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# People's Panel on AI

Independent Evaluation Report

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I would like to thank everybody who took the time to input into this evaluation including:

- \* The members of the People's Panel on AI
- \* The Hopkins Van Mil facilitation team
- \* The Connected by Data team
- \* Members of the Advisory Group
- \* Everybody who completed the stakeholder survey

And finally, the Ada Lovelace Institute for funding this evaluation.

***“I feel privileged and humble. It's been taxing on the brain but I've learned so much. I've got a better understanding and appreciation of AI now – thank you!”***

***(Member of the People's Panel on AI)***

## EXECUTIVE SUMMARY

This is an evaluation report of a deliberative mini-public, the People's Panel, which was convened by Connected by Data to review the AI Summit Fringe and the broader discussions around the AI UK Summit. The People's Panel consisted of 12 members of the general public (which became 11 due to illness) selected by the Sortition Foundation. It was tasked with reviewing the extent to which the summits were relevant to people's needs and expectations on AI discourses and decision-making processes. It was facilitated by Hopkins van Mil. The process was funded by Mozilla Foundation, Connected by Data, the Accelerate Programme for Scientific Discovery at the University of Cambridge, and the Kavli Centre for Ethics, Science, and the Public. The independent evaluation outlined in this report was funded by the Ada Lovelace Institute.

### Did the Panel meet its objectives?

The People's Panel had two core objectives:

- To bring substantive citizen voices into public discourse around AI safety
- To demonstrate the value of deliberative approaches

According to stakeholders who responded to the evaluation survey, the People's Panel both brought citizen voices into public discourse around AI safety and demonstrated the value of deliberative approaches. In particular, many stakeholders and Members of the People's Panel on AI themselves felt that the process demonstrated how much can be achieved in a relatively short time frame. By having a session at the end of the AI Fringe, the People's Panel achieved a large audience of stakeholders for its Recommendations, and received positive feedback in the room from people with whom the recommendations resonated.

The high quality of the Recommendations and the way in which the People's Panel Members could each speak compellingly to them clearly demonstrated to those present how deliberative processes can help the public engage with highly technical topics successfully. Additionally, the Summary of Key Points produced by Hopkins Van Mil provides insight into the wide range of topics explored by the People's Panel which helped them to reach their Recommendations. It is too early to judge whether the People's Panel will have a longer-term impact on public discourse around AI safety and it will be important to continue to monitor progress against this objective in coming months.

### What was the Panel process?

The People's Panel were guided through a process to explore the following questions:

- **Summarising:** What are your key discoveries about artificial intelligence from following the AI Fringe and AI Safety Summit? • What should the public at large be more aware of? • What questions are you left with?

- **Assessing:** To what extent do the conversations, outcomes and messages from the AI Fringe and AI Safety Summit address [public / your] concerns and hope about the impacts of artificial intelligence? • What is your review of the AI Fringe/ AI Safety Summit?
- **Envisioning:** How should people be involved in future decision making around AI governance at different levels?
- **Recommending:** What priorities would you set for government, industry, academia and civil society over the next 12 months?

They took part in a series of activities to help them deliberate and form conclusions.

## Was the Panel process high quality and credible?

Overall, the process worked well and the team have proved it is possible to run a high-quality deliberation alongside a high-profile AI Summit Fringe.

### Learning about AI

The process involved the use of different activities to inform the Members of the People's Panel and to give them time to deliberate and reflect on their views in the light of what they learned. Activities included attending sessions at the AI Fringe (including the Hopes and Fears lab where they could meet people working with AI one on one to explore their views), bespoke expert witness sessions (arranged especially for the Panel) and deliberation sessions where they could discuss and download with fellow Members of the People's Panel.

The People's Panel and stakeholders who were familiar with their activities were confident that they had heard from a wide range of perspectives. They felt that with longer to deliberate they could have heard from more people, and could have heard about more tangible applications of AI and the challenges it poses, but overall were happy that they had their main questions answered by different people throughout the week. Every People's Panel Member felt they learned a lot as a result of their experience (self-identified and as observed by the evaluator).

### Credibility of the process

The team managed to design and deliver a credible process which has impressed both stakeholders and the more sceptical Members of the People's Panel on AI. The People's Panel Members were selected using demographic information to ensure a good mix, and they all felt that they came from different backgrounds and perspectives. The Members of the People's Panel on AI reflected that a legal Jury is composed in a similar way and is given responsibility for life-changing decisions, and as such they were confident that this process had done justice to the range of views across the country.

The team also worked hard to ensure the approach was inclusive and all the Panel Members were happy that their views were heard as part of the process. The facilitation was of a high quality, ensuring that all Members of the Panel had a chance to share their views.

Stakeholders who responded to the survey also confirmed that they believed the process was credible.

## Challenges and how they were overcome

The team would have benefited from a longer lead in time, and would have found it easier if the tools they produced for the Panel were already available. The Fringe was constantly changing with new sessions announced and timings being changed. Therefore, the success of the Panel was dependent (at least in part) on the effort and skill of the delivery team who were able to pivot and change as the week went on. As a consequence of this work, events on the topic of AI will be easier to run in future, as useful stimulus has been produced and can be reused (e.g. introductory presentations, a glossary of terms, activities to introduce people to generative AI).

## Quality of recommendations

The Panel are confident that their recommendations are a fair reflection of their views, although urge people in the sector to dig into the details of their broader deliberations to fully understand the context to the recommendations, and their hopes and fears about AI more generally. The objectives for the Panel were broad and the Panel felt able to shape them to reflect what they felt was important. As there are further deliverables to come, and as some of the objectives relate to behaviour change in the sector, the ability of this evaluation to comment is limited. However, significant process has been made and the evidence available suggests that the objectives will be achieved.

