



**cy.** center for  
algorithmic  
transparency

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v1.0	02/11/2018	Jahna Otterbacher (OUC)	jahna.otterbacher@ouc.ac.cy	Initial version
v2.0	01/09/2019	Styliani Kleanthous (OUC)	styliani.kleanthous@ouc.ac.cy	Second version
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v4.0	09/12/2021	Maria Kasinidou (OUC)	maria.kasinidou@ouc.ac.cy	Final version

<b>Abstract</b>	
This document describes the promotional materials created in order to promote awareness of the CyCAT project.	
<b>Keyword(s):</b>	Promotional materials, dissemination, communication

## **Contents**

1. Executive Summary
2. List of Materials Produced

## 1. Executive Summary

As described in the CyCAT DoA, the CyCAT team will develop promotional materials, such as leaflets, posters, and videos, which feature the CyCAT logo. By sharing such materials, the team aimed to spread the word to various stakeholders - and the public at large - concerning the CyCAT mission, specific objectives and activities. This deliverable serves as an archive of all dissemination / promotional materials used for CyCAT.

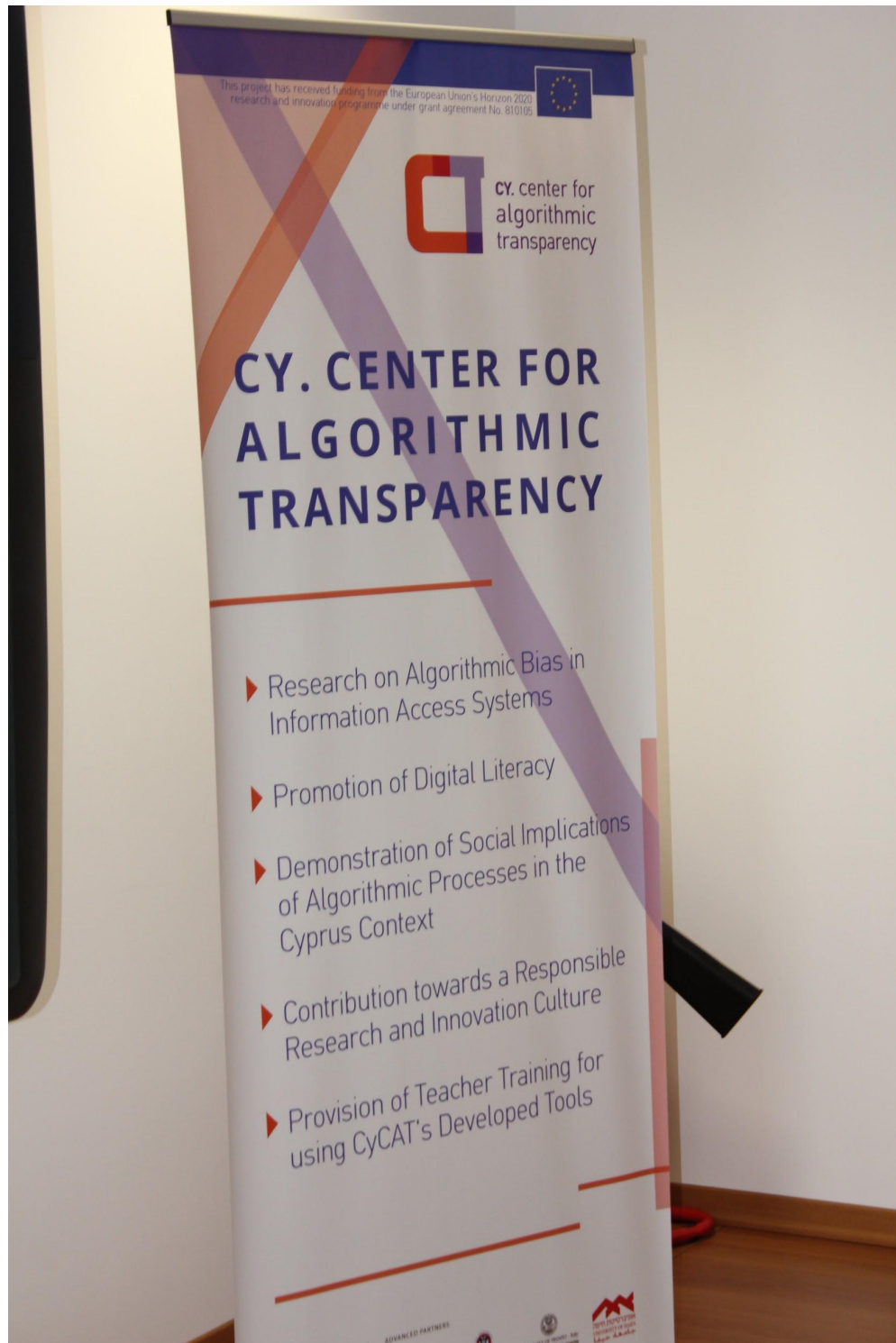
## 2. List of Materials Produced

**Materials produced in preparation for the CyCAT Kick-off Meeting and Press Conference (October 2018)**

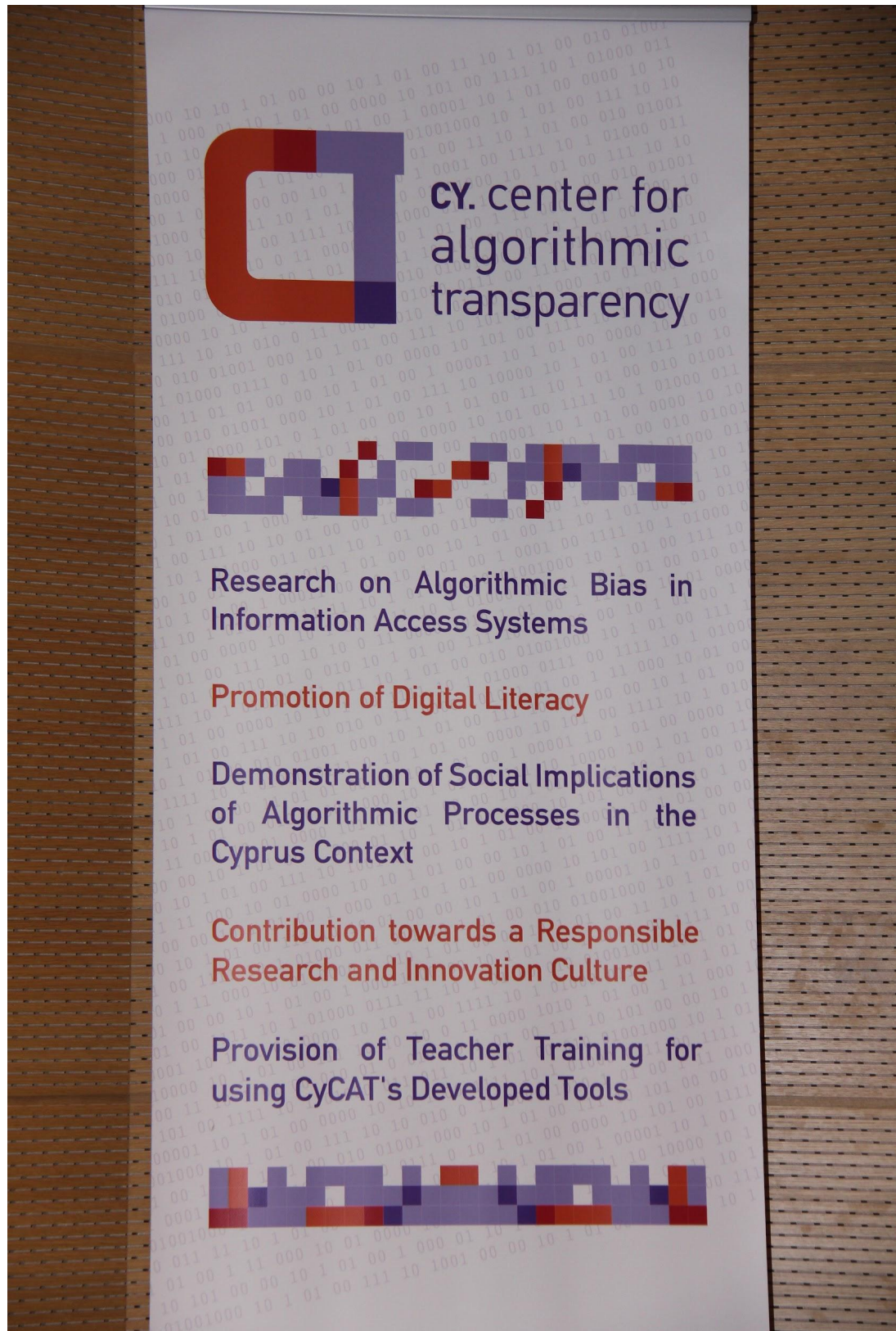
- Bags with the CyCAT logo



- Three large banners with the CyCAT logo and objectives











- CyCAT business cards



- Bookmarks



- Informative Leaflets

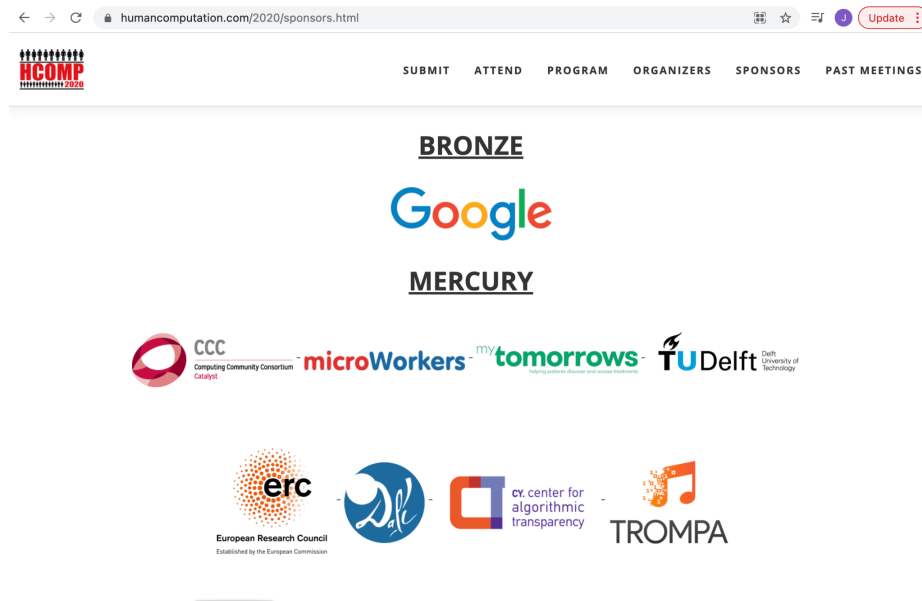


- One motion graphics video “Introduction to CyCAT” in three languages
