

When AI gets it wrong: The Value of the statistically insignificant in an AI era



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*Working on the ancestral & traditional territories of the Mississaugas of the Credit,
the Haudenosaunee, the Anishinaabe & the Huron-Wendat*

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AI = Transformational?



Data decisions = Smart?

**EX2025
TRENDS**

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**RIDING THE AI
WHIRLWIND**



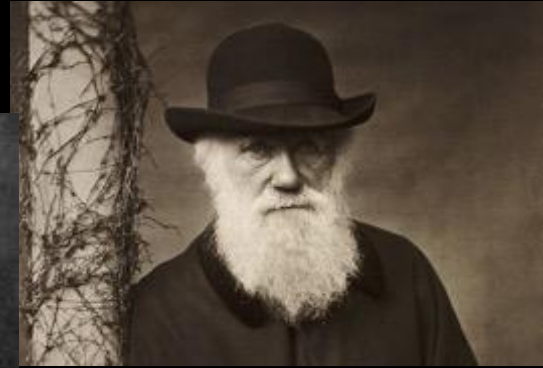
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**Riding the AI wave/whirlwind for
innovation?**

Stuck in an 1800's mindset ...



Thinkers finding answers to...

- **How do we bring order out of chaos?**
- **How do we tame diversity and complexity?**
- **How do we achieve efficiency?**

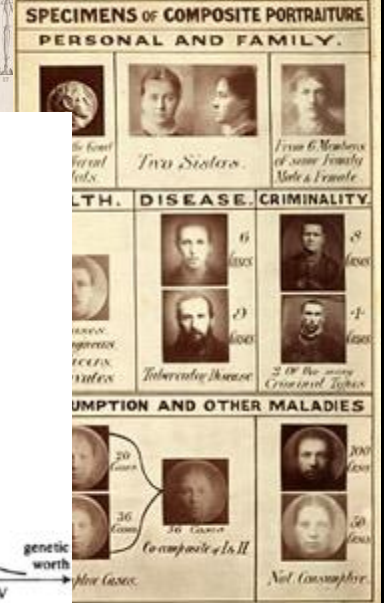
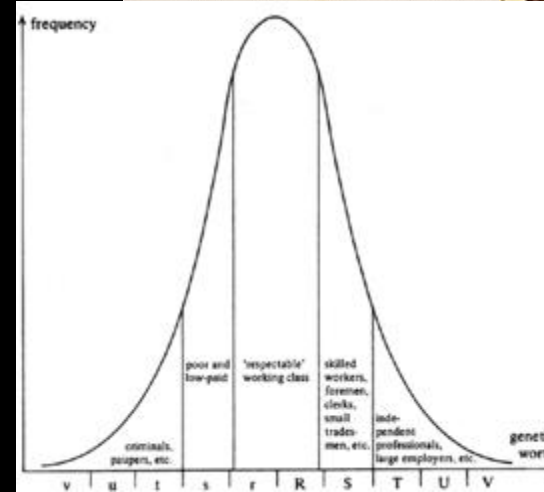
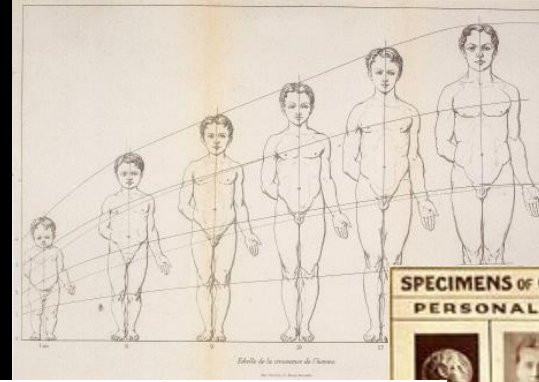
RESERVES de la particul.	NOMBRE d'hommes.	NOMBRE PROBABLES.	PROBABILITÉ d'après l'observation.	RANG dans la TAP.
Pouces.				
33	5	5	0,5000	
34	18	31	0,4995	52
35	81	141	0,4964	42,5
36	185	322	0,4835	33,5
37	430	732	0,4501	26,0
38	740	1305	0,5769	18,6
39	1075	1867	0,3464	10,5
			0,0397	2,5
40	1079	1883	0,1285	3,5
41	954	1628	0,3013	15
42	658	1148	0,4061	21
43	370	645	0,4706	30
44	92	160	0,4866	55
45	50	87	0,4953	41
46	21	38	0,4991	49,5
47	4	7	0,4908	56
48	1	2	0,5000	
	5758	1,0000		



45,5	0,4980	09
53,5	0,4996	16
61,8	0,4999	3
	0,5000	1
		1,0000

Quetelet

- Invented the average man
- Human statistics
- Led to valorizing conformity and demonizing deviation



Convenient for...