## Conclusion

In conclusion, despite the demanding timeline, the process met the standards of good practice in deliberation. Perhaps as a result the group bonded and worked really well as a team. They also experienced many personal impacts such as improved knowledge and understanding and increased self-confidence. Many have left energized and enthusiastic about getting more involved in having their say.

It is early to see wider impacts in the industry, but the stakeholder survey was promising. Although only completed by a relatively small number of people, combined with the comments made during the session there is definitely evidence that the event helped to convince stakeholders that the public can genuinely deliberate on and contribute to the debate on complex and technical issues including AI.

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# OVERVIEW OF THE PANEL APPROACH

## Background

Connected by Data conducted a deliberative citizens review<sup>1</sup> of current discourse on AI in the context of the AI Summit Fringe with delivery partners Sortition Foundation (recruitment) and Hopkins van Mil (facilitation). The participant logistics (travel, meet & greet, transport between venues, accommodation, meals, incentives) were handled by Connected by Data.

The deliberative citizens review, called 'People's Panel on AI' involved a random selection of 12 members of the general public, and used selection criteria based on socio-demographics. The group observed sessions of the fringe and took part in activities to help them answer a set of questions and draw conclusions in line with the objectives set out below.

The Panel attended an online onboarding session on 25<sup>th</sup> October and then met in person from Tuesday 31<sup>st</sup> October to Friday 3<sup>rd</sup> November. They shared their recommendations at a Fringe event on Friday 3<sup>rd</sup> November which was also webcast live and is available to view [here](#).<sup>2</sup> As the Fringe was only announced in mid September 2023 the team went from commissioning to delivery and reporting in a very short time period.

The process was funded by Mozilla Foundation, Connected by Data, the Accelerate Programme for Scientific Discovery at the University of Cambridge, and the Kavli Centre for Ethics, Science, and the Public. It was supported by an independent advisory board that included the Accelerate Programme for Scientific Discovery, the Kavli Centre for Ethics, Science and the Public, Milltown Partners and the Ada Lovelace Institute. In addition, the Ada Lovelace Institute supported and funded this independent external evaluation of the process.

## Panel Objectives

The 'People's Panel on AI' aimed to meaningfully involve a group of members of the public reflective of the population in England in the current conversations on AI design, use and regulation. Specifically, it aimed to involve the public in reviewing the discussions during the AI Summit Fringe. The objectives were:

- To bring substantive citizen voices into public discourse around AI safety
- To demonstrate the value of deliberative approaches

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<sup>1</sup> The approach was inspired by Oregon Citizen's Initiative Review process, although was linked to two multi-stakeholder initiatives (the AI Fringe and the main summit) rather than a legislative process

<https://participedia.net/method/592>

<sup>2</sup> <https://connectedbydata.org/news/2023/11/03/peoples-panel-bulletin-5>

The deliberative citizens review aimed to convene a representative group of around 12 citizens to attend, observe and discuss key events in the summit week. Through a facilitated deliberative process they produced a public report giving their verdict on the summit outcomes and their recommendations to government and industry for further action. This was designed to offer an authentic citizen voice to feed into post-summit media coverage.

## Evaluation Approach

The evaluation aims were to:

- To gather and present robust evidence of the nature and quality of the design, delivery, outputs and outcomes of the deliberative process
- To identify lessons from the project to support capacity building across research, policy and other commissioners of public deliberation, and the wider development of good practice in public deliberation.

The evaluation draws on a range of sources to address these objectives including:

- Surveys with stakeholders and participants: Surveys with participants, and with stakeholders (core delivery team, facilitators and the advisory group), form the foundation of the evaluation. There were two waves of each survey to capture emerging learning and the final impact.
- Observation of design meetings and the deliberative sessions: The evaluation was also informed by observations of most panel activities.
- Review of project documentation: For example, using participant demographics to inform an assessment of inclusion and representation (alongside the other data collected), and reviewing the recommendations and report alongside the agreed objectives to assess if they have been met.
- Interviews with participants: I undertook 4 interviews with participants during the final two days and the remainder in the following week. This was complemented with short and impromptu conversations which happened around the planned activities but which were not audio recorded.
- Wash-up meeting: A wash-up session which used the anonymous stakeholder survey as an input to stimulate discussion.

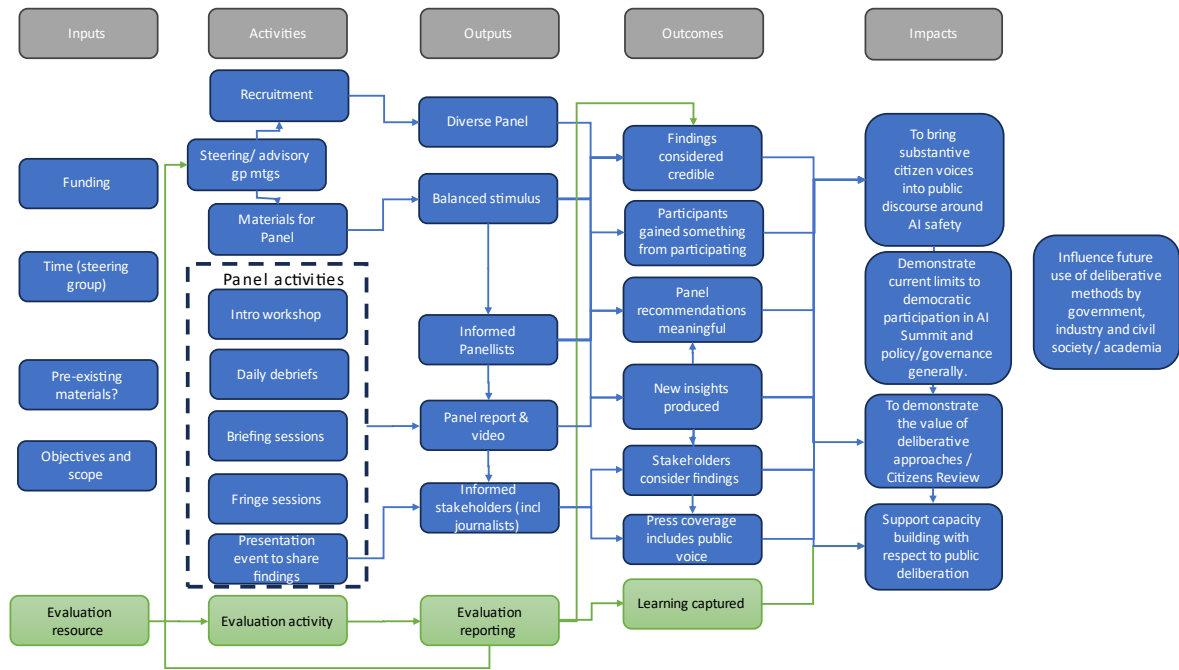
The full evaluation framework is included in Appendix 1. The full Participant Survey findings are included in Appendix 2. Findings from the final Stakeholder Survey are included in Appendix 3.