  - English: <https://youtu.be/JeC2dBr46OQ>
  - Greek: <https://youtu.be/K0do76J-Xh8>
  - Turkish: [https://youtu.be/n9x1jqOzH\\_I](https://youtu.be/n9x1jqOzH_I)
- One video with interviews with each team member: <https://youtu.be/pTcRwi4TXTg>
- One video with the Advanced Partners: <https://youtu.be/855x5K31KO4>

### Sponsorship of related events

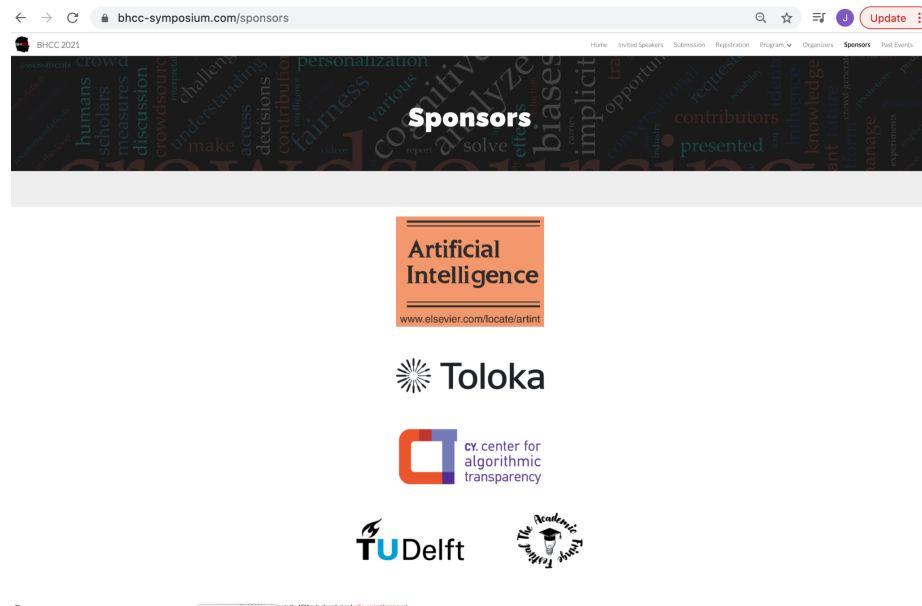
- **AAAI HCOMP 2020**  
<https://www.humancomputation.com/2020/sponsors.html>

CyCAT was a bronze sponsor at the premiere international conference on human computation and crowdsourcing. This included featuring our logo on the website of the conference. It also featured a targeted email, which went out to all participants of the conference (around 500 people, working in academia, industry and government), describing the objectives and work-to-date.



