration with

researchers at UMass Amherst.

Next Steps

- + Further develop conceptual frameworks and iterate on technical prototypes for public service media;
- + Host a collaborative workshop to test these prototypes, bringing together ADM+S researchers, ABC collaborators, and international experts in news recommendation systems; and
- + Begin implementation and evaluation of the technical systems developed through the project.



RESEARCH PROJECTS

Generative Authenticity

RESEARCH TEAM

- Jean Burgess, Chief Investigator
- Christopher Leckie, Chief Investigator
- Anthony McCosker, Chief Investigator
- Michael Richardson, Associate Investigator
- Dominique Carlon, Research Fellow
- Elif Buse Doyuran, Research Fellow
- Curtis Huang, Research Fellow
- Phoebe Matich, Research Fellow
- Jake Goldenfein, Chief Investigator
- Flora Salim, Chief Investigator
- Wiebke Loosen, Partner Investigator
- Craig McCosker, Partner Investigator
- Julia Stoyanovich, Partner Investigator
- Jeffrey Chan, Associate Investigator
- Sarah Erfani, Associate Investigator
- Timothy Graham, Associate Investigator
- Silvia Montaña-Niño, Associate Investigator
- Michelle Riedlinger, Associate Investigator
- Aaron Snoswell, Associate Investigator
- Ayesha Akbar, PhD Student
- Seamus Byrne, PhD Student
- Chenxue Guo, PhD Student
- Mohana Rayaprolu, PhD Student
- Ned Watt, PhD Student
- Daniel Binns, Affiliate
- Will He, Affiliate
- Ariadna Matamoros-Fernández, Affiliate
- Luke Munn, Affiliate
- T.J. Thomson, Affiliate
- Julia Tomassetti, Affiliate
- Kevin Witzemberger, Affiliate

PARTNERS AND COLLABORATORS

- ABC
- Hans Bredow Institut



Australian Internet Observatory
Tactical Tech
WITNESS

Authenticity is a key problem for understanding and managing the impacts of generative AI and synthetic media in society, and a central target for automated decision-making systems in the information and media environment. From trustworthy news reporting to identity verification for social services and the everyday risk of scams, generative AI and synthetic media present significant real-world implications for practitioners, institutions, and publics in Australia and elsewhere.

A wide range of technical solutions collectively understood as authenticity infrastructure promise to address these issues; but if adopted and embedded at scale, some of these solutions could have potentially significant downstream effects on stakeholders and implications for society. This project critically examines the assumptions underpinning these developments and debates,

assesses the technical and legal challenges associated with them, and explores novel technical responses that contribute to more responsible, ethical and inclusive ADM systems.

In doing so, this project draws on the multidisciplinary expertise of the Centre and our partners to explore authenticity as both a socio-technical challenge and as a contested cultural idea. We address these challenges in practical and experimental ways within the innovative and Generative AI Test Range environment. We examine what happens after any determination of authenticity, including mechanisms for explaining and communicating determinations and increasing trust in such measures. This research design is realised through four work packages:

- + Mapping Authenticity Infrastructure
- + Use Cases and Communities
- + The Generative Authenticity Test Range
- + Knowledge Capabilities for Generative Authenticity

WITNESS



Project Objectives

- + Produce a cross-disciplinary understanding of the problem of authenticity in the context of generative AI;
- + Study and map the field of Authenticity-as-a-Service (AaaS), providing a detailed account of its infrastructure, operations, and political economy;
- + Analyse how the integration of authenticity infrastructure is already playing out in practice in specific sectors, and impacting or likely to impact specific communities;
- + Within the Generative AI Test Range environment, simulate and evaluate competing ADM techniques for addressing the problem of authenticity in a range of real-world scenarios; and
- + Build on our findings to develop improved tools and techniques, and produce and share guidelines for explanation and communication for a range of stakeholders and audiences.

Progress Update @ December 2024

The Generative Authenticity project has recruited a strong cohort of researchers to drive each of the four workstreams. Each workstream is supported by a dedicated Postdoctoral Research Fellow, alongside a growing group of PhD and Masters students working on strategically aligned topics.

The project has also expanded its network of industry partners, establishing new collaborations with the Australian Internet Observatory (AIO), Tactical Tech, and WITNESS. These partnerships - alongside ongoing engagement with the ABC and the Hans Bredow Institute - are designed to surface sector-specific questions around authenticity for particular sectors and use cases, as well as to generate test cases for capability and training programs relating to the challenge of authenticity in relation to generative AI.

In collaboration with the AIO, the project has developed a proof-of-concept demonstration showing how generative AI can be misused to mimic users making calls to emergency services. This form of misuse represents a serious security threat, constituting an availability attack that targets the reliability, accessibility, and

performance of emergency services.

In the process, the project identified a key limitation in existing GenAI audio detection methods: they rely on prior knowledge of specific GenAI models. This dependency restricts their generalisation capability when encountering unseen models, making them less effective when faced with previously unseen systems. Existing benchmark datasets also lack recent, advanced multimodal models and are constrained by a limited range of audio generators.



The ABC has been engaged via new Partner Investigator and QUT Industry Fellow Craig McCosker, who is directly involved in building tools for news workers using GenAI.

As part of the Generative AI Test Range, the project released a human-bot conversational dataset and generation framework on HuggingFace, developed by Masters students Haoyi Li and Angela Yuan.

Next Steps

In 2025, the project team will:

- + Curate a large-scale dataset of newly generated genAI audio for fake audio detection and develop a generalisable detection approach that does not assume prior knowledge of GenAI models and curate a large-scale dataset of newly generated GenAI audio for fake audio detection;
- + Advance conceptual research on the affordances and interface of bots and AI agents, focusing on the entanglements between the bot, audience, and environment of operation. This work focuses on the key concepts of human agency, socio-affective framing, and the meaning-making processes that underpin human-bot communication;
- + Collaborate with Tactical Tech, an international technology education and advocacy group, to develop a public exhibition and workshops series in municipal libraries. This work—part of a cross-project collaboration with Critical Capabilities— supports public awareness and responses to everyday uses of generative AI tools (chatbots, copilots, curators, etc.) with a focus on voice synthesis and their potential for supercharging scams, fraud and misinformation; and
- + Engage with WITNESS through an event planned for November, in collaboration with Digital Child Centre of Excellence and Australian Media Literacy Alliance, addressing issues of authenticity, trust and mistrust in generative AI-infused media environments. Facing articles to explain the key issues associated with automated ad targeting on personal devices and social media platforms.

> RESEARCH PROJECTS

The Regulatory Project

RESEARCH TEAM

- Kimberlee Weatherall, Chief Investigator
- Christine Parker, Chief Investigator
- Jake Goldenfein, Chief Investigator
- Michael Richardson, Associate Investigator
- José-Miguel Bello y Villarino, Research Fellow
- Henry Fraser, Research Fellow
- Shuxuan (Annie) Luo, Research Fellow
- Lina Przhedetsky, Research Fellow
- Alexandra Sinclair, Research Fellow
- Fan Yang, Research Fellow
- Nicolas Suzor, Chief Investigator
- Zofia Bednarz, Associate Investigator
- Terry Carney, Associate Investigator
- Anjalee De Silva, Associate Investigator
- Kylie Pappalardo, Associate Investigator
- Scarlet Wilcock, Associate Investigator
- Tegan Cohen, Affiliate
- Jacky Zeng, Affiliate

(L-R) Kimberlee Weatherall, Ed Santow, Kate Bower, and Jake Goldenfein.



to adapt existing laws to technological, social and other changes brought about by expanding uses of AI, and to develop new, risk-based regulatory frameworks.

At the same time others are moving to provide more governance for AI: for example via the development of technical standards and other frameworks.

The Regulatory Project will contribute to this process, examining fundamental questions that these technologies pose for our regulatory techniques, and engaging research and researchers from across the Centre and the Centre's partners to inform and respond to regulatory initiatives and quandaries.

Project Objectives

- + Examine and understand the deployment of ADM systems (including AI), by public and private sector actors and across supply chains, and the effect on fundamental legal concepts, such as natural justice (procedural fairness) as it applies to ADM use by government and firms; responsibility, and accountability, delivering critical new knowledge regarding the changing nature of law and regulation in the AI/ADM space;
- + Examine and analyse emerging regulatory and governance mechanisms for the development and deployment of AI, including their interaction with socio-technical context, in order to understand what mechanisms are emerging, whether they work, and (if so) how;
- + Translate these understandings across other projects and themes in the centre

by collaborating on emerging regulatory implications of research and projects across ADM+S; and

- + Provide a hub for ongoing government and policy engagement and to bring legal and regulatory perspectives to research across the Centre.

Progress Update @ December 2024

The Regulatory Project has completed recruitment of Postdoctoral Research Fellows and Higher Degree Research Students. The project has established and progressed research on direct policy engagement (submissions, consultations with government) as well as pro-active, agenda-seating research arranged the following core concepts:

- + Accountability
- + Data and data frames
- + Environment and ecologies
- + Humans, human-computer decision-making and humans in the loop
- + Interoperability
- + ADM in the public sector



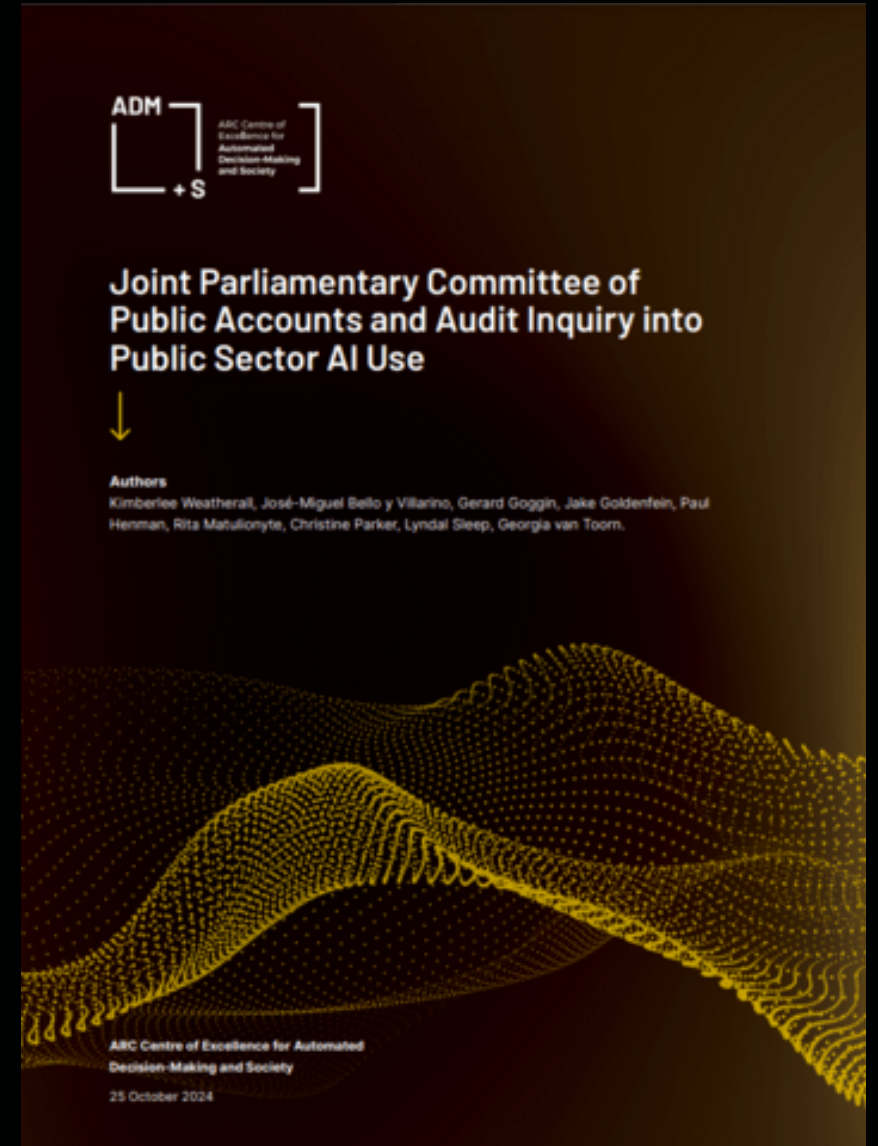
The project has produced both scholarly and impact-orientated research outputs. In 2024, researchers in The Regulatory Project have coordinated and contributed to important submissions from the Centre: in particular on the Department of Industry's Mandatory Guardrails Proposals; the Attorney-General's Department consultation on ADM in the public sector, and several Parliamentary Committees including the Joint Select Committee on Social Media and Australian Society.

In collaboration with the Gradient Institute, CI Kimberlee Weatherall helped organise the Australian AI Safety Forum, a significant event bringing researchers from machine learning, maths, law, policy and philosophy together to help develop an Australian network of researchers interested in AI safety questions.

The project team has been actively contributing to national and international conversations on the intersection of law, AI, and society through a series of high-impact events and collaborations. Highlights include Kimberlee Weatherall's presentation Accountability Gap: Does all the apparent policy activity address government automation failures? at the AI, Law and Society Conference at Macquarie University, and Jake Goldenfein's address on AI and Decision-Making at the Meeting of Australia's Parliamentary Ombudsmen.

Next Steps

- In 2025, the project team will:
- + Co-organise a workshop with collaborators at the event 'Algorithmic Decision-Making after Pinterich' with Justice Duncan Kerr;
 - + Present their research at Asian Law Schools Association Law and Technology Conference; and
 - + Continue to coordinate the ADM+S Centre's ongoing government and policy engagement.



> **RESEARCH PROJECTS**

ADM, Ecosystems and Multispecies Relationships

RESEARCH TEAM

Deborah Lupton, Chief Investigator
 Christine Parker, Chief Investigator
 Sarah Pink, Chief Investigator
 Michael Richardson, Associate Investigator
 Yolande Strengers, Associate Investigator
 Bronwyn Bailey-Charteris, Research Fellow
 Jeni Lee, Research Fellow
 Sonia Quadir, Research Fellow
 Lina Przhedetsky, Research Fellow
 Mardi Reardon-Smith, Research Fellow
 Loup Cellard, Affiliate
 Fiona Haines, Affiliate
 Luke Munn, Affiliate
 James Parker, Affiliate

PARTNERS AND COLLABORATORS

Consumer Policy Research Centre
 Data & Society
 CHOICE

Automated Decision-Making (ADM) has become increasingly implicated in the relationships between people and other species and ecosystems. From delivery drones to digital bioacoustics, smart farming, smart garbage trucks to conservation and computation, proliferating ADM-enabled technologies are situated within and interact in complex ways with both social and eco-systems to create new mediations between humans, technologies, animals, and environments with diverse and unexpected consequences.

This project makes an innovative and transformational contribution to the advancement of knowledge about the impacts and entanglements of ADM with ecosystems and the capacity of institutions to make responsible decisions about ADM implementations, practices, and assessments.

Drawing on interdisciplinary socio-technical

research practices, researchers undertake an inclusive approach that brings together diverse knowledges, methods, and sites. In collaboration with partners and communities, this project will produce the ADM+Ecosystem Playbook, a policy and practice tool kit that addresses the potential for an environmental impact assessment legislative, policy, and standards framework for ADM in Australia.

This project will intervene in the ongoing debates about 'safe and responsible AI' to critically examine the ecosystem impacts of ADM/AI and prioritise sustainable futures that benefit society and more-than-human ecologies alike. This research design is realised through four work packages:

1. Automated Sustainability and Conversation
2. Multi Species and More-Than-Human Relationships
3. ADM, Everyday Life and Net Zero Transitions
4. ADM+Ecosystems Playbook

Project Objectives

- + To deliver an original account of how entanglements between ADM systems, diverse human stakeholder groups, other non-human species and Australian ecosystems/environments are evolving, with particular attention to Australia's unique exposure to climate extremes of heat, drought, flood, and fire and demands of automated technologies to cover distance;
- + To generate new experimental and arts practice based methodologies for investigating, representing and creating public and diverse stakeholder engagement with the relationship between humans, other species and ADM systems, including challenges of environmentally responsible ADM; and
- + To produce accessible, practical recommendations for policies and standards that enable industry, government, civil society and advocacy organisations to apply a responsible and sustainable approach to relations between ADM systems, eco systems and other species, with the aim of intervening in the discourse, conception, and implementation of 'safe and responsible AI' and the wider public and civil society understanding of ADM and its impacts.

Progress Update @ December 2024

The ADM, Ecosystems and Multispecies Relationships project has recruited Postdoctoral Research Fellows, Research Students, and a Filmmaker and Producer to support the delivery of innovate new and transferable methodologies and methods, building on the expertise of Chief Investigators and Associate Investigators and existing ADM+S innovations.

The project has commenced scoping for the ADM+Ecosystem (ADM+E) Playbook — a policy and practice toolkit designed to guide environmentally responsible and socially just automated decision-making in Australia. This includes exploring the potential for an Environmental Impact Assessment (EIA) framework, and developing legislative, policy, and standards-based approaches to sustainable ADM governance.

The project's partnership with Data & Society is progressing via meetings and strategic discussions with Dr Tamara Kneese, who leads their Climate, Technology & Justice research stream.



The research team are exploring knowledge-sharing opportunities and collaboration pathways that will shape both the content and methodology of the ADM+E Playbook.

The project's work is also informed by ongoing engagement with consumer advocacy organisations such as CHOICE and the Consumer Policy Research Centre (CPRC), whose expertise in consumer rights and digital fairness will also help shape the Playbook's policy recommendations.

As part of its ongoing commitment to critically examining what "safe and responsible AI" truly means, the project continues to contribute to

public and academic discourse on the broader impacts of ADM and AI. Recent contributions include presentations at the *AI for Animals Conference*, articles published in *The Conversation* and the French outlet *AOC*, and peer-reviewed research in journals such as *Environment and Planning E: Nature and Space*.

Within the project's broader research program, Dr Mardi Reardon-Smith and Professor Sarah Pink are leading a multispecies study examining how ADM and AI technologies are influencing the present and future management of feral and domestic cats across Australia's rural, remote, and urban ecologies.

Jeni Lee, Bianca Vallentine and Professor Sarah Pink have commenced development and production work on *Entangled*, a half hour documentary film focused on the use of ADM and AI technologies in multispecies environments. The documentary will feature scientists, key thinkers, and everyday Australians as they grapple with the crucial question - Can we create a future where the marginalised and the Earth with all its flora and fauna benefit from the rise of Artificial Intelligence?

Next Steps

In 2025, the project team will:

- + Host creative workshops with members of the public to inspire thoughts and discussion on the benefits, risks, harms and future implications of applying AI and other digital technologies to the natural world.
- + Interview professional artists about their creative practices related to exploring the benefits and harms to the natural world of AI.
- + Consult with relevant individuals and agencies to scope out the development of an 'ADM + Ecosystems Playbook' of ways in which communities, governments, policy makers and industry standards makers could responsibly consider and account for a diverse and rich understanding of the relationships between ADM, eco-systems and multi species relationships in policy and practice.



RESEARCH PROJECTS

GenAISim: Simulation in the Loop for Multi-Stakeholder Interactions with Generative Agents

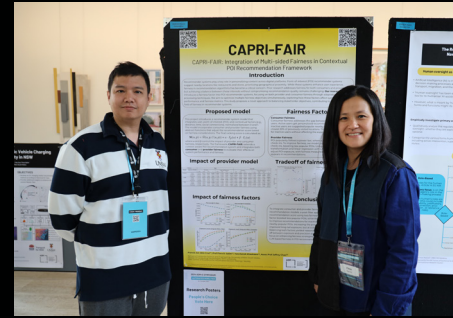
RESEARCH TEAM

- Flora Salim, Chief Investigator
- Daniel Angus, Chief Investigator
- Jeffrey Chan, Chief Investigator
- Sarah Pink, Chief Investigator
- Kimberlee Weatherall, Chief Investigator
- Hao Xue, Chief Investigator
- Shohreh Deldari, Research Fellow
- Yunchen (Devin) Hua, Research Fellow
- Shuxuan (Annie) Luo, Research Fellow
- Alexandra Sinclair, Research Fellow
- Mohammadmahdi Jafari, PhD Student
- Lihuan Li, PhD Student
- Wilson Wongso, PhD Student
- Du Yin, PhD Student
- Jake Goldenfein, Chief Investigator
- Christoper Leckie, Chief Investigator
- Maarten de Rijke, Partner Investigator
- Ouri Wolfson, Partner Investigator
- Sarah Erfani, Associate Investigator
- Danula Hettiachchi, Associate Investigator
- Debora Lanzeni, Associate Investigator
- Falk Scholer, Associate Investigator
- Aaron Snoswell, Associate Investigator
- Damiano Spina, Associate Investigator
- Tiberio Caetano, Affiliate

PARTNERS AND COLLABORATORS

- Bendigo Hospital
- Gradient Institute
- Halmstad University
- University of Amsterdam
- University of Illinois

Traditional decision-making processes often struggle to adapt to the dynamic and multifaceted nature of the modern world. This research



addresses a higher-level profound need for advanced automated decision-making tools that can address complex, context-rich challenges in society.

This project investigates a hybrid decision-making system, leveraging cooperative knowledge from multiple stakeholders through socio-technical observations, and knowledge priors in Large Language Models (LLMs) and open datasets.

It will develop GenAISim, a novel suite of generative and data driven simulations, useful for depicting current and future urban scenarios, including in mobility, urban policymaking, and health domains. Through a multidisciplinary socio-technical framework of investigation, this project will establish a new simulation in the loop paradigm.

Project Objectives

- + Explore LLM agent-based synthetic data generation techniques to simulate and augment human behaviours in diverse contexts;
- + Develop a robust framework for hypothesis testing of real-world observations and relationships, while avoiding spurious correlations;
- + Investigate diverse stakeholder settings, often with non-overlapping and potentially conflicting objectives, priorities, constraints, incentives and pain points; and
- + Explore questions around hybrid decision-making – if an LLM agent is substituting for a decision maker in contexts.

Progress Update @ December 2024

GenAISim: Simulation in the Loop for Multi-Stakeholder Interactions with Generative Agents has completed the recruitment of Postdoctoral Research Fellows, Higher Degree Research Students and Research Assistants.

The project team has achieved substantial progress, marked by publications, grants, datasets, and interdisciplinary collaborations advancing the use of LLMs and agent-based systems for simulating human behaviour and policy impacts.

At UNSW, AI Hao Xue spearheaded foundational technical work, securing a globally competitive NVIDIA Academic Grant in December 2024. Hao's paper, *TrajLLM: A Modular LLM-Enhanced Agent-Based Framework for Realistic Human Trajectory Simulation*, was accepted to the Demo Track of The Web Conference 2025, offering a scalable framework to model human mobility patterns with unprecedented realism of synthetic trajectory data, which are typically very expensive and labour-intensive to acquire. Such trajectory and mobility routines data are useful for transport and urban planning purposes.

This work dovetails with efforts by CI Flora Salim, who received a Google Cloud Grant to access advanced cloud computing resources, Gemma, and Gemini APIs, further enhancing the team's technical capacity.

Flora is also leading broader international scholarly dialogue as chair of the *Shonan Seminar on Mobility AI* (17–20 February 2025), a prestigious international forum convening experts to discuss mobility foundation models, agent-based behavioural simulations, and ethical AI alignment. The seminar's agenda, detailed on the Shonan Institute's website, highlights the project's alignment with global research priorities in human-centric AI.

Building on these advancements, PhD Wilson Wongso expanded the team's focus on LLM-driven user modelling. His preprint, *GenUP: Generative User Profilers as In-Context Learners for Next POI Recommender Systems*, proposes augmenting LLMs with synthetic user profiles to improve next point-of-interest (POI) recommendations, a method with implications for urban planning and personalised services. Wilson is competing in The Web Conference 2025 Agent Society Challenge,

where the CRUISE team is developing LLM agents capable of generating context-aware, stylistically consistent user reviews for platforms like Amazon and Yelp. Concurrently, Wilson is compiling a global-scale POI dataset from open-source check-in data, which will be released publicly to support mobility research worldwide. His parallel exploration of LLM-based conversational recommender systems examines how user models evolve during dynamic interactions, offering insights into adaptive AI systems.

At the intersection of AI alignment and cognitive modelling, PhD Mahdi Jafari conducted critical theoretical work for the GenAISim project. His research investigated the emergence of internal world models in LLMs, analysing how concepts such as logical relations and conflicts are represented within their activation spaces. This work is being formalised into a draft ACL paper, which details methodologies for enhancing ethical AI interactions, a cornerstone for safe deployment in policy simulations.

Complementing these technical advances, RF Devin Yuncheng Hua led the development of the Urban Planning GenAISim Platform, a novel tool simulating urban residents' daily lives to evaluate policy impacts. Using real mobility data from the Foursquare dataset, Devin's team aligned Sydney residents' trajectories with local Points of Interest (POIs), generated plausible resident profiles via LLMs, and simulated movement patterns using hybrid models combining gravity/physical models with LLM prompting. Validation efforts compared simulated trajectories against real-world data using Mean Squared Error (MSE) of the radius of gyration, demonstrating the platform's accuracy. Devin is also coordinating the CRUISE team's participation in the Web Conference 2025 Agent Society Challenge.

At USYD, interdisciplinary collaboration strengthened the project's ethical and legal foundations. Annie Luo, appointed as a Research Assistant at the Sydney Law School in September 2024, has worked intensively to address risks in LLM-based policy simulations. Her work includes a systematic literature review identifying challenges such as privacy breaches, output reliability (e.g., hallucinations), diversity-alignment trade-offs, and legal liability. This analysis underpins two key outputs: an abstract accepted to the 2025 ALSA Law and Technology Conference (Authentic Interaction with the State in an Age

of Simulation), which critiques governance in simulated environments, and a white paper (in development) evaluating legal/ethical issues in LLM-based policymaking. The white paper maps gaps in the technical literature's treatment of risks, assessing how well issues like accountability and bias mitigation are addressed, and aims to propose actionable recommendations. Annie's collaboration with technical teams ensures these insights inform ongoing platform development, fostering responsible innovation.

At RMIT, FR Chenglong Ma expanded the project's scope into personality-driven behavioural modelling for recommender systems. His short paper, *PUB: An LLM-Enhanced Personality-Driven User Behaviour Simulator for Recommender System Evaluation*, accepted to SIGIR 2025, introduces a novel framework that integrates socio-psychological traits with LLMs to simulate user behaviour, enabling more nuanced evaluation of recommendation algorithms. Complementing this work, Chenglong is conducting a user study analysing correlations between purchasing behaviours (e.g., product ratings, reviews) and psychological profiles, with preliminary findings suggesting that personality-aware simulations improve recommendation relevance and diversity. This research bridges computational methods with behavioural science, aligning with the project's broader goal of human-centric AI simulation.

Next Steps

In 2025, the project team will:

- + Organise two seminars and a workshop following the Web Conference in late April – early May 2025 at UNSW for researchers to exchange knowledge on the LLM agent simulation topic. Guest speakers include Yong Li and Fengli Xu from Tsinghua University and Yuxuan Liang from the Hong Kong University of Science and Technology;
- + Build a first version prototype of the LLM simulation platform and collect feedback from ADM+S researchers at the 2025 ADM+S Symposium; and
- + Undertake ethnographic fieldwork with ADM+S partner Bendigo Health in preparation for interdisciplinary collaboration.



RESEARCH PROJECTS

Critical Capabilities for Inclusive AI

RESEARCH TEAM

- Anthony McCosker, Chief Investigator
- Julian Thomas, Chief Investigator
- Paul Henman, Chief Investigator
- Kath Albury, Associate Investigator
- Dominique Carlon, Research Fellow
- Daniel Featherstone, Research Fellow
- Awais Hameed Khan, Research Fellow
- Rebekah Harms, Research Fellow
- Kieran Hegarty, Research Fellow
- Yong-Bin Kang, Research Fellow
- Zafaryab Rasool, Research Fellow
- Megan Rose, Research Fellow
- Angela Blakston, PhD Student
- Devi Mallal, PhD Student
- Robert Morsillo, PhD Student
- Madeline Kelly, MA Research student
- Jean Burgess, Chief Investigator
- Jackie Leach Scully, Chief Investigator
- Deborah Lupton, Chief Investigator
- Haiqing Yu, Chief Investigator
- Julia Stoyanovich, Partner Investigator
- Daniel Binns, Associate Investigator
- Danula Hettiachchi, Associate Investigator
- Jenny Kennedy, Associate Investigator
- James Meese, Associate Investigator
- Sharon Parkinson, Associate Investigator
- Damiano Spina, Associate Investigator
- Rowan Wilken, Associate Investigator
- Ash Watson, Affiliate
- Amanda Lawrence, Affiliate
- Samantha Mannix, Affiliate
- T.J. Thomson, Affiliate
- Julia Tomassetti, Affiliate
- Kevin Witzemberger, Affiliate
- Xiaofang Yao, Affiliate



PARTNERS AND COLLABORATORS

- ABC
- Australian Red Cross
- Telstra
- NYU Centre for Responsible AI

Inclusive AI is related to, but distinct from Responsible AI and the ethical principles and governance frameworks currently in development. At base it involves ensuring that all members of society benefit from AI tools and ADM systems and can participate in their design or respond to their deployment. We see capabilities – machine and human – as central to how inclusive AI might be achieved.

While much of the research focus is currently targeting the features, functions and 'use cases' of LLMs and other AI model types, not enough

emphasis is placed on the 'human factors' or the co-learning and socialisation taking place in real-world settings and among different groups using these tools and systems.

This project addresses the knowledge, skills and literacies – the critical capabilities – needed to achieve inclusive AI in Australia. It will work with research partners, consumers and communities to better understand the capabilities and resources needed to access and use AI tools including Generative AI. Central to the project is the AI Capabilities Lab, a platform and space to experiment, observe and evaluate the use of new AI tools with our industry partners and members of the public.

Through the AI capabilities Lab and participatory research methods, the project will build an evidence base about the shifting lines of expertise, knowledge and decision making in organisational and everyday life settings as people begin to use AI tools.

Project Objectives

- + Develop a model of AI capability and literacy for AI inclusion, tested with key domain areas and target populations;
- + Generate empirical evidence about the way people and organisations are using AI tools, and their potential for alleviating or deepening digital inequalities;
- + Co-design resources with partner organisations and their communities and consumers to enhance inclusive AI literacy and capability and foster responsible forms of 'social governance' for AI use and ADM processes; and
- + Develop and test AI capability and usage metrics, test and evaluate AI tools and systems through user studies and explore evaluation approaches for targeted AI tools and applications.

Progress Update @ December 2024

The Critical Capabilities for Inclusive AI project has welcomed new Postdoctoral Research Fellows and higher degree research (HDR) students, marking the formal commencement of research activities.

The project brings together six core partner organisations who are actively involved in initial phase planning, collaborative research and project oversight. These partners will continue to be closely engaged throughout the project, contributing to participant recruitment strategies and ensuring that research outputs deliver



translational value across the target domains. Additional stakeholder organisations will be brought on board as the project progresses.

In July 2024, the team hosted an online project launch, where members presented the project's aims, identified challenges, and outlined the three core work packages. Partnering researchers Katy Southall (Australian Red Cross) and Jess Wilson (Good Things Australia) also shared their perspectives on the collaboration. They spoke to the urgent need within their communities to better understand the impacts of emerging generative AI systems, and to build the knowledge, skills, and resources necessary to ensure inclusive access and avoid further disadvantage.

Cross-centre collaborations are underway. With the Generative Authenticity project, the team is developing an evidence base and resources to respond to emerging audio deepfake technologies. With members of the Language and Cultural Diversity in ADM project, the team are running research workshops with migrant and refugee women to examine experiences and critical capabilities in response to advances in synthetic media, deepfakes and voice and audio synthesis technologies and AI driven scams.

Fieldwork with Australian Red Cross and technology company WEO in the Victorian Alpine community of Dargo has been completed as part of the evaluation of an AI platform for disaster preparedness and decision making.

Next Steps

In 2025, the project team will:

- + Present findings at the ADM+S Symposium and later in 2025 at the Humanitech Summit, from collaborative work with Australian Red Cross evaluating the community capabilities developed through a pilot initiative using AI and satellite imaging to support disaster preparedness;
- + Run a showcase event presenting the work-in-progress AI Playground suite of tools including co-designed AI literacy resources and technical tools for organisations and citizens to engage safely with generative AI and evaluate applications and innovations relevant to their needs;
- + Analyse national patterns of generative AI use, drawing on new data from the 2025



- + Australian Internet Usage Survey and the Australian Digital Inclusion Index;
- + Co-develop generative AI tools for integration into community health and social services in collaboration with National Association of People with HIV Australia. This work will also examine the ethical tensions involved in using AI with sensitive health content and among marginalised or stigmatised communities;
- + Co-design with Economic Justice Australia and evaluate the 'Mortar' tool to assist welfare rights lawyers and associates navigate client Freedom of Information processes, with the beta 1.0 stage achieved;
- + Run participatory research workshops with migrant and refugee women and older adults, in collaboration with Good Things Foundation Australia, to explore practical steps and resources for navigating AI generated media and automated scam technologies with a focus on voice cloning and chatbots;
- + Co-develop AI literacy resources and run public exhibitions and community workshops in municipal libraries. These events will invite community members to interact with materials and AI tools, encouraging critical reflection on the role of generative AI—such as chatbots, assistants, copilots, and curators—in everyday life; and
- + Release and road test the Trauma-Informed AI Assessment Toolkit for organisations to pilot in practice.



> **RESEARCH PROJECTS**

Language and Cultural Diversity in ADM: Australia in the Asia Pacific

RESEARCH TEAM

- Haiqing Yu, Chief Investigator
- Heather Horst, Chief Investigator
- Udiana Dewi, Research Fellow
- Daniel Featherstone, Research Fellow
- Yong-Bin Kang, Research Fellow
- Dang Nguyen, Research Fellow
- Joseph Ikechukwu Onyewuchi, PhD Student
- Claire Tao, PhD Student
- Weinan Yuan, PhD Student
- Deborah Lupton, Chief Investigator
- Anthony McCosker, Chief Investigator
- Sarah Pink, Chief Investigator
- Julian Thomas, Chief Investigator
- Gerard Goggin, Associate Investigator
- Jenny Kennedy, Associate Investigator
- Damiano Spina, Associate Investigator
- Lauren Saling, Affiliate
- Thao Phan, Affiliate
- Xiaofang Yao, Affiliate
- Jason G. Karlin, Research Partner
- Kwang-Suk Lee, Research Partner
- Jack Qiu, Research Partner
- Cheryll Ruth Soriano, Research Partner

PARTNERS AND COLLABORATORS

- Digital Asia Hub
- Telstra
- Centre for Trusted Internet and Community
- Leiden Asia Centre

This project investigates the challenges and opportunities for cultural and linguistic diversity in automated decision-making across Australia and the Asia-Pacific region. Focusing upon language and cultural diversity as the central concern, the project aims to better understand the ways in which AI and ADM may be utilised to promote

diversity and social cohesion across our region, in addition to identifying the roles of bias and manipulation in ADM.

