

Blind people's use of AI technology (BlindTech)

Rikke Fogh Jørgensen
ICT-consultant

Birgit Christensen
ICT-consultant

IBOS – Institute for the Blind and Partially Sighted, Denmark

This presentation:

- The project, funding and persons involved
- Technology involved
- Phases and methodology
- Learning materials
- Contact information

Project BlindTech

Instituttet
for Blinde og Svagsynede

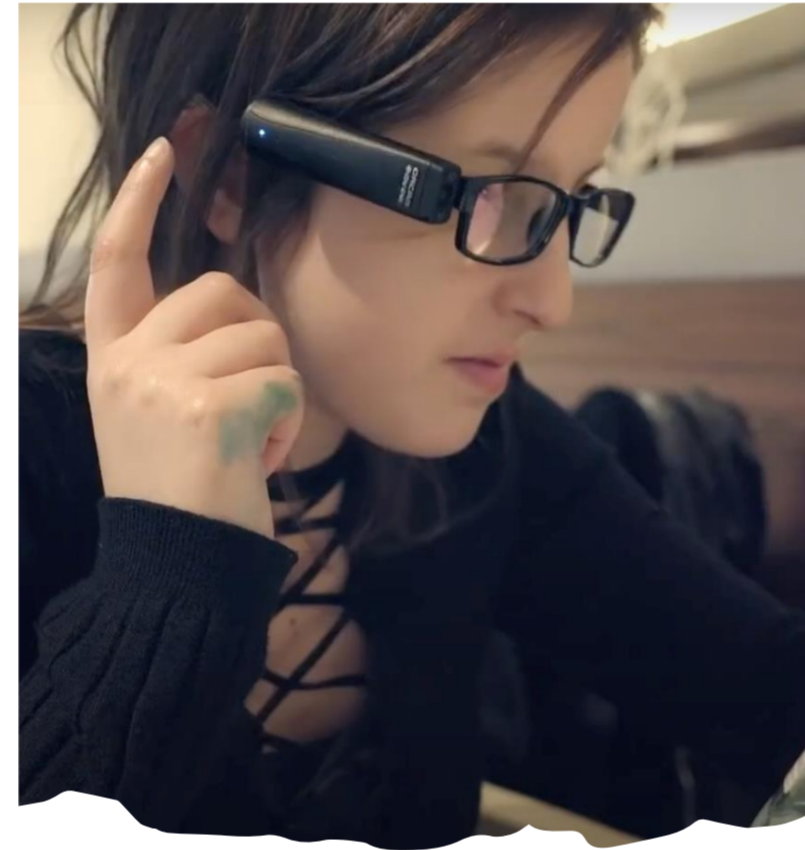
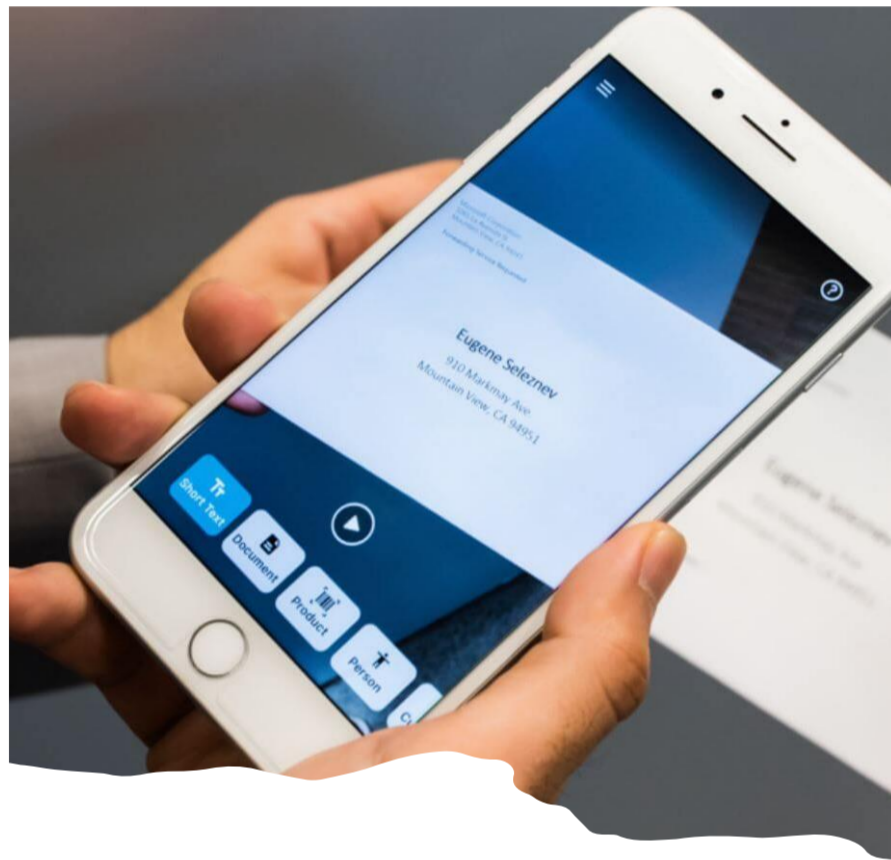
- **Funding:** Velux Foundation, 2020-2022
- **Research:** University of Copenhagen, Department of Nordic Studies and Linguistics (NorS)
- **Project manager:** Brian Due, Ph.D., associate professor
- **Team:** Ph.D.-student Louise Lüchow, postdoc Rikke Nielsen, ICT-consultants Birgit Christensen and Rikke Fogh Jørgensen.
- **Focus:** Videoethnographic study of VIPs everyday use of new technology.
- **Goal:** To identify possibilities/challenges and develop learning material for ICT-consultants