## Theory of change

To support the evaluation, we developed a theory of change to understand how the Panel was expected to reach the intended outcomes. This model was used to support design of the evaluation materials along with the evaluation framework. The timing of this evaluation means that it is well placed to explore the delivery of the anticipated Activities and Outputs and to generate some initial insight into



the Outcomes. However, a more robust assessment of the impact is beyond the time frame and resource-s available.



# PANEL DESIGN & DELIVERY

## Overall approach

Overall, the process met the standards of good practice in deliberation, within the time constraints. Specifically, the team knew from the start that the process would ideally have had a longer lead-in time. However, as the Fringe dates were fixed, and as the impact of the Panel was (at least in part) determined by being able to deliver an output by the end of the Fringe, the decision was to go ahead and deliver the highest quality Panel possible within the time.

As such, the project success was in a large part dependent on the efforts of the delivery team. The team worked well together, communicated effectively and collaborated to ensure the Panel's needs were met throughout. This required a high level of flexibility and resilience which not all facilitation teams would necessarily be able to deliver. Necessarily the process plan changed daily without much time for additional briefing, but the small and knowledgeable team were able to make this work. A larger team, or a team which included facilitators who prefer to have more time to fully immerse in their process plan may have found this more challenging. The team were working very long days (9-6 with participants, then eating dinner with participants and then planning for the next day).

***“We didn’t spend time on anything that wasn’t worthwhile. It was well planned. Plans kept changing as things kept changing but it was really well done.”***

(Member of the People’s Panel on AI)

As reflected in the survey comments, overall the participants themselves were nearly all very satisfied with the Panel and, as outlined in more detail below, found it a meaningful and impactful experience. In the qualitative research they confirmed that running in parallel to the Fringe definitely added to the value of the process for them as it gave them access to the Fringe sessions and the Fringe attendees during breaks.

***“I’ve had some fantastic conversations with people here [at the AI Fringe] outside of the group in the breaks which has been really helpful and interesting.”***

(Member of the People’s Panel on AI)

## Purpose of deliberation / objectives

Overall, both the participants and stakeholders thought that the purpose of the deliberation was clear and that it was sufficiently broad to enable the Panel to fully explore the issues of relevance to them. The scope was broad and allowed for balance, although at least one participant was surprised at the lack of concerns about AI expressed in the final Panel Recommendations. It will therefore be important for any additional reporting to acknowledge that Panel discussions were wide-ranging and the Recommendations are only one output from the process.

***“You don’t normally think about the bigger picture. I live in [city] in my little house – I got to look at the bigger picture as I’m representing everybody.”***

(Member of the People’s Panel on AI)

The Panel questions and framing was very broad (as is the topic itself). As such, the deliberations and Recommendations were largely at a high level. However, some of the most animated discussions were where participants discussed the interaction of AI and real-world issues such as when sending themselves postcards from the future. With more time it may have been interesting to allow for a more structured discussion of the different ways AI could be used, leading to a more nuanced set of recommendations related to the purpose of the AI.

***“The purpose of the Panel is to ask the questions the techy people won’t think about – how it will affect factory workers and teachers as there aren’t that many of them here. We’ll ask the questions that are less specific but which are of more concern to the whole population rather than the tiny bubble of tech people who might want to have something to say.”***

(Member of the People’s Panel on AI)

As the week went on, participants became clearer about the purpose of the Panel and the audience for their Recommendations as they became more confident in their role. The final session was a really valuable way to demonstrate that their voices were being heard by key stakeholders across the AI sector, and to gain commitment from the sector to respond. This session was particularly successful because it was aligned with the Fringe (see Outputs & Impact section for more details). After this final session many participants said they became more confident that their Recommendations would go somewhere.

***“At first I wasn’t sure [on the purpose]. But as the days progressed it became clear what we needed to do as a Panel. And to come to the specific conclusions, with facts. My expectations, how it evolved was really interesting and informative.”***

(Member of the People’s Panel on AI)

***Learning: Although it added pressure on the team and People’s Panel, having a well-attended Recommendations session brought a buzz to the process and left participants with a sense that they had been heard. This was possible because the People’s Panel ran alongside the Fringe.***

## Time and space

The Panel had to fit a lot into a short amount of time. The orientation event helped to kick things off but there was a lot to do. Overall, all the Members of the People Panel said they learned a lot through the process, and enjoyed doing so.

***“I came in with a bit of knowledge. Obviously not as much as the people on the [AI Fringe] panels. The amount of stuff that I’ve learned...Hopes and fears I’ve had validated, or corrected, or deepened my knowledge about – I have a more holistic view of the topics. It’s immense.”***

(Member of the People’s Panel on AI)

On a practical note, due to the relatively late booking, the participants undertook their deliberations in a number of venues around the British Library where the Fringe was hosted. Participants found the time walking between the Fringe and deliberation sessions was a welcome breath of fresh air (literally) and while having a more consistent space to deliberate in would have been helpful for time management, there were definitely benefits to being offsite.