Moving beyond the dominant paradigms and voices that inform debates about contemporary technologies (e.g. Anglo-centric and superpowers-focused), the Diversity in ADM project focuses on: (1) culturally and linguistically diverse (CALD) communities in Australia, and (2) communities across the Asia-Pacific. It has significance in highlighting both the comparative and connecting perspectives, viewpoints and life experiences, and dialogues in relation to ADM and in increasing creativity and problem-solving capabilities in our multicultural society and workplace.

Project Objectives

- + Develop a better understanding of the landscapes of ADM across the region, including the role of NGOs, industry, government and other stakeholders;
- + Empower community members to participate in dialogues concerning diversity in ADM; and

Heather Horst presenting at International Conference Digital Transaction in Asia VI



Asian DAO summit 2024



- + Build capacity for community organisations in collective bargaining with public policymakers for inclusive and equitable ADM policies.

Progress Update @ December 2024

The project has completed recruitment of Higher Degree Research Students, Postdoctoral Research Fellows (visa pending), and Research Assistants.

Work packages have been established and research is progressing across several key areas:

1. Mapping Open-Source LLMs in Asia
2. Comparative Policy Analysis of Generative AI Across Asian Contexts
3. AI Imaginaries in Asia
4. Artificial Intelligence for Development in Asia (AI4D)
5. Transformations In Fintech in the Asia-Pacific (To Be Finalised)
6. Decentralised Technologies and Social Discontent
7. Diversity In Critical Capabilities (In Collaboration with the CC4AI Project)

Research outputs include opinion pieces published in *The Conversation* and academic articles in special issue journals.

A major milestone includes a successful grant application led by project partner Digital Asia Hub, securing funding from the International Development Research Centre (IDRC) under the Artificial Intelligence for Development (AI4D) initiative.

The project has engaged with other signature projects, including Critical Capabilities for AI, Australian Search Experience, Evaluating Automated Cultural Curating and Ranking Systems with Synthetic Data, and GenAISim, to collaborate in research design and project management to ensure the inclusion of the 'diversity' factors.

Next Steps

In 2025, the project team will:

- + Host two regional workshops in collaboration with the University of Tokyo in May 2025, and another in Bohol (Philippines) in collaboration

with De La Salle University in August 2025, in conjunction with an ADM+S panel at the 2nd International Social Sciences and Humanities Conference;

- + Organise a panel on AI for Social Good: By Whom and For What? at the 2025 ADM+S Symposium;
- + Co-host a symposium on Decentralised technologies and global Chinese communities in Hong Kong, in collaboration with the University of Hong Kong, in October 2025;
- + Co-host a symposium on Digital transactions in the Asia Pacific at RMIT in November 2025, in collaboration with the ARC DP220100988 Digital Transaction Platforms in Asia project;
- + Release reports on ADM in Regional Contexts: Global Perspectives in August 2025;

- + Continue working with Digital Asia Hub on the AI4D in Asia project, focusing on six key domains: disability, health, agriculture, climate, education, and government services;
- + Conduct focus groups and interviews among Culturally and Linguistically Diverse (CALD) communities in Australia, in collaboration with the Evaluating Automated Cultural Curating and Ranking Systems with Synthetic Data project –ethics approved by Swinburne;
- + Design a panel survey on diversity in public service media in Australia, in collaboration with the cultural curating project–ethics to be submitted at RMIT; and
- + Draft reports on Comparing Generative AI Policies in Asia; Mapping Open-Source LLMs in Asia; and AI Imaginaries in Asia.



Haiqing Yu (left) and Gerard Goggin (right) presenting at the International Conference Digital Transaction in Asia VI

RESEARCH PROJECTS

Mapping the Digital Gap

RESEARCH TEAM

Julian Thomas, Chief Investigator
 Lauren Ganley, Head of First Nations Strategy & Engagement, Telstra
 Daniel Featherstone, Principal Research Fellow
 Lyndon Ormond-Parker, First Nations Principal Research Fellow
 Sharon Parkinson, Principal Research Fellow
 Kieran Hegarty, Research Fellow
 Jenny Kennedy, Associate Investigator
 Alison Barton, First Nations Project Manager
 Leah Hawkins, Research Communications Officer

PARTNERS AND COLLABORATORS

Telstra
 Djarindjin Community Council
 Julalikari Aboriginal Corporation
 Kalumburu Aboriginal Corporation
 Laynhapuy Homelands Aboriginal Corporation
 Ngaanyatjarra Council Group
 NPY Women's Council
 PAW Media
 Regional Enterprise Development Institute Ltd (REDI.E)
 Thamarrurr Development Corporation
 Torres Strait Islanders Media Association
 Wujal Wujal Aboriginal Shire Council
 Yalu Aboriginal Corporation

Improving digital inclusion outcomes and access to services in remote Aboriginal and Torres Strait Islander communities is critically important for informed decision making and agency. We are experiencing an accelerating digital transformation in many aspects of economic and social life.

However, there is a digital inclusion gap between First Nations Australians and other Australians, with those living in the 1,505 remote First Nations

communities and homelands among the most digitally excluded people in Australia.

Mapping the Digital Gap is a supplementary project of the Australian Digital Inclusion Index (ADII), established through the ADM+S Centre in partnership with Telstra in 2021 to address a lack of data on remote First Nations digital inclusion. The objectives are to:

1. Generate a detailed account of the distribution of digital inclusion across Indigenous communities;
2. Track changes in measures of digital inclusion for these communities over time;
3. Inform the development and evaluation of appropriate local strategies for improving digital capabilities and services enabling informed decision making; and
4. Provide evidence to inform policy and program resourcing by government and industry.

Mapping the Digital Gap utilises a communicative ecologies approach to data collection that considers all ways that remote First Nations communities access and share information;



Djamika Ganambarr doing survey with Gawumala Gumana at Yirralka Ranger base in Gāngan.

from internet access and digital services to basic telephony, TV and radio and face-to-face communication. The research team partners with local organisations and employs local co-researchers in each community to ensure engagement in the project. Indigenous data sovereignty principles are embedded throughout the project, with all data provided in annual community reports to support local planning and leadership on place-based solutions.

Working in partnership with 12 local First Nations organisations in remote communities over three years across 2022-2024, the ADII and Mapping the Digital Gap found a national digital gap of 7.5 between First Nations people and other Australians. This gap widens significantly with remoteness to 24.4 for remote First Nations people and 25.4 for very remote.

Mapping the Digital Gap has been renewed for an additional four years and will commence research in new sites from 2025-2028, continuing to track progress against Closing the Gap target 17 and inform government and industry on targeted policy and program investment in First Nations digital inclusion.



Progress Update @ December 2024

The Mapping the Digital Gap project completed the third and final round of Phase 1 research visits in July 2024. The team undertook fieldwork trips to 11 communities and worked with 24 community co-researchers to collect 807 surveys (2063 total since 2022) and 97 interviews (350 total), receiving positive feedback from partner organisations across the 12 research sites.

As well as publishing 21 community outcomes reports to date, the project team launched the second Mapping the Digital Gap outcomes report in December 2024. This collated three-year findings across the 12 research sites in the areas of communications access, affordability and digital ability as well as use of media, news and online services.

A dedicated project website (<https://mappingthedigitalgap.com.au/>) was launched in December to share research findings, community profiles, case studies, reports and publications, and links to relevant research. The team will continue to support participating communities to develop local digital inclusion plans, with relevant resources provided on the website.

Beyond the research outcomes, team members have actively contributed to policy and program development through involvement on a range

of national and state advisory groups and committees, including the First Nations Digital Inclusion Advisory Group, and contributions to numerous reports and policy submissions.

The Mapping the Digital Gap project team also shared research findings in a range of conferences and forums, including the 2024 ADM+S Symposium and several government, industry and First Nations events.

Beyond this, the team actively engaged with a wide range of stakeholders from First Nations communities and organisations, governments, industry and not-for-profit groups to inform and promote initiatives to help close the digital gap and foster agency and self-determination within Australia's remote First Nations communities.

A subsequent three-year project, Measuring Digital Inclusion for First Nations Australians, has been funded by the Australian Government to accurately track progress on Closing the Gap Target 17, through expanded research across regional and urban areas of Australia.

This additional funding has supported the recruitment of First Nations leadership roles, including RF Heron Loban (0.5 FTE) as Principal Research Fellow on the national project, and Alison Barton as full-time First Nations Project Manager working across both Mapping the Digital

Gap and Measuring Digital Inclusion for First Nations Australians. Their involvement ensures First Nations leadership and governance at every stage of the projects, while also strengthening Indigenous Data Governance capacity within the ADM+S Centre.

Next Steps

In 2025, the project team will:

- + Complete the final 2025 report of Mapping the Digital Gap Phase 1 as well as 11 community update reports;
- + Undertake Mapping the Digital Gap Phase 2 research across ten sites including two existing Phase 1 communities;
- + Undertake the first round of national data collection to accurately measure progress on Closing the Gap Target 17 with comparison to national ADII scores. The team has contracted a First Nations survey company to collect 2,000 surveys in urban and regional Australia, with the team undertaking supplementary data collection with partner organisations in ten regional target sites; and
- + A first national report will be released by late 2025, with all data to be available on an expanded First Nations interactive dashboard on the ADII website.



> **RESEARCH PROJECTS**

Australian Digital Inclusion Index

RESEARCH TEAM

Anthony McCosker, Chief Investigator
 Julian Thomas, Chief Investigator
 Daniel Featherstone, Senior Research Fellow
 Lyndon Ormond-Parker, Senior Research Fellow
 Keiran Hegarty, Research Fellow
 Jenny Kennedy, Associate Investigator
 Sharon Parkinson, Associate Investigator

PARTNERS AND COLLABORATORS

Telstra
 Victorian Government (Department of Government Services)
 Queensland Government (Customer and Digital Group)
 Victorian Women's Trust

Digital inclusion is about ensuring that all Australians can access and use digital technologies effectively. We are experiencing an accelerating digital transformation in many aspects of economic and social life. Our premise is that everyone should have the opportunity to benefit from digital technologies: to manage their health, access education and services, participate in cultural activities, organise their finances, follow news and media, and connect with family, friends, and the wider world.

The Australian Digital Inclusion Index (ADII or "Index") uses survey data to measure digital inclusion across three dimensions of Access, Affordability and Digital Ability. We explore how these dimensions vary across the country and across different social groups.

In partnership with Telstra and through biennial data collections presented through reports and data visualisation dashboards, the ADII is capturing and communicating the evolving state of digital inclusion in Australia. This is complemented by aligned sub-projects with local, state and federal government departments and community partners to drill

Rural Women Online (Shepparton, August 2024)



down into specific digital inclusion challenges for social groups or geographical regions of interest.

A detailed measure of digital inclusion for Australia allows us to identify the critical barriers to inclusion. These may be related to accessing networks, the costs of devices or data, or skills and literacies. Through these measures, the Index shapes digital equity policy and initiatives, research, and practice to increase digital inclusion in Australia.

Project Objectives

- + Generate a detailed account of the distribution of digital inclusion across the Australian population;
- + Track changes in measures of digital inclusion for the Australian population over time;
- + Inform the development and evaluation of appropriate national, regional local



- strategies for improving digital inclusion and the development of more inclusive digital services; and
- + Provide evidence to inform policy and program resourcing by government, industry and the community sector.

Progress Update @ December 2024

The ADII team has collaborated closely with the Australian National University's Centre for Social Research and Methods on data collection and preliminary analysis for the 2025 wave of the project. Key partner organisation Telstra remains

actively engaged with the ADM+S team in the design and delivery of the current phase of work. Planning is well advanced for the preparation and communication of the 2025 report and its key findings.

The team continues to work with the Victorian Government through regular meetings to support the Connecting Victoria evaluation. This evaluation aims to assess the impact of the Government's \$550 million co-investment in internet and telecommunications infrastructure on digital inclusion (funded to 2026). Team members also maintain regular engagement with Telstra executives, including participation in the Telstra CEO Roundtable and associated events such as

engagements with the Isolated Children's Parents' Association and The Smith Family.

The ADII remains the authoritative benchmark for digital inclusion in Australia and is widely used in research and by all levels of government and civil society. In 2024, ADII was cited in 175 scholarly publications and featured prominently in several key government reports and strategies, including:

- + *Telecommunications Affordability and Access for First Nations Households: Learnings from the HILDA Survey* (Department of Infrastructure, Transport, Regional Development, Communications and the Arts, June 2024)
- + *National Digital Health Strategy 2023–2028* (Australian Digital Health Agency, February 2024)
- + *Closing the Gap Annual Data Compilation Report* (Productivity Commission, July 2024)

Next Steps

In 2025, the project team will:

- + Continue to work across communities to measure digital inclusion across Access, Affordability and Digital Ability; and
- + Publish and release the 2025 ADII report.



RESEARCH INFRASTRUCTURE

In 2024, the ADM+S Research Infrastructure Committee continued to play a central role in advancing the Centre's research capabilities and national impact through strategic development and coordination of critical research infrastructure.

A key focus this year has been continued support for the establishment of the Australian Internet Observatory (AIO). This emerging platform represents a major step forward in realising the Centre's long-term ambitions for scalable, transparent, and collaborative digital infrastructures. Many of the Centre's signature projects across search, recommender systems, advertising, and platform governance, are poised to benefit from the technical and ethical foundations being laid through the AIO.

In parallel, the committee turned attention to the fast-moving landscape of generative AI tools and technologies. We have surveyed emerging uses of generative AI across research domains, and offered targeted training and advice to Centre members on how these technologies can be integrated into their work, whether as objects of critical study, or as practical research supports for data analysis, synthesis, and visualisation.

Throughout 2024, the committee has also maintained a strong commitment to open research practices, supporting the publication of data and software outputs as open source wherever possible. Several key infrastructure components, including code developed in the first phase Search Experience and Ad Observatory projects have been made publicly available, enabling reuse,

replication, and further innovation across the global research community. This open approach continues to underpin the Centre's leadership in transparent, reproducible, and collaborative digital methods.

These efforts are aligned with the Centre's commitment to methodological innovation and responsible digital infrastructure. They also ensure ADM+S researchers are well positioned to respond to a rapidly shifting technological environment, and to lead in shaping the future of digital research infrastructure both nationally and internationally.



Daniel Angus
Chief Investigator
Research Infrastructure
Chair



Chief Investigator Daniel Angus

THE AUSTRALIAN INTERNET OBSERVATORY: NATIONAL RESEARCH INFRASTRUCTURE FOR DIGITAL PLATFORM RESEARCH

Digital platforms play a critical role in Australia's economy and society, yet our capacities to collect and analyse data from digital platforms and observe their activities is very limited.

To address this, researchers at ADM+S have collaborated with partner organisations to plan and build an Australian Internet Observatory (AIO) - national research infrastructure that will open up the 'black box' of digital platforms and their algorithms for researchers across a range of disciplines. The Australian Internet Observatory was officially announced in June 2024 - watch the video here: <https://internetobservatory.org.au/>

Distinguished Professor Julian Thomas, AIO Program Lead and Director of the ARC Centre of Excellence for Automated Decision-Making and Society (ADM+S) said, "over the last decade there's been a dramatic transformation in how Australians use digital platforms, how they interact with automated systems and the digital economy, and how they communicate with machines and each other. Every day, we are now using more platforms, more intensively, for a wider range of activities. But as researchers we've had very little visibility of how digital platforms work."



The Australian Internet Observatory comprises a range of new tools which give researchers visibility over how people use critical services every day such as search engines, social media, video on demand services, messaging systems, and other digital services. It will provide insights into some of the critical issues being studied by researchers across ADM+S such as online advertising and the lack of regulatory oversight in areas such as gambling, alcohol, or unhealthy foods; search engines and queries and the way people seek information; recommender systems and the content consumers receive and engage with; generative AI tools and how they can be used effectively for research, and many other issues.

AIO will support innovative approaches to the collection and analysis of digital platform data using data donation and participatory research methods and the analytical tools and governance required to support cutting-edge research on social, economic, health and environmental issues.

AIO is an initiative of the ARC Centre of Excellence for Automated Decision-Making and Society (ADM+S) in collaboration with researchers and research centres, university partners and organisations across Australia and internationally. The facility will be developed and led by RMIT University in partnership with the Queensland University of Technology, University of Queensland, University of Melbourne, Swinburne University of Technology and Deakin University. AIO is supported by the Australian Research Data Commons (ARDC), enabled by the Australian Government's National Collaborative Infrastructure Strategy as part of the Humanities and Social Science (HASS) and Indigenous Research Data Commons.



Benefits and outcomes for the wider community include improvements to informed decision-making and public policy, democratisation and participation in the digital sphere, public debate, improved digital capabilities and inclusion, and greater platform accountability and transparency.

For more information on AIO please visit: internetobservatory.org.au



Director of the Australian Internet Observatory and ADM+S Affiliate Dr Amanda Lawrence

IMPACT

Impact Highlights

Submissions

Forums and Briefings

Policy & Industry Advisory Roles

Policy Citations

Specialist Short Courses and Learning Resources

Films, Documentaries and Creative Works

IMPACT HIGHLIGHTS

IMPACT HIGHLIGHTS

FEB
ADM+S Researchers appointed to the Federal Government's new artificial intelligence expert group

Following the Federal Government's interim response to the Safe and Responsible AI in Australia consultation, CI Nicolas Suzor, CI Kimberlee Weatherall, Affiliate Jeannie Paterson and ADM+S research partner Bill Simpson-Young (The Gradient Institute) were appointed to provide advice to the Department of Industry, Science and Resources on transparency, testing and accountability, including options for AI guardrails in high-risk settings to help ensure AI systems are safe.



ADM+S research cited in Australian Government's Interim Response to Safe and Responsible AI paper

The Australian Government published its interim response to the Safe and Responsible AI in Australia consultation, citing the ADM+S submission, and the Generative AI Rapid Response Report co-led by ADM+S Director Julian Thomas and Associate Directory Jean Burgess.

FEB
ADM+S Partner Investigator addresses the United Nations

On 7 February 2024, PI Julia Stoyanovich from New York University was invited to speak on responsible artificial intelligence at the United Nation's 62nd session of the Commission for Social Development (CSocD62).

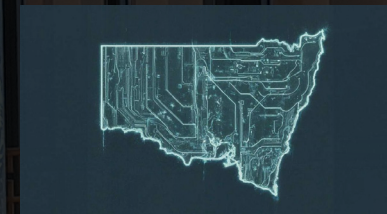


FEB
ADM+S researchers present evidence at Senate Committee hearing into Media Reform Bill

On 23 February 2024 AI Ramon Lobato and Affiliates Alexa Scarlata and Jessica Balanzetegui presented evidence at the Senate Communications and Environment Committee hearing into the Media Reform Bill (Prominence and Anti-Siphoning) at Parliament House in Canberra.

MAR
ADM+S research informs NSW Artificial Intelligence Inquiry

CI Kimberlee Weatherall and AI José-Miguel Bello y Villarino presented evidence on the use of automated decision-making systems by state and local governments in NSW at the first hearing of the NSW Artificial Intelligence Inquiry held in Parliament on 8 March.



MAR
Jake Goldenfein invited to present on AI in government decision-making at Parliament House

On 15 March CI Jake Goldenfein by the Office of the Australian Information Commissioner to speak at Victoria's Parliament House about how software supply chains, outsourcing, and human oversight requirements affect transparency into automated decision-making systems.



MAR
ADM+S researchers share perspectives on the digital future with Queensland Parliament

CI Daniel Angus, AI Nicholas Carah, and communication scholar Dr Susan Grantham, were invited to share their perspectives on the evolving digital world with policy-makers and ministers in a lunchtime event held at Queensland Parliament house on 20 March.



MAR
ADM+S secures \$2.4M for Mapping the Digital Gap

Funded by ARC Partner Organisation Telstra, the Mapping the Digital Gap project was extended for a second phase from 2025 to 2028.



MAY
OVIC and the ADM+S launch GenAI Concepts

The Office of the Victorian Information Commissioner (OVIC) and ADM+S launched GenAI Concepts, an online resource designed to explain fundamental concepts and terms related to Generative AI.

GenAI Concepts covers over 40 terms, unlocking the technical, operational, and regulatory aspects of AI systems. It is an accessible tool for individuals and organisations seeking to better understand the fundamental ideas, technologies, and risks behind Generative AI.



APR
Kylie Pappalardo joins the Federal Government's new copyright and AI reference group

AI Kylie Pappalardo was selected as one of 20 experts to join the Federal Government's Copyright and Artificial Intelligence Reference Group (CAIRG) steering committee.



Australian Government
Attorney-General's Department

IMPACT HIGHLIGHTS

IMPACT HIGHLIGHTS

MAY

ADM+S partner on the 2024-33 Decadal Plan for Social Science Research Infrastructure in Australia

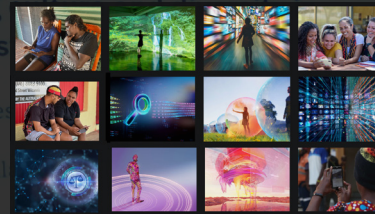
On 10 April the Academy of the Social Sciences launched a ten-year strategy for transforming national social science research infrastructure in Australia.

Led by the Academy with the support of five partner organisations including ADM+S, *Connected, Innovative and Responsive: Decadal Plan for Social Science Research Infrastructure 2024-33* sets out a compelling vision for a framework of connected and integrated social science researchers across universities, government research and data agencies, and private and not-for-profit organisations.



ADM+S announces new signature research projects

In July ADM+S launched nine new signature projects responding to the complex challenges and opportunities presented by emerging automated decision-making and artificial intelligence systems.



ADM+S Artist-Researchers Featured in 2024 Now or Never Festival

AI Joel Stern, Affiliate James Parker, and collaborator Sean Dockray showcased Machine Listening, a new exhibition and performance at the 2024 Now or Never Festival in Melbourne.



NOV

Australian AI Safety Forum 2024

ADM+S researchers helped curate the inaugural Australian AI Safety Forum at the University of Sydney, marking a significant step in Australia's growing involvement in the global dialogue around AI safety and governance.



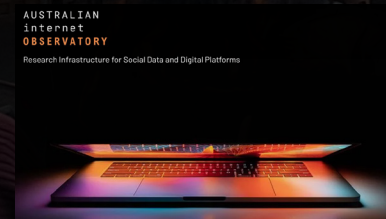
ADM+S research informs Senate report on bank closures in Regional Australia

On Friday 24 May the Senate Rural and Regional Affairs and Transport References Committee delivered its final report on bank closures in regional Australia, citing the ADM+S submission, as well as evidence provided by Centre Director Julian Thomas. The submission is referenced throughout the Committee report referring to issues around digital connectivity, scams and fraud, and impacts on older Australians as well as service access issues in remote communities and the pace of closures and the digital divide. The ADM+S submission to the inquiry detailed findings from two key programs at the Centre, the Australian Digital Inclusion Index (ADII) and the Mapping the Digital Gap project.

JUN

Australian Internet Observatory

The launch of the AIO in June marked a landmark milestone for ADM+S, uniting researchers, research centres, university partners, and organisations across Australia and around the world. The AIO is an initiative of the ADM+S in collaboration with researchers and research centres, university partners and organisations across Australia and internationally. This major new research infrastructure will open up the 'black box' of digital platforms and their algorithms.



SEP

ADM+S launches new open access publications library

ADM+S launched its new publications library, a digital resource designed to make the Centre's research in automated decision-making and AI more accessible.



DEC

ADM+S members secure funding in 2025 ARC Discovery Project round

Twelve of the funded projects included contributions from ADM+S members, highlighting the Centre's progress in advancing impactful, multidisciplinary research.



IMPACT HIGHLIGHTS

IMPACT HIGHLIGHTS

DEC

ADM+S and USC explore Fair Elections in the Age of AI

On 4 December ADM+S and USC's Election Cybersecurity Initiative brought researchers, journalists, officials from the Australian, Victorian and NSW Electoral Commissions, and experts from Australia and the United States to RMIT for a comparative study of AI and election security.



ADM+S Publications named in APO's 2024 Top Ten

The Analysis and Policy Observatory (APO) is an open access platform that makes public policy research and resources accessible and useable for evidence-informed decision-making.

In December, eight publications from the ADM+S Centre were named in the APO's Top Ten most clicked publications in 2024 across five subject areas including Communications, Education, Government, Science, and Technology.



DEC

ADM+S research informs the ninth ACCC Digital Platform Services Inquiry

On 4 December, the Australian Competition and Consumer Commission (ACCC) released the ninth interim report for its Digital Platform Services Inquiry 2020–25. ADM+S contributed significant insights to the ACCC's report through its submission, particularly the Australian Search Experience project, which tracked over 350 million search results from 1,000 volunteers.



Key contributions and citations from the ADM+S submissions included User Priorities in Search, Personalisation and Targeting, Construction of Search Queries, Diversity in Results and the Impact of AI on Search.

DEC

ADM+S secures \$6 million to measure First Nations digital inclusion

Funding to support a three-year project capturing the digital inclusion experiences of First Nations people was announced by Communications Minister Michelle Rowland at the launch of the First Nations Digital Inclusion Advisory Group's Roadmap; 2026 and Beyond on 10 December.

The project builds on ADM+S's existing projects supported by industry partner Telstra: Australian Digital Inclusion Index, which measures digital inclusion across Australia, and Mapping the Digital Gap, which focuses on the digital inclusion experiences of First Nations Australians in remote locations.



CASE STUDY

ADM+S STUDENT'S IMPACT ON GENERATIVE AI SYSTEMS

Most people think of generative AI as a public facing service. Whether it's the AI summaries from Google, the outputs of ChatGPT, or images prompted out of a system like DALLI. However, a great deal of the use of generative AI is going on in the background. For example, search engines have for decades needed tens of thousands of documents to be judged by human assessors for relevance in order to train the search engines to improve. Two years ago, the world of search was turned on its head when Microsoft announced that they had started using GPT 4.0 to almost entirely replace the humans used in this judging process. Not only was Microsoft using generative AI to replace human beings, they said that the AI system was more accurate and more consistent.

The arrival of this technology has been nothing short of revolutionary. Anecdotaly, we hear from most search companies both international and local that they are using generative AI in labelling of content. Researchers have published a range of papers detailing ever more capable versions of this judging system, measuring the accuracy of the systems and imagining new ways this innovation can be exploited.

In the rush to explore the impact of this innovation, one thing had largely been overlooked until ADMS PhD student Marwah Alaofi's research. She asked a very important question: can generative AI be fooled into labelling irrelevant documents as being relevant? She had this innovative idea after noticing some unusual decisions being made by these labelling systems. Investigating further, she found that generative AI sometimes labelled documents as relevant that were completely irrelevant, but they happened to contain a few query words scattered within the mislabelled document. She started to investigate this work methodically and published her findings in the paper "LLMs can be Fooled into Labelling a Document as Relevant: best café near me; this paper is perfectly relevant", co-authored with researchers from Microsoft and ADM+S. Her work was presented at the A* conference SIGIR-AP (Special Interest Group on Information Retrieval in the Asia-Pacific) in Tokyo in December 2024 and was runner-up in the overall best paper prize. Her work was presented at the SIGIR-AP (Special Interest Group on Information Retrieval in the Asia-Pacific) conference in Tokyo in December 2024 and was runner up in the overall best paper prize.

Anecdotaly, we have been told that her work has had an impact on the internal operations of some search companies who discovered that their own relevance judging systems were vulnerable to some of the failings that Marwah found. Systems had to be updated in order to ensure that those vulnerabilities no longer persisted.

Marwah's innovative thinking has advanced academic research and also had a practical impact on the way that generative AI is used in computer systems today.



MARWAH ALAOFI

RMIT University



CASE STUDY

ADM+S RESEARCH ON EXPLAINABILITY AND RESPONSIBLE AI SHAPING HOW PEOPLE AND MACHINES INTERACT

Automated decision-making systems are becoming increasingly common, which creates an urgent need for their interpretability and explainability. Researchers and regulatory bodies have urged providers of AI tools to explain predictions and decisions output by these systems to the public, especially the affected individuals. The European Union's General Data Protection Regulation (GDPR) proposed a right to explanation, which stipulates that all individuals should be able to obtain "meaningful explanations of the logic involved" in automated decision-making. The Canadian Artificial Intelligence and Data Act (AIDA) requires high-impact AI systems to be transparent by providing information that is sufficient to allow the public to understand their capabilities, limitations and potential impact.

However, it remains unclear whether users understand what insights an explanation provides and, more importantly, what information it omits. To address this, ADM+S researchers conducted an online study with 200 participants, assessing explainees' ability to recognise both explicated information – i.e., factual insights conveyed by an explanation – and unspecified information – insights not communicated by the explanation – across four representative explanation types: model architecture, decision surface visualisation, counterfactual explainability, and feature importance.

Our findings revealed a critical challenge in AI communication: users often misinterpret even the most basic explanations, drawing inaccurate conclusions or inferring information that wasn't actually provided. The results were published in the International Journal of Human-Computer Studies ('Comprehension is a double-edged sword: Over-interpreting unspecified information in intelligible machine learning explanations.')

Building on this research, and drawing on the latest advancements in AI (including generative techniques such as large language models) ADM+S researchers (AI Danula Hettiachchi and Research Fellow Kacper Sokol) proposed an explanation pipeline to refine users' information needs and dynamically generate tailored, interactive, multi-modal explanations for AI decisions. These explainers will be tailored to address the specific information needs that users may have after encountering an initial AI explanation - particularly where that explanation might seem clear on the surface but actually lacks important details, contains ambiguity, or leads users to incorrect assumptions - without users realising it.

The significance of this project ('Misunderstanding of AI explanations through follow-up interactions and multimodal explainers') was recognised in 2025 with Danula and Kacper receiving a Google Research Scholar Award in Human-Computer Interaction. This highly competitive award recognises early-career academics doing exceptional research in computer science and related fields and supports academic research advancing innovative, human-centered interactive systems. The award came with USD \$60,000 to support the advancement of Danula and Kacper's research agenda as well as mentorship from researchers at Google.

This recognition places ADM+S researchers at the forefront of research in responsible AI and underscores the global significance of their work in shaping how people and machines interact.



DANULA HETTIACHCHI

RMIT University



KACPER SOKOL

ETH Zurich



INDUSTRY AND GOVERNMENT LINKS

As governments and organisations develop policies and legal frameworks to regulate AI, ADM+S has a critical role to play in informing policy and practice in responsible, ethical and inclusive ADM. In 2024, ADM+S researchers were appointed to key policy advisory positions, cited in significant policy papers, presented ADM+S research in government inquiries and hearings, and worked with government agencies to develop accessible resources and tools to help individuals and organisations better understand the benefits and risks of ADM and generative AI.

SUBMISSIONS

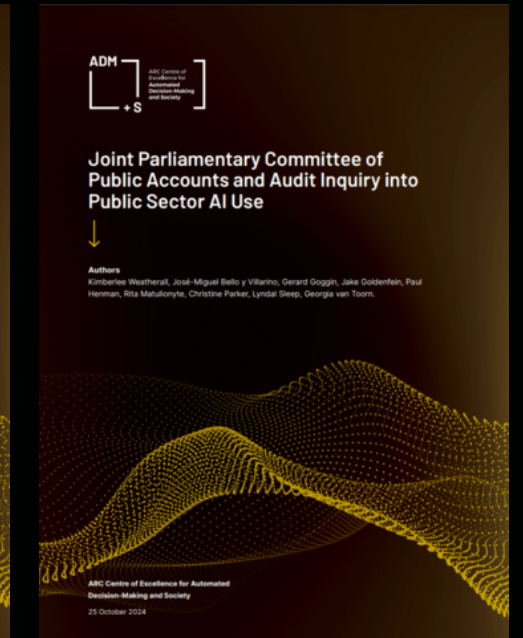
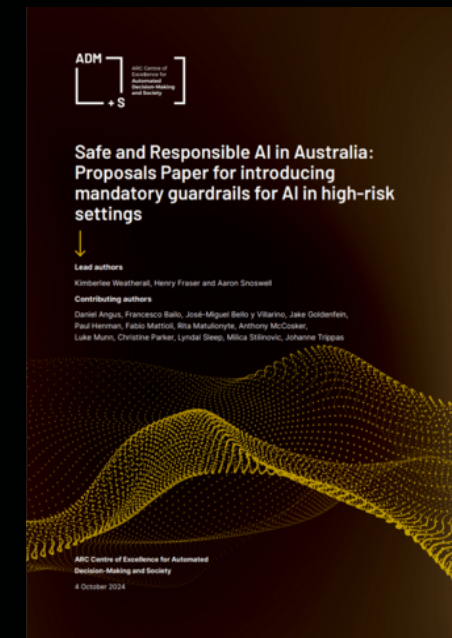
- + **2024 Regional Telecommunications Review**
Regional Telecommunications Review Independent Committee
First Nations Digital Inclusion Advisory Group (ADM+S Members Lyndon Ormond-Parker and Bronwyn Carlson)
- + **2024 Regional Telecommunications Review**
Regional Telecommunications Review Independent Committee
Thomas, J., McCosker, A., Parkinson, S., Kennedy, J., Meese, J., Ormond-Parker, L., Wilken, R., Featherstone, D., Hegarty, K., Morsillo, R.
- + **2024 Statutory Review of the Online Safety Act 2021**
Department of Infrastructure, Transport, Regional Development, Communications and the Arts
First Nations Digital Inclusion Advisory Group (ADM+S Members Lyndon Ormond-Parker and Bronwyn Carlson)
- + **Brief of Amicus Curiae in Support of the Appellee and Affirmance in the case of the Commonwealth of Massachusetts (Plaintiff-Appellant) v. Richard Dilworth, Jr (Defendant-Appellee)**
American Civil Liberties Union of Massachusetts
Stardust, Z., Bennett, M.
- + **Digital Inclusion Strategy for NSW**
New South Wales Government
First Nations Digital Inclusion Advisory Group (ADM+S Members Lyndon Ormond-Parker and Bronwyn Carlson)

- + **Digital Platforms Inquiry**
The Joint Select Committee on Social Media and Australian Society
Meese, J., Albarran-Torres, C., Albury, K.
- + **First Nations First (Creative Australia) discussion paper**
First Nations Digital Inclusion Advisory Group (ADM+S Members Lyndon Ormond-Parker and Bronwyn Carlson)
- + **Funding of Universal Telecommunications Services Review**
Department of Infrastructure, Transport, Regional Development, Communications and the Arts First Nations Digital Inclusion Advisory Group (ADM+S Members Lyndon Ormond-Parker and Bronwyn Carlson)
- + **Implementing Australia's TV Prominence Framework**
Australian Communications and Media Authority
Lobato, R., Scarlata, A.
- + **Inquiry into Bank Closures in Regional Australia**
Australian parliament
Thomas, J., McCosker, A., Kennedy, J., Featherstone, D., Ormond-Parker, L., Parkinson, S., Hegarty, K., Morsillo, R.
- + **Inquiry into Civics Education, Engagement and Participation in Australia**
The Joint Standing Committee on Electoral Matters (JSCEM)
First Nations Digital Inclusion Advisory Group (ADM+S Members Lyndon Ormond-Parker and Bronwyn Carlson)
- + **Inquiry into Economic Self-Determination and Opportunities for First Nations Australians**
Joint Standing Committee on Aboriginal and Torres Strait Islander Affairs
First Nations Digital Inclusion Advisory Group (ADM+S Members Lyndon Ormond-Parker and Bronwyn Carlson)
- + **Inquiry into the Digital Transformation for Workplaces**
Australian Parliament
Kelly, L. On behalf of the United Workers Union

- + **Inquiry into the Digital Transformation for Workplaces**
Australian Parliament
Henman, P.
- + **Inquiry into the Digital Transformation for Workplaces**
Australian Parliament
Walkowiak, E.
- + **Inquiry Into Public Sector AI Use**
Joint Parliamentary Committee Of Public Accounts and Audit
Weatherall, K., Bello y Villarino, J.M., Goggin, G., Goldenfein, J., Henman, P., Matulionyte, R., Parker, C., Sleep, L., van Toorn, G.
- + **Inquiry into the Shutdown of the 3G Mobile Network**
Senate Standing Committee on Rural and Regional Affairs and Transport
First Nations Digital Inclusion Advisory Group (ADM+S Members Lyndon Ormond-Parker and Bronwyn Carlson)
- + **Radio Prominence on Smart Speakers proposals paper**
Department of Infrastructure, Regional Development, Transport, Communications and the Arts
Lobato, R., Arnot-Bradshaw, A.
- + **Response to Proposals Paper on Introducing Mandatory Guardrails For AI In High-Risk Settings**
Department of Industry, Science and Resources (Australia)
Hyland-Wood, B., Snoswell, A., Reddy, S., Ouyang, C., Perrin, D., Fiel, E., Price, A., Mengersen, K.
- + **Response to Proposals Paper on Introducing Mandatory Guardrails for AI In High-Risk Settings**
Department of Industry, Science and Resources (Australia)
Weatherall, K., Fraser, H., Snoswell, A., Angus, D., Bailo, F., Bello y Villarino, J.M., Goldenfein, J., Henman, P., Mattioli, F., Matulionyte, R., McCosker, A., Munn, L., Parker, C., Sleep, L., Stilianovic, M., Trippas, J.