- **BHCC BIAS in Human Computation and Crowdsourcing**

CyCAT was a sponsor of the 2021 BHCC Symposium, which attracts researchers across Europe working on issues of data bias. Sponsorship included featuring our logo on the BHCC website, as shown in the image below.





## Materials produced in preparation for the CyCAT Final Meeting and Closing Event with Stakeholders (November 2021)

- Eight posters with CyCAT interventions and collaborations



- CyCAT bookmarks
- CyCAT bags
- CyCAT branded water bottles





- Series of three motion graphics videos featuring CyCAT project initiatives and results
  - The first video on Computer Vision: [https://youtu.be/3CZfK8\\_LhMI](https://youtu.be/3CZfK8_LhMI)
- Additional flyers for specific events (see samples below)



## BHCC 2020

Second symposium on Biases in Human Computation and Crowdsourcing

NOVEMBER 10<sup>TH</sup> – 11<sup>TH</sup> 2020, CYPRUS  
13:00 – 16:00 EET

#BHCC2020 #bias #crowdsourcing #human computation

REGISTRATION LINK: <https://sites.google.com/sheffield.ac.uk/bhcc-2020/registration>

### KEYNOTE DAY 1



The Science of Knowledge Integrity – Research at Wikimedia by Dr. Miriam Redi, Wikimedia Foundation

### KEYNOTE DAY 2



CoronaSurveys: Using Indirect Reporting to Estimate the Incidence of Epidemics by Dr. Antonio Fernández Anta, IMDEA Networks

### NOVEMBER 10TH 2020 - DAY 1

Welcome	13:00 - 13:10	Welcoming Remarks
Keynote Session	13:10 - 14:10	The Science of Knowledge Integrity – Research at Wikimedia by Dr. Miriam Redi, Wikimedia Foundation
Virtual Coffee	14:10 - 14:20	Virtual Coffee
Presentation	14:20 - 14:45	Using interactive systems architecture as a classification of cognitive biases and as a design space for countermeasures by Andy Cockburn, Carl Gutwin and Philippe Palanque
Presentation	14:45 - 15:05	Interactions to mitigate human biases by Alisa Rieger and Nava Tintarev
Presentation	15:05 - 15:30	Identifying the Similarities between Cognitive Biases by Formal Concept Analysis by Lisa Winter, Michael A. Bedek and Dietrich Albert
Presentation	15:30 - 15:55	Crowdwork as a Snapshot in Time: Image Annotation Tasks during a Pandemic by Evgenia Christoforou, Pinar Barlas and Jahna Otterbacher
Closing	15:55 - 16:00	Closing of the day

### NOVEMBER 11TH 2020 - DAY 2

Keynote Session	13:00 - 14:00	CoronaSurveys: Using Indirect Reporting to Estimate the Incidence of Epidemics by Dr. Antonio Fernández Anta, IMDEA Networks
Presentation	14:00 - 14:25	Investigating the Influence of Crowdsourcing Attitudes on Document Annotations by Tim Draws, Nava Tintarev and Ujwal Gadiraju
Virtual Coffee	14:25 - 14:35	Virtual Coffee
Presentation	14:35 - 15:00	Worker-side Scripts in Micro-task Crowdsourcing - Biases and Consequences by Haoyu Xie and Alessandro Checco
Presentation	15:00 - 15:25	Trainbot: A Conversational Interface to Train Crowd Workers for Delivering On-Demand Therapy by Tahir Abbas, Vassilis-Javed Khan, Ujwal Gadiraju and Panos Markopoulos
Presentation	15:25 - 15:50	A Question of Power: How Task Instructions Shape Training Data by Milagros Miceli and Julian Posada
Closing	15:50 - 16:00	Closing



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## Cyprus Center for Algorithmic Transparency

### Introduction

The Cyprus Center for Algorithmic Transparency (**CyCAT**) is hosted at the Open University of Cyprus, the second public university in Cyprus and the only one dedicated to open and distance education.

We collaborate with other researchers internationally and have recently teamed up with four leading universities across Europe and Israel through an H2020 Twinning grant. Our team holds key expertise in the algorithmic processes involved in information access, user interactions with algorithmic systems, user-system interaction, as well as the social and cultural implications of algorithmic processes.