industrial revolution – replaceable
workers

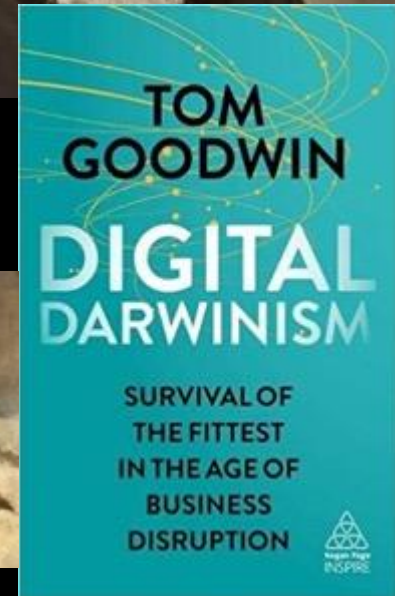
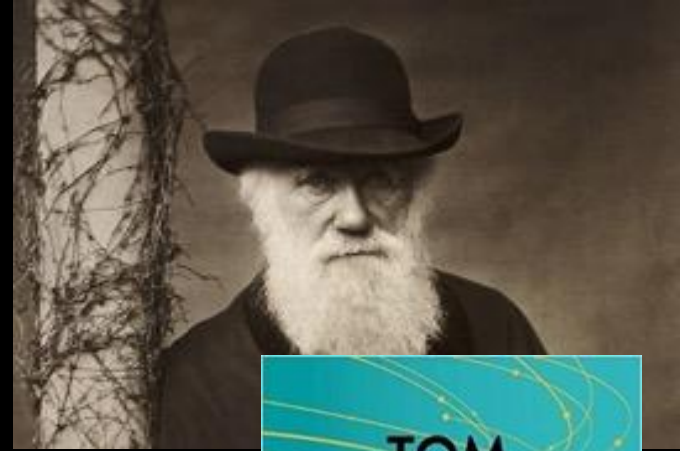
military strategy – replaceable
soldiers

medical industrial complex—
Institutionalization, pathologization



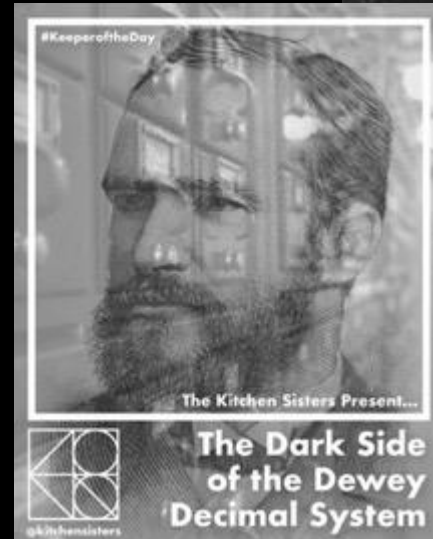
“Social Darwinism”

- Actually Spencer – “Survival of the fittest”
- Life is a winner-takes-all, zero sum game
- Eugenics



(Melvil) Dewey “DUI”

- Efficiency, order, control
- Sorting, categorizing & labelling (with inevitable bias)



Pareto

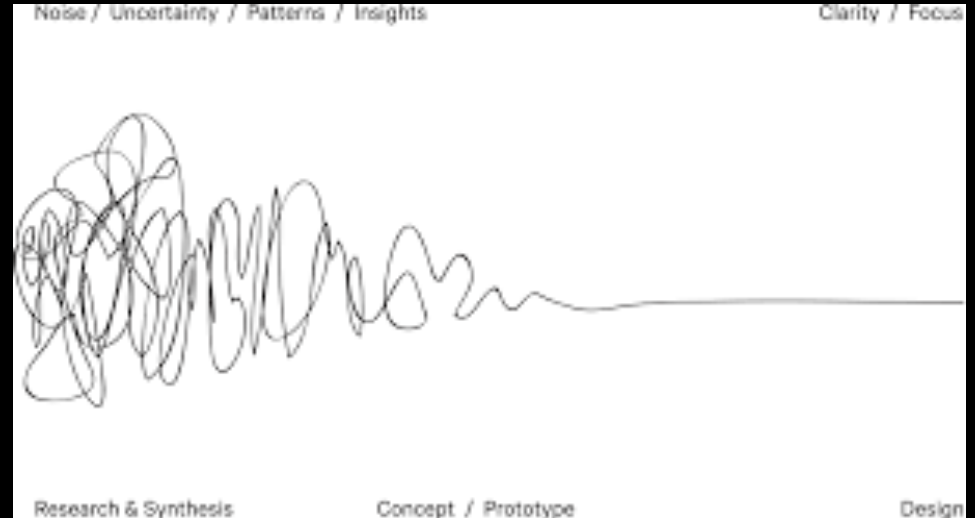


- The 80/20 principle
- (Richard Koch) If you want quick wins, ignore the "difficult 20%" who take 80% of the effort