- + **Review of Universal Services**
Department of Infrastructure, Transport, Regional Development, Communications and the Arts
Mapping the Digital Gap Research team on behalf of Telstra
- + **Satellite Systems and Australia's Telecommunications Regulatory Framework**
Low Orbit Satellite Working Group
First Nations Digital Inclusion Advisory Group
Ormond-Parker, L., Carlson, B.
- + **Scoping a Policy Partnership for First Nations Economic Development discussion paper**
Coalition of Peaks and Members of the Commonwealth Treasury
First Nations Digital Inclusion Advisory Group
Ormond-Parker, L., Carlson, B.

- + **Senate Select Committee on Adopting Artificial Intelligence**
Australian parliament
Weatherall, K., Angus, D., Bello y Villarino, J.M., Burgess, J., Fraser, H., Goldenfein, J., Gregg, M., Haines, F., Lawrence, A., Matamoros Fernandez, A., McCosker, A., Parker, C., Salim, F., Snoswell, A., Thomas, J., Zeng, J.
- + **The Feasibility Study on Options to Limit Unhealthy Food Marketing to Children**
Department of Health and Aged Care
Parker, C., Northcott, T., Angus, D., Obeid, A., Lawrence, A., Andrejevic, M., Burgess, J., Carah, N.



FORUMS AND BRIEFINGS**+ Alibaba AI Research**

CI Julian Thomas, CI Jake Goldenfein, CI Haiqing Yu and RF Dang Nguyen
Research meetings; Introduction of AI Research and Introduction of ADM+S. Open discussions to explore collaboration.
22 February and 8 October

+ Australian Consumer Law Review

CI Christine Parker and CI Kim Weatherall
Invited Stakeholders for Australian Government Dept of Treasury Artificial Intelligence Australian Consumer Law Review Stakeholder Roundtable, Melbourne.
21 October

+ Attorney-General's Department

RF José-Miguel Bello y Villarino, CI Kim Weatherall and Affiliate Terry Carney
Researchers invited to participate in two separate consultations organised by the Attorney-General's Department into ADM in Government Consultation Paper.
5 December

+ Australian Federal Department of Education

RF José-Miguel Bello y Villarino and PhD Will Cesta
Commissioned to produce a report on the Governance of AI in Education
1 May

+ Australian Ombudsman

CI Jake Goldenfein
Researcher invited to present at the meeting of the Australian and New Zealand Ombudsman on AI and decision-making.
20 September

+ Australian Research Data Commons

CI Julian Thomas
Invited to present Media(ted) data HASS&I Workshop.
1 February

+ Australian Senate Inquiry into Greenwashing

CI Christine Parker, in partnership with the Consumer Policy Research Centre.
Invited to present evidence in Parliament on Greenwashing findings from the Australian Ad Observatory.
29 March

+ Australian Tax Office

CI Kimberlee Weatherall
Invited internal webinar given to Australian Tax Office on the state of AI governance.
13 December

+ BGI Genomics

CI Julian Thomas, CI Jake Goldenfein, CI Haiqing Yu and RF Dang Nguyen
Invited visit to industry organisation.
11 October

+ Boroondara Council

CI Anthony McCosker
Briefing on CCTV AI governance.
8 May

+ Brazil Chamber of Commerce

CI Kim Weatherall
Meeting with researchers and judges from Brazil about use of AI in courts.
10 September

+ ByteDance/Douyin

CI Julian Thomas, CI Jake Goldenfein, CI Haiqing Yu and RF Dang Nguyen
Invited to tour Douyin exhibition, and roundtable discussion.
8 October

+ Department of Infrastructure, Transport, Regional Development, Communications and the Arts

CI Julian Thomas, CI Anthony McCosker and RF Daniel Featherstone
National First Nations data collection Meeting.
28 August

+ DJI

CI Julian Thomas, CI Jake Goldenfein, CI Haiqing Yu and RF Dang Nguyen
Invited to meet with DJI (technology).
10 October

+ Financial Crime Solutions

PhD Yunus Yigit (UQ)
Invited to attend the Regtech solution showcase organised by the Regtech Association.
29 August

+ Federal Court Judges' Meeting

CI Kim Weatherall
Speaker on AI and Liability, closed meeting, judges only.
27 November

+ House Standing Committee on Employment, Education and Training

RF José-Miguel Bello y Villarino
Researcher invited to present evidence to Federal Parliament on the use of generative artificial intelligence (AI) in the Australian education system.
30 January

+ House Standing Committee on Employment, Education and Training

Affiliate Emmanuelle Walkowiak
Researcher invited to present evidence for the Inquiry into the Digital Transformation of Workplaces.
2 September

+ Huaqingbei Electronics

CI Julian Thomas, CI Jake Goldenfein, CI Haiqing Yu and RF Dang Nguyen
Invited to meet with industry.
11 October

+ Joint Select Committee on Electoral Matters

RF Fan Yang and Sukhmani Khorana
Invited to present on media literacy and political engagement of Chinese and south Asian migrants in Australia.
34 October

+ Media, Entertainment & Arts Alliance (MEAA)

CI Jean Burgess, AI Patrik Wikstrom and AI Kylie Pappalardo
Invited to discuss the legal and ethical challenges raised by generative AI, including around copyright.
9 May

+ Media, Entertainment & Arts Alliance (MEAA)

CI Kimberlee Weatherall
Briefing to MEAA regarding Artificial Intelligence
12 September

+ Nanshan International Block

CI Julian Thomas, CI Jake Goldenfein, CI Haiqing Yu and RF Dang Nguyen
Invited to meet with industry.
11 October

+ National Institutes of Health (NIH)

PI Julia Stoyanovich
Toward an Ethical Framework for Artificial Intelligence in Biomedical and Behavioral Research: Transparency for Data and Model Reuse. Keynote presentation.
31 Jan – 2 February

+ New South Wales Department of Finance

CI Anthony McCosker
Consultation discussion about the introduction of Digital ID legislation and issues of digital inclusion.
22 February

+ New South Wales Department of Finance

CI Anthony McCosker
Digital Inclusion Strategy: Industry Roundtable.
30 July

+ New South Wales Parliamentary Committee

CI Kimberlee Weatherall, RF José-Miguel Bello y Villarino
Evidence in NSW Parliamentary Committee on AI about results of Mapping ADM in NSW Project.
8 March

+ New South Wales Law Society Public Law Committee

CI Kim Weatherall.
Presentation on Mapping ADM in NSW Project and outcomes.
3 September

+ Parliamentary Committee on Digital Affairs

PI Maarten de Rijke
Conversation with the Innovation Center for Artificial Intelligence (ICAI) about AI and public-private partnerships.
22 January 2025

**+ Queensland Parliament**

CI Daniel Angus, AI Nicholas Carah
Researchers invited to share findings on the evolving digital world with policy-makers and ministers.
20 March

+ Senate Communications and Environment Committee

AI Ramon Lobato, RF Alexa Scarlata and Affiliate Jessica Balanzategui
Researchers invited to present evidence for the hearing into the Media Reform Bill (Prominence and Anti-Siphoning) at Parliament House in Canberra.
23 February

+ Senate Select Committee on Adopting Artificial Intelligence (AI)

CI Julian Thomas
Invited to present at public hearing.
16 July

+ Senator David Pocock – Advisory team

CI Jean Burgess, CI Christine Parker, CI Daniel Angus, AI Nicholas Carah
Meeting to discussing Australian Ad Observatory research findings on greenwashing, gambling and alcohol, in relation to the AANA revised code.
22 January

+ Senate Standing Committee on Rural and Regional Affairs

CI Julian Thomas
Invited to present for the inquiry into Bank closures in regional Australia
21 February

+ Tencent

CI Julian Thomas, CI Jake Goldenfein, CI Haiqing Yu and RF Dang Nguyen
Invited to meet with industry
10 October

+ **Thai Government**
CI Julian Thomas, CI Anthony McCosker, RF Daniel Feeatherstone, AI Sharon Parkinson, Lucy Valenta and RF Kieran Hegarty
Invited to present a briefing on the Australian Digital Inclusion Index
14 June

+ **The New York State Senate**
PI Julia Stoyanovich
ADM+S PI presented AI 101 session to state legislators and staff. Following the presentation, an open office hour allowed attendees to engage directly with Stoyanovich, fostering discussions on AI-related questions and concerns.
21 May

+ **The Nobel Prize Dialogue Sydney 2023 Pre-Event**
CI Deborah Lupton
Nominated as an academic lead in this forum, which brought together Nobel Prize winners, other academics, industry and NGOs to discuss the future of decision-making - including automation and AI.
16 June

+ **The United Nations**
PI Julia Stoyanovich
Researcher invited to speak on responsible artificial intelligence (AI) at the United Nation's 62nd session of the Commission for Social Development (CSocD62).
7 February

+ **United Nations for Disarmament Affairs (UNODA) and Stockholm International Peace Research Institute (SIPRI), and NYU, with support from the European Union**
PI Julia Stoyanovich
Workshop delivery promoting responsible innovation in AI
7-9 May

+ **U.S House of Representatives**
PI Julia Stoyanovich
Researcher invited to testify at the Research & Technology Subcommittee Hearing - DeepSeek.
8 April

+ **U.S National Science Foundation**
PI Julia Stoyanovich
ADM+S researcher invited to attend the National Artificial Intelligence Research Resource (NAIRR) Workshop pilot - a shared national research infrastructure for responsible discovery and innovation in AI.
29 July

+ **Victorian Law Reform Commission**
CI Julian Thomas, CI Kim Weatherall, CI Christine Parker, CI Jake Goldenfein, AI Aaron Snoswell and PhD Will Cesta
Meeting with the VLRC to discuss a possible AI reference group, to advise on the use of AI in the courts and tribunals
11 June, 3 July, 25 July

+ **Victorian Law Reform Commission**
CI Christine Parker
Organised and hosted joint seminar: When AI Takes the Stand: Safe and responsible AI in Victoria's Courts and Tribunals.
11 November

+ **Victorian Legislative Assembly Economy and Infrastructure Committee**
CI Jake Goldenfein and PhD Lauren Kelly
Researchers invited to present evidence for the final hearing of the Inquiry into Workplace Surveillance.
1 November

+ **Victorian Parliament**
CI Jake Goldenfein
Researcher invited by the Office of the Victorian Information Commissioner (OVIC) to present on how software supply chains, outsourcing, and human oversight requirements affect transparency into automated decision-making systems.
15 March

+ **World Intellectual Property Organization**
Organization (on IP including AI)
CI Kim Weatherall
Invited Roundtable Participant - Director-General, World Intellectual Property
13 August



POLICY & INDUSTRY ADVISORY ROLES

- + **Artificial Intelligence Expert Group
Department of Industry, Science and Resources**
CI Nicholas Suzor, CI Kimberlee Weatherall, Affiliate Jeannie Paterson
- + **AI Ethics Advisory Committee and Data-Sharing Taskforce
Australian Computer Society**
CI Kimberlee Weatherall
- + **AI Working Group
Queensland Curriculum and Assessment Authority**
AI Aaron Snoswell
- + **Advisory Board
Australian Communications Consumer Action Network**
CI Julian Thomas (Chair)
- + **Advisory Board
Digital Asia Hub**
CI Julian Thomas
- + **Advisory Board
Humanitech, Australian Red Cross**
CI Julian Thomas
- + **Advisory Board
Institute for the Cooperative Digital Economy, New York**
AI Janet Roitman
- + **Ambassador Group
Global Blockchain Business Council**
AI Ellie Rennie
- + **Closing the Gap Data Development Advisory Group
NSW Government**
Senior RF Daniel Featherstone
- + **Copyright and AI Reference Group
Attorney-General's Department**
AI Kylie Pappalardo, CI Kimberlee Weatherall, Affiliate Jeannie Paterson
- + **Digital Advisory Group
State Library of Victoria**
RF Amanda Lawrence

Members of the First Nations Digital Inclusion Advisory Group and the expert panel with Minister for Communications Michelle Rowland. Back row, left to right: Che Cockatoo-Collins, Neil Turner, Daniel Featherstone, Lyndon Ormond-Parker and Scott Winch. Front row, left to right: Lauren Ganley, Michelle Rowland, Dot West and Talei Elu. Department of Infrastructure, Transport, Regional Development, Communications and the Arts, CC BY-NC-SA.



- + **Digital Inclusion Working Group
State Library of Queensland**
Senior RF Daniel Featherstone
- + **First Nations Digital Inclusion Advisory Group
Commonwealth of Australia**
Senior RF Daniel Featherstone, PI Lauren Ganley (Telstra), Senior RF Lyndon Ormond-Parker, AI Ellie Rennie, Affiliate Bronwyn Carlson
- + **Oversight Board
Meta**
CI Nicolas Suzor
- + **Research Ethics Advisory Group
Scarlet Alliance**
RF Zahra Stardust
- + **Sexual Health and Wellbeing Advisory Group
World Health Organisation**
RF Zahra Stardust
- + **Sustainability Advisor
Meta Reality Labs Research**
Senior Industry Fellow Melissa Gregg
- + **Scientist Group
International Panel on the Information Environment**
AI Kath Albury, CI Jean Burgess
- + **Technical Advisory Panel
Australian Defence AI Research Network**
CI Flora Salim
- + **Member and Secretary
Wikimedia Australia**
RF Amanda Lawrence

POLICY CITATIONS

Australian Digital Inclusion Index (2023)

Thomas, J., McCosker, A., Parkinson, S., Hegarty, K., Featherstone, D., Kennedy, J., Holcombe-James, I., Ormond-Parker, L., Ganley, L. (2023).

In 2024, the ADII was cited in several key government reports and strategies, including:

- + Australian Government Department of Social Services Workplace technology-facilitated sexual harassment, research report <https://www.whitehorse.vic.gov.au/sites/whitehorse.vic.gov.au/files/assets/documents/MPHWP%202025-2029%20-%20Health%20and%20Wellbeing%20Profile%202024%20-%20September%202024.pdf>
- + Australian Digital Health Agency National Digital Health Strategy 2023-2028 <https://www.digitalhealth.gov.au/sites/default/files/documents/national-digital-health-strategy-2023-2028.pdf>
- + Australian Research Alliance for Children and Youth in partnership with UNICEF Australia, Empowering Young Minds Australian Children Wellbeing Index Paper 2 <https://www.aracy.org.au/wp-content/uploads/2024/09/Empowering-Young-Minds-ARACY-UNICEF-learning-report.pdf>
- + Federal Court of Australia Reflections on the Concept of "Open Justice" https://www.fedcourt.gov.au/digital-law-library/judges-speeches/mortimer-cj/20241002#_70
- + Commonwealth of Australia Literary and Access Style Manual <https://www.stylemanual.gov.au/accessible-and-inclusive-content/literacy-and-access>
- + CSIRO Beyond Tomorrow Report <https://www.health.nsw.gov.au/workforce/future/Publications/megatrends-report.pdf>

- + Department of Industry, Science and Resources Supporting Responsible AI Discussion Paper <https://consult.industry.gov.au/supporting-responsible-ai>
- + Department of Infrastructure, Transport, Regional Development, Communications and the Arts Telecommunications Affordability and Access for First Nations Households, working paper <https://www.infrastructure.gov.au/sites/default/files/documents/telco-affordability-access-first-nations-households-june-2024-hilda.pdf>
- + Good Things Foundation The Economic Benefits of Overcoming Digital Exclusion <https://goodthingsaustralia.org/wp-content/uploads/2024/10/Economic-Benefits-of-Overcoming-Digital-Exclusion-report.pdf>
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SPECIALIST SHORT COURSES AND LEARNING RESOURCES

ADM+S draws on the collective specialist knowledge of our researchers and partner organisations to develop short courses and learning resources for researchers, government, non-for-profit and private organisations, as well as schools and the general public.

In 2024, our suite of short courses included specialised training developed in collaboration with the Walkley Foundation, designed to support journalists in navigating the rapidly evolving landscape of Generative AI. The course explored both the opportunities and risks associated with GenAI tools—such as enhancing newsroom efficiency, content creation, and audience engagement—while also addressing challenges around misinformation, ethical use, and transparency.

Additionally, the Centre contributed to the development of a foundational virtual AI course in collaboration with the Asia Pacific Development, Diplomacy & Defence Dialogue (AP4D). Designed for policymakers and others interested in understanding AI and its potential, the course focuses on how emerging technologies can be harnessed to foster positive societal change across the region. The program brought together experts from academia and practice to explore the implications of AI in diverse Asia Pacific contexts.

The Centre's offerings aim to provide practical, research-informed knowledge to build capacity across sectors and support informed engagement with ADM systems.

Short Courses

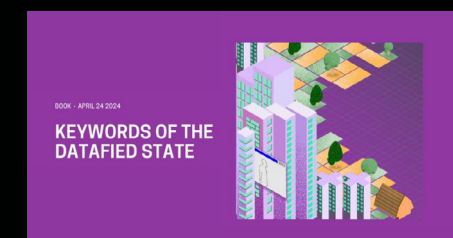
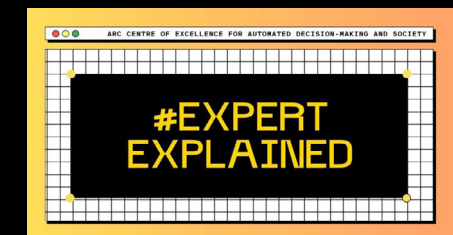
- Asian Development Bank Institute**
Topic: AI for Social Impact
RF Dang Nguyen
26 April
- AgeTech Labs**
Topic: Visions of future ageing technologies
PhD Miguel Gómez Hernández
6 February
- Walkley Foundation**
Topic: AI and Visual Multimedia
Affiliate T.J. Thomson
9 April
- Walkley Foundation**
Topic: AI for Text Journalists
AI James Meese and PI Craig McCosker
12 February
- Sexual Wellness Professional Development Series**
Topic: Presentation on LGBTQ Sextech: Cultures and Practices
AI Kath Albury and RF Zahra Stardust
25 September
- Sextech School**
Topic: Bridging Health and Technology: Innovative approaches to digital sexual health
AI Kath Albury
22 October
- HIV Online Learning Australia (HOLA)**
Topic: Ethical AI
AI Kath Albury
25 September



Learning Resources

- Generative AI Concepts**
This website offers basic GenAI terms and examples, developed in collaboration with partner organisation the Office of the Victorian Information Commissioner (OVIC). Researchers have developed diagrams to visually communicate the matrix of terms associated with AI, and categorised keywords into either Operational, Technical, and Regulatory terms.
- Learn about AI for Text Journalists**
Visit The Walkley Foundation AI and Journalism Training Program to access handouts and learning materials for Session 2: Learn about AI for Text Journalists. This session is part of an eight-part webinar series on AI and Journalism, hosted and supported by the Walkley Public Fund. Each session provides an overview of a specific area of journalism, explores opportunities and risks, and provides a practical activity or question about implementation to try out as homework. This session features AI James Meese and expert speakers Lisa Main and Craig McCosker (ABC).
- Artificial Intelligence (AI) for Social Impact**
This course is designed for policymakers, and anyone interested in learning about AI and its potential—especially about how it can be harnessed to foster positive societal change. It delivers solid foundational knowledge on AI, upon which more advanced applications can be built. It covers AI fundamentals including explanation of terminologies, and practical uses—providing insights into Generative AI (genAI), how it operates and its current applications. Importantly, related ethical considerations are discussed, as well as cutting-edge developments in AI for social impact.
- The Expert Explained Collection**
The ADM+S Expert Explained video collection addresses key questions and topics of discourse to do with AI and ADM systems, the research environment, methods, and more. Researchers simplify complex topics, suitable for a general audience with varying levels of age or expertise.

- Keywords of the Datafied State**
ADM+S partner organisation Data and Society have released a curated collection of essays bringing together global scholars, including ADM+S researchers AI Georgia van Toorn, Affiliate Chris O'Neill and CI Mark Andrejevic for their essay, 'Automation' (co-authored with Maitreya Shah). Keywords of the Datafied State is a collection of essays on concepts that are central to understanding the relationship between government and technology, and how it differs across geographies. Keywords of the Datafied State was edited by Jenna Burrell, Ranjit Singh, and Patrick Davison.



FILMS, DOCUMENTARIES AND CREATIVE WORKS

Films, documentaries, and creative works are a vital part of the Centre's outreach and impact strategy. These methods facilitate engagement directly with communities to highlight lived experiences, raise awareness of how ADM and AI systems impact everyday life and foster inclusive conversations about the values, risks, and opportunities presented by these technologies.

FILMS AND DOCUMENTARIES

In 2024 ADM+S researchers developed the following Documentaries. Two of the new documentaries - *I am Not a Number* and *Superbots* - are both now available to stream on SBS Demand, alongside the earlier documentary *Highway to the Sky* (2023).

AI in the Street

Directed by Thao Phan and Jeni Lee

As part of a research collaboration, ADM+S worked with Logan's residents to explore the concept of "streets in the sky" by examining the sensory and social impacts of drone technologies. This included reflections on both the convenience and disruption caused by drone deliveries, especially from the perspective of small business owners who expressed feeling like test subjects for large-scale tech innovation.

AI in the Street has received the following awards and selections in 2025:

- + New Media Film Festival, LA: Winner STEAM award
- + ORION IFF International Film Festival: Finalist Best Ethnographic film
- + Doc London: Official Selection
- + Ethnograph film Paris: Official Selection
- + Doc.Sydney Documentary Film Festival: Official Selection & Tarovski Grant Nominee
- + Spotlight on Academics Film Festival: Official Selection



End of the Line

Produced by the ADM+S / Telstra Mapping the Digital Gap research project in partnership with Torres Strait Islander Media Association (TSIMA).

Patchy and unreliable mobile and internet connectivity impacts the everyday lives of First Nations people living in remote Australia. On Erub, on the eastern end of Zenadth Kes (the Torres Strait Islands), mobile access is critical for cultural and language revitalization and preservation, general communication especially, safety out on the sea. Follow National NAIDOC Award winner and Erub First language educator Lala Gutchen as she goes fishing on her home island, engaging in a longstanding cultural practice irrevocably shaped by modern communications challenges.

I am Not a Number

Film by Jeni Lee and in collaboration with Georgia van Toorn and created in consultation with ROBONDIS activists and in consultation from Sarah Pink, Thao Phan and Anna Grieve.

I Am Not a Number explores the human impact of algorithmic technologies in Australia's National Disability Insurance Scheme. The film follows seven Australians as they navigate algorithmic systems that affect their access to vital support, funding, and opportunities for a fulfilling life.

Superbots

Produced by Jeni Lee in collaboration with AI Yolande Strengers and Monash Tech School

A short film that observes and engages with students from Brentwood Secondary College during a two-day interactive Industry Immersion program 'Superbots', that explores the history, ethics, and societal influences on Voicebots and voice-assisted software development.



Alice in Algorithmia

Story by PI Julia Stoyanovich and Alex Budovsky

An animated short film that follows a day in the life of a regular person who navigates the pros and cons of AI. As she goes through her day, Alice moves from being surrounded and directed by this technology to regaining agency and control. This video was commissioned and co-created by the NYU Tandon Center for Responsible AI (r-ai.co), as part of their educational and public engagement mission.

Non-human Supports Used by Autistic People for Connection, Health and Wellbeing

Created by RF Megan Rose and CI Deborah Lupton in collaboration with Jotz film production

This film features three autistic people, Meg, Yssy, and Sophie, talking about how they use digital and non-digital objects, practices and creatures to help them meet their individual needs.

In addition, the Centre produced short films to raise public awareness about the societal impacts of Automated Decision-Making. These films showcased the research impact of new projects, including Australian Ad Observatory: A Web of Influence and Automation and Public Space.

CREATIVE WORKS

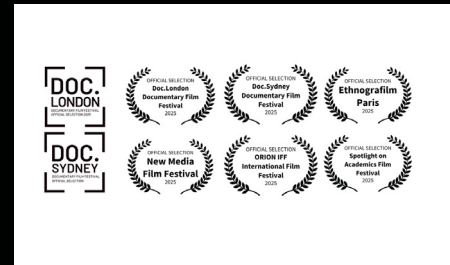
Creative works produced by ADM+S researchers play a vital role in surfacing critical questions about automated decision-making and AI, offering powerful and accessible ways to engage the public in meaningful dialogue about the social, cultural, and political impacts of emerging technologies.

Machine Listening's Songbook (5-x)

Presented as part of the Soft Centre program at the *Now or Never festival*, this compelling creative work explored the entanglement of media technologies, automation, and cultural memory. Premiering in Australia with support from ADM+S, this experimental performance used tools such as voice cloning, automatic transcription, and music generation to reimagine the traditional songbook form. By deconstructing and reassembling voice, lyric, and sound, the work invited audiences to reflect on the automated processes shaping how we create, share, and interpret culture.

Animal Robots and Mobilities: Unsettling Boundaries

This exhibition created by RF Megan Rose and CI Deborah Lupton, examined the uses and impacts of zoomorphic robots—devices designed to resemble and sometimes mimic the behaviour of non-human animals. It foregrounded the experiences of individuals who interact with these technologies and the emotional dynamics that emerge in their relationships with robotic animal companions. The exhibition explored how such robots can support people's mobility, provide comfort and care, and foster connection, while also raising questions about surveillance, control, and ethical design. It highlighted the complexities and ambivalences of human-robot encounters, including the tension between affective attachment and unsettling artificiality. Drawing on findings from the ADM+S Phase 1 project *Diverse Uses and Experiences of ADM+S*, the exhibition invited visitors to reflect



on the ethics of care, the multisensory design of robotic systems, and the social norms that shape how these technologies are developed, experienced, and regulated.

The Technician

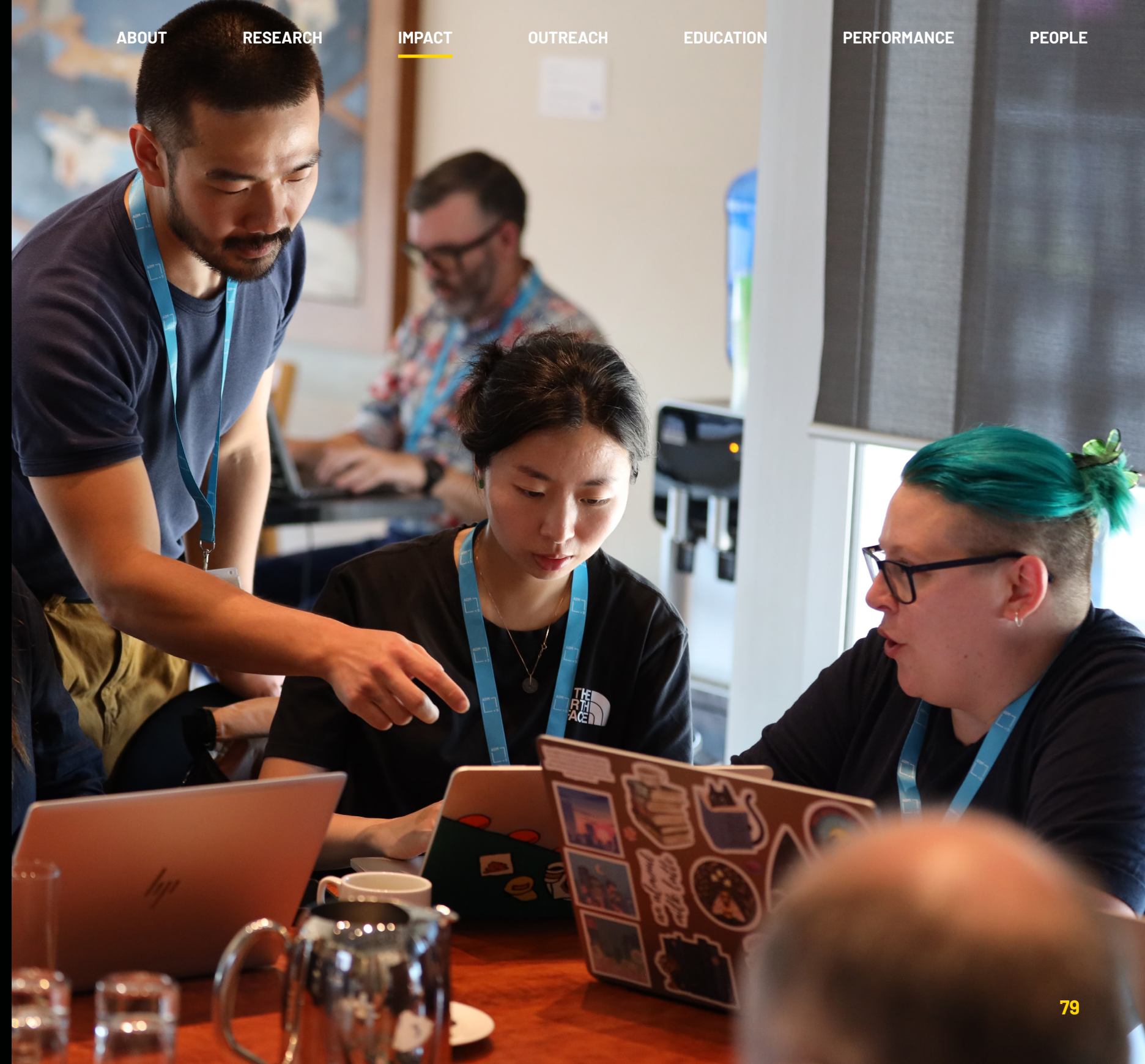
This piece created by ADM+S AI Daniel Binns tests AI's potential to generate media within a traditional audiovisual storytelling workflow. The output demonstrates both the strengths and limitations of AI in creative processes. This project illuminates the value of human intervention in shaping AI outputs, especially in narrative construction. All media elements—narration, music, and sound effects—were AI-generated, offering insights into the challenges and opportunities AI tools present for creative practitioners and industries.

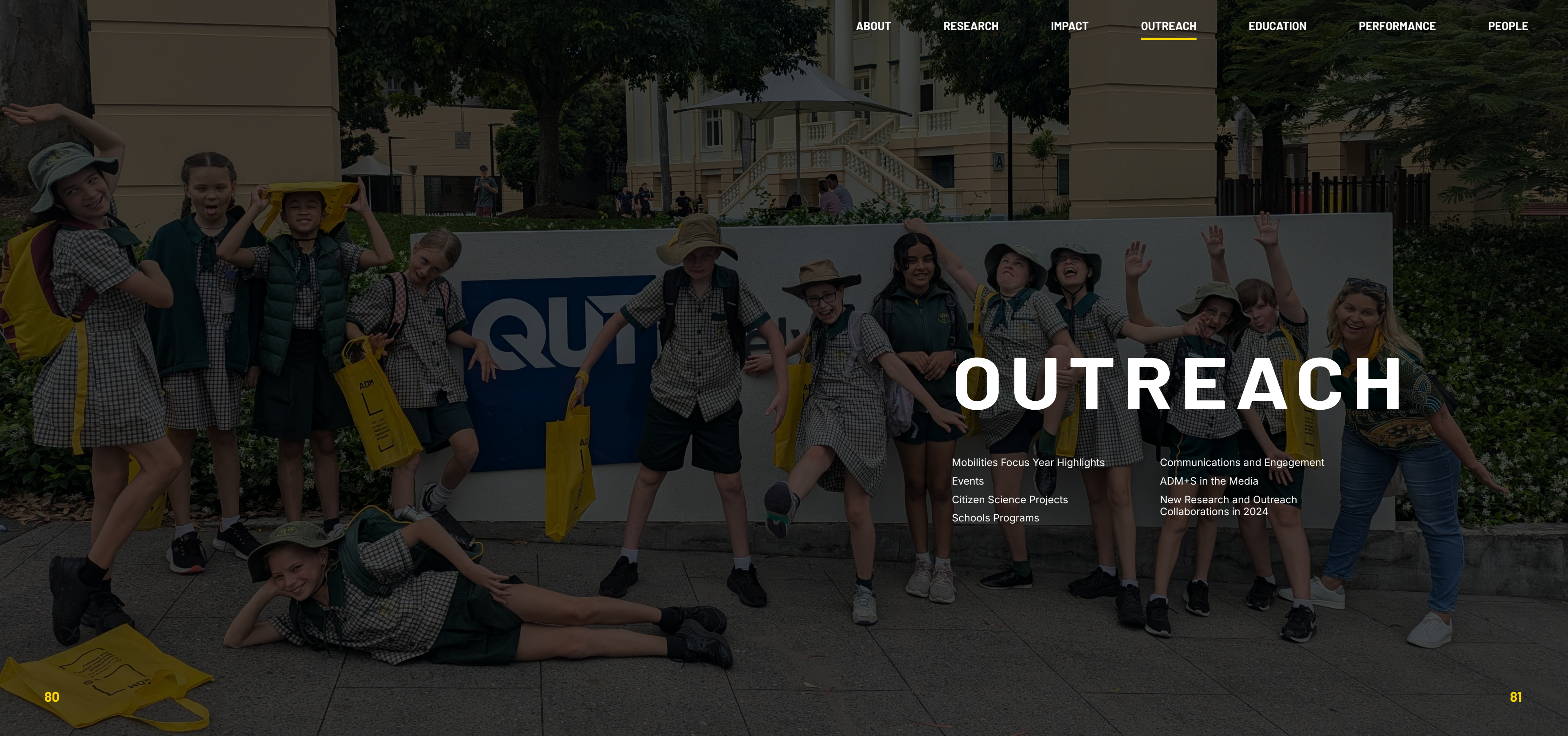
How Does Contemporary Performance Inform AI and Extended Reality (XR) Technologies?