Instituttet
for Blinde og Svagsynede

VELUX FONDEN





AI-based products

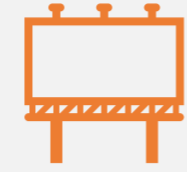
- SeeingAI (Danish/English)
- OrCam MyEye (Danish/English)
- Google Home Assistant (Danish)

Project BlindTech

Phases and methodology in the project

- **Phase 1:** 7 persons (lead users) observed and video filmed in everyday situations using AI-based products
- **Phase 2:** Observation and video filming of ICT-consultants during instruction and presentation of new technologies
- **Phase 3:** Analysis of the video material and development of training material
- **Phase 4:** Presentation and finished prototype

Learning materials



Primary target group: ICT consultants working with VIPs



Develop learning materials based on empirical data analysis



Cocreation workshop to assess what information ICT-consultants where most in need of



Instruction in the use of AI-based technologies



Test of materials



Prototype

Moodle as a platform

Plus:

- Accessibility
- No cost
- Experience
- Access control

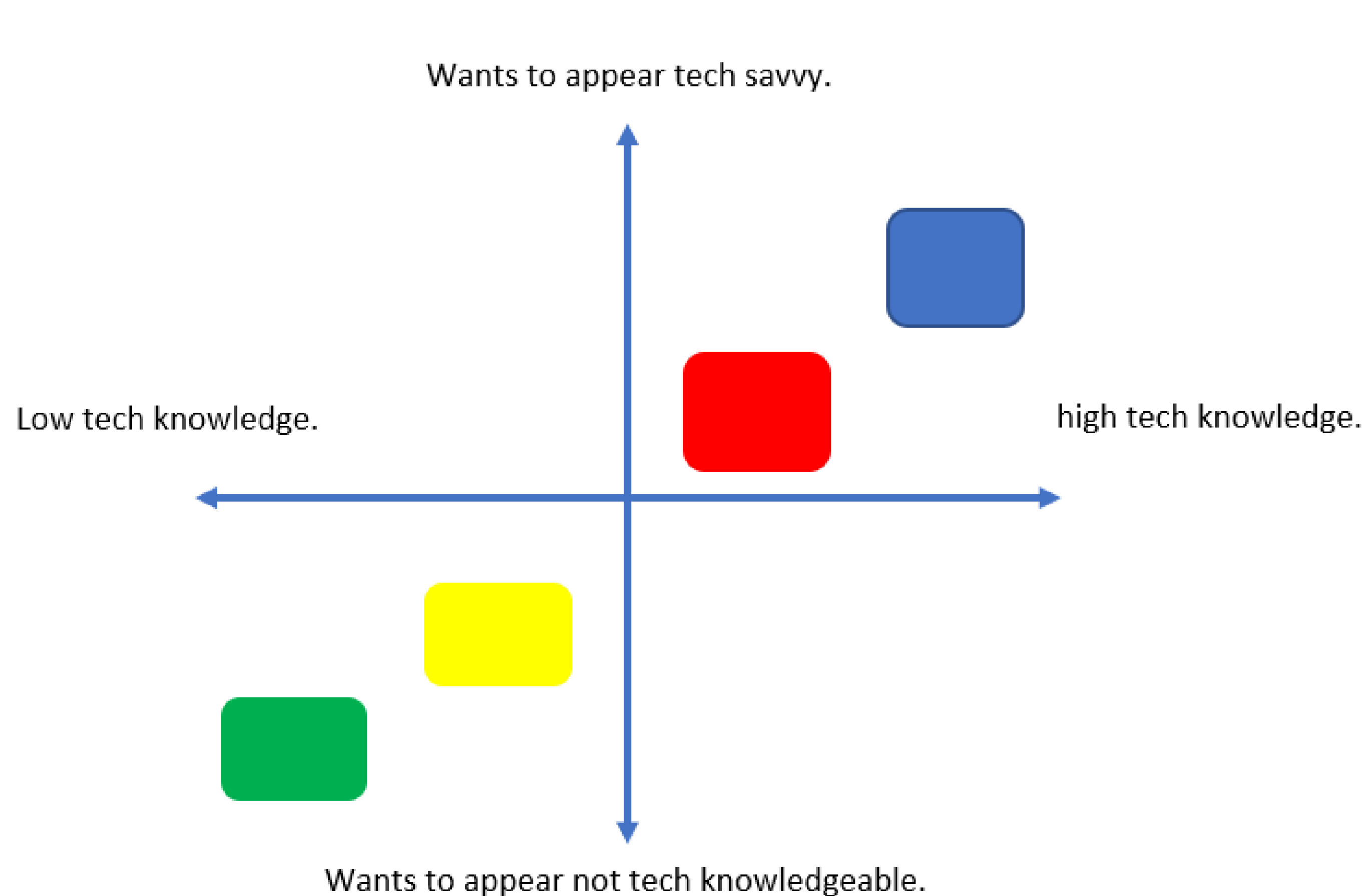
Minus:

