

## Erasmus Data Summit 2020

### Break-Out Track E: Social and Psychological Implications of AI

#### AI for Effective and Responsible Social Network Campaigns

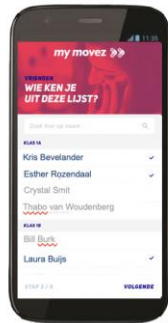
*Moniek Buijzen & Thabo van Woudenberg*





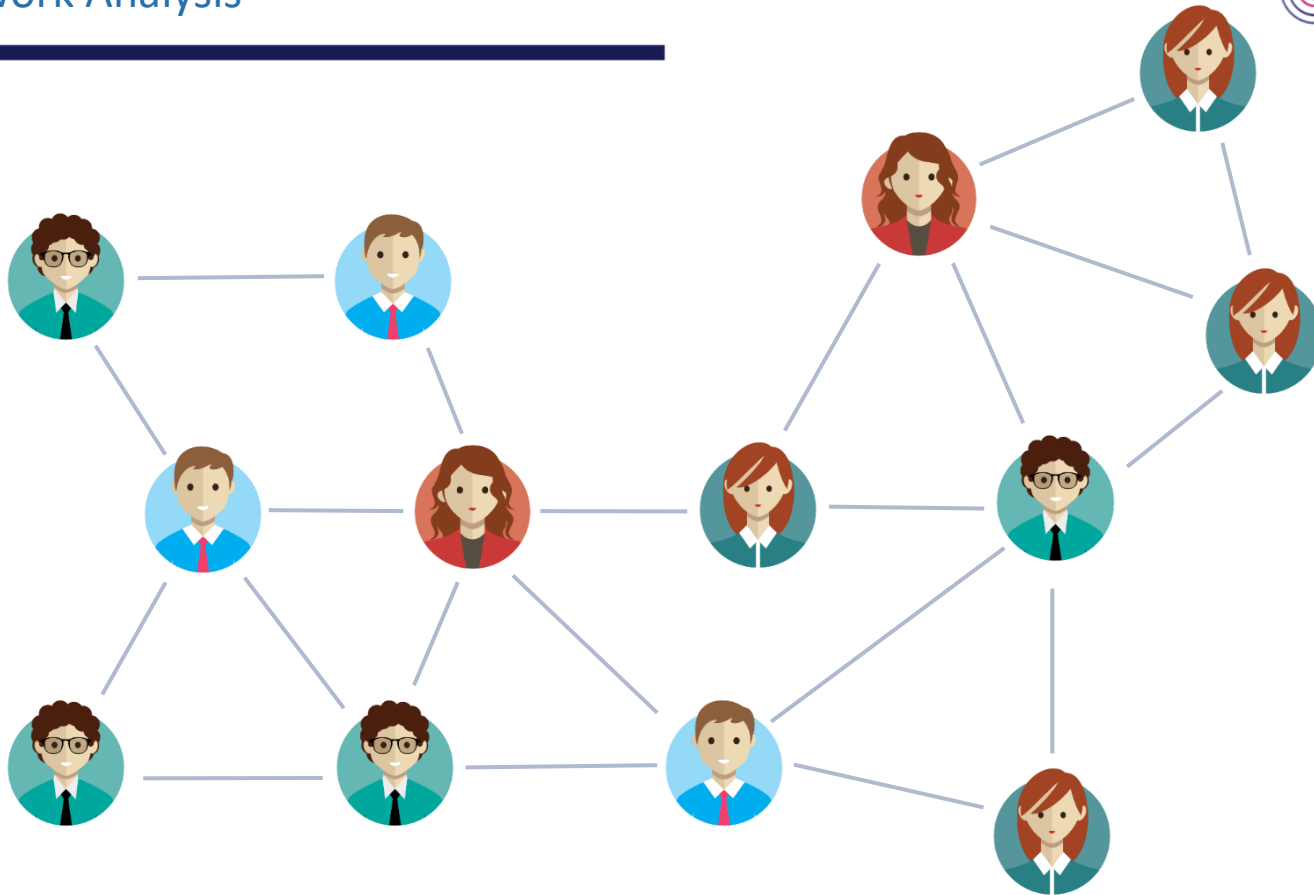