This event was part of a U.S National Science Foundation (NSF)-funded initiative aimed at exploring how contemporary performance practices can inform the development of Artificial Intelligence (AI) and Extended Reality (XR) technologies. Led by Bertie Ferdman from Borough of Manhattan Community College, and the City University of New York, this workshop brought together an interdisciplinary team of scholars and artists, including ADM+S PI Julia Stoyanovich. The primary goal was to investigate how live performance processes can enhance AI and XR technologies. By bringing together experts from performance, computer engineering, data science, and experiential media, the workshop explored pathways to innovation and future partnerships between STEM fields and contemporary performance.

A little book of creative methods for social inquiry and research communication

This booklet, created by CI Deborah Lupton, provides an overview of 13 creative approaches applied to recent research projects. Using creative methods for social inquiry can spark new ways of engaging in futures thinking and are valuable for communicating research findings to the public in engaging and accessible ways. There is growing interest in using creative methods, drawing from arts- and design-based approaches, for social inquiry. These methods can also be employed for public research communication, translation and engagement initiatives. The creative approaches included are: creative writing prompts, collages, story completion, zines, poetic inquiry, AI generated images, storyboards, exhibitions, dioramas, films, walking methods, participatory mapping, and speculative design.





OUTREACH

Mobilities Focus Year Highlights
 Events
 Citizen Science Projects
 Schools Programs

Communications and Engagement
 ADM+S in the Media
 New Research and Outreach
 Collaborations in 2024

MOBILITIES FOCUS YEAR HIGHLIGHTS

The Centre's four cross-centre Focus Areas allow our researchers to explore how automated decision-making works across four key domains – News and Media, Mobilities, Health, and Social Services.

2024 was the highlight year for the Centre's work in the Mobilities Focus Area. ADM+S has been undertaking research and engaging with partners and the public to understand the ongoing processes of automation and AI in decision making processes in the mobilities media, design, planning and operations.

Researchers have been working to address how imaginaries of mobilities technologies, services, communities and personal trajectories are changing the landscape of everyday mobility and reframing emerging automated and connected mobility technologies and data as part of inclusive and diverse everyday worlds and respectful, responsible futures.

A key strength of the Mobilities Focus Area is its use of ethnographic documentary filmmaking as a research method, allowing the team to deeply engage with the lived experiences and social impacts of automated mobilities, and to communicate these insights in powerful, accessible, and visually compelling ways.

Building on the success of the *Flightpaths*, *Freeways and Railroads* documentary series released in 2023, 2024 saw the launch of two impactful new films:

- + **Highway to the Sky** – Directed by Jeni Lee, this short film was co-created with 3 neuro-diverse artists and art therapist Isabelle Ashford from The Art to Wellbeing. By documenting experiences of the so-called 17%, the people who see the world differently, this project reveals biases and threats of automated transport mobilities and also uncovers creative opportunity and innovation.
- + **AI in the Street: Drone Observatory** – Directed by Affiliate Thao Phan and Jeni Lee. This short documentary was filmed in the Australian QLD town of Logan. Logan is the “drone delivery capital of the world” – a trial site for autonomous drone delivery systems. In this research project we collaborated with local people to explore the space above

our heads as a street in order to provide insight into the sensory and experiential aspects of living with drones. The film was co-funded by the UKRI BRAID grant and the Monash-Warwick Alliance fund, and drew on fieldwork conducted by Affiliate Thao Phan as part of the Testbed Australia project, supported by the Mobilities Focus Area.

Highway to the Sky was selected for broadcast by SBS and is now streaming on SBS On Demand, while *AI in the street: Drone observatory* has been officially selected for the 2025 Doc.London Documentary Film Festival, 2025 Doc.Sydney Documentary Film Festival, 2025 Ethnografilm Festival (Paris), 2025 Spotlight on Academics Film Festival (Ontario), the 2025 ORION Film Festival (Byron Bay). It was also made available to stream online from 18 March to 4 April 2025 via Doc.London, and from 5 - 21 May 2025 via Doc.Sydney.

In early 2025 Mobilities focus area co-leader Flora Salim presented at the NII Shonan Seminar on Advancing Mobility Data Science and Mobility AI. Hosted in Asia, this seminar brings together the very best researchers in the world to address various challenges in the field of informatics.

2024 ADM+S SYMPOSIUM: AUTOMATED MOBILITIES

The ADM+S Symposium: Automated Mobilities was hosted online and in-person at UNSW, Sydney on 15-17 October 2024. The event brought together Centre researchers and collaborators to discuss and plan future research in the evolving landscape of AI and automated decision-making in various mobilities sectors impacted by automation, including public transport, active transportation, and migration services.

See full event feature on page 86.



2024 ADM+S SYMPOSIUM
AUTOMATED MOBILITIES
@ UNSW Sydney and online
15-17
OCTOBER 2024

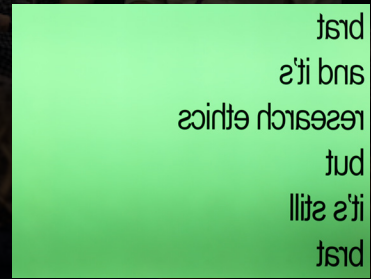
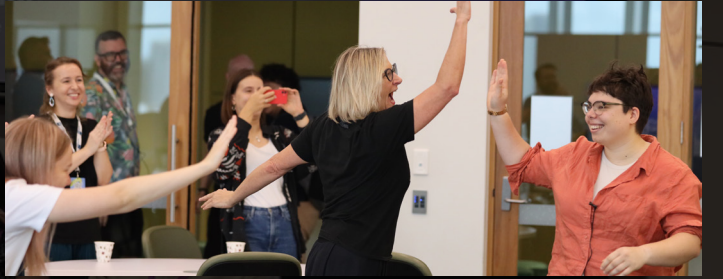
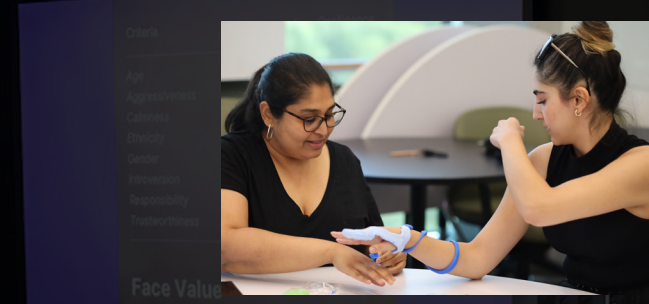
15 OCTOBER	Satellite events
16 OCTOBER	Main symposium
17 OCTOBER	Phase 2 workshops

2024 ADM+S Symposium promotional banner

EVENTS

In 2024, the Centre continued its commitment to delivering a targeted program of panel discussions, lectures, debates, conversations, webinars, workshops, film screenings, exhibitions, publication launches, conferences, and symposia in collaboration with partners and industry groups. These initiatives focused on consolidating, synthesising, and translating the Centre's research program while fostering new research and development agendas for Phase 2 (2024-2027).

A mix of hybrid, live-streamed, and recorded events ensured that members and audiences could engage with the Centre's work from anywhere in the world. The ADM+S YouTube channel and Podcast series remained key platforms for sharing event recordings, expanding accessibility across time zones, and enhancing the Centre's global impact.



ADM+S SYMPOSIUM 2024

AUTOMATED MOBILITIES

The 2024 ADM+S Symposium: Automated Mobilities was hosted online and in-person at UNSW in Sydney from 15-17 October. The three-day event included pre-symposium workshops and tours, an opening event, the main symposium, signature project teams workshops and a public film-screening night.

The Symposium focused on bringing together ADM+S researchers, partner organisations and industry stakeholders to share, explore, create and connect on related Mobilities work across the Centre. It highlighted the challenges and opportunities of AI and automated decision-making in mobilities and facilitated interdisciplinary discussions across humanities, social and technological sciences research. A total of 201 participants attended the event, including 147 ADM+S members and 54 non-members.



The aims of the ADM+S Symposium were to:

- + Share research insights, knowledge, tools and methods from research connected to the Mobilities Focus Area conducted during Phase 1 of the Centre;
- + Identify opportunities to further develop interdisciplinary collaborations across signature projects; and
- + Create and develop traditional and novel research outputs for publication (e.g publications for special issue journals or an edited book, poster presentations).

The program was structured to foster collaboration, with each day featuring a unique format: workshops and tours, research presentations and discussions, and a dedicated day for working on the Centre's signature projects.



PUBLIC FILM SCREENING EVENT

The public film screening event *Human Touch in a Digital World* featured a series of four short documentary films exploring how different members of society engage and interact with automation and digital technologies. Each film screening was followed by a Q&A with the creators.

The following films were featured:

End of the Line produced by Research Communications Officer Leah Hawkins and RF Daniel Featherstone from the ADM+S / Telstra Mapping the Digital Gap research project, in partnership with the Torres Strait Islander Media Association (TSIMA). This film demonstrates the impact of unreliable internet connectivity in Erub in the Torres Strait Islands, as it follows National NAIDOC Award winner and Erub First language educator Lala Gutchen as she goes fishing on her home island, engaging in a longstanding cultural practice irrevocably shaped by modern communications challenges.

Superbots produced by ADM+S filmmaker Jeni Lee in collaboration with Emerging Technologies Research Lab, Monash University. This upbeat and inspiring short film, observes and engages with students from Brentwood Secondary College during their two-day interactive Industry Immersion program 'Superbots', where girls ideate, test and construct their own voicebot personality. This film is part of the ADM+S AI Rewired project, shining a light on how communities use AI systems to support social justice.

I am not a number by ADM+S filmmaker Jeni Lee in collaboration with AI Georgia van Toorn. Created in consultation with ROBONDIS activists and in consultation with CI Sarah Pink and Affiliate Thao Phan and consultant producer Anna Grieve. This film features seven people whose lives have been profoundly affected by the introduction of algorithms for NDIS support planning.

Non-Human Supports Used by Autistic People for Connection, Health and Wellbeing created by RF Megan Rose and CI Deborah Lupton in collaboration with Jotz film production. The film features three autistic people talking about how they use digital and non-digital objects, practices

POSTER COMPETITION

Following the previous success of the ADM+S poster presentation competitions, ADM+S students were once again invited to design posters explaining their research to symposium attendees. The posters were displayed at the UNSW during the symposium and judged by a panel of academic and industry experts.

A prize of \$1,500 research funding was awarded to PhD Wilson Wongso for his poster *Leveraging LBSN check-ins for natural language user profiles to enhance next point-of-interest recommendation with Large Language Models*. The People's Choice Award was presented to PhD Emma Finlay for her poster *The role of human oversight in AI-assisted decision-making: Navigating the conceptual and regulatory complexities*.

In addition to the ADM+S Student Poster Competition, ADM+S research project teams were invited to submit a research poster, offering an opportunity to showcase findings from the first phase of the Centre's research. The poster titled *Optimising Electric Vehicle Charging Capability in NSW*, Created by Lihuan Li (PhD), Du Yin (PhD), Hao Xue (AI) and Flora Salim (CI), was awarded the People's Choice Award in this category.

ENGAGEMENT

The Symposium was highly praised by attendees during the event and in post-event surveys. 100% of attendees surveyed agreed that the event provided a great opportunity to connect with fellow researchers across the Centre and that the event was diverse and inclusive in terms of both delegates and speakers (representation from different genders, cultural backgrounds, stage of research careers, etc.).

The Centre's next annual symposium, 'Automated Social Services: Building Inclusive Digital Futures' will focus on our Social Service Focus Area and will be held in Brisbane in July 2025.



DIGITAL PLATFORM ECONOMIES: VALUE FROM DATA

A host of studies demonstrate the perils of digital platforms and automated systems: algorithmic bias, algorithmic harm, data privacy, and deep fakes. What is less clear are the myriad ways that digital platforms structure economic/financial relations and transactions in the first place. Understanding processes of data valuation is a crucial aspect of broader inquiries into the promises and perils of digital platforms.

This two day conference showcased programmatic research on data valuation. Each session considered the question: How do platforms produce value and monetise those value forms? The sessions were designed to stimulate discussion about value forms and valuation processes through particular lenses: digital assets, Web3 tokenisation, digital twins, automated optimisation, and generative AI. The discussions considered the extent to which standard concepts (rent, commodity, property, accumulation) are relevant to these cases and examined continuities and discontinuities across different modes of digital value production.



Hosted in partnership by ADM+S and the Platform Economies Research Network (PERN), this international conference took place in New York City on April 25-26, 2024. The planning and execution of this event presented logistical challenges due to the offshore venue, coordination with international partners, and the integration of digital assets and media communications. Despite these complexities, the operations team effectively managed event organisation, production, outreach, and communications. Their work was noted by the US-based partner organisation as a strong example of collaborative and professional event management.



CHINESE INTERNET RESEARCH CONFERENCE



On 17-18 June 2024, ADM+S hosted the 21st Chinese Internet Research Conference (CIRC), at our QUT Node. The theme of the conference was "Policies and (Geo)Politics of Automated Decision-Making on the Global Chinese Internet". The conference was organised by a committee of ADM+S members from Monash University, QUT, RMIT, Sydney University, University of Melbourne, and Western Sydney University nodes, with administrative support from the professional staff at the RMIT and QUT nodes of the Centre.



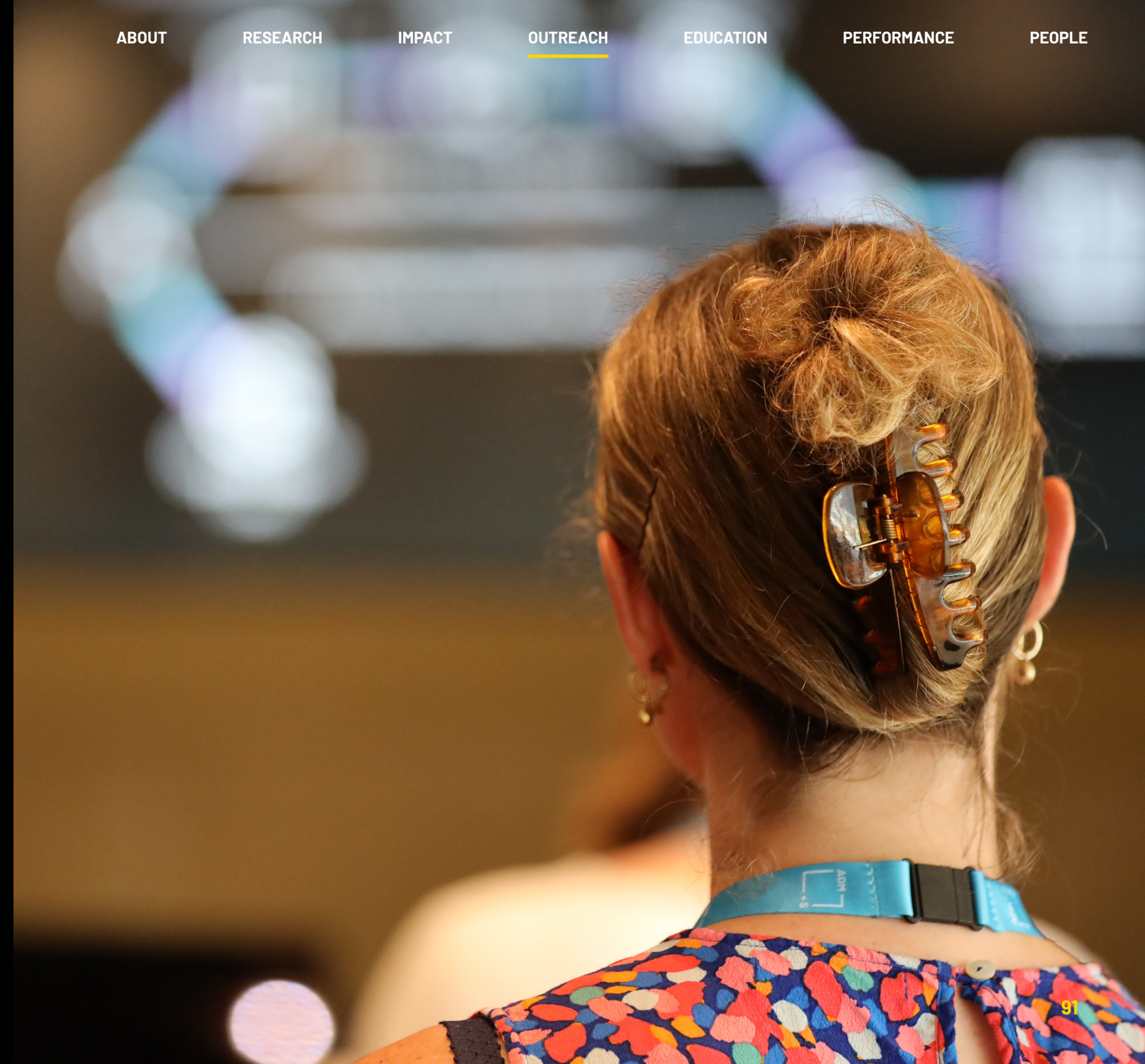
This was not only the first CIRC conference to be held in the Southern Hemisphere, but also the first in CIRC history to bring scholars outside the traditional fields and disciplines in China studies and Internet research to engage in critical dialogues on topics of global significance and comparative relevance such as the politics and geopolitics of Generative AI.



The keynote of the conference was delivered by ADM+S Affiliate Ned Rossiter of Western Sydney University, on "ChatCCP: Communist Cybernetics, Automated Geopolitics and the Logistical Episteme," and considered how logistical infrastructures organize space as cybernetic laboratories of governance, with a focus on the case of automated warehousing in Malaysia.

113 people attended the conference, both in-person and online.

Along with the keynote address, the event included 18 panels, a roundtable discussion, a HDR/ECR ssassyChallenge talk, and student papers awards.



ARE FAIR ELECTIONS POSSIBLE IN THE AGE OF AI?

Hosted online and in person at RMIT University on 4 December 2024, this event was a collaboration between University of Southern California's Election Cybersecurity Initiative and the ARC Centre of Excellence for Automated Decision-Making and Society.

Held in the historic Council Chamber of the Francis Ormond Building at RMIT, this workshop brought together researchers, journalists, election officials, stakeholders and experts from Australia and the United States to report on and compare recent experiences in both countries. It explored AI and election security, election misinformation/disinformation, cyberattacks on the media, and Dark Political Communication (a new conceptualisation of an emergent series of tactics used by political actors such as politicians, lobbyists, political groups, etc. involving the deliberate spread of disinformation, use of highly inflammatory language, antagonism towards the press and democratic institutions, as well as actions that seek to exacerbate social discord). Throughout the workshop, attendees discussed the capabilities of current AI systems, the dynamics of digital media platforms, and the institutional, technical and regulatory strategies that can protect elections now and in the future.

The program was convened by ADM+S researchers and colleagues from USC's Election Cybersecurity Initiative:

- + Adam Clayton Powell III, Executive Director, USC Election Cybersecurity Initiative, USC
- + Judy Kang, Program Manager, USC Election Cybersecurity Initiative, USC
- + Jeffrey Cole, Director of the Center for the Digital Future, USC

RMIT Vice-Chancellor and President Professor Alec Cameron opened the proceedings and Dr Andrew Charlton MP, Special Envoy for Cyber Security and Digital Resilience & Member for Parramatta provided an official statement which was delivered at the event.

The event attracted a diverse range of attendees from high-profile institutions including:

Media Organisations

- + ABC News
- + ABC News Verify
- + CBS
- + The Conversation
- + The Guardian

Electoral Commissions

- + Australian Electoral Commission
- + NSW Electoral Commission
- + Victorian Electoral Commission

Government Departments

- + Queensland Crime and Corruption Commission
- + Queensland Dept of Justice
- + Dept of Parliamentary Services

- + Parliamentary Library
- + Northern Territory Government

Universities

- + Australian National University
- + Cornell University
- + Deakin University
- + Monash University
- + Queensland University of Technology
- + Swinburne University
- + University of Melbourne
- + University of Milan
- + University of Southern California
- + University of Sydney

Nonprofits

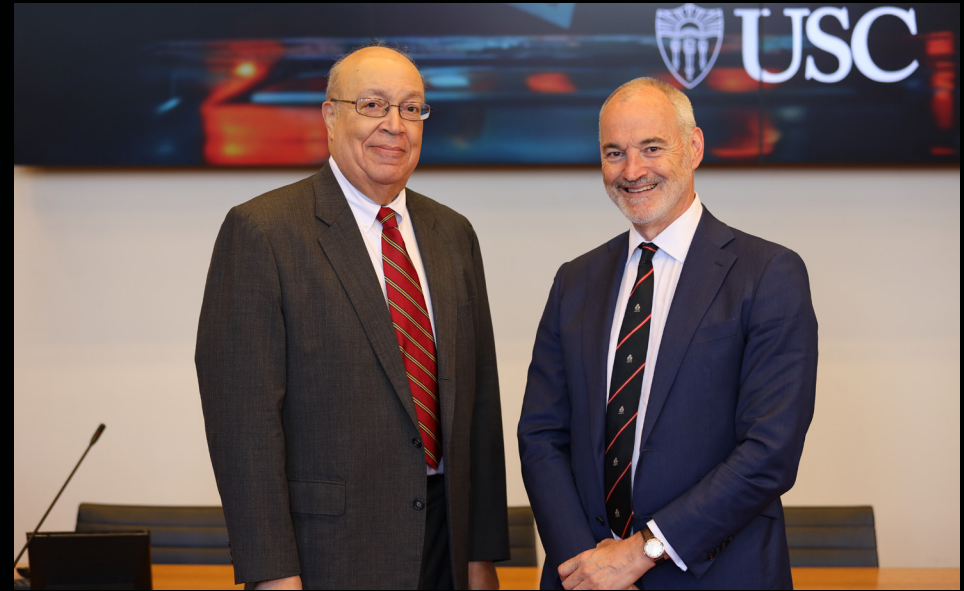
- + World's Fair Fund
- + Victoria Law Foundation
- + Susan McKinnon Foundation
- + Smithsonian Institution, Washington DC



Impact

The following notable outcomes resulted from the event:

- + Deep engagement from all participants throughout the event.
- + Attendance and high praise from Australian Electoral Commissioner, Tom Rogers.
- + Adam Clayton Powell III stating this particular event was "one of the most interesting conferences we've had anywhere in the world".
- + USC Cyber Security Initiative connecting with Australian, NSW & VIC Electoral Commission staff and committing to working together moving forward.
- + Invitations to ADM+S to continue to share research and to work with USC Cyber Security Initiative on future projects.



SONGBOOK (5-X)

Machine Listening (made up of AI Joel Stern, Sean Dockray and James Parker), presented Songbook (5-X), a newly commissioned work as part of the Soft Centre program at Now or Never festival, held at Trades Hall on 31 August.

A songbook is a media technology. It untethers lyrics from their expression and in doing so enables them to be shared, canonised, archived, performed, and appropriated in weird and surprising ways. The original songbook, for instance, was the hymnal. But the Great American Songbook and Left Songbook (1938) are two important examples from the early twentieth century.

The Machine Listening Songbook joins this tradition by using automatic transcription, phonemic alignment, voice cloning and music generation technologies to reconfigure the relationship between voices and texts, music and lyrics, production and reproduction. Like all songbooks, this one is open-ended. Songbook

(5-x) is the first Australian iteration of a project premiered at Unsound Krakow in 2023 with support from ADM+S. In the historic Trades Hall in Carlton, Machine Listening presented a suite of new songs exploring techniques of automatic reading, writing, recitation, composition, and decomposition to over 800 attendees.



THIS HIDEOUS REPLIC

This Hideous Replica was an experimental project featuring artworks, performances, screenings, a 'replica school' and other uncanny encounters exhibited at RMIT Gallery, Capitol Theatre, and other Melbourne venues. The project was curated by ADM+S AI Joel Stern and collaborator Sean Dockray as part of Now or Never festival.

Running from 22 August to 16 November, the exhibition and associated program boasted workshops, reading groups, public lectures, and more. It created an opportunity to bring together artists, writers, researchers, musicians and others to share ideas, methods and creative practices for dealing with a world that is increasingly bewildering. The exhibition itself featured works by Debris Facility, Heath Franco & Matthew Griffin, Josh Citarella, Liang Luscombe, Mochu, Diego Ramirez, Masato Takasaka, Anna Vasof, Loren Adams and many more. Close to 4000 members of the public attended the exhibition and associated events.



PARTNERING FOR PUBLIC DATA LITERACY: DMRC & ADM+S AT WOODFORD FOLK FESTIVAL 2024

At 2024's Woodford Folk Festival, ARC Centre of Excellence for ADM+S partnered with QUT's Digital Media Research Centre (DMRC) and The Australian Internet Observatory (AIO) to create "Data Mystics"—a public-facing activation designed to foster digital self-awareness and ethical data literacy. Just like a tarot card reader at Woodford, QUT DMRC researchers 'read' festival goers donated data to offer guidance and insights, helping individuals explore their digital past, digital present, and potential digital future.

Set within one of the festival's most interactive spaces, the Data Mystics stall invited participants to contribute small samples of personal data—such as social media ad interests or streaming preferences—under strict ethical protocols. In return, they received interpretations of their "digital self," delivered through a set of carefully constructed personas. These conversations encouraged reflection on how platforms collect, categorise and shape our identities through algorithmic systems.

The collaboration represents a shared commitment to advancing public understanding of digital platforms. The stall formed part of a broader DMRC-led presence at Woodford, which included panel discussions on online safety, cinema in the digital era, and children's experiences with digital media.



THE REGULATION OF SIMULATION IN AN ERA OF GENERATIVE AI BY PROFESSOR FRANK PASQUALE

Not only is AI technology becoming more capable of simulating human thought, will, and emotional response, but it is doing so at an inhuman pace. Research on virtual reality and law has begun to explore the regulation of simulation, but must be revisited in the wake of generative AI.

This public lecture at RMIT University on 2 July by PI Frank Pasquale was another highlight in our public events program for the year. Frank's seminar on the regulation of simulation and generative AI attracted researchers, students and policymakers from a range of departments including the Department of Industry, Science and Resources' AI Governance Branch. The presentation explored some existing legal authorities and laws proscribing unfair and deceptive acts and practices, which can limit generative AI-driven simulations.

Frank Pasquale

Frank is Professor of Law at Cornell Tech and Cornell Law School. He is an expert on the law of artificial intelligence (AI), algorithms, and machine learning. His books include *The Black Box Society* (Harvard University Press, 2015) and *New Laws of Robotics* (Harvard University Press, 2020). He has published more than 70 journal articles and book chapters, and co-edited *The Oxford Handbook on the Ethics of Artificial Intelligence* (Oxford University Press, 2020) and *Transparent Data Mining for Big and Small Data* (Springer-Verlag, 2017).



CITIZEN SCIENCE PROJECTS

THE AUSTRALIAN AD OBSERVATORY

Responding to significant recent and ongoing developments in automated advertising—including those driven by Generative AI—the Phase 2 Ad Observatory has developed new approaches for studying contemporary media and information environments, where there are no longer either shared flows of content or stable texts.

In 2024, the project focused on wrapping up existing research initiatives while continuing to deepen its citizen science work. Publications and outputs from this work have included academic papers, public reports, and data-driven visualisations, helping to inform public debate and policy discussions.

A major milestone in 2024 was the piloting of a novel mobile ad capture technology, The Mobile Observation of Advertising Toolkit (MOAT), developed by the Australian Internet Observatory (AIO). This breakthrough data gathering method enabled citizen scientists to collect the ads that are targeted at them on Facebook - and later extended to Instagram, TikTok and YouTube - via a mobile app that would otherwise be 'dark' and hidden from public view.

Two pilot studies conducted in 2024 employed MOAT technology and involved citizen scientists sourced through external panel recruitment services.

One study led by ADM+S AI Nicholas Carah, in collaboration with the Foundation for Alcohol Research and Education (FARE), the Alliance for Gambling Reform, and VicHealth, investigated how digital advertising for addictive products contributes to harm. The research focused on the experiences of Australians who had been harmed by, or were at risk of harm from, alcohol and gambling products.

The study involved 10 participants and combined data collection via a mobile app—capturing advertising interests and lists of advertisers targeting their profiles—with in-depth semi-structured interviews.

Researchers found that 264 alcohol and gambling companies had uploaded data about the participants to Facebook's marketing system,

which in turn assigned them 89 alcohol- and gambling-related ad interests. Several participants were exposed to disproportionately high volumes of targeted ads for these products.

The findings were published in the November 2024 report, *How alcohol and gambling companies target people most at risk with marketing for addictive products on Facebook*.

A second pilot study focused on monitoring digital advertising during the Queensland state election, contributing valuable insights into local-level political ad targeting. These findings will inform preparations for monitoring political advertising during the 2025 Federal Election.

Together, the pilot studies have helped refine the capabilities of the Australian Ad Observatory Mobile Toolkit, enhancing how advertising data is captured via the app. In 2024, the Australian Ad Observatory engaged 51 citizen scientists using the new mobile ad collection technology. These participants collectively contributed over 6,953 ad observations to the project.

Through this citizen science approach, the Ad Observatory continues to deepen our understanding of automated advertising, playing a vital role in documenting this emerging model and supporting industry, civil society, and government efforts to improve transparency, accountability, and regulation.



Collage by CI Daniel Angus

CONSIDERATE AND ACCURATE MULTI-PARTY RECOMMENDER SYSTEMS FOR CONSTRAINED RESOURCES

ADM+S researchers are seeking to enhance urban mobility safety by developing user-centered e-scooter alert systems that improve communication between riders, pedestrians, and cyclists in shared spaces.

ADM+S worked directly with community members - including e-scooter riders, pedestrians, and cyclists to co-design and test a range of audio and visual alerts—such as bells, voice messages, flashing lights, and continuous sounds. The alerts were evaluated in real-world settings using eye-tracking glasses and video observations to understand how people respond in the moment.

Participation from citizen scientists was invited across three key stages of the research, with a total of 37 individuals contributing valuable insights and feedback.

How citizen scientists were involved:

+ Focus Group Discussion

Participants explored the everyday challenges of e-scooter use in shared spaces. They identified issues such as pedestrian distraction, poor visibility, and the lack of effective signaling. Suggested solutions included voice alerts, improved lighting, and better awareness tools.

+ Participatory Design Workshop

Participants helped evaluate and refine prototype alerts—across voice, bell, continuous sound, and visual categories—by rating them on visibility, safety, distraction, and acceptance. Their feedback directly influenced which alerts were selected for further testing.

+ Wizard of Oz (WoZ) Field Evaluation

In a real-world trial, participants experienced simulated interactions with e-scooters using different alert types. Equipped with eye-tracking glasses, they walked or cycled along shared paths while researchers recorded behavioural responses and gathered post-interaction feedback.



Participants in e-scooter study

Across all phases, participants contributed both qualitative and quantitative data that informed the design of more effective, inclusive, and socially acceptable e-scooter alert systems.

Participants had the opportunity to directly shape the design of future e-scooter alert systems, ensuring that their lived experiences, safety concerns, and preferences were reflected in real-world solutions.



SCHOOLS PROGRAMS

FUTURE YOU SUMMIT - BEHIND THE SCREEN: A CRITICAL WORKSHOP ON ONLINE ADVERTISING PRACTICES

The Future You Summit, hosted by the Queensland University of Technology (QUT), attracted over 300 Year 11 and 12 students from 175 schools, making this year's summit the largest yet. Attendees engaged in transformative learning experiences, exploring diverse academic disciplines and gaining a firsthand look into university life.

Among the standout features of this year's summit was the workshop *Behind the Screen: A Critical Workshop on Online Advertising Practices*. With social media advertising shaping much of the world's digital landscape, this workshop provided students with a unique opportunity to explore the underlying mechanisms of online advertising and its impact on everyday life.

The workshop was created by CI and Director of QUT's Digital Media Research Centre, Daniel Angus based on the research conducted by the Australian Ad Observatory project at the ARC Centre of Excellence for Automated Decision-Making and Society.



SUPERBOTS SHORT FILM

This short film observes and engages with students from Brentwood Secondary College during their two-day interactive Industry Immersion program 'Superbots', that explores the history, ethics, and societal influences on Voicebots and voice-assisted software development.

The program, co-designed by Monash Tech School and Monash University's Faculty of IT and supported by industry mentors, allows students to ideate, test and construct their own voicebot personality. This film is part of the ADM+S AI Rewired project, shining a light on how communities use AI systems to support social justice.

The film was shown to selected audiences at an advanced screening in July before being made more widely available on the ADM+S YouTube channel: <https://youtu.be/-BBx09JKHRg?si=FAcfg3gl5sexkuPv>



AUSTRALIAN AD OBSERVATORY WORKSHOP AT QUT OPEN DAY

The Australian Ad Observatory workshop, hosted at QUT Open Day, was designed for prospective Year 12 students and their parents, drawing on findings from the Australian Ad Observatory research project. Led by CI Daniel Angus, the session began with a brief overview of the history of advertising and the growing need for transparency in digital marketing. Participants were given image cards featuring real examples of online advertising and invited to observe and discuss the techniques and themes they identified. They then collaborated to build personas based on their observations, sparking insightful conversations about how digital platforms use personal data for targeted advertising. The activity encouraged reflection among both students and parents, offering a hands-on introduction to the social implications of digital profiling and the value of data literacy in everyday life.