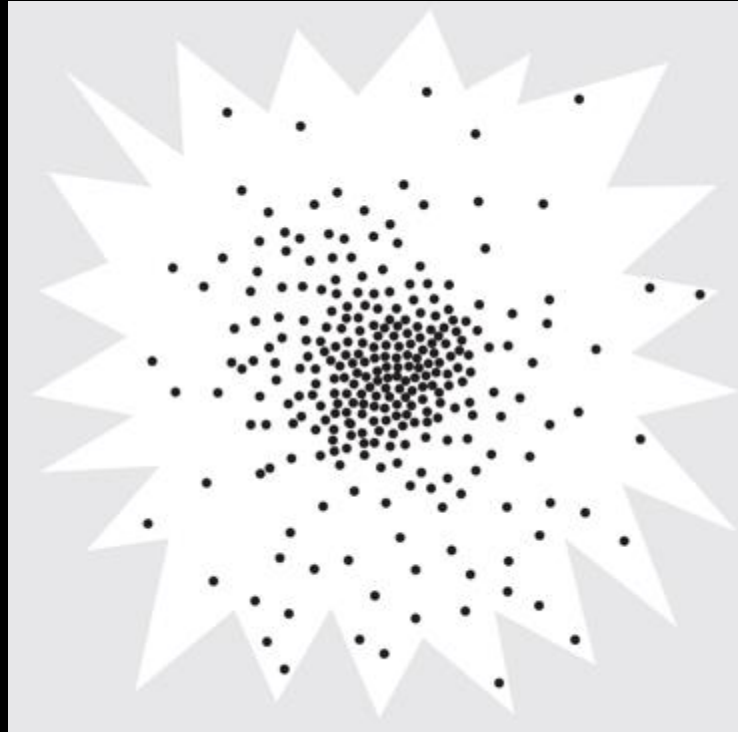


Recent variations...

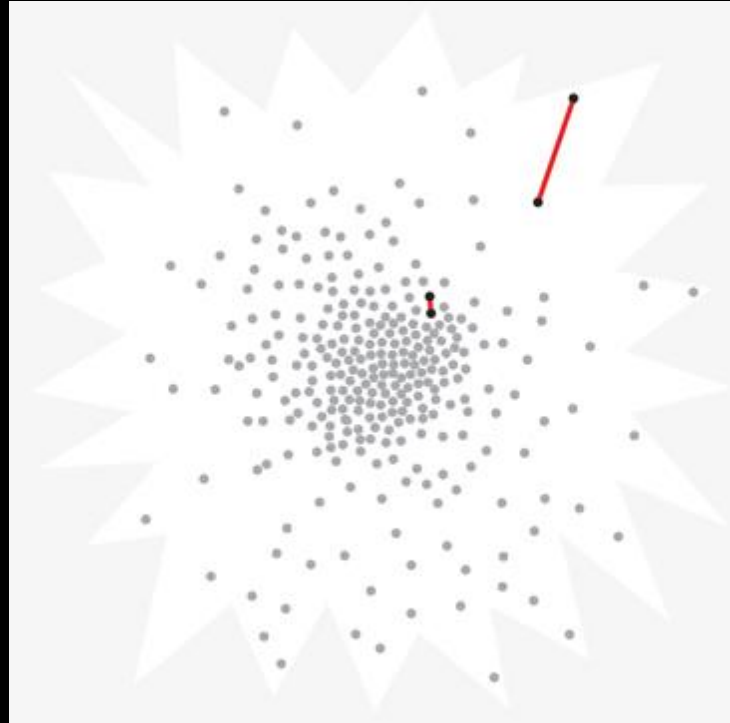
- Scaling
- Impact metrics
- Design Thinking