## MyMovez Data Collection Planning

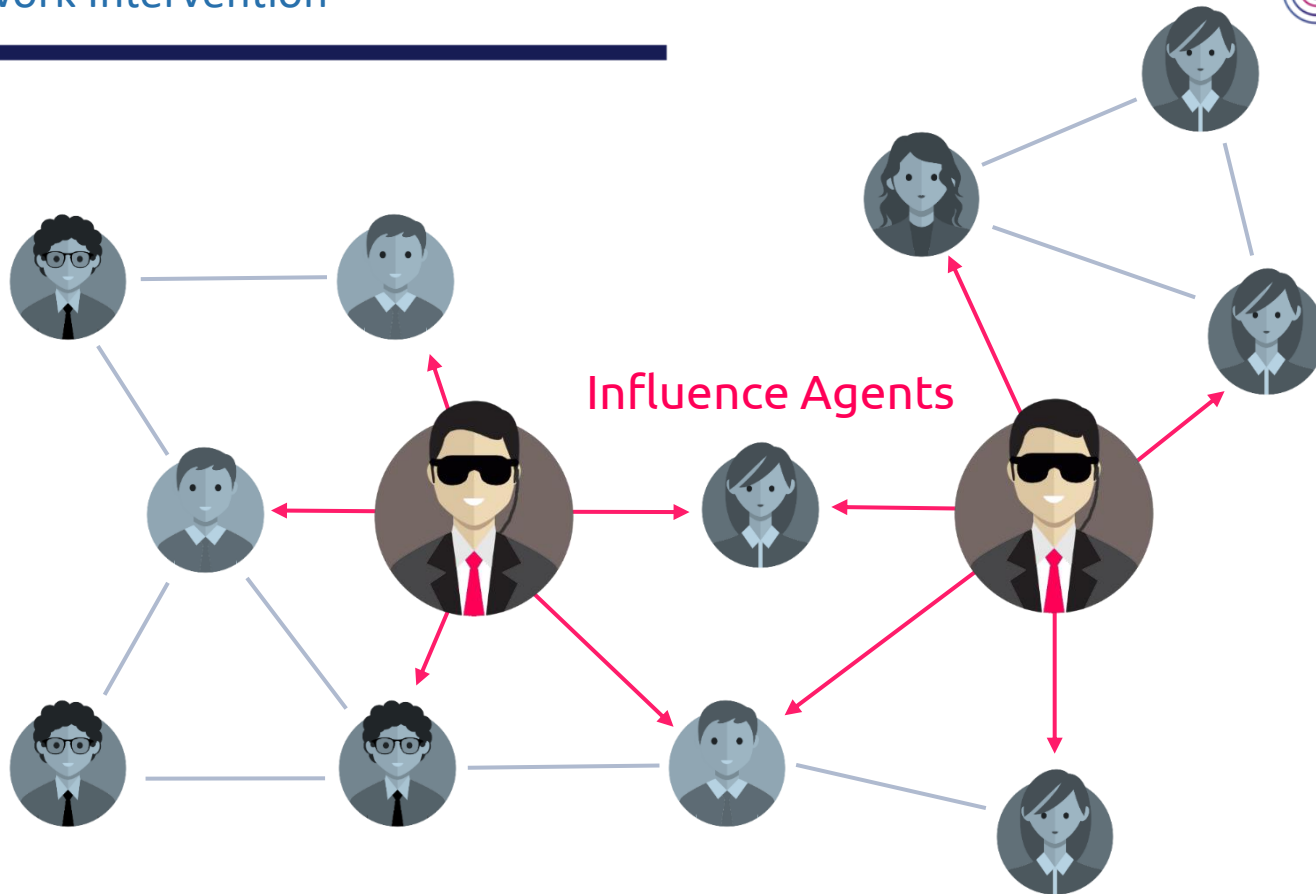
Phase I: Longitudinal data collection among 953 teenagers				Phase II & III: Data analysis and intervention	
2016		2017		2018	
1	2	3	4	5	8
February	April	June	February	February	June