DOLPHIN TANK

ADM+S CI Flora Salim joined Day of AI Australia to judge students' ideas for AI interventions in climate change, in the inaugural Dolphin Tank competition, as part of National Science Week.

The Dolphin Tank competition invited students to get creative and propose ideas for how AI could help tackle climate change and the UN sustainability goals.

Earlier in the year students from across Australia were invited to submit ideas, with 6 teams being selected to collaborate with experts from Rokt and UNSW's AI Institute and School of Computer Science and Engineering to refine their idea and pitch a prototype to an expert panel as part of the Day of AI program.

ADM+S CI Flora Salim joined experts Claire Southey from Rokt and Scientia Professor Toby Walsh from UNSW to judge the final pitches.



YOUNG ICT EXPLORERS

On 11 October, finalists in the 2024 Young ICT Explorers state competition from East Brisbane State School (EBSS) presented their innovative technology projects, including the Baby Seat Booster and the Memory Keeper, at the QUT node of ADM+S, with the Baby Seat Booster team securing second place in the competition.

The Young ICT Explorers (YICTE) is a non-profit competition supported by CSIRO Digital Careers, The Smith Family, Kinetic IT and School Bytes. The annual competition encourages primary and high school students from years three to 12 to use their imagination and passion to create an invention that could change the world using the power of technology.

CI Daniel Angus, Director of the Digital Media Research Centre at QUT hosted the students during their visit.



PARTNERED MEDIA STUDIO

For the third consecutive year, ADM+S collaborated with the RMIT Media Studio to deliver the RMIT Partnered Studio, a project where undergraduate media students from RMIT University utilised video methods to explore the intersection of automated decision-making (ADM) with everyday life. In 2024, student projects focused on the impacts of ADM and AI across various services and industries, producing explainer videos such as "How is your data collected in Melbourne's Smart City," "What does the rise of AI and ADM mean for creative writing industries?" and "Essential services and AI," which discusses the effects on marginalised communities and increasing social inequity.

Throughout the semester, students engaged with ADM+S researchers to deepen their understanding of ADM applications in sectors like health, news and media, mobilities, and social services. Notable ADM+S projects such as Evaluating Cultural

Curating and Ranking Systems, The Australian Ad Observatory Project, and Language and Cultural Diversity in ADM: Australia in the Asia Pacific were also explored.

Students had the opportunity to hear from leading ADM+S researchers and professional staff, including CI Christine Parker, AI Michael Richardson, CI Mark Andrejevic, CI Paul Henman, CI Haiqing Yu, AI James Meese, Chief Operating Officer Nick Walsh, Digital Media Lead Natalie Campbell, and Research Communications Officer Leah Hawkins. Many students also interviewed ADM+S researchers such as Research Fellow Kieran Hegarty, PhD student Meg Herrmann, AI Danula Hettiachchi, and AI Daniel Binns to deepen the context and complexity of their video projects.

The students showcased their work in an exhibition titled Decoding AI at RMIT University. The explainer videos can be viewed online at www.mediafactory.org.au/2024-decoding-ai-automating-societies

DECODING AI, AUTOMATING SOCIETIES

HOW WILL AI TRANSFORM THE FILM & TV INDUSTRY?
By Will Dallalana
November 2, 2024

ASSIGNMENT 5 REFLECTION
October 31, 2024

<About>
This video explores both the digital divide and the AI divide, relating them to the recent digital dependency of essential services. By exploring both of these social divides we learn what groups are most affected and how these groups may struggle to access essential services. I interview Dr. Kieran Hegarty, a researcher for the Australian Digital Inclusion Index who teaches us about the factors that contribute to digital inequality in Australia, as well as giving us his thoughts on the experience marginalized groups may have when attempting to access essential services. As more and more essential services in Australia are becoming automated with AI and...

By Talli Martin
For Decoding AI, Automating Societies Exhibition, Semester 2 2024

<Key_Focuses>

- The Digital Divide**
What is it? What factors contribute to it? What groups are affected? How are they affected?
- The AI Divide**
What's AI Literacy? How does this relate to the Digital Divide? Do we see this in our daily lives?
- The Automation of Essential Services**



Finalists in the 2024 Young ICT Explorers state competition from East Brisbane State School (EBSS) at the QUT node of ADM+S

COMMUNICATIONS AND ENGAGEMENT

ADM+S WEBSITE

Throughout the year we continued to develop the Centre's website, admscentre.org.au, to ensure our research activities, outputs and resources are visible and accessible to our diverse audiences. We also updated the Centre's homepage to feature a selection of our latest publications each month.

In 2024, we had 116,996 website views and 36,743 new users.

Active users per country	
Australia	20,434
United States	6,904
United Kingdom	1,108
China	845
India	811
Germany	699
Canada	466
Netherlands	398
Singapore	39
Hong Kong	371
Other	4,668



MEDIA RELEASES

The Centre published 103 media releases in 2024 including:

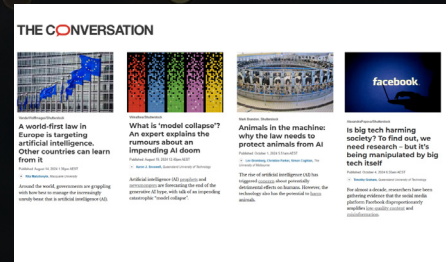
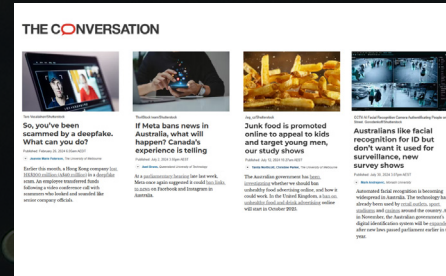
- + ADM+S research cited in Australian Government's Interim Response to Safe and Responsible AI paper
- + ADM+S researchers appointed to new Federal Government artificial intelligence expert group
- + ADM+S researchers present evidence at Senate Committee hearing into Media Reform Bill
- + ADM+S research informs NSW Artificial Intelligence Inquiry
- + Dr Jake Goldenfein invited to present on AI in government decision-making at Parliament House
- + ADM+S researchers share perspectives on the digital future with Queensland Parliament
- + Australian media need generative AI policies to help navigate misinformation and disinformation
- + OVIC and the ADM+S launch GenAI Concepts: A curated index for understanding AI terms
- + Novel algorithmic assessment toolkit to guide the development of AI systems that focus on human wellbeing
- + ADM+S partner on the 2024-33 Decadal Plan for Social Science Research Infrastructure in Australia
- + ADM+S research informs Senate report on Bank Closures in Regional Australia
- + New major infrastructure initiative for social data and digital platform research in Australia
- + Australian social media inquiry: Researchers highlight key issues ahead of Government's interim report
- + ADM+S submission cited in Australian Government's Second Interim Report into Social Media and Australian Society
- + New report reveals the experiences of Australians encountering misinformation online
- + ADM+S research informs latest ACCC Digital Platform Services Inquiry

- + Internet use grows in remote First Nations communities, but cost still a barrier
- + ADM+S funded \$6 million to measure First Nations digital inclusion

In addition to media releases, ADM+S researchers contributed over 35 articles to The Conversation, offering expert insights on AI and automated decision-making systems' impact on society, including:

- + The Facebook trick online gambling is using to target Australians
- + The secret sauce of Coles' and Woolworths' profits: high-tech surveillance and control
- + So, you've been scammed by a deepfake. What can you do?
- + Age verification for pornography access? Our research shows it fails on many levels
- + If Meta bans news in Australia, what will happen? Canada's experience is telling
- + Junk food is promoted online to appeal to kids and target young men, our study shows
- + Why an 'AI health coach' won't solve the world's chronic disease problems
- + Australians like facial recognition for ID but don't want it used for surveillance, new survey shows
- + Social media algorithms are shrouded in secrecy. We're trying to change that
- + I studied how rumours and misleading information spread on X during the Voice referendum. The results paint a worrying picture
- + A US judge just called Google the 'highest quality search engine'. But how do we determine 'quality'?
- + A world-first law in Europe is targeting artificial intelligence. Other countries can learn from it
- + What is 'model collapse'? An expert explains the rumours about an impending AI doom
- + We asked Melburnians about shared e-scooters. Their responses point to alternatives to the city council's ban
- + A new law aims to tackle online lies – but it ignores expert advice and doesn't go nearly far enough
- + Animals in the machine: why the law needs

- + to protect animals from AI
- + Is big tech harming society? To find out, we need research – but it's being manipulated by big tech itself
- + Could a recent ruling change the game for scam victims? Here's why the banks will be watching closely
- + Deaths linked to chatbots show we must urgently revisit what counts as 'high-risk' AI



SOCIAL MEDIA

In 2024, the Centre experienced significant audience growth across YouTube and LinkedIn and steady growth across Instagram and Facebook. In November, ADM+S joined the Bluesky social media platform.

Platform	Audience	% Increase compared to 2023
X/Twitter	3131	4.79%
LinkedIn	3490	70.74%
Instagram	478	28.49%
Facebook	739	17.49%
YouTube	626	81.45%
Bluesky	330	-
Spotify	212	-

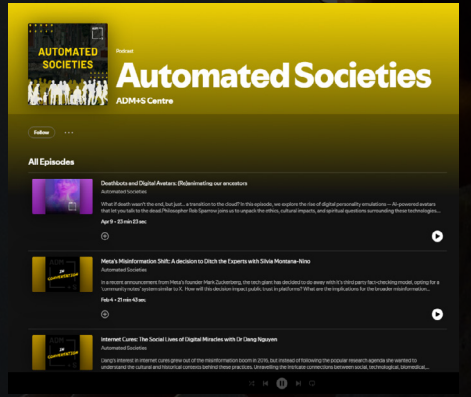
NEWSLETTERS

The Centre's monthly newsletter, ADM+S News, showcases latest news from the Centre to over 1350 subscribers and features recent media appearances, publications, events and opportunities.

PODCAST SERIES

The Centre's podcast series, Automated Societies, features insights from researchers and industry experts on the impacts of automated decision-making on our society. In 2024 our podcast episodes received over 1,500 plays.

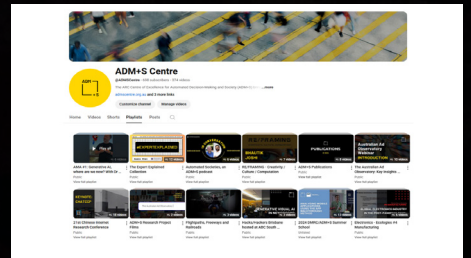
The podcast has produced over 100 episodes and is available on our website at admscentre.org.au/ podcast-series, as well as on Spotify, Anchor, and via RSS feed.



ADM+S ON YOUTUBE

In 2024, the ADM+S YouTube channel experienced substantial growth in subscribers and engagement accumulating 32,369 views. The channel upload an extensive collection of 123 videos for public viewing including event recordings, researcher spotlights, and more.

This year we introduced two new series: Ask Me Anything and Expert Explained. These series drew on the expertise of ADM+S professionals, including computer scientists, social scientists, technologists, designers, and others, to offer insightful commentary and raise public awareness on key issues related to AI and automated decision-making.



ADM+S IN THE MEDIA

HIGHLIGHTS

ADM+S IN THE MEDIA



FEB

CI Christine Parker and Affiliate César Albarrán-Torres share new research from the Australian Ad Observatory in 'The Facebook trick online gambling is using to target Australians'

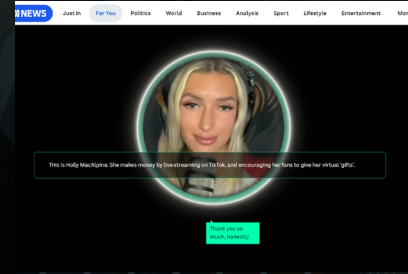
5 February 2024



FEB

"Mapping the Digital Gap" 2023 Outcomes Report reported in the National Indigenous Times 'Regional bank closures hit Indigenous communities hard, new report finds'

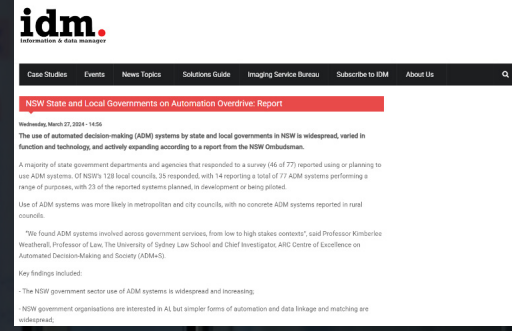
15 February 2024



FEB

AI Patrik Wikstrom partners with ABC Story Lab in a joint investigation 'Inside TikTok's money machine: TikTok has made a game out of human connection — and it's making millions as some Australian users feel sucked into a "wormhole" of addiction.'

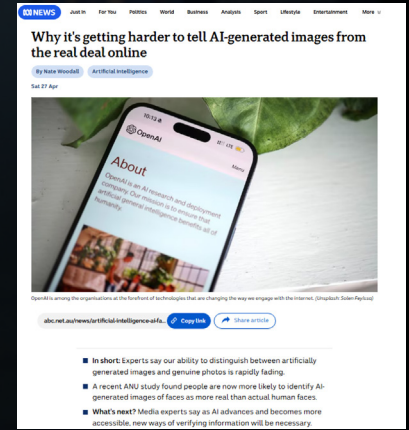
26 February 2024



MAR

Findings from the Automated Decision-Making in NSW: Executive Report is shared in Information & Data Manager, 'NSW State and Local Governments on Automation Overdrive: Report'

27 March 2024



APR

Associate Director Jean Burgess provides expert comment for ABC News in 'Why it's getting harder to tell AI-generated images from the real deal online'

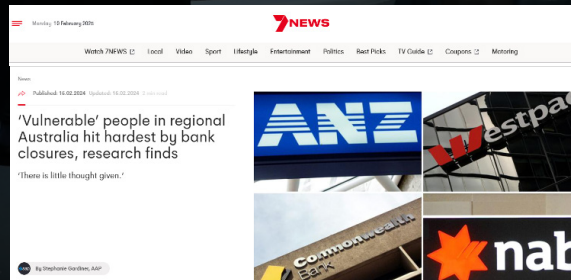
27 April 2024



FEB

PI Julia Stoyanovich is invited to speak on responsible AI to the 'United Nation's 62nd session of the Commission for Social Development (CSocD62)'

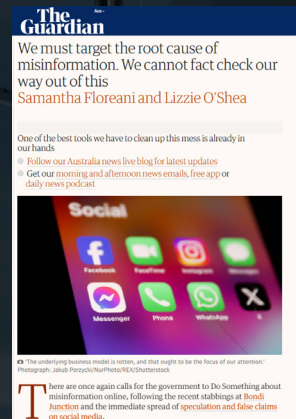
7 February 2024



FEB

Research findings from the ADM+S Australian Digital Inclusion Index, highlighted in 7 News report 'Vulnerable' people in regional Australia hit hardest by bank closures, research finds'

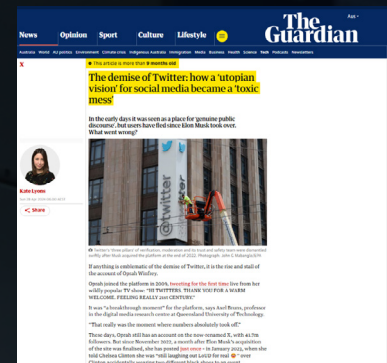
15 February 2024



APR

ADM+S Student Samantha Floreani and Lizzie O'Shea (founder and chair of Digital Rights Watch) write for The Guardian 'We must target the root cause of misinformation. We cannot fact check our way out of this'

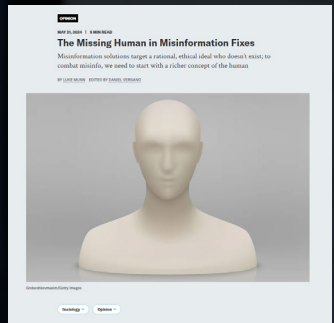
26 April 2024



APR

CI Axel Bruns provides comment on 'The demise of Twitter: how a utopian vision for social media became a toxic mess' for The Guardian

28 April 2024



MAY

Affiliate Luke Munn shares insights on tackling misinformation with Scientific America in 'The Missing Human in Misinformation Fixes'

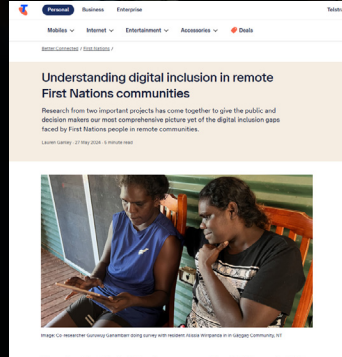
21 May 2024

ADM+S IN THE MEDIA

HIGHLIGHTS

ADM+S IN THE MEDIA

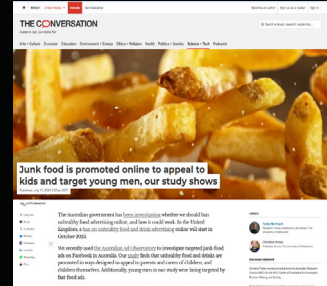
MAY



Lauren Ganley, from ADM+S partner organisation Telstra, shares research findings from the Australian Digital Inclusion Index and Mapping the Digital Gap in Telstra media release [“Understanding digital inclusion in remote First Nations communities”](#)

27 May 2024

JUL



Research Fellow Tanita Northcott and CI Christine Parker share findings from the Australian Ad Observatory in [‘Junk food is promoted online to appeal to kids and target young men, our study’](#) shows featured in [The Conversation](#).

12 July 2024

AUG



AI Aaron Snoswell writes [‘What is “Model Collapse”? An Expert Explains the Rumours about an Impending AI Doom’](#)

19 August 2024

SEP



CI Daniel Angus provides commentary for [The New York Times](#) in [‘Australia Plans to Bar Young Children From Social Media’](#)

10 September 2024

NOV



CI Jean Burgess speaks on ABC News about the Australian government’s proposed legislation to restrict social media access for children under 16.

1 December 2024

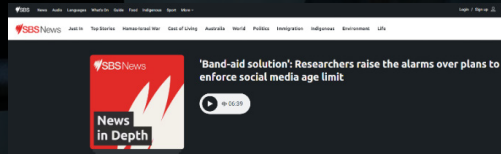
JUN



CI Axel Bruns speaks to Weekend Sunrise about the Social Media Crackdown and the Parliamentary inquiry into how platforms influence Australian News.

26 June 2024

SEP



CI Daniel Angus speaks on SBS News Podcast in [‘Band-aid solution’: Researchers raise the alarms over plans to enforce social media age limit’](#)

10 September 2024

NOV



CI Daniel Angus speaks on Channel 10 News about social media age verification, arguing that a ban on under-16s using social media is not a single solution and that regulating the machine’s workings is key.

19 November 2024

NOV



AI Nicholas Carah shares research findings from the Australian Ad Observatory in [‘Alcohol companies’ digital marketing targets problem drinkers, research finds’](#)

21 November 2024

NOV



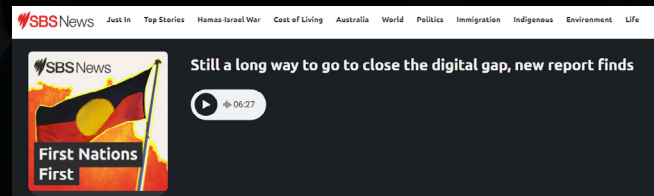
CI Jean Burgess offers insights into [‘What is Bluesky? Why Tens of Millions of People Are Turning to a Decentralized Social Media Platform,’](#) via [The Conversation](#)

27 November 2024

ADM+S IN THE MEDIA

HIGHLIGHTS

DEC



Senior Research Fellows Lyndon Ormond-Parker and Daniel Featherstone feature on SBS News First Nations First podcast in ['Still a long way to go to close the digital gap, new report finds'](#)

3 December 2024



DEC

WATCHED AT WORK

Affiliate Christopher O'Neill appeared on The Project on Channel 10 to provide expert commentary on [Woolworths workers striking over tracking technology](#).

4 December 2024



Installation at 'This Hideous Replica' exhibition and public program.

ADM+S IN THE MEDIA

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NEW RESEARCH AND OUTREACH COLLABORATIONS IN 2024

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- + Beijing University of Posts and Telecommunications
- + Brown University
- + Cardiff University
- + Centre for Artificial Intelligence and Digital Ethics
- + Centre for Trusted Internet and Community, Leiden Asia Centre
- + Chair of Chinese Legal Culture
- + China Media Group CCTV Pioneer Media Research Center
- + Chinese University of Hong Kong
- + City University of Hong Kong
- + Communication University of China
- + Curtin University
- + Dongguan University of Technology
- + Economic Justice Australia
- + Flinders Law School
- + Fudan University
- + Good Things Foundation Australia
- + Guardian Australia
- + Hankuk University of Foreign Studies
- + Hebei University, China
- + Humboldt-Universität
- + Intel Corporation
- + Jinan University
- + Kent Law School
- + King's College London
- + Leiden University
- + London School of Economics and Political Science
- + Nanjing Normal University
- + Nanyang Technological University
- + National Association of People with HIV Australia
- + Thailand Office of The National Broadcasting and Telecommunications Commission (NBTC)
- + Newcastle University
- + Northeastern University
- + Peking University Law School
- + Pennsylvania State University
- + Queensland Government (Customer and Digital Group)
- + Renmin University of China
- + Shanghai Jiao Tong University, China
- + Shanghai University
- + South China University of Technology
- + Susan McKinnon Foundation
- + Tactical Tech
- + Texas A&M University
- + The Law School of the Federal University of Minas Gerais
- + Tsinghua University, China
- + University of California
- + University of Colorado Boulder
- + University of Copenhagen
- + University of Edinburgh
- + University of Exeter
- + University of Florida
- + University of Glasgow
- + University of Illinois
- + University of Kentucky
- + University of Macau
- + University of Maryland
- + University of Massachusetts Amherst
- + University of Michigan
- + University of Minnesota
- + University of Pennsylvania
- + University of Southern California (Center for the Digital Future)
- + University of Sussex
- + University of Texas at Austin
- + University of Tokyo
- + University of Virginia
- + University of Warsaw
- + USC Annenberg
- + Utrecht University
- + Victorian Civil and Administrative Tribunal
- + Victorian Government (Department of Government Services)
- + Victorian Law Reform Commission
- + Victorian Women's Trust
- + WITNESS
- + Wuhan University
- + Xi'an Jiaotong Liverpool University
- + York University
- + Zhejiang University



EDUCATION

Research Training Program

Key Activities

2024 Summer School

2024 Hackathon: Recommender Systems for Public Service Media

Filmmaking For Fieldwork Summer School

Student Posters & Presentations at the 2024 ADM+S Symposium: Automated Mobilities

International Research Placements

Internal Funding

Career Outcomes

RESEARCH TRAINING PROGRAM

In 2024, the ADM+S Research Training Program continued to bring all Centre members together to support the training and capability development of the next generation of researchers working in our challenging field of ADM and AI. We collaborated with QUT's Digital Media Research Centre to deliver a hugely successful joint Summer School in Brisbane with over 150 attendees, and our annual Hackathon series continued with a productive two-day event examining recommender systems and solving real-world problems for ARC Partner Organisation the ABC. Throughout the year, a series of master classes, bootcamps, and

workshops helped students and fellows further refine their skills. HDRs and ECRs also presented at the symposium on Automated Mobilities in October 2024 with posters, presentations, and panels. This report also details our ECR and HDR participation in international mobility and funding opportunities to strengthen and amplify their work.



Sally Storey
Research Training Manager
Research Training and Capability Development Secretariat



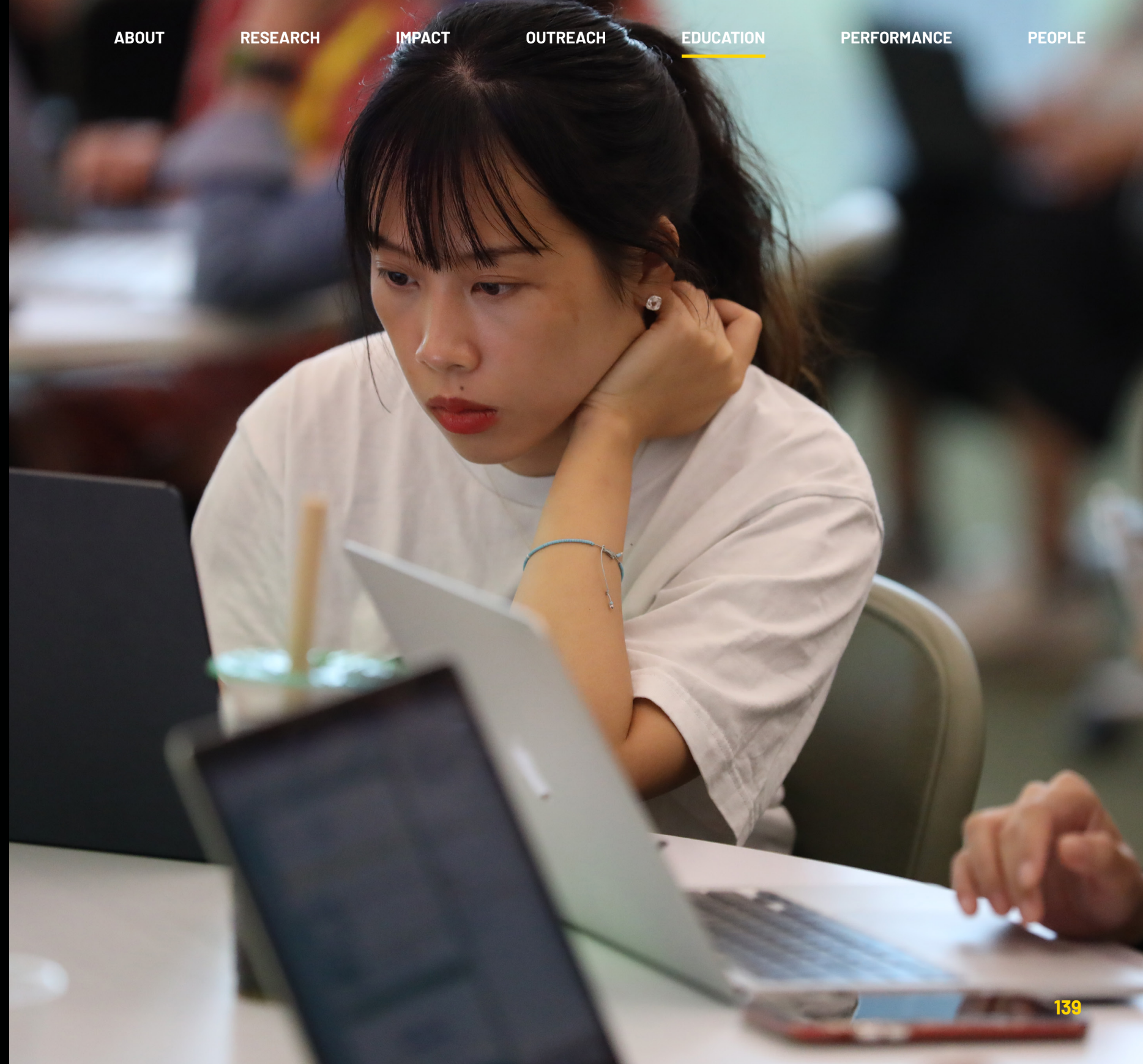
Mark Sanderson
Chief Investigator
Research Training and Capability Development Co-Chair



Heather Horst
Chief Investigator
Research Training and Capability Development Co-Chair



Mark Andrejevic
Chief Investigator
Research Training and Capability Development Co-Chair



> **KEY ACTIVITIES**

In 2024, the Research Training Program offered a diverse range of activities aimed at both STEM and HASS students and researchers, focused on enhancing career pathways, research skills, interdisciplinary collaboration, and hands-on experience in research tools and methods.

- + **2024 ADM+S and DMRC Summer School** (five days of workshops, presentations, bootcamps and keynotes)
- + **2024 Hackathon: Recommender Systems for Public Service Media** (Public Panel and two-day intensive hackathon in partnership with ABC)
- + **Thesis Bootcamp** for mid-to-late-stage PhDs, led by Dr Liam Connell
- + **Masterclasses** featuring prominent ARC Partner Investigators and researchers such as Dr Meg Young (Data & Society), Prof Frank Vaike Fors (Halmstad University), Prof Frank Pasquale (Cornell Law School), Prof David Gunkle (Northern Illinois University), Saarim Saghir (Google, USA), and Eryk Salvaggio (metaLAB, Harvard & FU Berlin)
- + **Research Communication Workshops** covering creative research outputs (Al Jathan Sadowski), data visualization (Cl Dan Angus), and presentation skills (Prof. Jen Martin)
- + **Filmmaking for Fieldwork Summer School** (online five-week program)
- + **Film screenings and Q&As** for documentaries I Am Not a Number and SuperBots with contributors and research leads
- + **Research Visits** to ADM+S Partner Organisations and international institutions

In 2024, the HDR Sub-Committee was revitalised to enhance student representation across the nine ADM+S nodes. Led by HDR students, the committee held regular meetings to discuss the challenges and opportunities faced by our HDR cohort. Their efforts focused on fostering community engagement and improving development opportunities for HDR students. The committee also played a key role in providing feedback and valuable suggestions to the Research Training and Capability Development

Committee, helping to shape the training programs and initiatives for the future.



2024 SUMMER SCHOOL

In 2024, the Centre partnered with QUT's Digital Media Research Centre to deliver our annual Summer School. The event saw over 150 delegates and presenters gather in Brisbane for an intensive five-day program.

Higher degree research students and early career researchers from all nine ADM+S nodes were in attendance, networking and learning from over 50 DMRC and ADM+S senior researchers, industry guests and partner collaborators, through a range of workshops, panels and masterclasses.

The program covered a wide territory of exciting research across the two Centre's disciplines and topic areas, showing us how much we can learn and benefit from both the DMRC and ADM+S's extraordinary research communities, and helping us refine methods, enhance knowledge on cross-disciplinary research, and make connections both nationally and internationally.

The program offered a week of inspiring and thought-provoking training by DMRC and ADM+S world-leading researchers. Sessions ranged from 'Hollywood's Labour Crisis', to 'Dewesternising Research', 'Researching Informal Media Industries', 'Creative Approaches to Research Translation', and 'Using Open AI to Classify, Annotate and Process Data'.

The program was designed to bring researchers, students and industry partners together, to share how they are confronting a range of Australian and global challenges in digital media industries and automated decision-making areas.

A key highlight of the program was keynote speaker Yoel Roth, Former Head of Trust and Safety at Twitter (now X), who emphasised the notion that we can't rely on technical solutions for social problems.

Another highlight of the week for many students and senior researchers was the one-on-one mentoring sessions tailored by our event organisers.

"It's such a great opportunity to talk to people at the Centre who you don't always have a chance to meet. It's really reassuring to know that there's a kind of model of work out there in the world that you might emulate, and that it might be just within your grasp," said PhD student Zoe Horn.



The 2024 Summer School was designed to encourage participants to question, debate, and share their research with others.

"HDR students and ECRs are working at the forefront of media industry and ADM research, so fostering collaboration for meaningful discussions that will further collective knowledge is vital for offering fresh perspectives and insights," said ADM+S Affiliate Michelle Riedlinger, Chair of the 2024 Summer School.

The Summer School Mentoring Program was designed to provide HDR candidates at all stages with valuable feedback and guidance from CIs, AIs, and Research Fellows. Students' mentoring needs were identified through consultation and surveys, and included methods, research questions, goal setting, writing, publishing, and career trajectory.

Participants were carefully matched with mentors and introduced ahead of the Summer School. This gave CIs and AIs sufficient time to review and prepare feedback, ensuring productive in-person mentoring sessions during the event.

Our Mentoring Program is a highly sought-after initiative at each major ADM+S event, offering students and researchers the chance to connect across nodes and disciplines. This program plays a key role in fostering the Centre's research community and providing ongoing development support across all academic levels.



> 2024 HACKATHON: RECOMMENDER SYSTEMS FOR PUBLIC SERVICE MEDIA

The 2024 ADM+S Hackathon, 'Recommender Systems for Public Service Media', was held on 5-6 December in partnership with the ABC.

Providing an alternative to commercial forms of content curation and recommender systems is one of the challenges faced by public service media outlets in the digital era. Hackathon participants were invited to design systems that could rank or assess content according to public service values such as social responsibility, cultural diversity, and the public interest.

"We live in a world where algorithms and automated recommendation and curation systems play a hugely important role in shaping the information that we see," explained CI Mark Andrejević, ADM+S Research Training Leader and co-organiser of the Hackathon.

Unlike commercial media, which are driven by commercial values, public media aim to serve the public good. The rise of automated systems has created challenges in ensuring that public service values are reflected in the algorithms shaping content curation and distribution.

"We've had four teams working hard to figure out how you might approach the challenge of developing algorithms that instead of prioritising commercial values, prioritise what we would think of as public service values.

"The big challenge is to think about, what are those values? How do you operationalise them? How can you put them into an automated system that would recognise them? And how would you implement that in the newsroom of a public service broadcaster to support the editorial decisions that are being made."

Leading into the two-day Hackathon, AI James Meese was joined by industry partners Angela Ross (Research Lead), Laura Gartry (Innovation Lead) and Stuart Watt (Head of News Strategy and Innovation) from the ABC, for a panel discussion on Wednesday 4 December titled 'What is a public service news algorithm, and why might we need one?'

This conversation, moderated by CI Mark Andrejevic, is now available on the ADM+S podcast.

Following the Wednesday night panel, Angela Ross, Laura Gartry and Stuart Watt, as well as Saarim



Saghir, Strategy manager at Google USA, engaged with the team's ideas over the course of the Hackathon, ultimately deciding a winner to secure \$5,000 in research funds for further development of their idea.

"It's been amazing to be part of this Hackathon," said ABC Research Lead Angela Ross.

"We've been blown away by the ideas and the innovative thinking, and it's actually made us rethink some of the ways that we're looking at the problems."



Winning team at Melbourne Connect: left to right - Masters student Baiyu 'Breeze' Chen, PhD student Wilson Wongso, PhD Student Mohammad Faisal, PhD student Alexa Scarlata.

