

## Artificial Intelligence (AI): Opportunity and Challenge for the Church: Resource plan

### Session 2 – Using your personal data

**Learning outcome:** How do comparison websites, Amazon recommendation or Facebook advertising, digital surveillance affect our choices?

**Summary paragraph:** The lifeblood of AI is big data, but when these are the personal data of the billions of people who use the internet every day, issues arise about how the information is used. Face recognition is a useful tool to unlock smartphones - but when employed for population surveillance by police forces around the world it can be a different story altogether.

We share our personal data with every web page we visit, every time we shop online, each internet search, each “like” or “share” on social media, every question offered to a digital personal assistant or as our phones track our location.

**Video:** Session 2 - Data usage – what are you sharing?

**Bible passage:** Psalm 139:1-4

#### Discussion questions:

1. How much awareness is there amongst users of social media platforms of how those platforms function, manipulating the user and how they monetise them for the sake of advertising revenue? E.g. Our information on Facebook and our searches on Google and Amazon are all used to target advertising to our personal interests.
2. Is our personal data used ethically and kept safe and private when we share information on Facebook, Google, Amazon, and the like? Do you read terms and conditions with opt in/out tick boxes? They are often long and if we say no, we are then unable to access the site or service any further. Is this right?
3. Is our privacy adequately protected by the large tech companies who collect and profit from the personal data of everyone who uses the internet? E.g. GDPR, ethical standards, data held in other countries with different rules.
4. Are you concerned that hidden biases relating to ethnicity, gender, social attitudes and religion can become embedded in Big Data and so influence job applications and bank loans etc.?
5. How do we respond to the use of sophisticated AI surveillance tools in policing and the persecution of religious groups by governments? E.g. facial recognition for police surveillance, asylum seekers identification within UK, airport CCTV/anti-terrorism surveillance.
6. How do we as Christians respond to this?

#### Prayer:

All-knowing God,  
into whose presence we commit our lives,  
who we are, what we think, what we do, what we have,  
we offer this to your kingdom purpose  
because we trust you  
and have seen what that means in the life of Jesus.  
May we exercise judgement and caution  
with the data we share,  
thinking carefully about who we trust  
to have our best interests at heart,  
how our lives are commoditised by companies,  
and speak up when we see inequality increase  
as a result of the use of ‘our’ data.  
Amen.