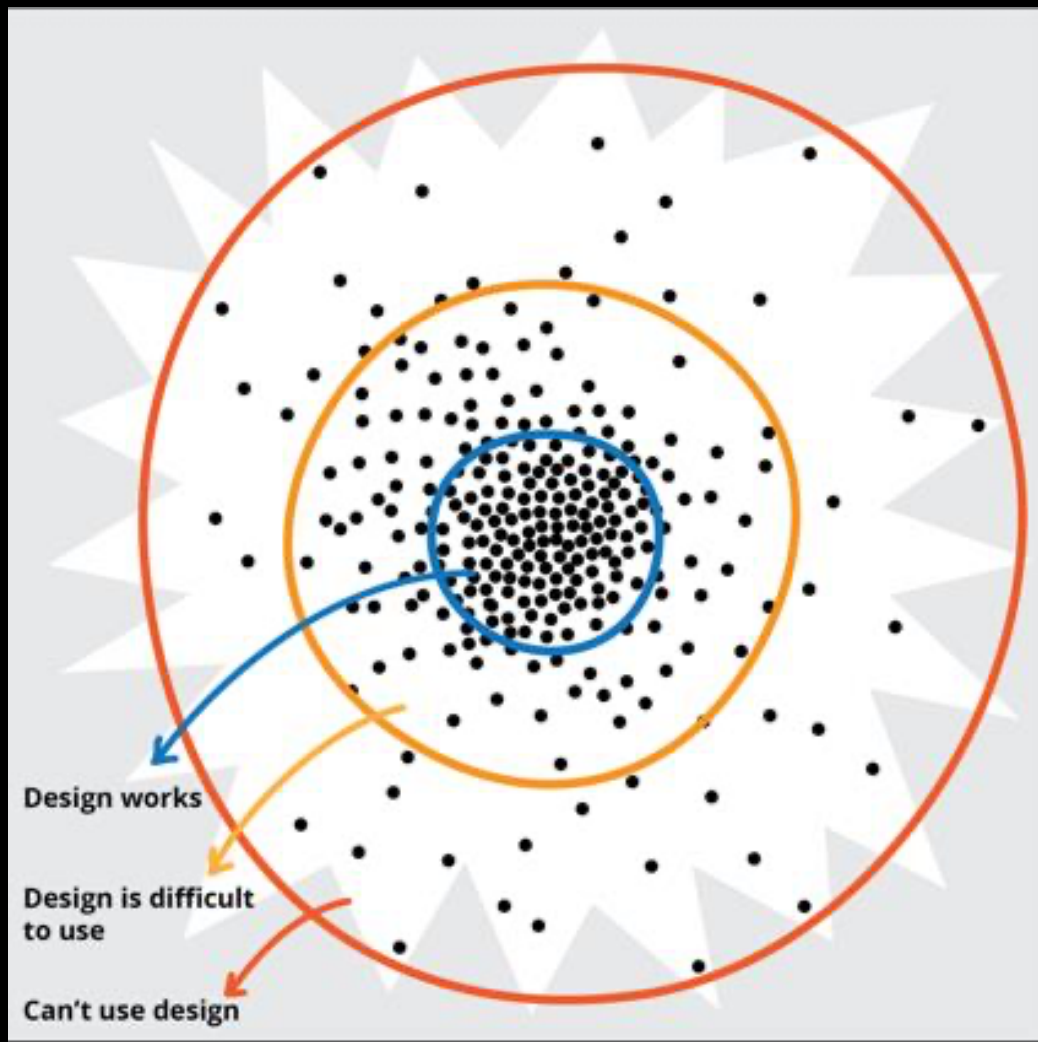