For more  
info, see;

<http://mymovez.eu/>





# How to select influence agents?



## Based on luck

Randomly select the influence agents  
(random selection)

(random)



## Based on theory (and data)

The traditional way: Counting relationships  
(in-degree centrality)

(in-degree)

The strategic way: Based on the position in the social network

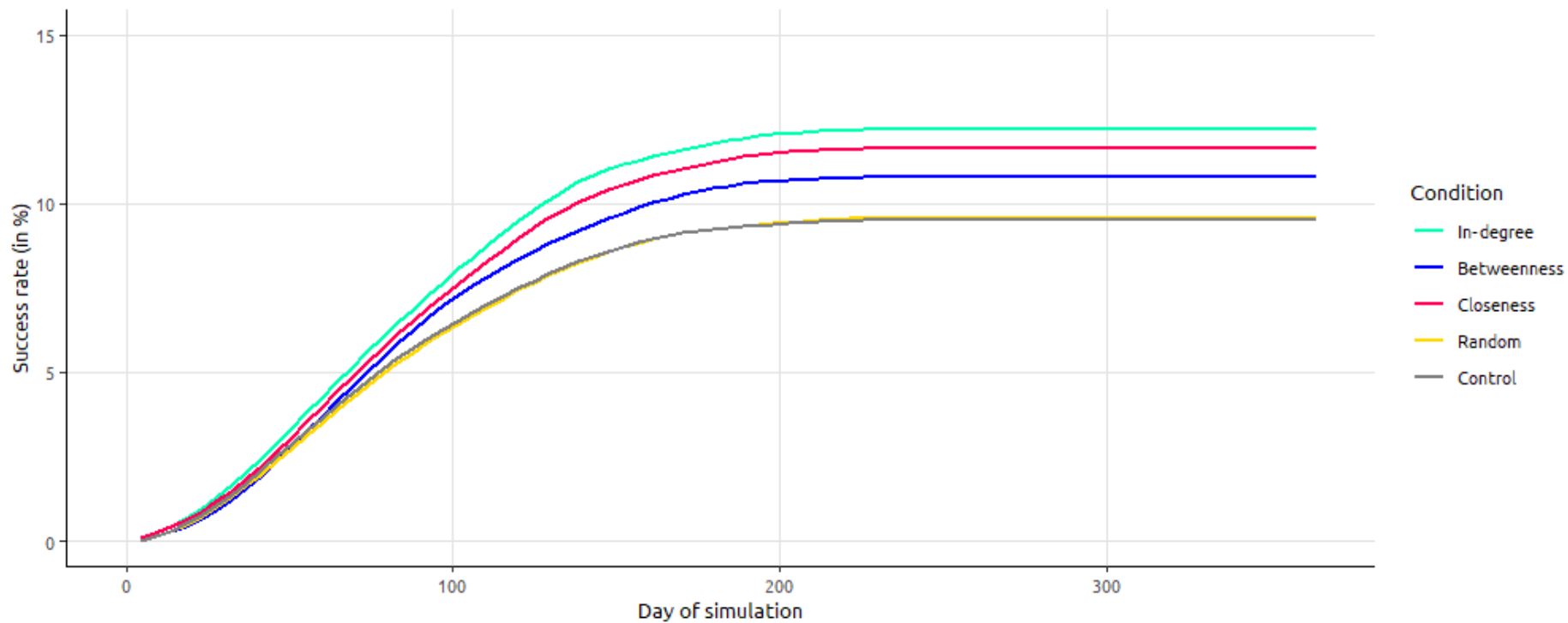
(betweenness centrality)