***“We’ve had time walking between places to talk about things. It would be good to have more time to sit and download the information – just to get everything out. Spew it out so it’s not lost/forgotten tomorrow.”***

**(Member of the People’s Panel on AI)**

It was notable that, by Thursday morning, many of the Panel (and the delivery team) were visibly fatigued but they pushed through this. The Friday deliberation had more energy but felt rushed due to the hard deadline when the panel had to present back to the Fringe. However, nearly all participants reflected that there were not any activities they would have chosen to cut out of their agenda and none appeared to resent what was being asked of them. Some reflected that the quality of their thinking might have been improved with more ‘downtime’ where they were encouraged to think of something other than AI, but others were so immersed that they were dreaming about AI by Thursday night.

***“Potentially it’s been too full on at some points. I’m v tired. There’s a lack of downtime during the day. Whenever there is a break it’s seen as a time to reflect rather than time to go back to being me.”***

**(Member of the People’s Panel on AI)**

On balance, the Recommendations do justice to a lot of the People’s Panel’s views, but many felt they had more to give. There is more nuance and depth that could be added behind the headlines and which might be valuable to the sector. But given the constraints of the Fringe, the People’s Panel process created a great space to enable participants to weigh the different perspectives they heard from and overall the People’s Panel Members thought that the team struck the right balance between the different tasks and activities.

***“We could have done with more time. I understand why it was limited, but it’s such a huge subject.”***

**(Member of the People’s Panel on AI)**

***Learning: Although not feasible on the timeline for this Panel, it might be helpful to undertake more work with participants in advance of the Fringe so that they can hit the ground running and maybe take more personal time to reflect during the process.***

***Learning: Some participants would value scheduled relaxation as part of their experience.***

## **Protecting participants and giving them a voice**

The process sought to enable participants to speak for themselves wherever possible, while protecting them as appropriate. On balance, participants were happy with the approach that was taken. Some opted to remain in the background while others chose to take a more visible role. The approach

worked well because it enabled those who were less confident to build up their confidence over the week, potentially resulting in more volunteers than would otherwise have been the case.

Some participants might have been happier to take a more prominent role earlier, but at that stage they would have necessarily been speaking from a personal perspective rather than a collective panel perspective, and their views may not have been completely aligned with those of the wider Panel Members. Therefore, the approach of waiting until the end had merits. When asked, some more nervous participants felt that they would have been less likely to volunteer in the final session if they had been asked earlier in the week.

## Who participated and was anyone missing?

Participants were quick to identify that they came from 'all walks of life' and that that the group was diverse. Many took the responsibility of representing their friends, family and community seriously and as such thought that indirectly the process represented more than the 11 people who were present on the day. They noted that a Jury deciding whether someone had committed a criminal offence would consist of 12 people and thought the analogy was helpful – reflecting that it is possible to have a diverse range of backgrounds within a relatively small group of people.

- 4,123 people received the invite email
- 3,006 opened the invite
- 490 responded yes
- 12 were selected (1 was unwell and unable to attend)

## Who was recruited?

Due to the time available, the recruitment survey was sent to the Sortition Foundation's panel of people who have previously expressed an interest in participating in an activity (not necessarily related to AI). The response rate to the email was 12% which is higher than was anticipated given the short notice and high intensity of the task.

The demographic information collected by the Sortition Foundation confirms that the Panel had a good spread of people on the key demographics agreed with the team:

- Age
- Gender
- Ethnicity
- Geography (North, Midlands, London, South)
- Rural / urban
- Index of Multiple Deprivation (for postcode)

Additionally, people were recruited to have a spread of knowledge about AI, although unfortunately a person with limited knowledge was unwell and unable to attend which meant they were slightly better informed than the public as a whole. Nonetheless, everyone who responded to the final survey said that they learned more about AI as a result of the process.

The evaluation also included a question about educational attainment. This information was not used during recruitment. This showed that the Panel overall had higher education levels than the English public as a whole, with nearly half holding a degree (or higher) compared to a quarter of English adults<sup>3</sup>. Job role was not collected although the Panel Members reflected that they came from ‘all walks of life’.

***“I think we all had different outlooks. From different backgrounds in what we did – a retired engineer to someone working for [a government department] and me in a busy tea room. Quite a range of activities people came from.”***

(Member of the People’s Panel on AI)

While some recalled the specifics of when they were added to Sortition’s lists, others were less clear how they had come to be a part of the process. At least one had been involved in previous deliberations about climate change which might explain why this topic was of particular interest to the Panel (although not necessarily). For those who had participated in other research or deliberation, the general view was that this process was particularly well designed and facilitated.

***“I’ve been part of this stuff before and the mediators / directors were clunky and I was bored. Not once did I feel bored! And I get bored really easily.”***

(Member of the People’s Panel on AI)

## How people participated

While there were definitely some voices that were more dominant at times, all the Members of the People’s Panel on AI were happy to report that they had an opportunity to have their say and felt heard in the process. The less confident participants specifically felt that the facilitators had created a safe and supportive environment in which they were happy to share their views with the group.

***“I’ve had my view heard. I’ve listened to other people. And sometimes I’ve changed it [my view] as I hadn’t thought about it.”***

(Member of the People’s Panel on AI)

As noted above, the final day went very quickly and as the Recommendations by their nature had to be succinct and so one of the participants suggested that the nuances of their discussions had perhaps been lost. However, the Panel Members in interviews said that they were not necessarily uncomfortable with this, as they were confident that the Recommendations the group developed were ones that they could all support.

