AI AND STRIKE PREDICTION?

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AI and Strike Prediction

The Boss with his ear on the rail
What is the problem?

• Remember Cambridge Analytica?
• AI-Prediction? – Enterprises programmed an application that is able to predict, regional crisis, financial crisis, „political risks“ and strikes
• As a source they use data from social media-platforms like facebook, twitter, youtube, blogs and websites
• AI analysis patterns in data
• Massive threat for workers rights
• Challenge for unions and solidarity
AI and prediction

The origin: Predictive Policing since 1994
AI and prediction

Peter Thiel's stealth start-up Palantir has unlocked a new opportunity to sell to the US military as revenue tops $1 billion
Prewave – AI from Austria

AI meets Risk Intelligence

Prewave analyses social media and news media data with advanced machine learning technology to deliver predictions on risks affecting the critical elements of your enterprise.

Source: prewave Mai 2019

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Prewave – AI from Austria

Source: prewave Mai 2019
Prewave – AI from Austria

- Uses machine learning to predict supply chain and sustainability risks
- Global analysis of social media and news media channels
- Available in 36 languages
Prewave – AI from Austria

Case Study: Indonesia National Port Workers Strike

Prewave predicts seaport strikes 18 days in advance

Large scale data collection and geo-specific targeting allow the Prewave engine to deliver accurate early warning of labour unrest well in advance.

Source: prewave Mai 2019
Prewave – CSR & Data Protection?

- Hide their main business behind CSR-topics

- Short „Code of ethics“

  „Even if lawfully obtained, Prewave does not use the content of private conversations as part of its data sources.“

  „Meta-data of such conversations will be aggregated or anonymized such that the individual identity of the users is unrecognizable.“

Source: prewave Mai 2019
Prewave – AI from Austria

Source: youtube / prewave Mai 2019
Main Source: Social Media-Platforms

- Massive Social Media Penetration worldwide
- Basic for AI-Analysis

Source: datareportal.com Mai 2019
Main Source: Social Media-Platforms

- Facebook
- More than 1,5 Billion Users worldwide
- Language as a source for analysis

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Source: datareportal.com Mai 2019
What to do?

- Have a close look on digital business models
- Focus on the global context ➔ realtime
- Fast growth of business models vs slow development of legal control
- Threat to global labour rights
What to do?

- Avoid communication about sensitive topics via facebook, twitter, youtube, whatsapp etc.
- Especially if you post content about your boss, job, strike, union, your enterprise, money etc.
- Unions should build their own channels and tools.
- Use Data to make labour decent?
Data for unions?

• Analysis online and offline data
• Use data that is collected in enterprises (data from cloudbased plattforms: microsoft 365, salesforces etc)?
  • Co-determination
• First step: Open Data, SEO-Tools, Ads-Programs
• Next step: Own social-AI to make labour decent?
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