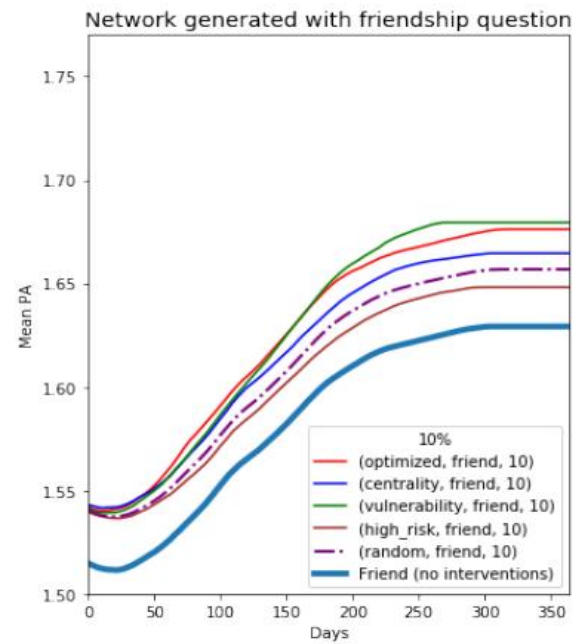
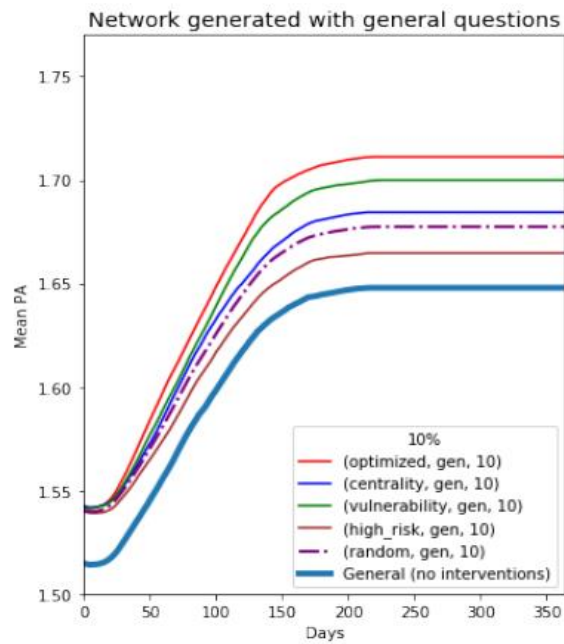
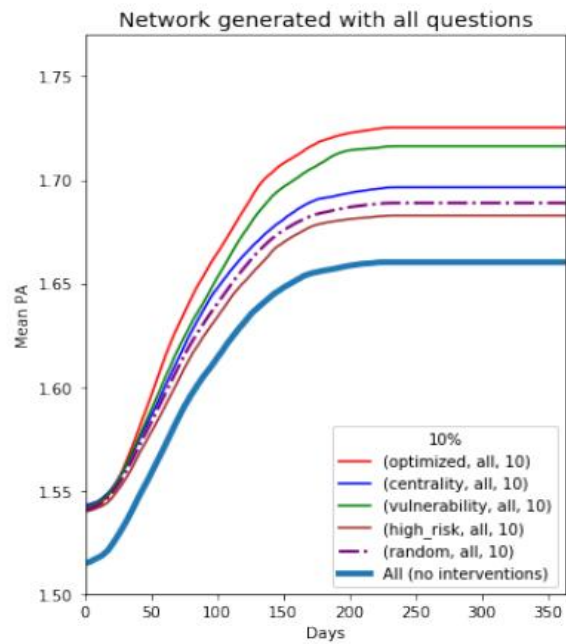


(closeness centrality)