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<sup>3</sup> <https://www.ons.gov.uk/datasets/TS067/editions/2021/versions/3/filter-outputs/4e149e5b-88cc-4a23-a700-bec6ccc76079#get-data>

## Accessibility

The delivery team (Connected by Data and Hopkins Van Mil) did well to make the Panel accessible. From having a meet and greet service at the train station (and escorting them back afterwards), to providing taxis between venues and catering for different dietary requirements the team did a lot to ensure that participants were comfortable. Using taxis in London was, as could be anticipated, challenging at times and led to some delays but was unavoidable given the venues available.

***“I was one of the most wonderful experience of my life. Enjoyed every minute. Challenging, stimulating thrilling and thoroughly enjoyable. So well organised. Can’t find anything to criticise. Everyone cared for us. We felt like VIPs – that doesn’t happen much in life.”***

(Member of the People’s Panel on AI)

On the whole, the venues themselves were well chosen. One participant found that the Hopes and Fears lab was too noisy and struggled to hear, but overall the sound levels were good despite having two break-out groups in a room in most sessions.

Similarly, in the online onboarding session a few participants struggled with [Menti](#) (an online tool designed to enable people to give anonymous feedback). Due to the tight time constraints, there was not time to offer to send a tablet/laptop to potential Panel members, so all those selected had their own device to join the call. They were offered support joining Zoom, but a planned session to support one Panel member did not take place as others had already joined the call. However, all 12 Panel Members joined the onboarding call and heard the content that was shared.

***“Before the first meeting she said to come online and she’d talk me through but on the day when I logged on there were already other people on early so wasn’t the chance for a one to one.”***

(Member of the People’s Panel on AI)

During the face-to-face sessions help to use Menti was provided for those who requested it, and some commented that this was a useful way to be able to share their thoughts anonymously. However, at least one participant chose not to ask for help but struggled to type and submit their contributions within the allocated times. The use of Menti often disrupted the session flow as it did not always work as expected – it produced a useful electronic output but an approach using Post-it notes may have been more inclusive.

***“I liked the Menti – it wasn’t personalised so weren’t worried about what you were writing as wouldn’t say he/she said that.”***

(Member of the People’s Panel on AI)

Finally, as noted above, the Panel sessions were very intensive and this impacted some more than others. Participants for whom English was a second language, who were not accustomed to lectures and meetings, who were older or who had long term conditions or disabilities commented that they felt they could have contributed more if they had more space and time. All these participants felt they had



the opportunity to speak and contribute, but some were concerned that the quality of their responses was limited by their tiredness on some occasions.

***“I live and work in warehouse. I don’t have experience of being in classrooms for hours. So that was complicated for me as you need time. It was too long days.”***

(Member of the People’s Panel on AI)

***“I have a disability so I could have asked for more time/breaks. It was very intense... with my health it was hard. I’m glad I did it and I persevered.”***

(Member of the People’s Panel on AI)

## The Panel Activities

The Panel engaged in a number of different activities, each of which contributed to their overall experience and ability to make Recommendations. Overall, Members of the People’s Panel on AI were positive about the range of activities they took part in, believing each one added to their overall understanding.

- [Onboarding session](#)
- [Fringe Sessions & Summit Readout](#)
- [Glossary](#)
- [Hands On Experience](#)
- [Hopes And Fears Lab](#)
- [Bespoke Expert Witness Sessions](#)
- [Deliberation Sessions](#)
- [Recommendations Session](#)

Overall the participants were exposed to a range of voices and activities. The facilitators worked to bring balance where it appeared that one expert may have had a particularly strong influence on the People’s Panel. Specifically, the facilitators checked the People’s Panel were aware of other perspectives, without requiring them to change their perspective. This was necessary as the delivery team did not have much control over the expert witnesses – they made some decisions about which Fringe Sessions the People’s Panel would attend, but were not necessarily aware in advance what the speakers would say.

Some of the People’s Panel Members would have liked to hear additional perspectives:

- A couple of participants reflected it would have been good to learn a bit more about the detail of the AI technologies rather than discussing in the abstract, as apart from their session experimenting with Generative AI the discussion was relatively light on specific examples of AI.
- A couple would have liked to hear more about climate and AI specifically, as they did not feel the Fringe session did this topic justice.
- One mentioned it would have been good to hear more about young people, their views and the impact AI could have on the next generation.



***“it would have been interesting to have learned about AI applications in practice.”***

(Member of the People’s Panel on AI)

Overall, participants noted that the balance of speakers was largely outside of the delivery team’s control, and thought that within the constraints they were able to hear from a good range of views.

***Learning: Consider providing more tangible examples of AI being used in practice (or future uses) to help ground the discussions.***

***Learning: Consider ways to bring young people’s voices into the debate. It may have been helpful for the Panel to have considered the views of children and young people in their deliberations – ideally through the Fringe (which was perceived to lack these voices) or as an additional input into deliberations.***

## Onboarding session

The week before the People’s Panel met in person they had a short online onboarding session. This was very positively received (see Appendix 2 for detailed feedback) and took away some of the participant’s concerns about the process. Some explained they had questions about whether the Panel was a scam but this session helped to demonstrate the people and organisations behind the Panel. The pace ensured everyone was able to follow. In retrospect, some suggested that they would have liked to learn more in advance of attending the face to face Panel so they could ‘hit the ground running’ but the time for this preparation was limited – not least because of the tight timelines the team were working with.

***“More information up front might have been better as documents rather than [more time on] Zoom. Zoom works ok once know each other but we wouldn’t have achieved teamwork/bonding / full participation with each other if hadn’t met in person.”***

(Member of the People’s Panel on AI)

As discussed above, not all participants were able to use Menti or the comments/chat function in Zoom and consequently felt somewhat frustrated with their inability to contribute in the onboarding session. However, they reflected that other Members of the People’s Panel on AI had put comments that were in line with the views they would have expressed had they been able to.