### Objectives

Promote **digital literacy** through raising **citizens' awareness** of the ways in which data analytics and algorithmic processes affect their access to information and opportunities

Develop computational methods, personalized tools, as well as **innovative training and education programs**

Promote a **Responsible Research and Innovation (RRI)** culture

### Research Interest

#### Main research areas:

- Artificial Intelligence
- Information Retrieval
- Information Systems
- Human-Computer Interaction
- Crowdsourcing
- Educational Theory
- Language diversity.

#### Specific topics of interest:

- Algorithmic Fairness
- Algorithmic Transparency
- Accountability
- Auditing
- Bias mitigation



### Publications

- Kyriakou, Kyriakos; Barlas, Pinar; Kleanthous, Styliani; Otterbacher, Jahna. **Fairness in Proprietary Image Tagging Algorithms: A Cross-Platform Audit on People Images**, ICWSM 2019 AAAI, 2019, ISSN: 2334-0770.
- Barlas, Pinar; Kyriakou, Kyriakos; Kleanthous, Styliani; Otterbacher, Jahna. **Social B(eye)as: Human and Machine Descriptions of People Images**, ICWSM 2019 AAAI, 2019, ISSN: 2334-0770.
- Barlas, Pinar; Kyriakou, Kyriakos; Kleanthous, Styliani; Otterbacher, Jahna. **What Makes an Image Tagger Fair? - Proprietary Auto-tagging and Interpretations on People Images**, UMAP 2019 ACM, 2019.
- Kleanthous, Styliani; Otterbacher, Jahna. **Shaping the Reaction: Community Characteristics and Emotional Tone of Citizen Responses to Robotics Videos at TED versus YouTube**, HAPPIE 2019 ACM, 2019.
- Batsuren, Khuyagbaatar; Bella, Gabor; Giunchiglia, Fausto. **CogNet: A Large-Scale Cognate Database**, Proceedings of the 57th Annual Meeting of the Association for Computational Linguistics, pp. 3136–3145, Florence, Italy, 2019.
- Otterbacher, Jahna; Checco, Alessandro; Demartini, Gianluca; Clough, Paul. **Investigating User Perception of Gender Bias in Image Search**, The 41st International ACM SIGIR Conference on Research & Development in Information Retrieval - SIGIR textquotesingle18, ACM Press, 2018.



The University of Sheffield.



THE UNIVERSITY of EDINBURGH



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אוניברסיטת חיפה  
University of Haifa  
جامعة حيفا



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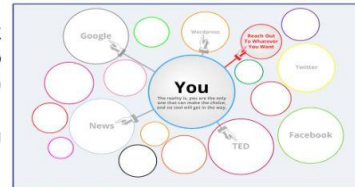


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## Ideas to break out of algorithmic filter bubbles

### What is an algorithmic filter bubble

Search engines (e.g. Google) and social media news feed (e.g. Facebook News feed) use personal data (location, language, previous behavior) to automatically filter and/or rank content based on the user profile, in order to determine what you might like to see at the top of your search results. This can lead to selectively present information to a user based on information about the user, this effect called "filter bubble."



https://medium.com/@danieltalsh/the-filter-bubble-how-algorithms-shape-our-digital-world-how-cy-center-for-algorithmic-transparency-can-help-33a3a1c779d9

### The basics

- Don't rely on one search engine, your social media or newsfeed timelines for information.
- Don't rely on one group or page for getting information on a topic unless this is an official organization representing multiple perspectives.
- Regularly delete your search history and cookies.
- You can browse the web by using **Incognito mode in your browser or logged out of any account**

## Search Engines

### Change your search engine

- **DuckDuckGo** does not track you, protects your privacy and avoids personalized search results, showing all users the same search results for a given search term. [www.duckduckgo.com](http://www.duckduckgo.com)



DuckDuckGo

### Stop Google tracking you

- Disable tracking for tailored ads and content from Google:  
<https://myaccount.google.com/privacy#ads>
- Stop Google from using your browsing data and search history by 'pausing' their tracking:  
<https://myaccount.google.com/activitycontrols>

## Social Media

### Increase the diversity of viewpoints

- Intentionally seek out people in different geographies, from different backgrounds with different views.
- Actively engage with someone who has differentiating views.
- Follow news sources that share your ideas and the opposing ideas too!
- Read comments from non like-minded people too!



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