## Based on data

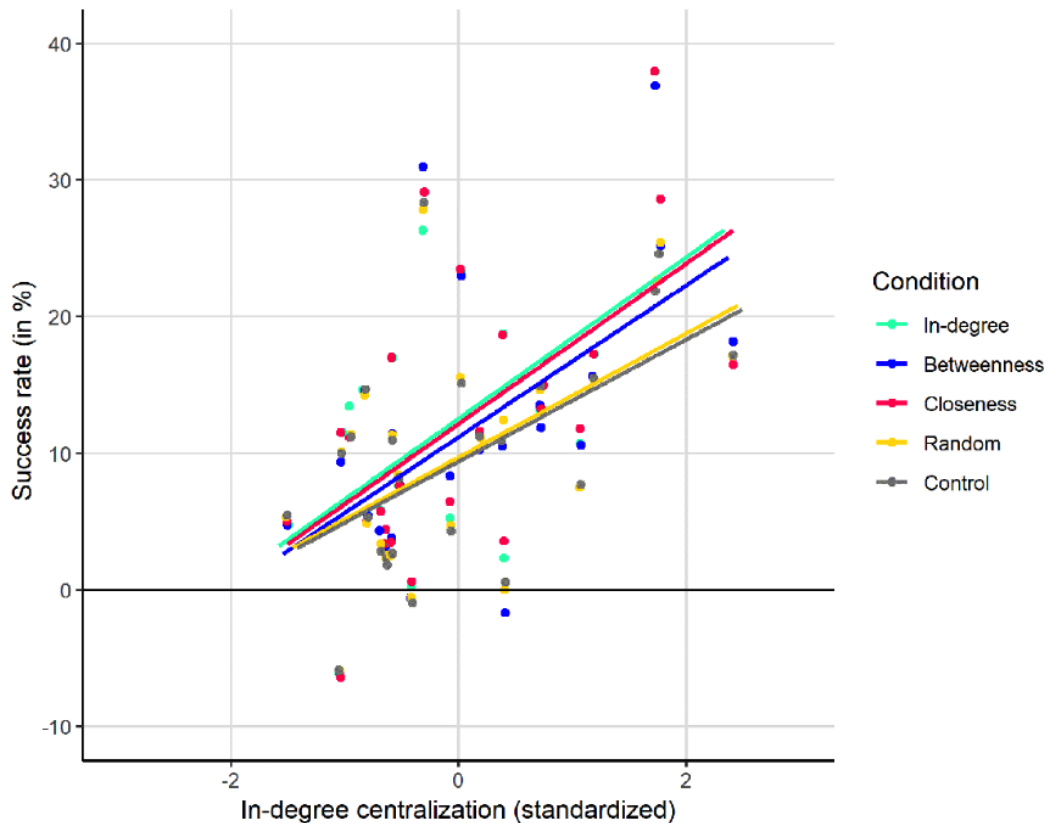
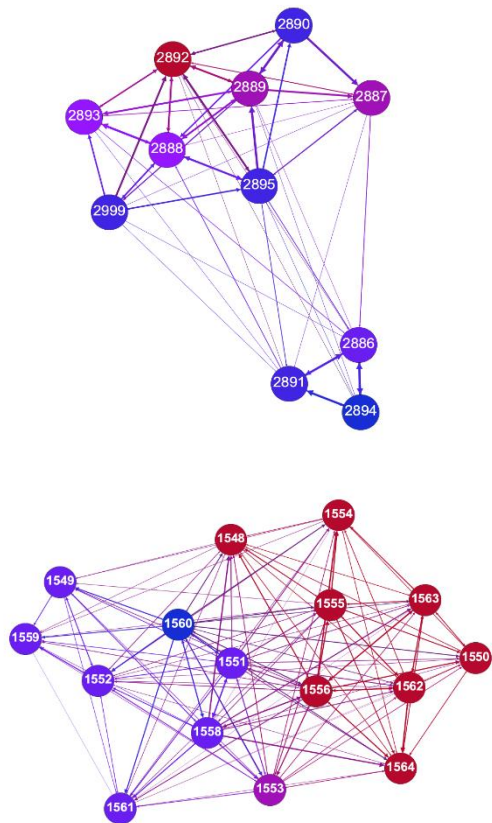
Optimized selection based on the impact of the children in the whole network (Woudenberg et al. (2019) & Araujo et al. (2018))







# Intervention tailoring



# Inspiration break!

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We invite you to dream about the next step: Using AI and communication technology for effective and responsible social network campaigns:

- How can we use data analytics for intelligent intervention design?
- How can we use (data from) online social networks (social media)?
- How can we use smartphone technology?

**Inspired? Share your ideas, dreams, and/or suggestions in the chat right now! Wild, vague, or concrete—ALL ideas are welcome!**

Also, feel free to share your questions. We will discuss ideas and questions after the next slide!

# Tailored interventions based on simulations?