***Learning: The onboarding session was important to build understanding and trust. With more time to plan it could be worth exploring sharing more information about AI in advance, so that Members of the People’s Panel on AI are better prepared. However, it will be important to strike a balance and not put off those who might be nervous about whether they have sufficient understanding of the subject matter. The light touch introduction online ensured that everyone could follow and consequently built confidence – it would be very easy to undermine it if too much information was shared too early.***

## Fringe Sessions & Summit Readout

A key feature of this Panel was that it ran in parallel to the AI Fringe. Participants really enjoyed this aspect and some utilised the breaks to network with other Fringe participants to develop their learning

further. Some of the sessions were more resonant than others, and expert speakers with more overt political perspectives were sometimes discounted by the participants. Being able to watch the interaction between experts in the Fringe sessions helped participants to understand the different perspectives in the debate. Equally, they valued the opportunity to pose questions where possible, although some of the People's Panel Members thought that some of the Fringe Panel Chairs could have been more challenging to their speakers. Overall, a few People's Panel Members thought that the Fringe was largely very positive about AI, and they did not hear as much about the downsides or risks in the Fringe sessions.

***“The panels we listened to were very positive, this is happening, this is what will happen. It didn't feel there was much questioning.”***

(Member of the People's Panel on AI)

The official UK AI Summit Readout was shared in a printed form on Thursday morning but there was not time to review this in detail as a group. One Panellist felt that this was a missed opportunity and would have liked time dedicated to reading, annotating and then discussing this document, ideally in advance of the panel's final session with experts.

***“They gave us the sheet with the report [the AI Summit Readout] – it would have been good to read that before the panel of experts as I would have liked to bring that up with the panel... But there was so much to do! [You] have to appreciate there's only so much time!”***

(Member of the People's Panel on AI)

***Learning: Although sometimes quite technical, the Panel thought that the Fringe sessions added value to their discussions and were valuable. The Fringe gave them access to a broader set of people / stakeholders than they would have engaged with in a more traditional deliberative research project of this duration.***

## Glossary

The AI sector is highly technical and includes a lot of jargon. In response to feedback on the first day, the team generated a glossary which sets out some of the terms being used in the Fringe. Participants found this helpful and thought that the timing (receiving it on the second day) was good as by that point they understood the need for it but also did not find it overwhelming.

***“Some of the words used by these people – it's their industry so there's a bit of jargon for me. But I was given the sheet with the Jargon buster – that's the word and that's what it means. I'm grateful that was given to me / all of us as I didn't know what half those were. E.g. hallucinations or Generative AI or Frontier -all sorts I learned on the sheet.”***

(Member of the People's Panel on AI)

**Learning: Participants valued having a glossary to explain the technical terminology being used in the Fringe events.**

## Hands On Experience

Connected by Data curated a hands-on session where participants could experiment with different Generative AI models. This session, on Day 2, gave participants concrete examples of the current capabilities of AI. As the session progressed participants first learned about what AI can do, but then started to realise the current limitations. This journey of discovery was engaging and as such it is likely that it helped embed the knowledge better. The task list set for the groups was largely overlooked once participants got started, but was sufficient to help them know where to start. The success of the session was also dependent on having sufficient 'experts' on hand to gently guide the participants and to provide explanations as necessary.

***"I've now downloaded it [ChatGPT] on my phone. I'll use it for information – any information I need. Instead of going onto the internet I'll try ChatGPT as I've never used it before."***

**(Member of the People's Panel on AI)**

## Hopes And Fears Lab

The Hopes and Fears Lab was a pre-arranged Fringe event which had synergies with the People's Panel. The Lab allowed members of the public to speak one on one with experts (scientists, medics and lawyers) working in the AI field. Many of the Panel really enjoyed this session and found the one-on-one time valuable for addressing their specific questions and concerns.

***"It was great to get not only people's views, and interesting listening to talks from the auditorium, but talking to people who actually use the AI now. It was amazing."***  
***(Member of the People's Panel on AI)***

**(Member of the People's Panel on AI)**

The Hopes and Fears Lab presented more challenges from the perspective of the facilitation and evaluation team. As the Lab was curated by a third party it was not possible to know exactly which 'experts' would be present or how balanced their input would be. Participants were clear that the 'experts' were expressing their opinions, but nonetheless some appeared to have a significant impact on the participant's thinking and the counter-argument to some views was not always made.

This was managed well by the facilitation team who used a summary session to highlight the difference between fact and opinion and to remind participants of some alternative viewpoints where appropriate.

***Learning: The Hopes and Fears Lab was a unique input to the Panel experience and highly valued by participants due to its bespoke nature. It would be interesting to explore further how to ensure that this experience is balanced, reflecting the range of viewpoints on a topic if using it in a deliberative process again.***

## Bespoke Expert Witness Sessions

In addition to the Fringe sessions, and as part of the learning component of the deliberative process, the Panel also a couple of their own 'Fringe of Fringe' sessions where different expert witnesses who had spoken at the sessions during the Fringe talked directly with the Panel and answered their questions. These were very popular with the participants as they felt they were able to get into more depth with the experts and were able to ask the questions they thought were important. As with all the sessions, they could have been longer to allow further exploration of the issues, but many members of the People's Panel identified this as one of the highlights.

***"It goes without saying that the bits that are really good are really personal – one on one or few on few. It's obvious that's better. You can't always have that."***

***(Member of the People's Panel on AI)***

In the background, the delivery team worked hard to identify appropriate speakers for these sessions. They achieved a good balance of expert speakers from different backgrounds although some Members of the People's Panel on AI would have liked to see and talk with more industry representatives and to understand more about the specifics of potential current and future uses of AI.

One stakeholder felt that the experts should have been briefed not to talk down to or patronise the Panel. However, none of the Panel identified this as an issue, and many felt that the session with 4 different experts was their favourite session of the week.