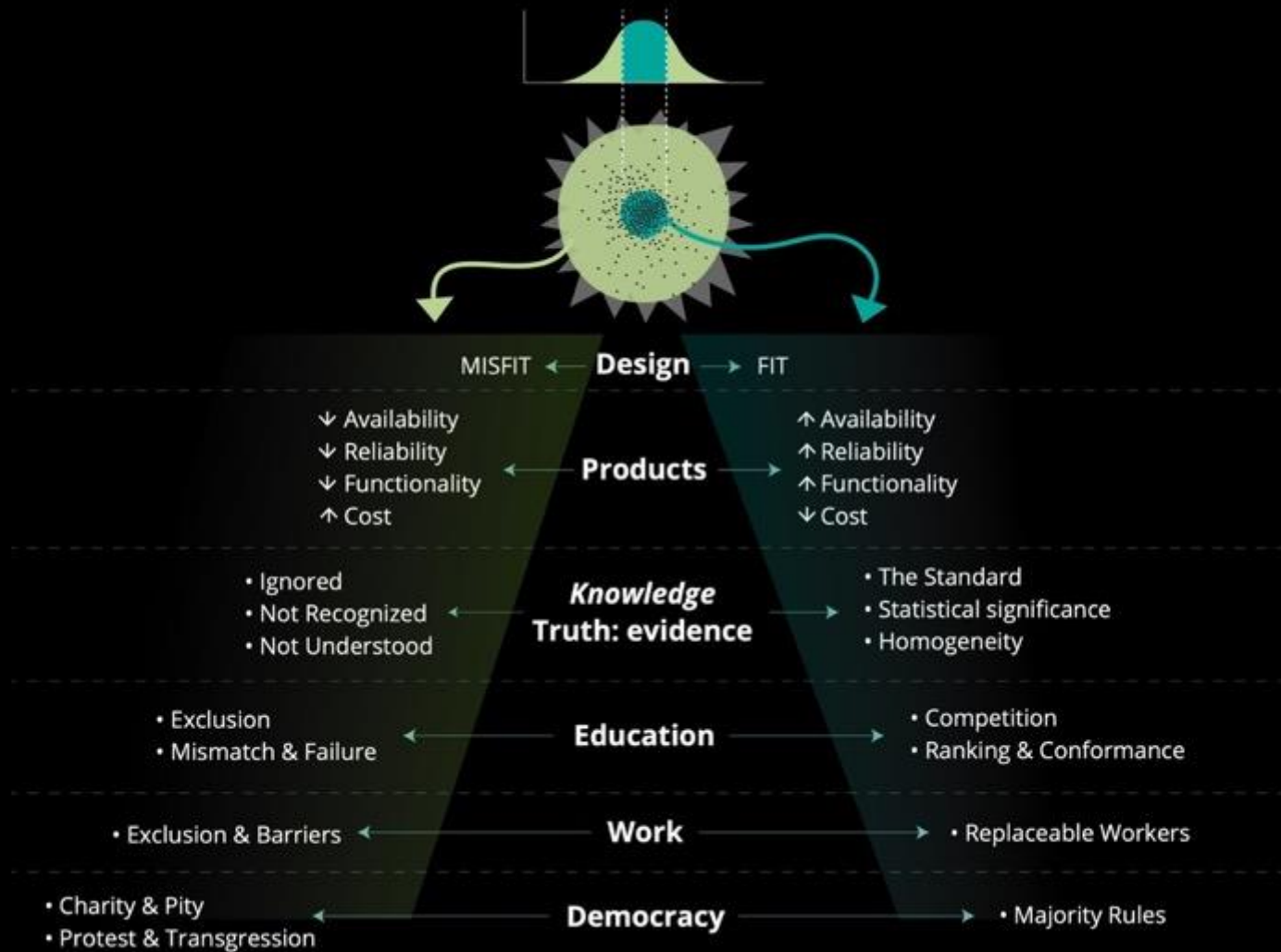
Our human starburst...