WINNING TEAM

'ABC News Wrap'

Team members: *Alexa Scarlata, Wilson Wongso, Baiyu 'Breeze' Chen, Mohammad Faisal*

ABC News Wrap is an innovative news recommendation system designed to provide users with a curated list of the top 10 headlines they need to read daily, such as during their commute. This functionality is powered by an agentic LLM-augmented recommender system, which integrates agents with distinct priorities such as:

- + ABC's values and charter guidelines
- + Users' interests and preferences
- + Community-driven trends (what other users in their proximity or demographic are reading)

RUNNER UP TEAM

'IchiBan'

Team members: *Amanda Lawrence, Xinya Wanyan, Angel Felipe Magnossao de Paula, Sara Fahad Dawood Al Lawati and Ben Shaw*

Public service media around the world are developing recommendation systems but often struggle to find effective ways to monitor and evaluate them. The User Behaviour Simulation for Recommender Systems proposal uses agent-based simulation methods to generate interaction data for monitoring and evaluation as an iterative process.

This solution methodology involves the following:

- + LLM or manual-based generation of user profiles;
- + LLM User Simulation generation;
- + The generated User Simulations interact with the recommender system and give feedback for evaluation and further development of recommender systems in an iterative way.



› FILMMAKING FOR FIELDWORK SUMMER SCHOOL

In partnership with Filmmaking for Fieldwork, ADM+S researchers participated in a five-week online intensive course designed to introduce the practice of ethnographic filmmaking. The course focused on equipping researchers with foundational skills in documentary filmmaking, including the use of equipment, sound, editing, and understanding the ethical considerations of filmmaking in research contexts.

Throughout the course, researchers engaged in weekly learning units, hands-on micro tasks, and one-on-one tutorials. The training also covered effective filming setups and the dynamics of working with research participants, providing valuable tools for integrating visual storytelling into ethnographic research practices.



FILMMAKING FOR FIELDWORK SUMMERSCHOOL

STUDENT POSTERS & PRESENTATIONS AT THE 2024 ADM+S SYMPOSIUM: AUTOMATED MOBILITIES

For the 2024 ADM+S Symposium, we invited our PhD students to create and submit posters contributing insights into AI and automation resulting from their current ADM+S research thesis. The students were encouraged to align to the Centre's broader aims of 'creating knowledge and strategies for responsible, ethical and inclusive automated decision-making.'

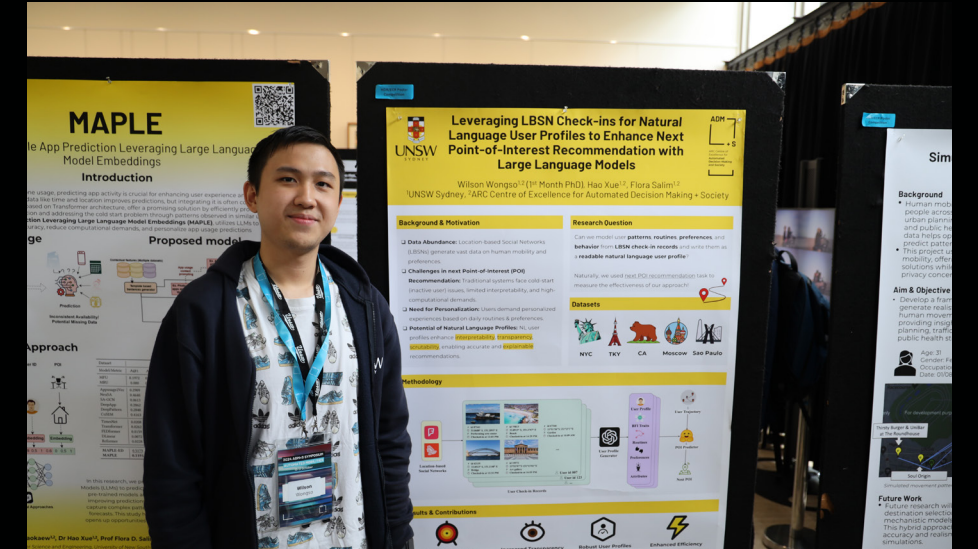
Through their posters, six ADM+S students had the opportunity to share their findings with other Centre members and representatives from our partner organisations, industry leaders, policymakers and public attendees.

The posters were exhibited on the satellite workshop day and main symposium at University of NSW. During a dedicated project exhibition session, selected posters were briefly introduced (max. 3 minutes) by the student to the assembled symposium audience and judging panel.

Our student poster competition Judges panel included Prof Julian Thomas, Prof Jean Burgess, Dr Simon Polson (Executive Director, National and State Libraries Australia) and Natalie Campbell (Research Communications and Digital Lead, ADM+S).

The Judge's Prize was awarded to PhD student Wilson Wongso for the best poster as judged by our panel of experts. The Audience Choice Award was awarded to PhD student Emma Finlay, as nominated by participants of the symposium.

During the symposium satellite workshops, students were given the opportunity to present their research thesis to fellow students and researchers. Each student had 5 minutes to "pitch" their research, covering key aspects such as research questions, methodologies, challenges, and desired outcomes. This session served as a valuable platform for the research community to engage with student research, while also offering presenters the chance to practice communicating their work and presenting to an audience outside of their usual discipline.



Student poster prize judges winner Wilson Wongso.



Student poster prize audience favourite Emma Finlay.

> **INTERNATIONAL RESEARCH PLACEMENTS**

INTERNATIONAL RESEARCH PLACEMENTS

ADM+S has established valuable and productive placement programs with seven prestigious international institutions: ELLIS Alicante, Kings College, Northeastern University, University of Amsterdam, University of Tokyo, University of Tsukuba, and University of Utrecht. These partnerships facilitated international research visits for Centre students and Early Career Researchers (ECRs), enhancing global engagement and research experience.

Looking ahead, ADM+S aims to strengthen these relationships and continue providing research visit and placement opportunities with both existing and new international and domestic partner organisations. These initiatives are designed to offer students and ECRs further opportunities to gain hands-on academic and industry experience, advancing their professional development.

ADM+S students and ECR's supported for research visits in 2024 include:

- + Dr Dang Nguyen (RF, RMIT) to undertake a research visit to Kings College London
- + Kaixin Ji (PhD, RMIT) to undertake a research visit to Northeastern University, Boston
- + Marwah Alaofi (PhD, RMIT) to undertake a research visit to University of Tsukuba
- + Megan Rose (PhD, UNSW) to undertake a research visit to University of Tokyo
- + Hao Xue (AI, UNSW), Miguel Gómez Hernández (PhD, Monash), Peibo Li (PhD, UNSW), Sarah Cupler (PhD, University of Melbourne) and Shohreh Deldari (RF, UNSW) to undertake a research visit to University of Amsterdam
- + Stephanie Livingstone (PhD, RMIT) to undertake a research visit to University of Utrecht
- + Yufan Kang (PhD, RMIT) to undertake a research visit to University of Amsterdam and ELLIS Alicante

KAIXIN JI

ADM+S PhD student Kaixin Ji has returned from a research visit to North America, collaborating with peers and industry experts in Maryland, Washington DC, Boston and New York.

Kaixin travelled to SIGIR conference in Washington DC to present her paper 'Characterizing Information Seeking Processes with Multiple Physiological Signals', which aims to characterise user emotions and cognitive changes measured by physiological signals during the search process.

This is the first study that explores user behaviours in a search by using the nuanced quantitative analysis of physiological signals.

After SIGIR, Kaixin was invited to visit University of Maryland where she reconnected with Prof Doug Oard who visited ADM+S at RMIT in early 2024, and had the opportunity to present her research to the Maryland IR network.

"Extending on my SIGIR paper, the presentations at Maryland focused on my overall thesis progress, measuring confirmation bias in information seeking with multi-modal physiological sensors," said Kaixin.

"Because the audiences were not the communities I usually present to, I received many good questions and discussions – especially related to implications – that I haven't thought of before and was really appreciated."

Through the networks of colleagues at ADM+S, Kaixin also had the opportunity to visit the Ubiquitous Computing for Health and Well-being (UbiWell) Lab at Northeastern University in Boston, where she was hosted by Dr Varun Mishra, and lucky enough to attend Prof Gregory Abowd's SIGCHI research lifetime award talk.

This visit prompted discussion around future collaborations, integrating Kaixin's expertise of information retrieval in a 'LLM for sensemaking in healthcare' project, in collaboration with A. Prof Varun Mishra and Akshat Choube.

While in Boston, Kaixin also visited Whoop Inc., a company which specialise in wearable sensors for tracking health, and another connection she made through SIGIR.

"I thought there was no intersection between Information Retrieval and Ubiquitous Computing (for healthcare) communities, and was surprised there is, because of LLM.

"I visited their office in Boston, and we discussed the potential of having them as a collaborator on the UbiWell lab project," she said.

From a connection made at UbiWell, Kaixin was then invited to visit ADM+S partner organisation Cornell Tech in New York City to further discuss synergies between her work and projects underway at Cornell. These conversations transpired into a new collaboration for 'Cognitive Bias in Health Insurance LLM Assistant', with PhD student Dan Adler.

"Apart from making new friends which is always a highlight, being exposed to different communities and different working environments from industry to research, computer science and schools – I gained career and life advice from researchers of different generations.

"More importantly, I learned how Information Retrieval is increasingly integrating with healthcare, and how my research aligns with this trend. These discussions help me rethink the implications of my research and what I want to do in the future."

This research visit was supported by ADM+S and Google Conference Scholarships.



MIGUEL GÓMEZ-HERNÁNDEZ

Miguel Gómez-Hernández, from the ARC Centre of Excellence for ADM+S at Monash University, has spent three weeks at AlgoSoc, a leading hub hosted at the University of Amsterdam (UvA), for the integration of public values in automated decision systems and the algorithmic society.

During the visit, hosted by UvA researchers Prof Julia van Weert, Miguel developed international perspectives on his research exploring the responsible integration of automated eHealth in the lives of older adults.

Miguel's research focuses on future smart home technology for older people through industry and older people's visions.

"By immersing myself in AlgoSoc, I have deepened my theoretical knowledge, refined my research approach, and established a solid foundation for contributing effectively to the discourse surrounding the responsible integration of automated eHealth in the lives of older adults", said Miguel.

AlgoSoc leverages the expertise of some of the world's highest ranking groups in communication, law, governance, health, humancentric AI, computer and data science to develop solutions for the design of governance frameworks needed to complement technology-driven initiatives in the algorithmic society.

At AlgoSoc and UvA Miguel met other health researchers and anthropologists from different parts of the world working on technology and futures such as Dr Roanne van Voorst, her team, and fellow anthropologists.

"Seeing the growing interdisciplinary interest in futures and health at AlgoSoc and UvA, my research question is now more aligned with these fields as I find promising and important work to be done in this space".

Miguel is continuing to explore collaborations with the researchers he met at UvA with plans to organise conference panels, workshops, and publications on futures, health, and ageing technology.



The University of Amsterdam is a Partner Organisation of the ARC Centre of Excellence for Automated Decision-Making and Society, fostering collaboration for ADM+S members in an international network.

This research visit was supported by ADM+S and the University of Amsterdam.

> **INTERNAL FUNDING**

INTERNAL FUNDING

In 2024, ADM+S revised and tailored its funding guidelines and accepted activities/projects to better meet the needs of students and Early Career Researchers (ECRs). An open-call application process was implemented, allowing students and ECRs to apply for support for time-critical activities. While fewer individuals applied, those who did presented well-developed and impactful projects and activities. The integration of the ADM+S Impact Pathway Strategy played a crucial role in guiding applicants, emphasizing the importance of linking activities to demonstrable outputs and outcomes. The scope of eligible funding activities is outlined below as a guide.

HDR Funding – supporting research fieldwork, student conference presentations, targeted training opportunities, research visits to partner organisations or institutions, editing and transcription services.

ECR funding – supporting new project ideas (individual or teams), research visits to partner organisations or institutions, professional development training opportunities.

In 2024, eight PhD students and three early career researchers received funding support through our internal funding program, including:

HDR funded researchers:

- + **Berwyn Kwek**, Dante Aloni and Trang Le - travel support to attend and present at the Australian Science and Technology Studies Conference in Canberra
- + **Kaixin Ji** – travel support to undertake a research visit to Northeastern University, Boston
- + **Meg Herrmann** – travel support for ADM+S HDRs and ECRs to participate in Artificial Visionaries: Exploring the intersections of machine vision, computation, and our aural and visual cultures
- + **Rakesh Kumar** – editing support and transcription services for final thesis
- + **Yufan Kang** – travel support to undertake research visits to ELLIS Alicante and University of Amsterdam
- + **Yunus Yigit** - support for fieldwork research interviewing senior officials and technology experts in regulatory agencies.

ECR funded researchers:

- + **Dr Awais Hameed Khan** – support to engage Saarim Saghir (Strategy Manager, Google) to co-deliver 'Unmaking AI Workshop' at University of Queensland, and act as judge and mentor at the 2024 ADM+S Hackathon.
- + **Dr Dang Nguyen** – support for research visit to Kings College London.
- + **Dr Kelly Lewis** – support for research project 'Platform Data Curation Observability.'

HDR FUNDING SPOTLIGHT: STS CONFERENCE

ADM+S PhD Students from Monash University, QUT and the University of Melbourne recently travelled to Canberra to present their work at the Australian Science and Technology Studies 2024 (AusSTS 2024) Conference.

The 2024 event took place at Australian National University from 18-20 November.

The theme '(De-)Territorialising STS: Discipline, Place, Power' invited participants to build on conversations convened in last year's conference, thinking with the theory and practice of STS through the lens of 'territory'. ADM+S students from Monash University, Dante Alone, Trang Le and Berwyn Kwek attended the conference and presented their work in the unique 'paper workshop' format. Dante explains, "In this format, each conference attendee is assigned a specific workshop to attend, where they are encouraged to provide feedback on works in progress."

Dante and Berwyn presented their draft paper 'Towards a theorisation of State-based decentralised verification systems' in the 'State and policy making' workshop group, which questions why certain nation-states, such as Singapore and Korea, are seeking to incorporate Blockchain techniques of decentralised verification into their digital identity management assemblages.

"In contrast to other identity management technologies, such as facial recognition technology, that seek to digitally mediate a frictionless, unobservable, and unaccountable relationship between individual identity and

state apparatuses, state-backed blockchain technologies organise the verification of identity around the active enrolment and participation of their citizenry," says Dante.

Berwyn adds, "While blockchain technology promises individual control over one's data, our work raises critical questions about how institutions, who often prioritize centralised oversight and control, re-appropriate these principles."

Trang Le also presented a draft paper about her PhD research which explores how the pursuit of gender justice and the fight against gendered violence are increasingly shaped by the logic of smartness and the securitisation of the smart city. This work is forthcoming and has been developed for a special issue on 'Automated Space' to be published in the 'Environment and Planning F' journal.

Trang reflected on the workshop format, explaining "The open flowing conversational format of the workshop was a refreshing change, and I found this setting incredibly generative."

"I got some very valuable feedback from the session, which prompted me to explore further certain aspects of my research—such as the transnational logics underlying the phenomenon I'm examining."



The conferences unique workshop format offers the opportunity for presenters to receive constructive criticism and advice for their ongoing research.

Berwyn said, "One key takeaway for me was recognising the immense potential of our work in studying how socio-technical systems shape the world."

"I was particularly grateful for the input from Dr Courtney Addison of Victoria University of Wellington, who provided valuable guidance on how we might shape our nascent work into something more substantial and suitable for publication."

ADM+S members Emma Finlay and Dr Fan Yang form the University of Melbourne, and Vishnu Padinjaredath Suresh from QUT also attended the conference,

AusSTS 2024 was sponsored by Science, Technology, & Human Values, the Deakin Science and Society Network, and the Research School of Social Sciences at the ANU.

This experience was supported by the ADM+S Research Training and Development program.

ECR FUNDING SPOTLIGHT: UNMAKING AI WORKSHOP

On 1 December the "Unmaking AI" Workshop at OzCHI 2024 brought together a diverse group of researchers, practitioners, and AI enthusiasts at The University of Queensland, Brisbane.

With AI technologies rapidly reshaping industries and societal norms, the workshop addressed the pressing need to critically analyse their impacts. Moving beyond surface-level discussions of "bias," participants explored the social, cultural, political, and environmental dimensions of GenAI.

Facilitated by Dr Luke Munn, Dr Danula Hettiachchi, and Dr Awais Hameed Khan alongside AI developers, scholars, and industry partners from Microsoft, Google, and Canva, the workshop invited participants to engage with generative AI (GenAI) in creative and critical ways.

An Inspiration Showcase demonstrated how people were using genAI in innovative ways across very

different domains, from drama and art history to journalism and qualitative research.

A core part of the workshop was "HelloAI", a custom card deck featuring Action, Reflection, and Contemplation cards. Participants chose their cards and were guided through activities in a thoughtful and playful way, discussing questions ranging from accessibility and authorship to gender and race.

The tools and resources developed for the workshop—including slide decks, a reading library, and inspiration videos—have sparked ideas for future applications.

Workshop organisers: Dr Luke Munn, Dr Awais Hameed Khan, Dr Danula Hettiachchi, Samar Sabie, Dr Lida Ghahremanlou, Saarim Saghir, Nicholas Lambourne and Assoc Prof Liam Magee.



> **CAREER OUTCOMES**

Key drivers of success for career-readiness and employment outcomes amongst our cohorts have included regular reviews of the needs of Centre staff and students in skills and career development to plan activities, along with integration of students and research fellows into Centre research projects, industry and research placements, and mentorship.

As we reach the midway point in the Centre's funding period, we are starting to see our first cohort of researchers, skilled and experienced in project collaboration and research translation, emerge from the Centre into research positions in leading academic institutions (10 domestic, 5 international), industry (4), major cultural institutions (1), and advocacy and civil society organisations (3).

Our student and research fellow employers include:

- + Australian Centre for the Moving Image (ACMI)
- + Australian Communications Consumers Action Network (ACCAN)
- + Australian National University, Aarhus University (Denmark)
- + Cenitex
- + Central Queensland University
- + Coles
- + Commons Social Change Library
- + Curtin University, Dataactivist (France)
- + Deakin University
- + European University Institute (Italy)
- + Flint Global (United Kingdom)
- + Macquarie University
- + Monash University
- + Oracle
- + Queensland University of Technology
- + RMIT University
- + Seek
- + Tsinghua University (China)
- + Universitas Gadjah Mada (Indonesia)
- + University of Barcelona
- + University of Manchester
- + University of Melbourne
- + University of NSW



> **STUDENT AND ECR SPOTLIGHTS**

Early Career Researchers

What is your research about?

My work is mainly about how to regulate artificial intelligence and automation, and from a comparative perspective.

There is no point in looking only at Australia because we have to learn from what others are doing, but also because the chain of production for AI systems happens over many different jurisdictions.

In our current work, we are looking at public sector regulations. AI is already here, automation is already here, so we need to know how it is being used, and I think having more and clearer regulation is a way to incentivise better and broader use.

How does being part of ADM+S support your research?

Having a multi-institution Centre is absolutely brilliant because it allows you to know what others are doing in a structured manner. For example, having people working in anthropology, people working on machines and data, those are all things that I need for my work on regulation of AI. I need to see how a human is going to react and how societies are going to react, but at the same time, I need to know what systems are able to do and where they can fail, or where they can outperform humans.

Instead of me having to go and look for those people, the Centre provides a structured network in which we can cooperate and work together, all moving in the same direction.



DR JOSÉ-MIGUEL BELLO Y VILLARINO

University of Sydney

What is your research about?

I study the interaction between technologies, labour, information, politics, and legislative frameworks. I have always been interested in studying the interaction between humans and technologies, and also the human elements or aspects in automatic decision-making processes.

Together with my colleagues at ADM+S, I have been looking into AI procurement services in the Victorian Public Service, as well as researching political participation and media consumption habits of Chinese and South Asian communities in Australia.

With the Susan McKinnon Foundation, we have started monitoring electoral misinformation and disinformation on Chinese language social media services in the lead up to the 2025 Australian federal election, particularly focussing on WeChat, Red Note - which is an emerging popular platform as an alternative to TikTok - and YouTube.

How does being part of ADM+S support your research?

I have really enjoyed the support and also the friendship that I have received while being at the ADM+S Centre. Those are the lifelong and invaluable resources for me, and I also really appreciate the thought and effort that academic and professional staff members have put into designing workshops and internal funding schemes to support our work, career development, and promotion, as well as making an effort to understand what we as early career researchers need.

What is your research about?

My research is very diverse, but if I have to summarize it in one sentence, it would be the way that digital media and digital technologies intersect with everyday life; digital cultures.

We have an increased issue of loneliness and social isolation, and some even call it a loneliness pandemic. There is usually like two camps; there are people who say that technology is going to fix it all, and on the other hand we have people who say that the isolation is caused by media.

Especially in the last two years, we see the rise in social companions, social chatbots, AI girlfriends, AI boyfriends, so I'm really interested in understanding how we could use technologies to create more of the benefits and less of the harms.

How does being part of ADM+S support your research?

One thing that I really appreciate about ADM+S, is that there is this big stream of work that is actually targeting knowledge translation and making all the complex work we are doing, accessible. I don't think that's very common in academia, unfortunately, and so I think the contribution that ADM+S is making in that regard is really important, and I just love being part of it.



DR MILOVAN SAVIC

Swinburne University

> **STUDENT AND ECR SPOTLIGHTS**

HDR Students

What is your research about?

I'm a PhD candidate at ADM+S based out of Sydney Law School, and my PhD is on the question of how we should govern personal data.

We hear a lot about new technologies almost daily. Personal data is something that always operates within these systems, so it doesn't really depend on the question of whether it's relevant to the newest or the latest innovative technology; It's always relevant.

Governance is very interdisciplinary, so I have two supervisors for my PhD from two nodes of the Centre. I have media and communications expertise from CI Mark Andrejevic at Monash University, as well as that law context from CI Kim Weatherall at Sydney Law School.

How does being part of ADM+S support your research?

Being part of the Centre has been really helpful for my research in several ways, but one of the most important ways has been the sense of collegiality and community.

A PhD can be quite a solitary pursuit, and there's a wonderful community of PhD students who I've loved getting to know, and sharing questions, thinking, and uncertainty with.

I've also really enjoyed getting involved in specific projects focused on questions like human machine decision responsibility, and getting to know and work with senior investigators in the Centre.



LIBBY YOUNG

University of Sydney

What is your research about?

My research is mainly focused on AI generated content, the creator economy, and the Chinese media industry.

What is your methodology?

In particular, I use ethnographic methods to investigate the everyday practices of AI generated content (AIGC) creators, to examine the cultural norms that are emerging around generating AI, and record and reflect on how the cultural market is changing right now.

I think we are just at the beginning of mainstream AI generated content, and I think in the future we will continue to see more across social media platforms. The challenge will be to balance the new possibilities that come from AI, with the need to maintain trust and authenticity of our human creation.

How does being part of ADM+S support your research?

For me, one of the best things about ADM+S is the interdisciplinary research environment. As a cultural studies researcher, it's very important for me to collaborate with researchers with other backgrounds such as law and computer science, to work together to build a better future of AIGC.

What is your research about?

My PhD research is about quantifying and measuring confirmation bias, in information retrieval. When people interact with the search system, their emotions are not very salient or obvious for humans to identify. So physiological signals give us an opportunity to detect those activities.

What is your methodology?

We're going to conduct at least three user studies. In the first one we are focusing on whether we can use physiological signals to quantify the engagement in the general information processing activities. For the second step, we're going to ask the participant to go through each of the search stages. We want to see if the physiological data is effective or is strong enough to differentiate those different stages.

For the last step, we need to trigger the confirmation bias of the participant by showing them a topic and asking the participant about their opinions. The first article is neutral, the second one will be an article that has the same opinion as the participant, and the third article will have a different opinion to the participant.

How does being part of the Centre support your research?

I really like the office here. There's usually a group of students who work here and then we can have a chat, we have lunches together, and then we also have meetings and discussions together about our work.

And also, because the Centre has people from multiple disciplines in this space and at events the Centre organises, I get to meet and chat to people and researchers from different backgrounds so it's a very good opportunity for networking.



MIGUEL LOOR PAREDES

Monash University

PERFORMANCE

Books

Book Chapters

Reports and Working Papers

Journal Articles

Datasets, software, systems and source code

Awards, Prizes, and Recognition

Selected Grants

Conference Proceedings

Refereed Conference Papers

Conference Presentations and Papers

Conference Keynotes

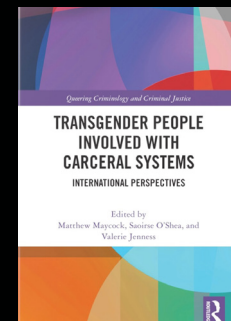
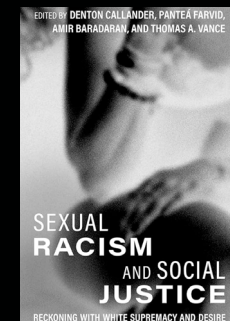
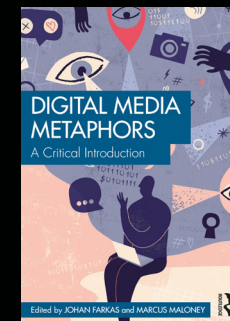
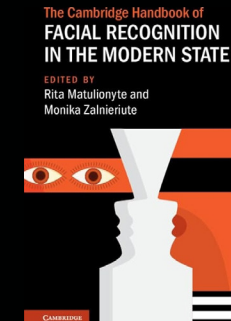
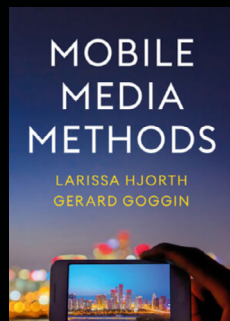
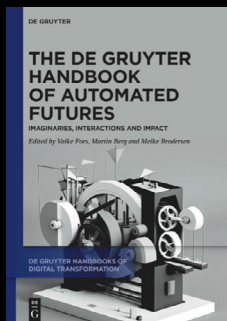
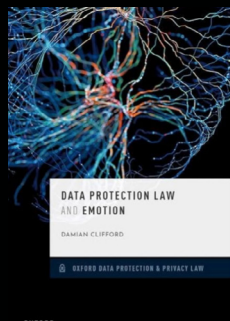
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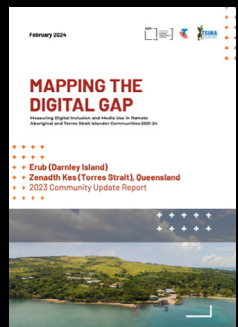
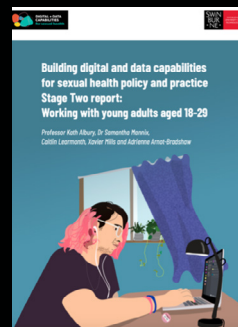
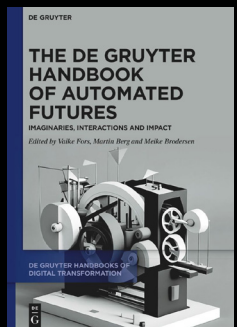
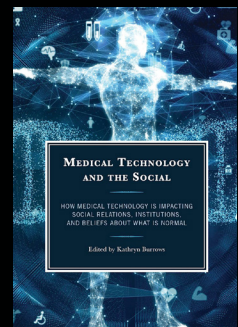
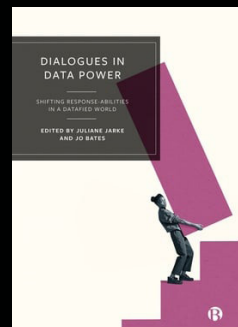
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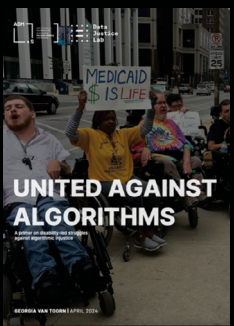
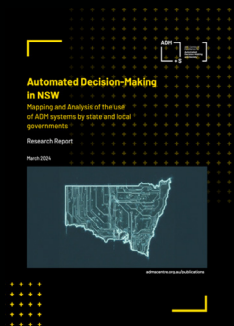
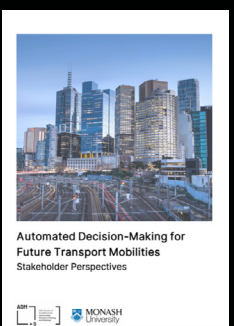
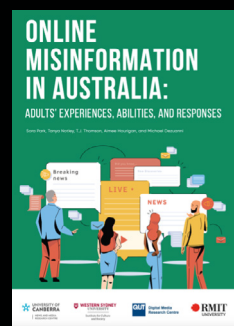


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DATASETS, SOFTWARE, SYSTEMS AND SOURCE CODE

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AWARDS, PRIZES, AND RECOGNITION

AUSTRALIAN POLICY OBSERVATORY

In 2024, the ADM+S Centre contributed 30 publications to the Automated Decision-Making and Society collection on the APO, with eight publications named in the 'APO's Top Ten 2024':

Communications

- + [AI and automated decision-making in news and media](#)
Dang Nguyen, James Meese, Jean Burgess, Julian Thomas

Education

- + [A little book of creative methods for social inquiry and research communication](#)
Deborah Lupton

Government

- + [Automated decision-making in New South Wales: mapping and analysis of the use of ADM systems by State and Local governments](#)
Kimberlee Weatherall, Paul Henman, José-Miguel Bello y Villarino, Rita Matulionyte, Lyndal Sleep, Melanie Trezise

Science

- + [Generative AI technologies applied to ecosystems and the environment: a scoping review](#)
Ella Butler, Deborah Lupton

Technology

- + [GenAI Concepts](#)
Fan Yang, Jake Goldenfein, Kathy Nickels
- + [Building a trauma-informed algorithmic assessment toolkit](#)
Suvradip Maitra, Lyndal Sleep, Suzanna Fay, Paul Henman
- + [United against algorithms: a primer on disability-led struggles against algorithmic injustice](#)
Georgia van Toorn
- + [Safe and responsible AI in Australia: proposals paper for introducing mandatory guardrails for AI in high-risk settings](#)
Kimberlee Weatherall, Henry Fraser, Aaron Snoswell

RESEARCHERS AND STUDENTS

- + Alaofi, M. Best Paper Award. Asia Pacific SIGIR (SIGIR-AP)
- + Albarrán-Torres, C. 2024 Swinburne School Teaching Excellence Awards. Swinburne University of Technology
- + Angus, D., Obeid, A., Stardust, Z. ECR Publication Award 2024. QUT Centre for Justice
- + Burgess, J., Angus, D., Graham, T., Nagappa, A., Leeftink, D., Stardust, Z., Nelson, L., Whelan-Shamy, D., Riedlinger, M., Watt, N., Hyland-Wood, B. Award for Contribution to Public Policy and Debate Queensland University of Technology Faculty of Creative Industries, Education and Social Justice
- + Cherumanal, S. Best Oral Presentation. Information Access Evaluation Conference.
- + Erfani, S. Women in AI Award for Defence and Intelligence. Women in AI.
- + Graham, T. Rising Star of the Year Award. Pace Connect Australia Space 2024 Awards.
- + He, J. Doctoral Colloquium Best Poster Awards RMIT University School of Computing Technologies
- + Hegarty, K. Deans Award for HDR Excellence. RMIT University Centre for Urban Research
- + Ji, K. Doctoral Colloquium Best Poster Awards. RMIT University School of Computing Technologies
- + Lawrence, A. 2024-2025 Resident Wikimedian at University of Victoria, Canada. Wikimedia Foundation.
- + Nagappa, A., Dehghan, E. Top Paper Award (Intergroup Communications Interest Group) International Communication Association (ICA)
- + Nguyen, D. Majority World Scholar. Yale Law School
- + Pink, S., Strengers, Y., Dahlgren, K. Design Research Award. 2024 Good Design Awards
- + Spina, D., Cherumanal, S. Third place in the Blue-Sky track. ACM ICMI '24
- + Stoyanovich, J., Presidential Early Career Award for Scientists and Engineers, US National Science and Technology Council

PROFESSIONAL STAFF

In 2024, ADM+S professional staff were recognised with several awards celebrating their exceptional contributions to their organisations and the broader research community.

2024 Research Service Award for Service Excellence, RMIT University

This award recognises and celebrates excellence in research and innovation support.

Nick Walsh received this award in recognition of his pioneering role as the first Chief Operating Officer of RMIT's inaugural ARC Centre of Excellence, where he has 'successfully navigated complex systems and coordinated a remarkable mid-term report with global partners'.

Professor Calum Drummond, RMIT'S Deputy Vice-Chancellor for Research & Innovation and Vice-President, said 'Nick's dedication to meeting the centre's needs and resolving challenges within RMIT's enterprise systems demonstrates his outstanding service and leadership. It is the contribution of staff members such as Nick that helps make RMIT a world leader in research excellence.'

2024 Dean's Awards for General Excellence, School of Media and Communication, RMIT University

This award recognises outstanding innovation, technical expertise, and leadership in research translation and communication, elevating the profile of the School of Media and Communication (M&C) and the ADM+S Centre.

Natalie Campbell and Leah Hawkins received this award for using their technical expertise, initiative and creativity in a practice of research translation to promote awareness of the excellent work being done by our academics at ADM+S.

As the Research Communications Officers for the ADM+S Centre, Natalie and Leah demonstrated outstanding innovation and leadership via their development and production of an impressive suite of high-quality interviews, short films, and podcasts to promote the research of ADM+S academics and our industry partners, which were recognised and praised by the ARC in the ADM+S Centre's highly successful Mid Term Review.

2024 Service Excellence Award, Queensland University of Technology

The Faculty Awards Program recognises exceptional and innovative performance of staff who demonstrated sustained and outstanding achievement in activities that support the faculty's strategic priorities, align with its culture principles, and enhance the student experience.

Kathy Nickels (ADM+S Manager, Communications and Engagement) and Rebecca Ralph (ADM+S QUT Node Administrator) received this award for their exceptional ability to manage critical administrative functions, and foster a supportive and connected community.

Through their support and commitment to the success and wellbeing of others, they have created an environment at ADM+S at QUT where collaboration and excellence thrive.

Former ADM+S Centre Coordinator Taal Hampson and Tia Bayer from the QUT Digital Media Research Centre were also recognised for their outstanding service excellence. Taal and Tia were instrumental in providing critical support for our 2024 ADM+S Summer School at QUT and we congratulate them on their awards too.



RMIT University 2024 Research Service Awards - Collaboration (Special Commendation)

This category recognises and celebrates active collaboration with others to deliver outcomes.