***Learning: Having a bespoke session where participants felt able to ask more questions was really valued, and is potentially more similar to a traditional deliberative process. Ideally this would include people developing AI technologies.***

## Deliberation Sessions

The deliberation sessions themselves included a mix of talking, exercises and activities and time to download and process what the Members of the People's Panel on AI had heard. A few described these sessions as a 'brain dump' although in reality the Facilitators offered some structure to help ensure the People's Panel answered the questions that had been set.

***"It was nice to have so much time to discuss and brain dump with the group. On paper it seemed a bit much but it was useful to compare what we heard."***

***(Member of the People's Panel on AI)***

These sessions had positive feedback from participants who all felt able to have their say (see Appendix 2). In particular the facilitators were both perceived by participants (and the evaluator) to be excellent in bringing in quieter voices and ensuring they heard from a range of people. Mixing the

groups each time also helped ensure people got to work with all the Members of the People's Panel on AI and heard different views.

***“I thought it would be intriguing. But I’ve engaged more than I thought I would. It’s been fascinating. Maybe more hard work than I thought it would be. But overall my experience has been positive.”***

(Member of the People's Panel on AI)

***“I’m not that articulate and what’s in my head doesn’t come out of my mouth that well unfiltered. But everyone has been patient with me. And I haven’t felt rushed or intimidated or patronised .It’s been a really great experience.”***

(Member of the People's Panel on AI)

One Member of the People's Panel suggested they might have appreciated more structure in these sessions to ensure that the different uses of AI were discussed, along with the risks and benefits. For example, adopting a war-gaming methodology might have been interesting. However, others enjoyed the flexibility of these sessions to discuss what they had heard that day and the limited time for planning would have made it difficult to do this well.

***Learning: The facilitation was very good and this contributed to the development of an excellent team dynamic across the People's Panel. In turn this meant Members of the People's Panel on AI worked harder than they expected to but were happy to do so.***

## Recommendations Session

On the final morning participants were given a reminder of everything they had heard and discussed in order to inform their recommendations. This was a rapid process and required active facilitation to get to the required end-point. Some potential recommendations dropped out, not because of lack of support, but because Members of the People's Panel on AI wanted longer to think through the implications before making the demand. This belief that the recommendations had to be well thought through and considered is testament to the quality of thinking the Members of the People's Panel on AI brought to their role.

***“I think everyone got a say. The group as a whole, when split or together we were happy to listen to everyone even if we didn’t agree / it didn’t resonate. It was captured.”***

(Member of the People's Panel on AI)

Overall, all the participants were happy to endorse the Recommendations and felt that their personal views were reflected in what was presented.

***“Definitely feel I’ve been able to have a voice. We’ve been brought together to have a voice and we’ve been really listened to and valued. That’s important. I was very cynical to begin with... But I really feel I’ve been listened to.”***

(Member of the People's Panel on AI)

## PANEL OUTPUTS, OUTCOMES AND IMPACTS

There were two main outputs from the Panel during the Fringe – the daily bulletin and the Recommendations session. There are also extensive notes from the deliberative sessions and Connected by Data plans to write up the key themes beyond the key recommendations. Additionally, Connected by Data have commissioned a video to summarise the Panel's work.

### Outputs

This evaluation focusses on the outputs delivered by the end of the Fringe.

#### Daily Bulletin

The Daily Bulletin had 125 subscribers and helped to build interest in the final session. These were produced by Connected by Data rather than the facilitation team: reporting the findings as reflections of Connected by Data, rather than findings from the panel helped ensure that the bulletins were not misleading.

***“The level of transparency I think is quite unique, it was great to be able to follow along 'in real time' at a distance.”***

(Stakeholder)

***Learning: It's helpful to have a daily bulletin published by the commissioning organisation, but important to make it clear whether this is an overview of everything the Panel discussed, or selected highlights with the detailed report to follow. Practically speaking, it is likely that, due to the tight timelines, any interim outputs should be positioned as curated highlights.***

#### Recommendations session

The recommendations session was well attended both in the room (approx. 20 people) and online (at its peak there were 35 people viewing live online and there have been 160+ visits to the bulletin page with the recommendations). The audience included reflected civil society, academia, government and industry. This attendance helped demonstrate to the Panel the interest in their work.

***“So often changes happen that impact us that we have no say on. It was nice to see that was appreciated by the tech experts and people around. It reinforced the fact that our say matters, I'm not saying listen to us and nobody else, but the people have a say.”***

(Member of the People's Panel on AI)

Additionally, the responses by people in the audience and commitment to taking on board particular recommendations helped to build a sense of momentum. Some Members of the People's Panel on AI commented that they had been cynical about the potential to impact before the event, but felt more hopeful afterwards.



***“Seeing the response to recommendations and hearing what people thought and the fact they came to hear what we had to say. That made me feel like it did do something / go somewhere.”***

(Member of the People’s Panel on AI)

## Outcomes and Impacts

It is early to identify sustained outcomes and- impacts from the Panel. However, there is already some emerging evidence about this.

### Participant perspective

All the participants reported that they gained something from participating. Every Panel member was confident they learned a lot from being part of the Panel. Even those who had been more sceptical about what a small group of the uninformed public could achieve, or whether they were sufficiently equipped to handle such a complex topic, were pleasantly surprised.

***“It’s been excellent learning experience. Nice to delve into academic pursuit again. Think its helped me to understand future in terms of where going with tech a bit more and to form an opinion about where I think we should go.”***

(Member of the People’s Panel on AI)

The Members of the People’s Panel on AI all became strong advocates for public participation by the end of the week and will be powerful spokespeople for the process if given the opportunities.

***“Most things are decided for you and you have to do them. It would be nice to have a say. It’s all about democracy and being involved and having a chance to have some thoughts and viewpoints. We’re representing our communities and I’ve spoken to people since I’ve got back and bombarded them with information.”***

(Member of the People’s Panel on AI)

Some Members of the People’s Panel on AI identified additional impacts including increased self-confidence and also an increased sense of agency. Many described feeling honoured or privileged to be a part of the process and most were keen for it to continue. It was striking that even those who thought they would sit back to let others do the work found themselves immersed in - and energized by - the process. As a result, all the Members of the People’s Panel on AI were exhausted by the close of the Panel (and most were exhausted by Wednesday evening).