Difference...







Disparity ->

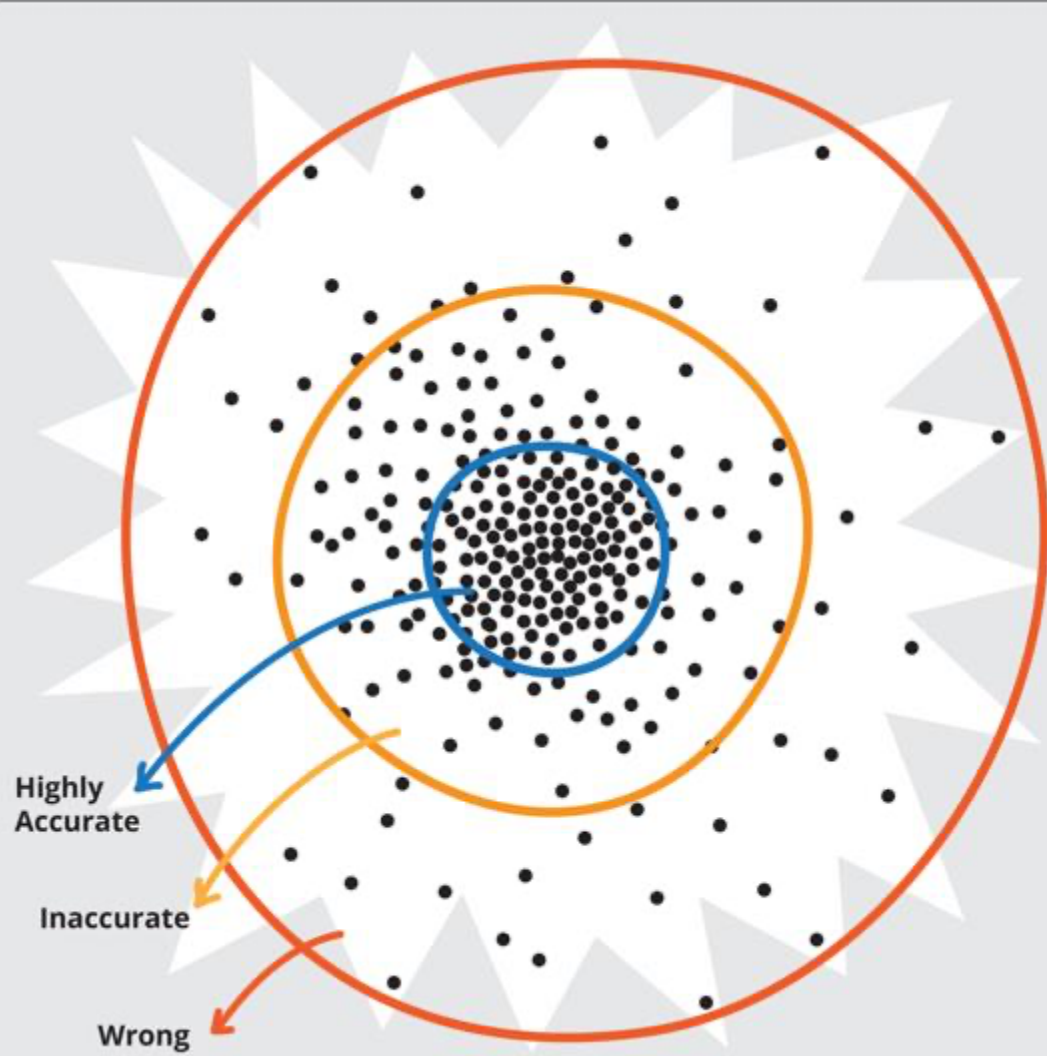
Eroding social cohesion ->

Security over common good ->

Greater disparity ->

Crisis & Chaos

AI Automates, amplifies &
accelerates the patterns of the
past...



... a statistical reasoning machine

feeding on available data

Statistically finding or producing the...