After winning this award in 2023, the ADM+S RMIT Operations Team (Natalie Campbell, Leah Hawkins, Sally Storey, Julie Stuart, Lucy Valenta, Nick Walsh and Matthew Warren) were once again recognised for their outstanding efforts via a Special Commendation.

Prof Drummond said 'this nomination recognised their exceptional ability to drive significant research outcomes through innovative cross-departmental initiatives; by fostering synergies across diverse teams, the team has created a dynamic ecosystem that amplifies research potential and enhances the impact of institutional research.'

These awards recognise the vital role that our professional staff play in supporting research excellence, innovation, and collaboration at ADM+S.



SELECTED GRANTS

NEW GRANTS

ADM+S researchers secured an additional \$14,409,987 in research funding in 2024. This includes \$2.4m from ARC Partner Organisation Telstra for Phase 2 of Mapping the Digital Gap, \$6m from the Department of Infrastructure, Transport, Regional Development, Communications and the Arts for Measuring Digital Inclusion for First Nations Australians, and \$5m from the Australian Research Data Commons to build the Australian Internet Observatory, a new national research infrastructure initiative that will open up the 'black box' of digital platforms and their algorithms for researchers across a range of disciplines.

(Note: this total figure and the list below includes new ADM-related grants won by Centre researchers that can be reasonably attributed to their ADM+S research.)

- + Hegarty, K. (2024) Australian Communications Consumer Action Network grant for 'Social infrastructure for digital skills development'. 31 December.
- + Le, T. (2024). Madeleine Capicchiano Scholarship. 27 May.
- + Phan, T. (2024). United Kingdom Research and Innovation (UKRI) Arts and Humanities Research Council (AHRC) Bridging Responsible AI Divides Grant for 'AI in the street: scoping everyday observatories for public engagement with connected and automated urban environments'. 1 February.
- + Salim, F. (2024). CRC Project Grant to support the development of 'Urban Copilot'. 6 November.
- + Scholar, F., Spina, D., Hettiachchi, D., Ji, K., Cherumanal, S., Abushaqra, F., He, J. (2024). RMIT RACE Hub Merit Allocation Grant. 10 December.
- + Sleep, L., Henman, P. (2024). Central Queensland University Merit grant for 'Mapping AI in Domestic and Family Violence Service Provision'. 2 September.
- + Thomas, J., Featherstone, D., Ganley, L., Hegarty, K., Kennedy, J., Ormond-Parker, L., (2024). Telstra for the project 'Mapping the Digital Gap' (Phase 2)
- + Thomas, J., Featherstone, D., Hegarty, K., Loban, H., Parkinson, S. (2024). Department

of Infrastructure, Transport, Regional Development, Communications and the Arts for the project 'Measuring Digital Inclusion for First Nations Australians'.

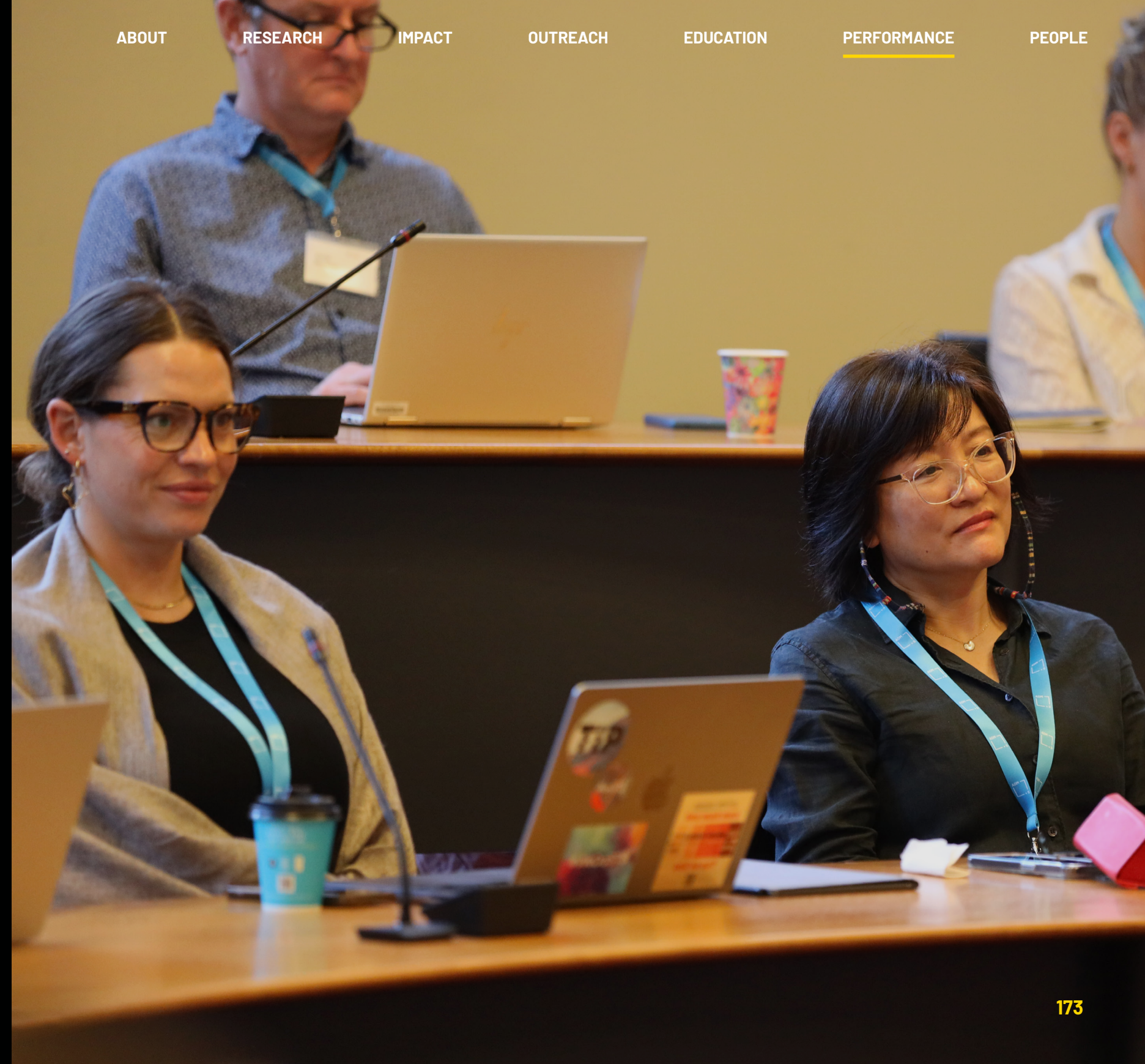
- + Thomas, J., Angus, D., Burgess, J., Carah, N., Kang, Y., Karunasekera, S., Lawrence, A., Leckie, C., McCosker, A., Obeid, A., Sinnott, R., Spina, D., Takahashi, M., Vergani, M., Wikstrom, P., Burton, N. (2024). Australian Research Data Commons for the 'Australian Internet Observatory' initiative.

ARC GRANTS AND FELLOWSHIPS

- + Balanzategui, J. (2024). ARC Discovery Early Career Researcher Grant. 26 August.
- + Balanzategui, J., Torres, C.A. (2024). 'Understanding Children's Mobile Gamble-Play Cultures: Gateways to Gambling.' ARC Discovery Grant. 26 November. (with Prof Ingrid Richardson; Assoc Prof Jordy Kaufman)
- + Bello y Villarino, J.M. (2024). ARC Early Career Industry Fellowship Grant. 6 May.
- + Carah, N., Phan, T., Andrejevic, M. (2024) 'The Australian experience of automated advertising on digital platforms.' ARC Discovery Grant. 26 November. (with Dr Scott Wark)
- + Dahlgren, K. (2024). ARC Discovery Early Career Researcher Grant. 26 August.
- + Fordyce, R. (2024). ARC Discovery Early Career Researcher Grant. 26 August.
- + Gray, J. (2024). 'Proactive harm prevention for virtual and augmented reality technologies.' ARC Discovery Grant. 26 November. (with Assoc Prof Marcus Carter; Dr Ben Egliston)
- + Goggin, G. (2024). 'Disability and Digital Citizenship.' ARC Discovery Grant. 26 November. (with Prof Kathleen Ellis; Prof Jennifer Smith-Merry; Prof Simon Darcy; Prof Paul Harpur; Prof Bree Hadley; Prof Michael Kent; Associate Prof Dinesh Wadiwel; Dr Natasha Layton; Assoc Prof Mary-Ann O'Donovan; Prof Scott Avery;

Professor Karen Soldatic; Prof Lorenzo Dalvit; Dr Kuansong Victor Zhuang; Assoc Prof Meryl Alper).

- + Matulionyte, R. (2024). 'Generative AI and Creative Industries: Ethical, Legal and Work Implications.' ARC Discovery Grant. 26 November. (with Prof Paul Formosa; Assoc Prof Sarah Bankins; Dr Raphaël Millière; Prof Dr Alain Strowel)
- + Matulionyte, R. (2024). "No' to Black Box: Towards Transparent and Safe AI in Healthcare.' ARC Discovery Grant. 26 November. (with Prof Farah Magrabi; Prof Amin Beheshti; Prof Jyh-An Lee; Dr Daria Kim)
- + Riedlinger, M., Goldenfein, J., Burgess, J., Snoswell, A. (2024). 'Generative AI and the future of academic writing and publishing.' ARC Discovery Grant. 26 November. (with Prof Peta Mitchell)



CONFERENCE PROCEEDINGS

- Alaofi, M., Scholar, F., Thomas, P., Sanderson, M. (2024). LLMs can be Fooled into Labelling a Document as Relevant. SIGIR-AP 2024: Proceedings of the 2024 Annual International ACM SIGIR Conference on Research and Development in Information Retrieval in the Asia Pacific Region. DOI: 10.1145/3673791.3698431
- Bao, Y., Obeid, A.K., Angus, D., Bagnara, J., Leckie, C. (2024). Shedding Light on Greenwashing: Explainable Machine Learning for Green Ad Detection. Australasian Joint Conference on Artificial Intelligence. Springer.
- Bartolo, L., Carlon, D. (2024). Beyond Freedom of Expression: The limits of human rights frameworks for moderating AI-generated speech [Conference Paper]. The Promise and Perils of Human Rights for Governing Digital Platforms, Global Transformations & Governance Challenges. Leiden University, the Netherlands.
- Boonprakong, N., Ji, K., Ye, Z., Tag, B., Spina, D., Ruotsalo, T., Salim, F.D. (2024). Advancing Physiological Methods for Human-Information Interaction. In Companion of the 2024 on ACM International Joint Conference on Pervasive and Ubiquitous Computing. DOI:10.1145/3675094.3677567
- Bruns, A., Srinivas, A., Obeid, A.K., Meese, J., Angus, D., Graham, T., Burgess, J. (2024). Polarisation via Search? Assessing the Political Spectrum of Google News Recommendations. AolR 2024.
- Carlon, D. (2024). Reddit's bot inhabitants and their conflicts: From proper bot etiquette to 'bot battles' and beyond. International Conference on Social Media & Society.
- Cherumanal, S.P., Gadiraju, U., Spina, D. (2024). Everything We Hear: Towards Tackling Misinformation in Podcasts. ICMI '24: Proceedings of the 26th International Conference on Multimodal Interaction. DOI:1145/3678957.3678959
- Cherumanal, S.P., Scholer, F., Trippas, J.R., Spina, D. (2024). Towards Investigating Biases in Spoken Conversational Search. ICMI Companion '24: Companion Proceedings of the 26th International Conference on Multimodal Interaction. DOI: 10.1145/3686215.3690156
- Cherumanal, S.P., Tian, L., Abushaqra, F.M., de Paula, A.F.M., Ji, K., Ali, H., Hettiachchi, D., Trippas, J.R., Scholer, F., Spina, D. (2024). Walert: Putting Conversational Information Seeking Knowledge into Action by Building and Evaluating a Large Language Model-Powered Chatbot. CHIIR '24: Proceedings of the 2024 Conference on Human Information Interaction and Retrieval. DOI: 10.1145/3627508.363830
- Clark, J.N., Small, E., Keshtmand, N., Wan, M.W.L., Fillola, M., Werner, E., Courdeaux, C.P., Santos-Rodriguez, R. (2024). raCE: Trajectory Counterfactual Explanation Scores.
- Proceedings of the 5th Northern Lights Deep Learning Conference (NLDL). <https://proceedings.mlr.press/v233/clark24a/clark24a.pdf>
- Coco, B.A. (2024). Digital Enclosures and Commons Solutions: A Political-Ecological Approach to Data Governance. Workshop on the Ostrom Workshop 7. <https://hdl.handle.net/10535/11001>
- Dehghan, E., Kasianenko, K., Carlon, D., Nagappa, A. (2024). A Culture War without a Battlefield: Sedimented Polarisation across Political Subreddits. International Communications Association Intergroup Communications Interest Group Top Papers.
- Dolatabadi, H., Erfani, S., Leckie, C., (2024). Be Persistent: Towards a Unified Solution for Mitigating Shortcuts in Deep Learning. In Proceedings of the European Conference on Artificial Intelligence (ECAI 2024).
- Ferro, N., Sanderson, M. (2024). Uncontextualized significance considered dangerous. The 47th International ACM SIGIR Conference on Research and Development in Information Retrieval. DOI:1145/3626772.3657827
- Ji, K., Cherumanal, S.P., Trippas, J.R., Hettiachchi, D., Salim, F.D., Scholer, F., Spina, D. (2024). Towards Detecting and Mitigating Cognitive Bias in Spoken Conversational Search. MobileHCI '24 Adjunct: Adjunct Proceedings of the 26th International Conference on Mobile Human-Computer Interaction. DOI: 10.1145/3640471.3680245
- Ji, K., Hettiachchi, D., Salim, F.D., Scholer, F., Spina, D. (2024). Characterizing Information Seeking Processes with Multiple Physiological Signals. In Proceedings of the 47th International ACM SIGIR Conference on Research and Development in Information Retrieval. DOI: 10.1145/3626772.3657793
- Kang, T., Chan, J., Shao, W., Salim, F., Leckie, C., (2024). Long-Term Fairness in Ride-Hailing Platform. In Proceedings of the European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases (ECML/PKDD 2024).
- Kegalle, H., Hettiachchi, D., Chan, J., Salim, F., Sanderson, M. (2024). E-Scooter Dynamics: Unveiling Rider Behaviours and Interactions with Road Users through Multi-Modal Data Analysis. AHs '24: Proceedings of the Augmented Humans International Conference 2024. DOI: 10.1145/3652920.3653056
- Łajewska, W., Balog, K., Spina, D., Trippas, J. (2024). Can Users Detect Biases or Factual Errors in Generated Responses in Conversational Information-Seeking?. SIGIR-AP 2024: Proceedings of the 2024 Annual International ACM SIGIR Conference on Research and Development in Information Retrieval in the Asia Pacific Region. DOI: 10.1145/3673791.3698409
- Leckie, C., Dolatabadi, H., Efrain, S. (2024). The Devil's Advocate: Shattering the Illusion of Unexploitable Data using Diffusion Models. IEEE SaTML 2024 Conference. DOI: 10.1109/SaTML59370.2024.00025
- Ma, C., Ren, Y., Castells, P., Sanderson, M. (2024). Temporal Conformity-aware Hawkes Graph Network for Recommendations. WWW '24: Proceedings of the ACM Web Conference 2024. DOI: 10.1145/3589334.3645354
- Manchanayaka, I., Zaidi, Z., Karunasekera, S., Leckie, C., (2024). Identifying Coordinated Activities on Online Social Networks Using Contrast Pattern Mining. In Proceedings of the IEEE International Joint Conference on Neural Networks (IJCNN 2024).
- Plaza, L. Carrillo-de-Albornoz, Amigo, E., Gonzalo, J., Morante, R., Rosso, P., Spina, D., CHulvi, B., Maeso, A., Ruiz, V. (2024). EXIST 2024: sEXism Identification in Social neTworks and Memes. Advances in Information Retrieval. ECIR 2024. Lecture Notes in Computer Science, vol 14612. DOI: 10.1007/978-3-031-56069-9_68
- Plaza, L., Carrillo-de-Albornoz, J., Ruiz, V., Maeso, A., Chulvi, B., Rosso, P., Amigo, E., Gonzalo, J., Morante, R., Spina, D. (2024). Overview of EXIST 2024 — Learning with Disagreement for Sexism Identification and Characterization in Tweets and Memes. Experimental IR Meets Multilinguality, Multimodality, and Interaction. CLEF 2024. Lecture Notes in Computer Science, vol 14959. DOI: 10.1007/978-3-031-71908-0_5
- Yigit, Y. (2024). Algorithmic Regulation: Unveiling Supervisory Technologies in Independent Regulatory Agencies. International Association on Regulation & Governance Inaugural Conference.



REFEREED CONFERENCE PAPERS

- Andrejevic, M. (2024). Automated Parasociality: From Personalization to Personification. International Communication Association Annual Conference. DOI: 10.1177/15274764241300436
- Andrejevic, M. (2024) 'States, Platforms, and AI', Association of Internet Researchers Annual Conference. University of Sheffield, Sheffield, UK, 1 November 2024.
- Andrejevic, M., O'Neill, C. (2024). Scam Ads and Conspiratoriality on Facebook. Annual Convention of the ICA. 22 June.
- Bruns, A., Harrington, S., Angus, D., Matich, P., Jude, N., Hurcombe, E., Nagappa, A. (2024). "What Else Are They Talking About?": A Large-Scale Longitudinal Analysis of Misinformation Super-Spreader Communities on Facebook. ICA 2024 Conference, Gold Coast. 22 June.
- Bruns, A., Badola, A. (2024). The Twitter That Was: Reflections on Ten Years of #auspol. Social Media & Society 2024 conference, London. 18 July.
- Hegarty, K. (2024). Web archiving after platformization: Reading archived social media along the grain. In Selected papers of #AoIR2024: The 25th Annual Conference of the Association of Internet Researchers. 30 Oct - 2 Nov, Sheffield, UK.
- Lajewska, W., Spina, D., Trippas, J., Balog, K. (2024). Explainability for Transparent Conversational Information-Seeking. Proceedings of the 47th International ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR '24). DOI: 1145/3626772.3657768
- Small, E., Sokol, K., Salim, F., Chan, J., Manning, D. (2024). Equalised Odds is not Equal Individual Odds: Post-processing for Group and Individual Fairness. ArXIV.
- Salim, F., Xue, H., Khaokaew, Y. (2024). MAPLE: Mobile App Prediction Leveraging Large Language Model Embeddings. Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies.

CONFERENCE PRESENTATIONS AND PAPERS

- Albarran-Torres, C. (2024). Adaptation, multimodality and intermediality in Generative AI: image prompts as creative work and commodity. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
- Albarran-Torres, C., Fordyce, R. (2024). The Problem with Gambling Ads. International Communication Association Annual Conference. 22 June, Brisbane.
- Albury, K., McCosker, A. (2024). Pause for translation: the opportunities and challenges of interdisciplinary research collaboration with health organisations. International Communication Association Annual Conference. 22 June, Brisbane.
- Albury, K., Stardust, K. (2024). Ordinary Intimacies: Making Over and Making Do with Sextech. Digital Intimacies Annual Conference. 4 December, Melbourne, Australia.
- Albury, K., Stardust, Z. (2024). Business and Pleasure: Queer perspectives on work, health and desire. Communication Association Annual Conference. 22 June, Brisbane, Australia.
- Andrejevic, M. (2024) States, Platforms, and AI. Association of Internet Researchers Annual Conference. 30 October, Sheffield, UK.
- Andrejevic, M. (2024). 'The Scandal that Shocked the Whole World': Scam Ads and Conspiratoriality. Goldsmith's University. 3 November, London, UK.
- Andrejevic, M. (2024). Communication and Knowledge in an Age of AI Philosophy. International Communication Association Annual Conference. 22 June, Brisbane.
- Andrejevic, M. (2024). Fire on the Mountain Conference on Religion and Media. Fire on the Mountain Conference on Religion and Media. 10 January, Boulder, Colorado, USA.
- Andrejevic, M. (2024). Human Digital Twins: Data Capture, Command, and Control. Platform Economies Research Network (PERN) Value From Data Symposium. 25 April, New York City, USA.
- Andrejevic, M. (2024). Milieu, Atmosphere, Environment: Granular Biopolitics and Automated Surveillance. Goldsmith's University. 5 November, London, UK.
- Andrejevic, M. (2024). Pausing on Posthumanism. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
- Andrejevic, M., O'Neill, C. (2024). "The Scandal That Shocked the Whole World!" Scam Ads and "Conspiratoriality" on Facebook. International Communication Association Annual Conference. 22 June, Brisbane.
- Andrejevic, M., O'Neill, C. (2024). Scam Ads and Conspiratoriality. International Communication Association Annual Conference. 22 June, Brisbane, Australia.
- Angus, D. (2024). Gold Standards in Computer Science: Influences and Practices in Algorithm Development. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
- Balanzategui, J., Lobato, R., Scarlata, A. (2024). Audience research in the age of the user. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
- Bartolo, L., Carlon, D. (2024). Beyond Freedom of Expression: The limits of human rights frameworks for moderating AI-generated speech. The Promise and Perils of Human Rights for Governing Digital Platforms, Global Transformations & Governance Challenges. Leiden University.
- Bello y Villarino, J.M. (2024). What counts as corruption? Alternative indicators for SDG16.5 in the era of AI. European Society of International Law Conference – Rule of Law IG, 4 September. Vilnius, Lithuania.
- Bello y Villarino, J.M. (2024). Regulatory competition in the digital economy. A new view on market power for the regulation of AI. European Society of International Law ESIL WG workshop on Interactions between Legal Orders in International Economic Law. 15 April, Nicosia, Cyprus.
- Bello y Villarino, J.M. (2024). Vulnerability and AI - dialectics with European and Spanish private law. IA Chair Presentation – Foundations and Horizons. 30 October, Madrid, Spain.
- Bello y Villarino, J.M. (2024). The vulnerable person in the regulation of artificial intelligence in the European Union: limits and concreteness from a law of obligations perspective. De Conflictu Legum Conflict Research Group. 12 November, Santiago de Compostela, Spain.
- Binns, D. (2024). Re-Framing AI: The Weird and the Workaday. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
- Blakston, A. (2024). "Ink in our veins": Insights from Australia's small-town family newspaper dynasties. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
- Bruns, A. (2024). Mapping Network Actions and Interactions of Fan and Anti-Fan Subreddit Responses to Taylor Swift at Peak Saturation. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
- Bruns, A. (2024). Polarised Media Framing of Climate Protests: A Comparative Mixed-Methods Analysis of Australia and Germany. International Communication Association Annual Conference. 22 June, Brisbane.
- Bruns, A. (2024) The Twitter That Was: Reflections on Ten Years of #auspol. Social Media & Society 2024 conference. 18 July, London, UK.
- Bruns, A., Angus, D., Nagappa, A., Jude, N. (2024). "What Else Are They Talking About?": A Large-Scale Longitudinal Analysis of Misinformation Super-Spreader Communities on Facebook. International Communication Association Annual Conference. 22 June, Brisbane.



28. Bruns, A., Angus, D., Vodden, L., Nagappa, A. (2024). Facebook without the News: Link-Sharing Patterns during the Meta's Australian and Canadian News Bans. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
29. Bruns, A., Padinjaredath Suresh, V., Dehghan, A., Vodden, L. (2024). Untangling the Furball: A Practice Mapping Approach to the Analysis of Multimodal Interactions in Social Networks. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
30. Bruns, A., Riedlinger, M., Vodden, L. (2024). Mapping News Media Polarisation during the Voice to Parliament Referendum. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
31. Bruns, A., Thomson, T.J. (2024). Generative Visual AI in Newsrooms: Challenges, Opportunities, Perceptions, and Policies. International Communication Association Annual Conference. 22 June, Brisbane.
32. Carah, N., Hayden, L. (2024). From Targeted Ads to Tuned Sequences: Conceptualising Digital Advertising in the Algorithmic Flow of Social Media. International Communication Association Annual Conference. 22 June, Brisbane.
33. Carlon, D. (2024). Reframing Social Media Platforms as Fragile States. International Conference on Social Media and Society. 16 July, London, UK.
34. Featherstone, D. (2024). Unpacking the challenges for effective communications. 2nd Annual Public Sector Comms Week. 19 June, Canberra, Australia.
35. Featherstone, D. (2024). Presentation to Digital Health for the Bush Forum. 10th December, Online.
36. Goggin, G. (2024). Questions and Research Directions in Communication Studies and Global Human Rights, ICA Closing Keynote. International Communication Association Annual Conference. 22 June, Brisbane.
37. Goldenfein, J. (2024). On Data vs Datasets. Platform Economies Research Network WIP session. 3 October, Online.
38. Gomez-Hernandez, M. (2024). Ageing with technology futures: industry and older people's visions. European Association of Social Anthropologists. 18 July, Barcelona, Spain.
39. Gomez-Hernandez, M. (2024). Integrating the experiences of older people in the do-design of ageing technologies. Centre for Organisations and Social Change (COSC). 15 April, Online.
40. Gomez-Hernandez, M. (2024). Intro to techno-anthropology. Unified Anthropology Association Online at Arizona State University. 13 February, Online.
41. Gomez-Hernandez, M. (2024). Invited talk. MPavillion Design. 11 December, Online.
42. Gomez-Hernandez, M. (2024). Research Bites talk. Melbourne Spanish Researchers in Australia-Pacific. 10 November, Melbourne, Australia.
43. Graham, T. (2024). Democracy disrupted: perspectives on politics and media in turbulent times. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
44. Graham, T., Carlson, B. (2024). NZCA – Australia's Media and Communication Ecology and the 2023 Voice Referendum. International Communication Association Annual Conference. 22 June, Brisbane.
45. Herrmann, M. (2024). The Multi-Sided Product: Media Production in the Context of Platformization. Artificial Visionaries Symposium. 27 November, Brisbane, Australia.
46. Herrmann, M. (2024). Algorithmic and Automated Modes of Film and Television Production. Society for Cognitive Studies of the Moving Image (SCSMI) Conference. 6 June, Budapest, Hungary.
47. Holcombe-James, I. (2024). Digital pause in the cultural sector: reflections and future possibilities. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
48. Hutchinson, J. (2024). Cultural Production and Generative Artificial Intelligence: A Matchpoint for Creativity. International Communication Association Annual Conference. 22 June, Brisbane.
49. Hutchinson, J. (2024). Digital Platforms and Regulation. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
50. Hutchinson, J. (2024). Social Digital Dilemmas: Young People's and Parents' Negotiation of Emerging Online Safety Issues. International Communication Association Annual Conference. 22 June, Brisbane.
51. Hyland-Wood, B. (2024). Community-created, client-centric digital innovation by and for Indigenous Australians. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
52. Khan, A.H., Munn, L. (2024). Unmaking AI: Engaging Critically and Creatively with Generative AI. 36th Australian Conference on Human-Computer Interaction. 1 December, Brisbane, Australia.
53. Lawrence, A. (2024). Wikipedia, reliable sources and public policy issues. International Communication Association Annual Conference. 22 June, Brisbane.
54. Lawrence, A., Angus, D., Obeid, A.K., Wikstrom, P., Nguyen, D. (2024). New tools and methods for observing digital platforms via the Australian Internet Observatory. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
55. Lewis, K. (2024). Predatory Financial Inclusion and Exclusion: Investigating Algorithmic Advertising and Its Adverse Human Rights Impacts. International Communication Association Annual Conference. 22 June, Brisbane.
56. Liu, X. (2024). Governance 'of' and 'by' digital media in authoritarian states: China and Singapore. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
57. Lobato, R., Scarlata, A. (2024). Smart TV Users and Interfaces: Who's in Control? International Communication Association Annual Conference. 22 June, Brisbane.
58. Loosen, W. (2024). From Innovation Labs to Innovation Systems in Public-Service Media. International Communication Association Annual Conference. 22 June, Brisbane.
59. McCosker, A. (2024). Ageing and Data: Pausing with older adults in a digitised world. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
60. McCosker, A., Khan, A.H., Carlon, D., Henman, P., Kang, Y.B., de Cotta, T. (2024). Collaborative Data Action for Community Resilience. Red Cross Humanitech Summit. 20 November, Melbourne, Australia.
61. Montana-Nino, S., Riedlinger, M., Watt, E. (2024). Understanding Contemporary Verification Cultures: Informing a Theory of Institutionalized Fact-Checking Values in Times of News Platformization. International Communication Association Annual Conference. 22 June, Brisbane.
62. Mullins, R. (2024). Does Nature Need Rights? 2024 Australasian Society of Legal Philosophy Conference. 18 July, Melbourne, Australia.
63. Nagappa, A. (2024). Transient Platform Paradigms: Narratives Of Blockchain Experiments For Social Media Platforms. Association of Internet Researchers 2024 Conference. 31 October, Sheffield, UK.
64. Newton, G. (2024). From X to someone: DNA testing as a re(tro)productive technology and the resulting awkward intimacies. Digital Intimacies Conference. 4 December, Melbourne, Australia.
65. Newton, G. (2024). Family found online: Forging intimacies from DNA.
66. Nyugen, D. (2024). Like Moths To Flames': Clickbait Farming, Crypto Mining, and Other Gambles. Digital transactions Asia V. 21 February, Quy Nhon, Vietnam.
67. Nguyen, D. (2024). Anatomy of a phone farm: hardware, platforms, infrastructure. Digital Media Research Centre at the Queensland University of Technology. 22 August, Brisbane, Australia.
68. Ormond-Parker, L. (2024). A Roadmap to First Nations Digital Inclusion. Developing Northern Australia Conference. 27 August, Karratha, Australia.
69. Ormond-Parker, L. (2024). A Roadmap to First Nations Digital Inclusion. RadComms Conference. 25 October, Online.
70. Parker, C., Cellard, L., Bagnara, J., Brown, M.G. (2024). Nudge or Sludge: Green Consumerism in the Australian Ad Observatory. International Communication Association Annual Conference. 22 June, Brisbane.
71. Padinjaredath Suresh, V. (2024). Power, Publics, and Parasites: Towards a Communicative Model of Online Radicalisation. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
72. Pappalardo, K. (2024). Data, Ethics, and Law. International Communication Association Annual Conference. 22 June, Brisbane.
73. Pappalardo, K. (2024). Policy and Regulatory Challenges for Improving Representation Diversity on Our Screens. International Communication Association Annual Conference. 22 June, Brisbane.
74. Pappalardo, K. (2024). Researchers and Rights Retention in Australian Universities. International Communication Association Annual Conference. 22 June, Brisbane.
75. Rennie, E. (2024). On Contribution Systems. Platform Economies Research Network WIP session. 12 September, Online.
76. Richardson, M. (2024). Witnessing Aftermaths. International Communication Association Annual Conference. 22 June, Brisbane.
77. Riedlinger, M. (2024). Covering the Climate Crisis. International Communication Association Annual Conference. 22 June, Brisbane.
78. Roitman, J. (2024). Finance, the Biometric State, and the Global South. Duke University, 18 November.
79. Roitman, J. (2024). Findings from US National Science Foundation Grant for the study of digital financial technologies and the generation of value in sub-Saharan Africa. Anthropology and Sociology Departments, University of Chicago, USA. 6 May.
80. Roitman, J. (2024). Research findings from the US National Science Foundation Grant on the role of digital platforms in the design and implementation of financial markets in sub-Saharan Africa. Anthropology Department at the Australian National University. 20 May.
81. Roitman, J. (2024). Methods for the study of digital financial technologies. Political Economy Programme 'Cutting the Gordian Knot of Finance' Symposium. University of Sydney. 4 April.
82. Scarlata, A. (2024). Disability Rights, Media Accessibility and Smart TVs. International Communication Association Annual Conference. 22 June, Brisbane.
83. Scarlata, A. (2024). Streaming Women: Gendering SVOD Curation from Netflix to Passionflix. International Communication Association Annual Conference. 22 June, Brisbane.
84. Spina, D. (2024). Human-AI Cooperation for Tackling Misinformation. International Communication Association Annual Conference. 22 June, Brisbane.
85. Spina, D. (2024). Decolonising Information Retrieval Research. SIGIR-AP'24. Melbourne, Melbourne, 11 December.
86. Stardust, Z. (2024). Presenter at the Pleasure Matters Webinar. 5 September, Online.