- Limits
- Design

Content in Moodle

- Introduction to the BlindTech project
- Overview
- Four Personas
- Assessment
- Instruction
- Setup
- Knowledge archive – professionals
- Knowledge archive – VIPs
- Manuals sorted by product

Four personas



The Tech-Savvy



The Sceptic



The Eager Beginner



The Reluctant

The Tech Savvy

- Works in or with IT, extensive knowledge
- Important in terms of self worth
- Fear of seeming incompetent and loosing face.
- Blames the technology if something doesn't work

- Will use technology for: Anything and everything

- Needs: Recognition and adaptation to their level

The Tech Savvy (2)

On a scale of 1-10:

- Independence: 10
- Fear of failure: 8
- Likely to ask for help: 3

Quote: “I already tried that”

The Sceptic

- May have some experience with tech
- Is sceptic both in terms of function and safety
- Very independent in learning situations – hands on
- Will use technology for: Specific tasks, where there is no low-tech solution available.
- Needs: Take concerns seriously. Show a few solid solutions – not everything possible

The Sceptic

On a scale of 1-10:

- Independence: 8
- Initiative: 3
- Fear of failure: 6
- Likely to ask for help: 5

Quote: “Are you sure about that?”

The eager beginner

- No experience with technology but curious
- No fear. Certain they can learn. Often overconfident
- Appears willing to learn but doesn't practice on their own.
- Will use technology for: What you show them
- Needs: Quick success. Help with transfer to other scenarios

The eager beginner (2)

On a scale of 1-10:

- Independence: 3
- Fear of failure: 3
- Likely to ask for help: 10

Quote: “I’d like to try that”

The reluctant

- Don't want to use technology even if they need it.
- Disclaim responsibility
- Don't know their accounts and codes
- Embrace the role as incompetent to avoid expectations

- Will use technology for: Nothing

- Need: Try to find motivation. Quick success.

The reluctant (2)

On a scale of 1-10:

- Independence: 2
- Fear of failure: they expect failure
- Likely to ask for help: 7

Quote: “I know nothing about that”

Contact information



IBOS – Institute for The Blind and Partially Sighted

Rymarksvej 1

2900 Hellerup

Tel.: 39 45 25 45

www.ibos.dk

Rikke Fogh Jørgensen

Mail: k39p@kk.dk

Birgit Christensen

Mail: ab7t@kk.dk

Project BlindTech:

[Blind people's use of AI technology \(BlindTech\) – University of Copenhagen \(ku.dk\)](#)