typical

popular

normative

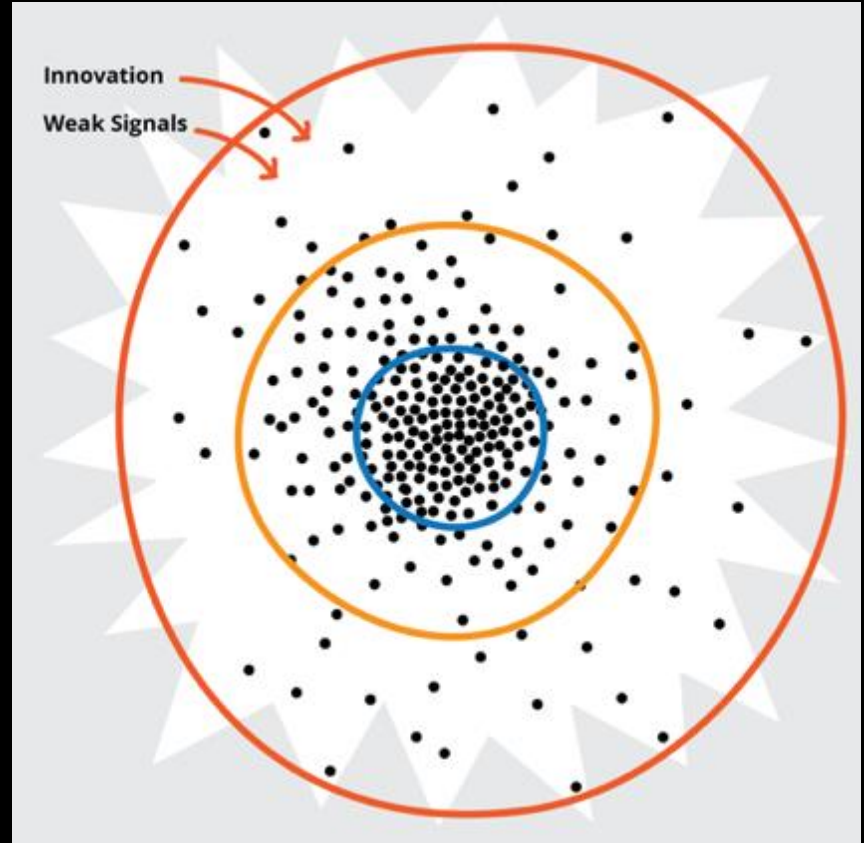
predictable

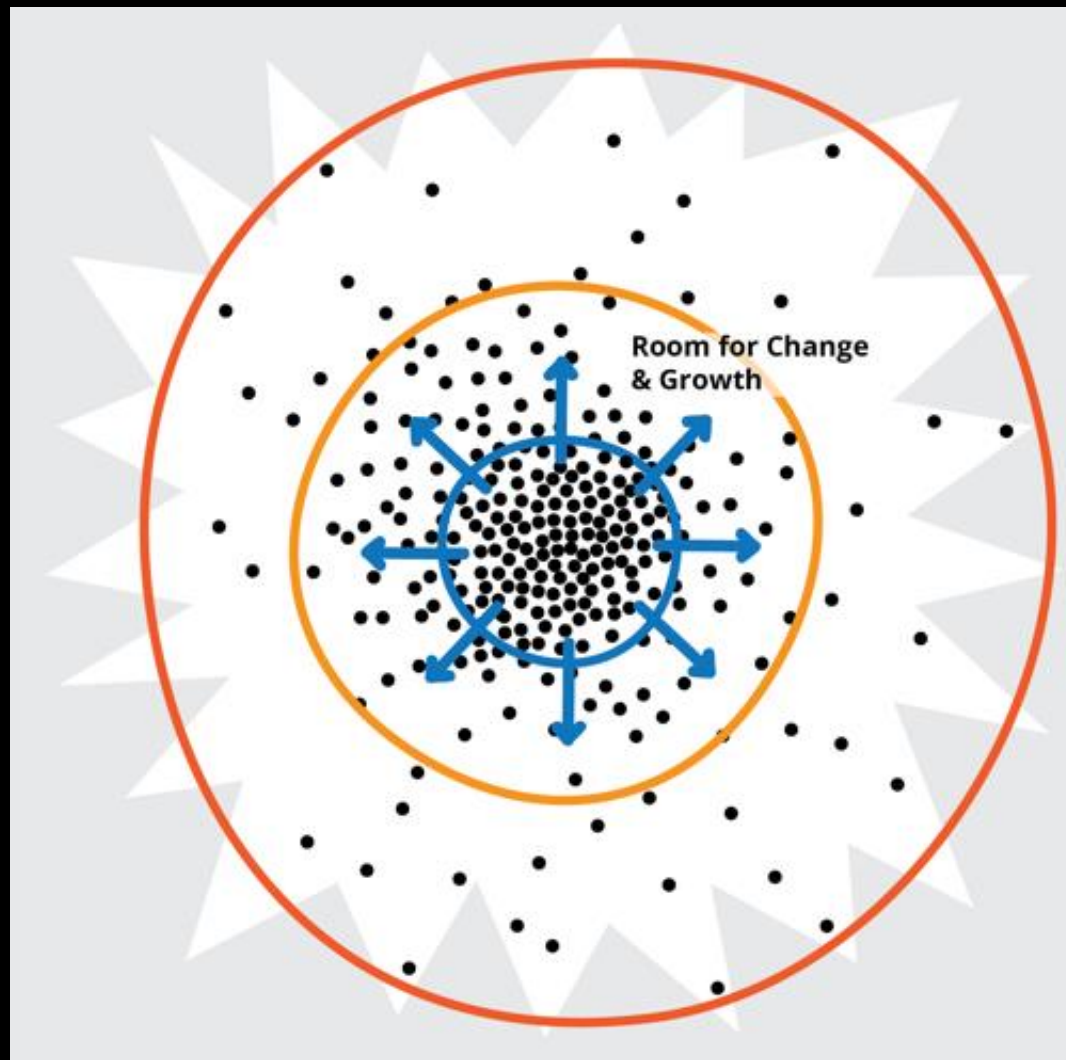
statistically average

Statistical reasoning
as the means of making decisions
does harm

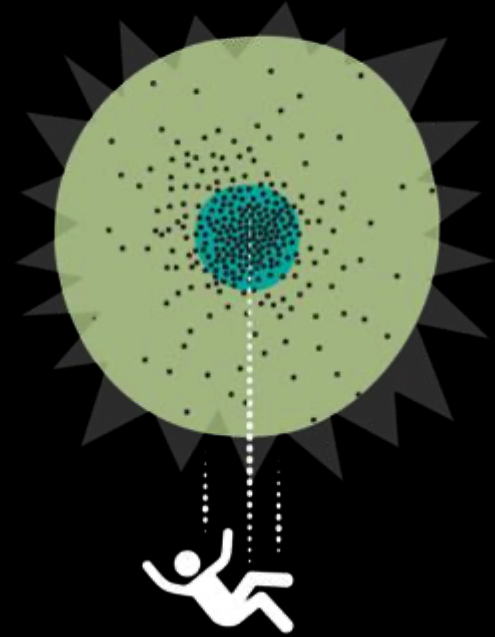
Assuming that what we know about the
majority applies to the minority does
harm

True innovation...