87. Stardust, Z. (2024). Cultivating Brave Spaces: Alternative Approaches to Sexual Content Moderation. Beyond the Interface: Critical Perspectives of Sex Work and SexTech by the Centre for Feminist Research at the Harriet Tubman Institute. 17 October, Online.
88. Stardust, Z. (2024). Cultivating Brave Spaces: Alternative Approaches to Sexual Content Moderation. Global Digital Intimacies Conference. 27 June, Amsterdam, the Netherlands.
89. Stardust, Z. (2024). Invited to present at SEXTech School. 12 March, Online.
90. Suzor, N., Nelson, L. (2024). Measuring misogyny: Depp v Heard and the limits of atomistic content moderation. Association of Internet Researchers 2024 Conference. 31 October, Sheffield, UK.
91. Suzor, N., Nelson, L. (2024). GPT4 v The Oversight Board: Using large language models for content moderation. Association of Internet Researchers 2024 Conference. 31 October, Sheffield, UK.
92. Tan, W. (2024). Critical Perspectives on Health and Popular Media. International Communication Association Annual Conference. 22 June, Brisbane.
93. Tan, W. (2024). Interrogating the Autonomous Dream: An Instrumentalization Theory Approach to Examining the Inclusion of People with Ambulatory Disabilities in Singapore's Autonomous Public Transport Development. International Communication Association Annual Conference. 22 June, Brisbane.
94. Tang, J. (2024). "NO TO AI GENERATED IMAGES": practices of authorship and user-generated content in fandom. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
95. Thomas, J., McCosker, A., Kennedy, J., Featherstone, D., Ormond-Parker, L., Parkingson, S., Hegarty, K. (2024). A growing divide between the digitally included and digitally excluded? International Association for Media Communication Research. 30 June, Christchurch, New Zealand.
96. Thomson, T.J. (2024). Investigating and responding to everyday experiences with misinformation. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
97. Thomson, T.J. (2024). Visual News and Journalistic Practice in Urban and Regional Areas: A Comparative Australian-Chinese Perspective. International Communication Association Annual Conference. 22 June, Brisbane.
98. Trott, V. (2024). Defining and Doing Diversity. International Communication Association Annual Conference. 22 June, Brisbane.
99. Trott, V. (2024). Governance by Data: Visualization and Migration Policy Regimes. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
100. Walkowiak, E. (2024). Generative AI, AI Risks and the Changing Nature of Work in Australia. The Melbourne Economic Forum. 1 October, Melbourne, Australia.
101. Walkowiak, E. (2024). The potential of the fourth industrial revolution on the economic transformation of GCC countries. Economic Research Forum. 15-16 October, Dubai, UAE.
102. Walkowiak, E. (2024). Digitalisation, Artificial Intelligence, Work and Employment: New Insights from Research and Practice. 22 October, Melbourne, Australia.
103. Watt, E. (2024). Mapping the Intersection of Generative AI and Independent Fact Checking. International Communication Association Annual Conference. 22 June, Brisbane, Australia.
104. Watt, E., Montana-Nino, S., Reidlinger, M. (2024). Generative AI and Fact Checking in the Southern Hemisphere: Insights from a Regional Comparison of Meta-Affiliated Fact Checkers. International Communication Association Annual Conference. 22 June, Brisbane.
105. Watt, E., Riedlinger, M. (2024). The Fact Checkers' "Helper": Fact-Checking Imaginaries for Generative AI Technologies. International Communication Association Annual Conference. 22 June, Brisbane.
106. Weatherall, K. (2024). Copyright and Generative AI: Questions for Australia. Australian Digital Alliance Forum. 22 March, Online.
107. Wilcock, S. (2024). Findings from the Automated decision-making in NSW report. Australian Institute of Administrative national conference. 18-19 July, Canberra, Australia.
108. Wilken, R. (2024). 5G Home Internet: Preliminary findings from an Australian household study. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
109. Wilken, R. (2024). Pausing before producing: Structural alignment as the key to communication efficacy. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
110. Yang, F. (2024). Chinese and South Asian Migrants' Political and Media Literacy: Reflecting on Trust and Engagement before the 2025 Election. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.
111. Yigit, Y. (2024). Algorithmic Regulation: Unveiling Supervisory Technologies in Independent Regulatory Agencies. Association on Regulation & Governance hosted by The Penn Program on Regulation. 17-18 June, Philadelphia, USA.
112. Yu, H. (2024). Claiming Identity and Nationalism on TikTok: A Case Study of Rohingya Digital Diaspora. International Communication Association Annual Conference. 22 June, Brisbane.
113. Yu, H. (2024). Living in a Datafied Society: Surveillance, Algorithms, and the Transformation of Everyday Materiality in China. International Communication Association Annual Conference. 22 June, Brisbane.
114. Yu, H. (2024). The CAP Roundtable on 30 Years of the Chinese Internet and Beyond. International Communication Association Annual Conference. 22 June, Brisbane.
115. Yu, H. (2024). The Social Credit System as Method: Communication and Technological Imaginary of Digital China. Peking University HSBC Business School (PHBS). 9 October, Beijing, China.
116. Zhu, G. (2024). Sunshine, or a shady visual signature? Examining coordinated sharing of problematic climate information on Instagram through logo detection. Australian and Aotearoa New Zealand Communication Association. 27 November, Melbourne, Australia.

CONFERENCE KEYNOTES

1. Bruns, A. (2024). Dynamics of Destructive Polarisation in Mainstream and Social Media: The Case of the Australian Voice to Parliament Referendum. Indicators of Social Cohesion in Social Media and Online Media symposium. 25 April, Online.
2. Bruns, A. (2024). Beyond Interaction Networks: An Introduction to Practice Mapping. Australian Consortium for Social and Political Research. 29 November, University of Sydney.
3. Burgess, J. (2024). Why the GenAI Moment Needs Communication and Media Research. International Communication Association. 20 June, Brisbane.
4. Burgess, J. (2024). From Social Media to Generative AI: How Do We Keep Society in the Loop? International Federation of Library Associations and Institutions Information Futures Summit. 1 October, Brisbane.
5. Goggin, G. (2024). Questions and Research Directions in Communication Studies and Global Human Rights, ICA Closing Keynote. International Communication Association Annual Conference. 22 June, Brisbane.
6. McCosker, A. (2024). Establishing an AI capabilities lab to address the problem of Inclusive AI. Defence Science Institution Australasian Joint Conference on AI. 25 November, Melbourne.
7. Ormond-Parker, L. (2024). Closing keynote on First Nations Digital Inclusion. First Nations Digital Inclusion Advisory Group CommsDay Summit 2024. 2 May, Sydney.
8. Potts, J. (2024). The Origin and Nature of Digital Economies. RMIT University Distinguished Lecture Series. 4 August, RMIT University, Melbourne.
9. Rennie, E. (2024) Challenges and opportunities of Decentralized Autonomous Organizations (DAOs). The European DAO Workshop (DAWO). 4 July, Winterthur, Switzerland.
10. Rossiter, R. (2024). ChatCCP: Communist Cybernetics, Automated Geopolitics and the Logistical Episteme. Chinese Internet Research Conference. 17 June, QUT, Brisbane.
11. Salim, F. (2024). 32nd ACM SIGSPATIAL International Conference on Advances in Geographic Information Systems (ACM SIGSPATIAL 2024). "LLMs it (or not!): Foundational and robust approaches for modelling trajectory and spatio-temporal behaviours" <https://sigspatial2024.sigspatial.org/keynotes/>
12. Salim, F. (2024). 37th Australasian Joint Conference on Artificial Intelligence (AJCAI 2024). <https://ajcai2024.org/speakers.html>
13. Salim, F. (2024). The Public Transport Association ANZ Roundtable, Brisbane City Hall, 30 April 2024. "AI-driven insights for public transport and mobility services". (PTA ANZ is the peak body of public transportation industry and government organisations in Australia and New Zealand).
14. Stardust, Z. (2024). Sextech in Ruins. Digital Intimacies Conference. 14 December, Monash University, Melbourne.
15. Thomas, J. (2024). Challenges and Opportunities of the Digital Era. Victorian Women's Trust: Rural Women Online. 12 November, Shepparton, Victoria.
16. Thomas, J., Burgess, J. (2024). Generative AI & Future Directions. Platform Economies Research Network Value from Data Symposium. 24 April, New York, USA.



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Our People

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Equity, Diversity, and Inclusion

OUR PEOPLE

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20

Partner Investigators

11

Associate Investigators

45

Affiliates

87

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26

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34

Students

104

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23

Total members

237

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Prof Julian Thomas	RMIT University
Prof Kimberlee Weatherall	The University of Sydney
Prof Haiqing Yu	RMIT University

Partner Investigators

Prof Maarten de Rijke	University of Amsterdam
-----------------------	-------------------------

Dr Vaike Fors	Halmstad University
Lauren Ganley	Telstra
Prof Wiebke Loosen	The Leibniz Institute for Media Research / Hans-Bredow-Institut
Prof Frank Pasquale	Cornell University
Prof Cornelius Puschmann	The Leibniz Institute for Media Research / Hans-Bredow-Institut
Prof Wolfgang Schulz	The Leibniz Institute for Media Research / Hans-Bredow-Institut
Assoc Prof Julia Stoyanovich	New York University
Prof Ouri Wolfson	University of Illinois
Prof Karen Yeung	University of Birmingham

Associate Investigators

Prof Kath Albury	Swinburne University of Technology
Dr Zofia Bednarz	The University of Sydney
Dr Reihaneh Bidar	The University of Queensland
Dr Daniel Binns	RMIT University
Assoc Prof Nicholas Carah	The University of Queensland
Prof Terry Carney	The University of Sydney
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Dr Scarlet Wilcock	The University of Sydney
Assoc Prof Rowan Wilken	RMIT University
Dr Hao Xue	The University of New South Wales
Dr Monika Zalnieriute	The University of New South Wales

Research Fellows

Dominique Carlon	Swinburne University of Technology
Dr Shohreh Deldari	The University of New South Wales

Dr Daniel Featherstone	RMIT University
Jeni Lee	Monash University
Dr Kelly Lewis	Monash University
Dr Heron Loban	RMIT University
Dr Dang Nguyen	RMIT University
Shuxuan (Annie) Luo	The University of Sydney
Dr Khanh Luong	Queensland University of Technology
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Assoc Prof Lyndon Ormond-Parker	RMIT University
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Dr Christopher O'Neill	Monash University
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Dr Fan Yang	The University of Melbourne
Dr Amanda Lawrence	RMIT University

Dr Oleg Zendel	RMIT University
Students	
Futoon Abushaqra	RMIT University
Chathurika Akurugoda	The University of Melbourne
Marwah Alaofi	RMIT University
Hmdh Alknjr	RMIT University
Dante Aloni	Monash University
Lisa Archbold	The University of Melbourne
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Baiyu (Breeze) Chen	The University of New South Wales
Sachin Cherumanal	RMIT University
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Ha Do	The University of Melbourne
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Klaus Groebner	Queensland University of Technology
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Sophie Hartley	RMIT University
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Lauren Hayden	The University of Queensland
Jiaman He	RMIT University
Meg Herrmann	The University of Queensland
Zoe Horn	Western Sydney University
Kaixin Ji	RMIT University
Nadia Jude	Queensland University of Technology
Yufan Kang	RMIT University
Hiruni Kegalle	RMIT University
Megan Kelleher	RMIT University
Lauren Kelly	RMIT University
Pro (Yonchanok) Khaokaew	The University of New South Wales
Madhurima Khirbat	RMIT University
Samuel Kininmonth	RMIT University
Cecily Klim	The University of New South Wales
Oliver Knight	RMIT University
Rakesh Kumar	Western Sydney University
Berwyn Kwek	Monash University
Trang Le	Monash University
Caitlin Learmonth	Swinburne University of Technology
Wynston Lee	RMIT University
Jiyoon Lee	Monash University
Dennis Alexander Leeftink	Queensland University of Technology
Peibo Li	The University of New South Wales

Lihuan Li	The University of New South Wales
Xiyao Liu	Monash University
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Kun Ran	RMIT University
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Rhyle Simcock	Queensland University of Technology
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Vishnu (Vishnuprasad) Padinjaredath Suresh	Queensland University of Technology
Avantik Tamta	The University of Melbourne
Wenqi Tan	The University of Sydney
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Ekaterina Tokareva	RMIT University
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Xinye Wanyan	RMIT University
Edward (Ned) Watt	Queensland University of Technology
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Daniel Whelan-Shamy	Queensland University of Technology
Margaret Wilson	The University of Melbourne
Wilson Wongso	The University of New South Wales
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Yunus Yigit	The University of Queensland
Du Yin	The University of New South Wales
Libby Young	The University of Sydney
Canaan Yung	The University of Melbourne
Guangnan Zhu	Queensland University of Technology
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Dr Louisa Bartolo	Queensland University of Technology
Dr Sam Freeman	Monash University
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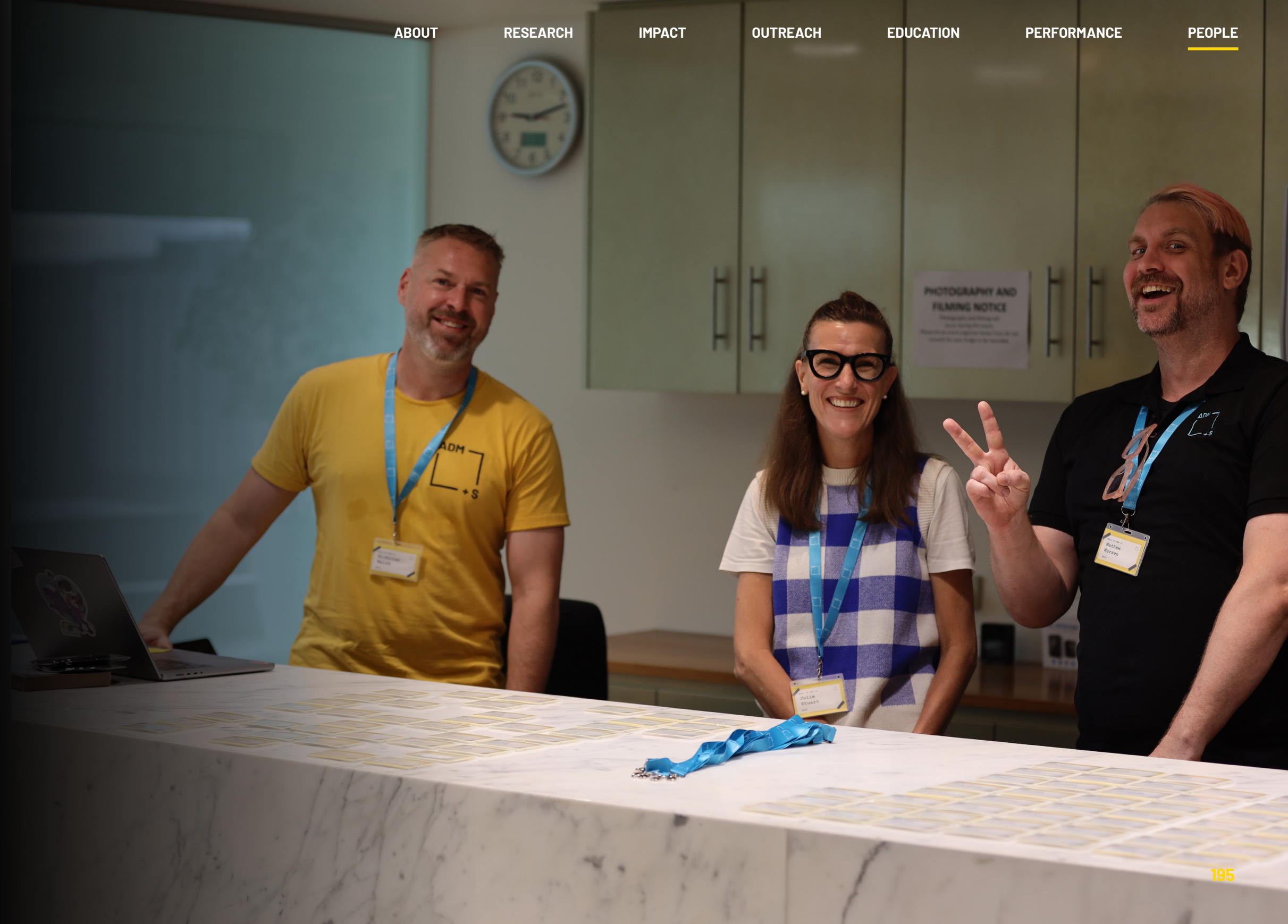
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Camila Nunes Rinaldi	Queensland University of Technology
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Dr Joanna Williams	Swinburne University of Technology
Dr Sichen Zhao	RMIT University
Affiliates	
Dr Roba Abbass	University of Wollongong
Dr César Albarrán-Torres	Swinburne University of Technology
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Matt Warren	RMIT University



EQUITY, DIVERSITY, AND INCLUSION

Equity, diversity, and inclusion are integral to the ADM+S Centre's mission: to create knowledge and strategies for responsible, ethical, and inclusive automated decision-making (ADM). The Centre recognises that racism, sexism, homophobia, transphobia, and ableism are principal obstacles to equity, diversity and inclusion, and remain primary causes of injustice and inequality. We believe that responsible, ethical, and inclusive ADM can deliver broad social benefits, including reducing inequalities for disadvantaged and vulnerable groups. This strong conviction guides our work as a Centre community and informs our equity, diversity, and inclusion (EDI) goals.

In 2024, the ADM+S Equity and Diversity Committee focused on the continued implementation of our ADM+S EDI Survey, Strategy and Action Plan. (The Plan was developed in 2022 through a series of workshops where committee members identified key strategic objectives and incorporated feedback from the 2021 EDI Survey and post-event surveys, as well as consideration of founding and ARC documents and best practice from other ARC CoEs and our host institutions. In November 2022, a second Centre-wide EDI survey was conducted, and the results were used to inform the ongoing review and implementation of the strategy in 2023.)



In 2024, a third Centre-wide EDI Survey was conducted. In line with past survey years, ADM+S continues to be perceived as equitable, diverse, and inclusive, with 95% of respondents agreeing that the Centre has a culture of equity, diversity and inclusion. Of note, the proportion of respondents who 'strongly agreed' that the Centre has a culture of equity, diversity, and inclusion increased across all items above the previous survey's results. This was most evident on the items "There are senior leaders who are visible advocates of gender equality, equity and diversity" (+18%), "My immediate Centre supervisor/manager/program leader supports gender equality, equity, and diversity" (+14%), and "Individuals of all ethnicities, nationalities, cultures and religions are recognised equally for their contributions to the Centre" (+11%).

Similar to the previous survey, respondents this year broadly agreed that the Centre honours time commitments, provides flexible and reasonable working arrangements, and that they had a workload balance in line with their duties and responsibilities. Respondents also reported an increase in access to internal funding and career development opportunities.

Some of the Centre's EDI activities and achievements in 2024 include:

- + Centre Director Julian Thomas continued to Chair the Equity and Diversity Committee (with support from the Chief Operating Officer) and participated in the ARC CoE Directors Forum panel on EDI where he discussed the ADM+S EDI Strategy and EDI best practice for CoEs (July 2024)
- + ADM+S Outreach and Partnerships Office Matt Warren established the ARC CoE Pride Network with the Digital Child's Tara Roberson, and participated in the panel 'Queering science communication to amplify LGBTIQ+ human rights' at the 2024 ICA conference (June 2024)
- + All Phase 2 research projects (2024-2027) were approved with project-specific EDI strategies addressing citation practices, the diversity of our research teams, and how EDI has shaped the research topic and approaches (May 2024)
- + Continuing our focus on succession planning and workforce development, several AIs were appointed to project co-leadership

roles (Kath Albury, Nic Carah, Jeffrey Chan, James Meese, Kylie Pappalardo, Michael Richardson) (May 2024)

- + Recruitment Guidelines supporting the Centre's EDI objectives were developed and implemented with all Project Leaders; our Chief Operating Officer worked with supervisors to develop Position Descriptions and include the ADM+S Commitment to Equity, Diversity and Inclusion statement in all advertisements, with women, Aboriginal and Torres Strait Islanders, the LGBTIQ+ community, people living with disability and those from a culturally and linguistically diverse background strongly encouraged to apply (June 2024)
- + All ADM+S funded positions and scholarships required cross-node panels and/or supervisory arrangements (all year)
- + Our ARC Mid Term Review Report praised the Centre's 'highly effective leadership style focused on the Centre's objectives while being consultative and inclusive' (June 2024)
- + Our ADM+S Code of Conduct was given

prominent tile position in the ADM+S Directory to increase awareness and the Directory was promoted in weekly newsletters (from June 2024)

- + The Centre celebrated International Women's Day (8 March), IDAHOBIT (17 May) and NAIDOC week (5-12 July)
- + The inclusive research workshop 'Research for data justice: navigating ethical inclusion, solidarity, and activism' was funded and delivered by the EDI Committee in collaboration with ARC Partner Organisation Data & Society (March 2024)
- + Mapping the Digital Gap was extended for a second phase of research from 2025-2028 (March 2024)
- + Measuring Digital Inclusion for First Nations Australians, our First Nations urban and regional data collection expansion to the Australian Digital Inclusion Index, was funded in the 2024 federal budget including funding for senior First Nations lead researcher (May 2024) with Senior First Nations researcher Dr Heron Loban appointed to the project

(November 2024)

- + A First Nations Digital Inclusion Project Manager position was created, with First Nations professional staff member Alison Barton appointed to manage Mapping the Digital Gap and Measuring Digital Inclusion for First Nations Australians (December 2024)
- + A low-stimulus room was established at the RMIT ADM+S offices in response to feedback from researchers and students (June 2024)
- + 7 of 8 Operations staff at RMIT have now undertaken at least one professional development activity during their appointments (December 2024)
- + All major events delivered in hybrid mode to ensure accessibility and inclusivity (all year)



2024 FINANCIAL STATEMENT

The ARC Centre of Excellence for Automated Decision-Making and Society (ADM+S) formally commenced operations on 28 August 2020. The Centre's financial affairs are conducted within the established procedures, controls and delegations of the relevant universities, and as set out by the Australian Research Council (ARC). This statement provides a summary of the income and expenditure of the ARC Centre.

Income

ADM+S receives funding from three main sources: the ARC, Eligible Organisations (Australian universities), and Partner Organisations. The Australian universities and Partner Organisations also provide significant in-kind contributions, which are primarily personnel-related and consist of the apportioned salaries and on-costs of faculty members who contribute towards the Centre.

In addition to these official cash and in-kind contributions, throughout 2024, ADM+S researchers secured an additional \$14.4 million in additional funding for projects studying automated decision-making from a range of national and international funds providers. (Note: this official ARC Financial Statement only includes the contributions of the official ARC Centre Eligible and Partner Organisations.)

Expenditure by the Centre in 2024

Personnel accounted for the highest proportion of expenditure, followed by scholarships, research fieldwork, travel for collaboration with research partners and the dissemination of research, the research training program, and professional services (primarily funds for our research partners in remote indigenous communities for our Mapping the Digital Gap project, funded by Partner Organisation Telstra). Our total Centre expenditure is down slightly from 2023 due to recruitment delays with new postdoctoral research fellows and students.

Financial Management and Performance

Quarterly financial reporting monitors institutional income and expenditure against the Centre-wide budget. The Centre's Chief Operating Officer prepares consolidated financial statements for review by the Director. The Centre meets its annual reporting requirements to the ARC and meets all other reporting obligations set by Partner Organisations that provide financial support.

Cash	2024 Actual (\$)
Income	
Carry forward from 2023	\$8,685,999.11
ARC Grant	\$5,669,131.38
University contributions	\$1,148,776.50
Partner contributions	\$650,000.00
Total income	\$7,467,907.88
Expenditure	
Salaries	\$3,866,757.23
Scholarships	\$461,900.78
Research training	\$107,800.11
Outreach	\$16,723.95
Travel - Fieldwork	\$410,222.60
Travel - Collaboration, Engagement & Translation	\$368,662.56
Software, cloud computing, data storage, systems, platforms (for research)	\$43,384.23
Staff administrative costs	\$13,803.37
Consumable materials	\$83,644.01
Minor equipment, repair and hire	\$45,169.14
Professional services	\$349,515.98
Communications	\$32,694.57
Total expenditure	\$5,800,278.53
Net surplus	\$1,667,629.35
Carry forward	\$10,353,628.46

In-kind contributions	2024 Actual (\$)
Australian Universities	\$4,197,666.93
Partner Organisations	\$707,215.00
Total in-kind contributions	\$4,904,881.93

KEY PERFORMANCE INDICATORS

These measures reflect the cross-disciplinary composition of the Centre, and therefore the need for performance indicators which are sensitive to disciplinary context, and to the different values attributed to research outputs such as books (valued more highly in most HASS disciplines), conference papers (valued more highly in the computer and data science disciplines) and book chapters (valued more highly in law).

Targets are not cumulative totals across the years. Each target reflects the total number of outputs produced, activities conducted, or researchers active within that calendar year.

In 2024, the Centre exceeded all of our KPI targets with the following exceptions:

- + Our number of postdoctoral researchers, new PhD students and Masters students was slightly less than expected due to recruitment delays and the gap between our Phase 1 and 2 cohorts, however this is back on track for 2025;
- + We currently have only 32 postgraduate completions but a current total of 148 students or alumni members, so on track to meet our final target of 150 by the end of the Centre;
- + While our target for indigenous pre-doctoral appointments was not achieved, the Centre appointed a Senior First Nations Researcher and First Nations Project Manager to manage our First Nations Digital Inclusion projects, ensuring First Nations leadership and governance at every stage of the projects while also strengthening Indigenous Data Governance capacity within the Centre;

- + As previously noted, we have always exceeded our KPI target for 'website unique visits' until 2023 when the website analytics tool Universal Analytics (UA) became Google Analytics 4 (GA4) and now measures "new users" (previously unique visitors) differently. However, the impact and reach of our website continues to grow even with the new measure, with 36,743 new users in 2024 exceeding our 2023 figure of 22,684 new users;
- + Citations in policy papers continue to be difficult to track each year as citations often appear in internal government reports, however our high number of government forums and briefings, submissions, and memberships of policy and advisory committees demonstrates our ongoing impact and engagement with policymakers.

Performance Measure	2024 target	2024 outcome
1. Number of research outputs		
Journal articles	100	115
Books	12	12
Book chapters	30	29
Conference publications	125	152
Datasets	4	6
Interactive software/systems/platforms	4	5
Films/videos	1	7
Creative works	1	5
2. Quality of research outputs		
Percentage of books published through highly ranked book publishers	60%	93%
Percentage of journals published through Scimago Quadrant 1 journals	60%	84%
Percentage of conference publications published through CORE A*/A conference rankings	60%	75%

Performance Measure	2024 target	2024 outcome
3. Number of workshops/conferences held/offered by the Centre		
Annual conferences and symposiums	1	2
Major public-facing exhibitions and fairs	0	2
Public awareness and outreach activities such as lectures, seminars, forums and events	20	63
Research and engagement workshops	10	47
4. Number of training courses held/offered by the Centre		
Specialist industry and partner organisation short courses	3	7
Engagement programs for primary/high schools	2	6
HDR and ECR workshops, masterclasses and hackathons	5	21
Major HDR and ECR summer/winter schools	2	2
Interactive gender equality and diversity training courses and workshops	2	3
5. Number of additional researchers working on Centre research		
Postdoctoral Researchers	30	23
Undergraduate Students participating in Centre related coursework	15	37
Phd Students under Centre supervision	50	98
New PhD Students	35	28
New Masters Students	5	4
Associate Investigators	35	44
Indigenous Pre-doctoral appointments	3	0
6. Number of postgraduate completions	75	32
7. Number of mentoring programs offered by the Centre	3	3

Performance Measure	2024 target	2024 outcome
8. Number of presentations/briefings		
Government, industry, business and community forums and briefings	40	47
Invited talks/papers/keynote lectures given at major national and international meetings and industry conferences	50	53
Media coverage - media releases	15	103
Media coverage - unique media items	200	468
Website unique visits	60,000	36,743
9. Number of new organisations collaborating with, or involved in, the Centre		
New organisations collaborating with, or involved in the Centre	36	75
International visitors and Visiting Fellows	15	18
Visits to overseas laboratories and research institutions	40	51
Memberships of national and international professional bodies and committees	60	78
Interactions with other CoEs such as exchanges, joint outputs and events	3	7
10. Number of female research personnel	40	134
Centre-specific KPIs		
11. Benefits, outcomes, impact		
Citations in policy papers	40	27
Submissions to major inquiries	10	25
Membership of policy and industry advisory committees	10	41
12. Governance		
Advisory Board meetings per year	2	2
Advisory Board attendance per meeting	70%	100%
Stakeholder satisfaction surveys with the majority of stakeholders 'satisfied' or above (every two years)	2	2

Performance Measure	2024 target	2024 outcome
Centre-specific KPIs		
13. Effectiveness of the Centre in creating an effective and cohesive research team		
Number of cross-program events	10	46
Number of staff participating in annual Centre symposiums	150	147
Number of cross-node publications	90	93
Number of multi-institutional supervisors	8	18
14. Organisational Support		
Additional research income secured by Centre staff	1.5	14.4

ACTIVITY PLAN FOR 2025

RESEARCH

- + Progress our new Phase 2 Signature Projects to sharpen the Centre's collaborative and applied focus on ADM and Generative AI
- + Unite ADM+S researchers with technologists, social service professionals and policymakers at our third Focus Area Symposium 'Automated Social Services' and deliver a series of activities to support our Social Services Focus Area year
- + Strengthen our impact and translation strategy by bringing the expertise of our International Advisory Board together with Project Leaders and Research Fellows via a series of workshops and activities
- + Continue to implement the agreed actions in response to the ARC Mid Term Review recommendations
- + Formalise new collaborative research partnerships with potential ARC Partner Organisations

IMPACT

- + Continue our support for the Australian Internet Observatory, a new national research facility, to refine the Centre's unique tools and make them widely available to researchers everywhere
- + Expand our partnership with the Australian Broadcasting Commission (and work closely with other international public service news networks) to develop a public service news algorithm for ABC News
- + Enhance our strong program of policy engagement via the recruitment of a dedicated Policy Officer to coordinate our growing volume of government submissions, briefings and training
- + Extend our work with remote First Nations communities to produce the first comprehensive national study of Indigenous digital inclusion: an essential step in evaluating progress towards Australia's Closing the Gap targets

OUTREACH & ENGAGEMENT

- + Renew the Centre's outreach and engagement strategy and grow our partnerships with key Australian journalists and media outlets
- + Develop new education programs and teaching materials for primary and high school students to improve understanding of automated decision-making
- + Continue to grow the ADM+S Working Paper series and promote ADM+S research through the Australian Policy Observatory and other outlets
- + Improve our website and repositories to ensure all publications and resources are open access, fostering equitable knowledge sharing, increasing the visibility of our work, and supporting global collaboration

EDUCATION & TRAINING

- + Integrate our new Phase 2 postdoctoral research fellows and HDR students into the ADM+S multidisciplinary research community via cross-institutional research projects, networking and research training activities
- + Deliver our comprehensive research training program including annual hackathons, monthly workshops and masterclasses, summer schools and placements
- + Continue to promote the ADM+S Fellowship Program and number of international fellowships, placements and study opportunities with our Partner Organisations
- + Conduct in-person visits to all Brisbane, Sydney and Melbourne nodes to meet our new cohort of students and postdoctoral research fellows

GOVERNANCE, PEOPLE AND RESOURCING

- + Continue tracking progress against our comprehensive EDI Strategy and Action Plan and promote a strong culture of equity, inclusion, accessibility and diversity across the Centre
- + Renew our leadership team via new appointments to the Chief Investigators group
- + Strengthen HDR and ECR representation on our Executive Committee and subcommittees to increase participation in our governance and decision-making processes
- + Continue to collaborate with other ARC CoEs to share resources, knowledge and skills
- + Host our second Centre-wide Strategic Planning Retreat for all academic and professional staff

ABOUT THIS REPORT

REPORT DESCRIPTION

This 2024 Annual Report covers the activities of the ARC Centre of Excellence for Automated Decision-Making and Society from 1 January 2024 to 31 December 2024. Our reporting period aligns with the requirements of the Australian Research Council, our primary source of funding, and the report forms part of our official reporting (and accounting) requirements.

ANTICIPATED READERSHIP

The primary audiences for this report are our funders and stakeholders, and we also hope it will be of interest to the broader community in both Australia and overseas. Subject matter has been selected in line with our vision and Strategic Plan and in accordance with the expectations of the Australian Research Council.

Unless otherwise stated, the use of the words 'we', 'us', 'our' and 'the Centre' refers to the ARC Centre of Excellence for Automated Decision-Making and Society, also known as the ADM+S Centre.

You will find this report and other ADM+S publications on our website at admscentre.org.au/publications

Design

Saskia Velcek, Leah Hawkins

Editing

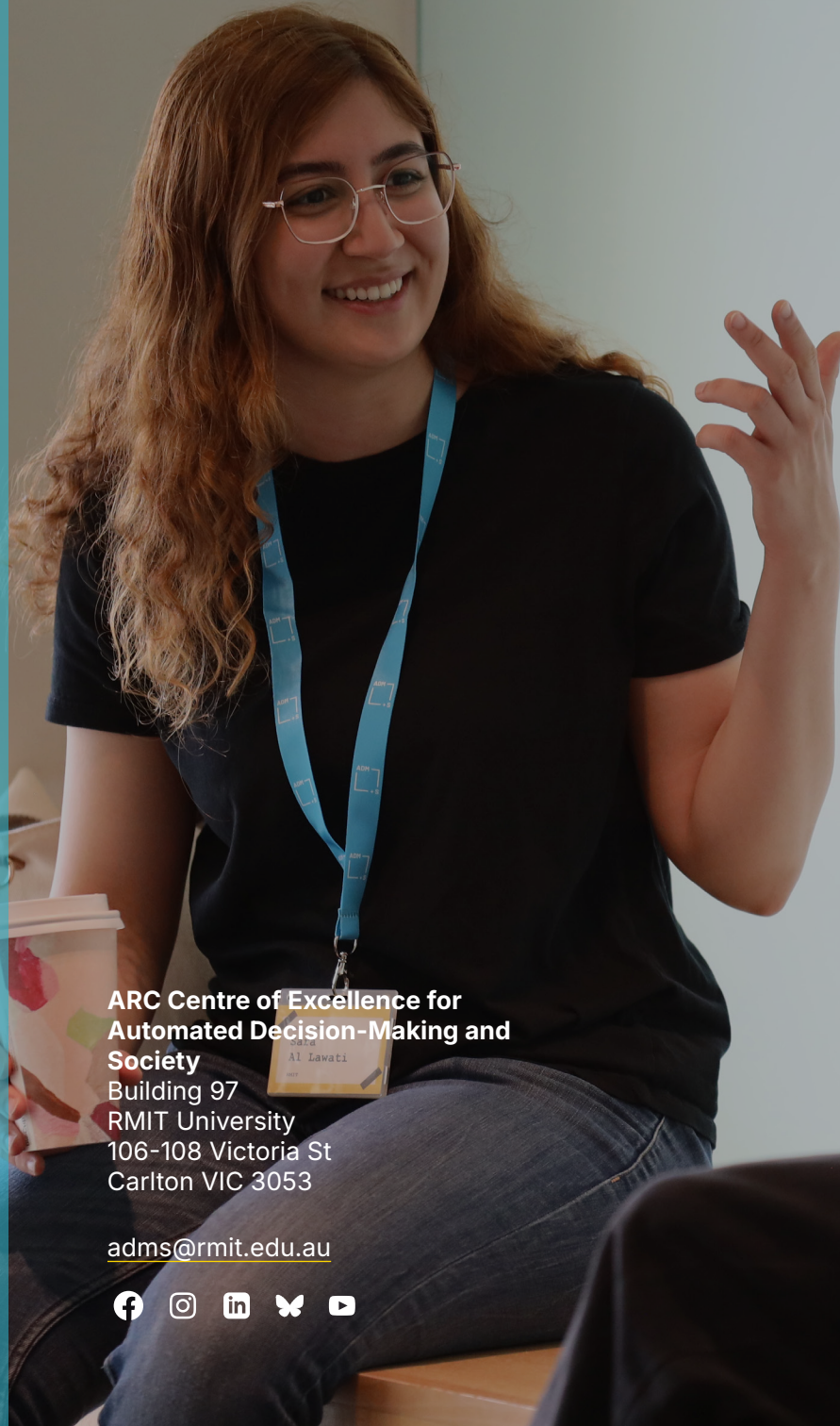
Natalie Campbell, Nick Walsh, Sally Storey, Kathy Nickels, Matt Warren, Julie Stuart

Photography

Natalie Campbell, Daniel Featherstone, Leah Hawkins, Matt Warren



Australian Government
Australian Research Council



**ARC Centre of Excellence for
Automated Decision-Making and
Society**

Building 97
RMIT University
106-108 Victoria St
Carlton VIC 3053

adms@rmit.edu.au

