CALL FOR ABSTRACTS
2021 KDD Workshop on Understanding Public Perceptions for Applied Data Science

August 14 -18, 2021, in conjunction with KDD2021 Virtual Conference

https://ipur.nus.edu.sg/upp4ds

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ABOUT THE WORKSHOP

The ACM Special Interest Group on Knowledge Discovery and Data Mining (SIGKDD) will be organising its flagship conference KDD 2021 virtually from August 14 - 18, 2021. In conjunction with KDD 2021, the Lloyd's Register Foundation Institute for the Public Understanding of Risk (IPUR) and the Korea Policy Center for the Fourth Industrial Revolution (KPC4IR) will be organising the 2021 KDD Workshop on Understanding Public Perceptions for Applied Data Science (UPP4DS).

Research on AI is often approached from the angle of making AI more reliable, accurate, explainable, and actionable. These outcomes contribute towards the broader objectives of making AI more trustworthy to facilitate its adoption and use. UPP4DS seeks to approach the concept of AI trustworthiness from the perspective of the public as end-users. With healthcare as the context, this workshop invites world-leading experts in applied data science, healthcare, public policy, and social sciences to examine the role of public trust and public engagement in the development of healthcare AI applications.

ABSTRACT SUBMISSIONS

We invite 1,000 word abstracts of full papers, work-in-progress papers, case studies and project presentations on applications and frameworks for public engagement in the context of AI development and introduction in the healthcare setting. All accepted abstracts will be invited to submit a poster to be featured on the workshop website. Some selected abstracts will be presented as contributed talks during the workshop.

TOPIC SUBJECTS

We strongly welcome submissions from researchers, policy-makers and industry practitioners whose papers are focused on understanding public perceptions of technology, improving trust in technology, and defining the role of society in the development of acceptable technologies. Topics may include, but are not limited to, the following topics:

- Building trustworthiness in healthcare AI development
- User engagement through Citizens' Jury
- Case examples of government policies or industry initiatives showcasing public engagement in healthcare AI development and implementation
- User-centric AI development and implementation frameworks showcasing user feedback and engagement
- Multi-disciplinary studies on technology development

SUBMISSION DIRECTIONS AND DEADLINES

Reviews are not double-blind, and author names and affiliations should be listed. Submissions should include all content and references within the 1,000 word limit, and must be in PDF format and formatted according to the new Standard ACM Conference Proceedings. In addition, authors can provide an optional two (2) page supplement at the end of their submitted paper (it needs to be in the same PDF file) focused on reproducibility. Submit on Easychair at https://easychair.org/cfp/upp4ds2021.

IMPORTANT DUE DATES
June 04, 2021: *Abstract Submission*
June 21, 2021: *Selection Notification*
July 20, 2021: *Poster and Presentation Materials Submission*
August 14 - 18, 2021: *KDD2021*