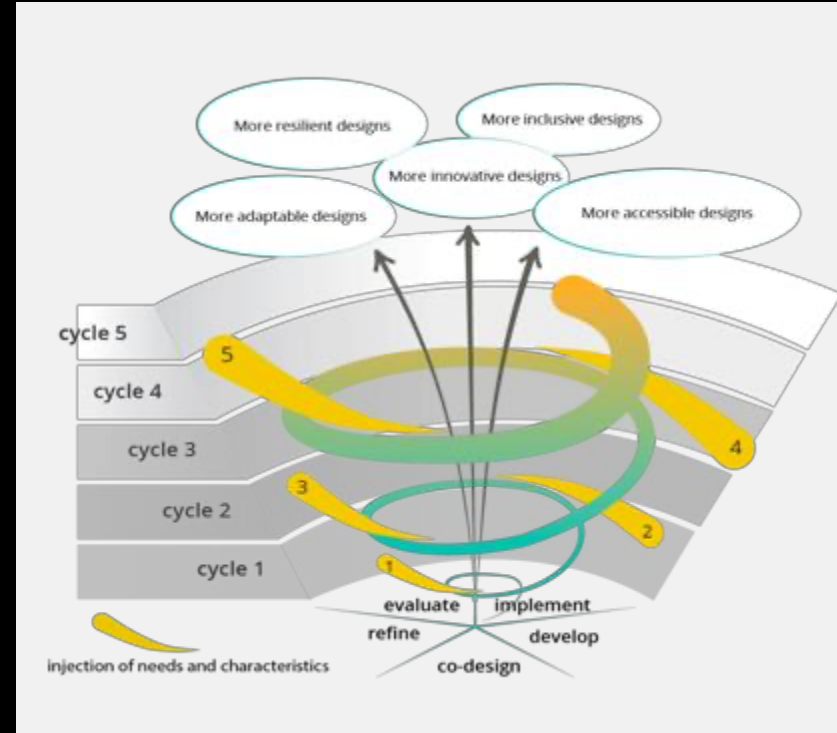
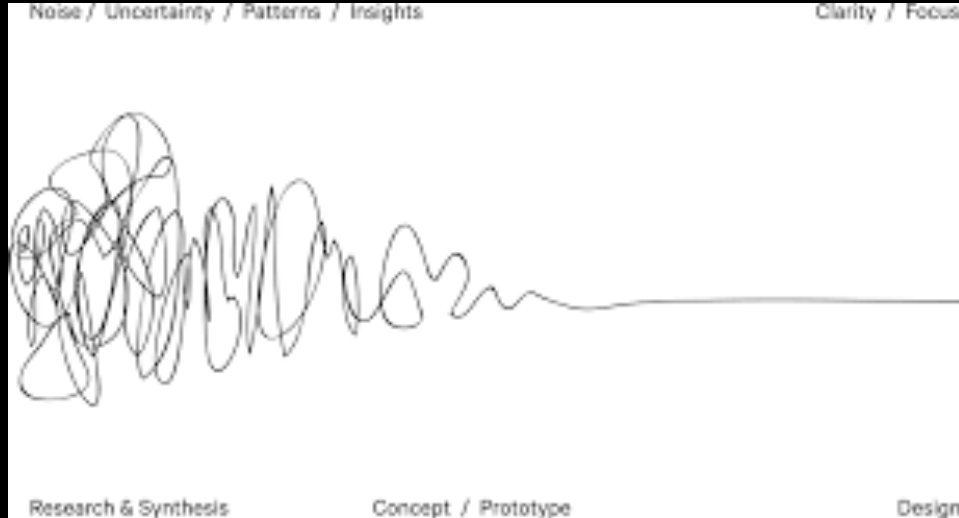
The predictions with the greatest probability



- Anytime
- When you least expect it
- Greatest Probability

When our processes are guided
by individuals who have lived
experience of struggle &
adversity, our systems will
function in times of struggle and
adversity.

The Virtuous Tornado and the Design Squiggle



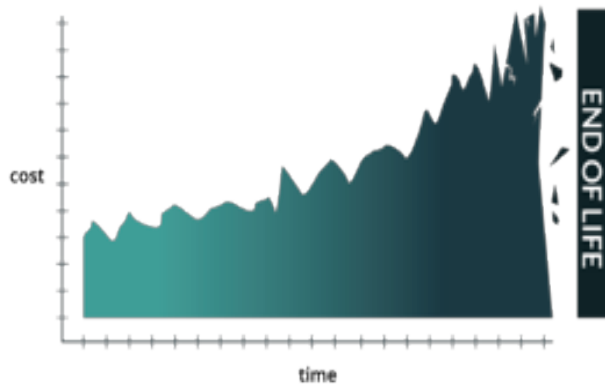
Flipping the perspective

- Focus on the novel and unique

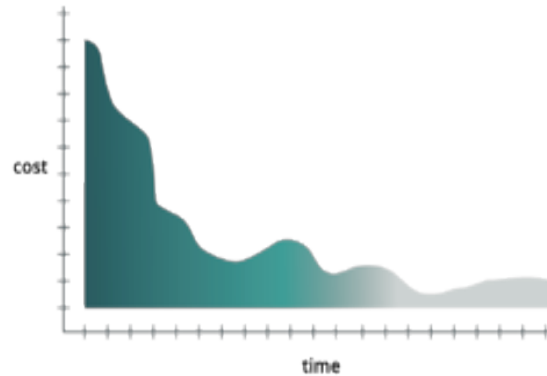


What about cost?..

Plan for the Centre



Plan with the Edge





A moment for true
transformation?

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Funding Acknowledgement

Inclusive Design for Employment Access (IDEA) is supported by generous funding from the Government of Canada's New Frontiers in Research Fund (NFRF) Transformation Stream.

Le Vision Radicale Pour L'Accès Inclusif à l'Emploi (VRAIE) est financé par le fonds Nouvelles frontières en recherche du gouvernement du Canada.



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