A couple of Members of the People’s Panel on AI suggested that participating has given them a new sense of self-worth which means they might go home and potentially try to find a new job or voluntary role to make the most of this.

***“I used to do so much community / voluntary work but ill health took its toll. And knocked my confidence... It [participating in the Panel] has boosted my confidence again. Sparked up a fire in my belly I thought had fizzled away... I feel like I’m not going to go home and forget about this...”***

(Member of the People's Panel on AI)

Additionally, a few Members of the People's Panel mentioned that they felt more optimistic about AI as a result of the People's Panel process. This was not necessarily an intended outcome, but was a result of listening to the different presentations and opportunities for AI shared at the Fringe.

***"I would say it's given me more hope for the future of AI. I came in thinking it's going to be a wonder tool and solve so many problems and have so many capabilities. Talking about how Frontier AI can be so useful as a tool – it really has solidified some hopes for me on the future of AI."***

(Member of the People's Panel on AI)

Eight of the eleven participants volunteered to support press releases to their local media, and all the Panel would be happy to continue to contribute in some form. Some are naturally more comfortable with public speaking than others, but nearly all have confirmed that they are open to continuing the work of the Panel in some way. One Panel member has suggested a spin-off project focussing specifically on AI and Climate Change which was a specific interest of the group, and the others are largely supportive.

***"[Connected by Data team] mentioned an opportunity to speak to my local paper – I want to let people in [my area] know what's happening. I wouldn't have done it before – never. But if I'm representing people they have a right to know."***

(Member of the People's Panel on AI)

## Stakeholder perspective

Nearly all the stakeholders who responded to the survey (see Appendix 3) strongly agreed that the process was credible (10/13 strongly agreed, none disagreed) and a similar number thought the process was transparent.

***"I was very impressed with how the knowledge was shared and the level of practical activities in the session. I felt that the participants were able to reach a good level of knowledge to assess the impacts of the varied viewpoints in this space, as well as to separate the facts from the assumptions".***

(Stakeholder)

Overall, the survey showed that stakeholders who responded to the survey had very few concerns about the process or how it was run, although not all were clear about the route to impact following the Panel Recommendation Session.

***"I'm pleased it's happened; I'd be more satisfied if I saw engagement from the sort of decision makers and key people who can commit to acting on the recommendations, as a formal committed part of the process, but accept that this is a start and is hugely positive as one."***

(Stakeholder)



The survey confirms that for those who responded the Panel helped demonstrate the value of deliberative approaches. While there is a possibility that some of the stakeholders engaged, especially those who joined the advisory board, were already positive about deliberative processes, a few mentioned that the Panel had inspired them to do more public engagement.

***“It’s an amazing and original initiative and has been great to observe it! I thought the deliberation I observed was fascinating and was so interesting to see what recommendations came out of it.”***

(Stakeholder)

The objective to bring substantive citizen voices to public discourse around AI safety was ambitious. There is some evidence that, for those who attended the Panel Recommendations session, there were useful learnings, although there is a risk that some organisations may cherry-pick the recommendations that resonate with their pre-existing opinions. However, it is important to note that the session was the start rather than the end of the process to support people to engage with the results and consequently there is scope for the Recommendations to continue to impact on discourse over coming months depending on the resources available.

## LESSONS FOR THE FUTURE

The lessons from this People's Panel draw on things the team did well, and things that could be done differently. These areas for improvement should in no way detract from the overall achievements of the project, which both Members of the People's Panel on AI and Stakeholders agree was successful overall based on their feedback. Participants and stakeholders were only able to identify very minor areas for improvements.

### Running a Panel alongside the Fringe

Overall, the process of running a Panel alongside the Fringe was successful, and supported the team to meet their ambitious objectives. The Panel heard from speakers they would otherwise not have access to, and presented their Recommendations to a broader group of stakeholders as a result of the timing. The Panel were still reliant on 'traditional' deliberative inputs such as their bespoke witness panel and deliberation sessions, but were clear that running alongside the Fringe was valuable.

Running alongside the Fringe added significant pressure to the team and the team's willingness to work late into the night to prepare for each day, and their positive and constructive energy were integral to the Panel's success. If this passion and commitment exists then this team have shown what can be done in a short period of time. With more time and more planning the process could potentially have been improved, but that should in no way detract from the achievement of the Panel in the time that was available.

The evaluator was made to feel part of the team and empowered to make contributions throughout the process. The team responded positively to this input and hopefully feel the process was improved as a result. The changes were small (e.g. a tweak to the daily bulletin reporting style or the inclusion of a summary of experts to ensure the participants remembered the range of views they had heard) but hopefully contributed to a better process.

### Other learnings from the process

Learnings have been included throughout this report, and are summarised again below for ease of reference.

- Learning: Although it added pressure on the team and People's Panel, having a well-attended Recommendations session brought a buzz to the process and left participants with a sense that they had been heard. This was possible because the People's Panel ran alongside the Fringe.
- Learning: Although not feasible on the timeline for this Panel, it might be helpful to undertake more work with participants in advance of the Fringe so that they can hit the ground running and maybe take more personal time to reflect during the process.
- Learning: Some participants would value scheduled relaxation as part of their experience.

Detailed learning about specific parts of the process.

- Learning: Consider providing more tangible examples of AI being used in practice (or future uses) to help ground the discussions.
- Learning: Consider ways to bring young people's voices into the debate. It may have been helpful for the Panel to have considered the views of children and young people in their deliberations – ideally through the Fringe (which was perceived to lack these voices) or as an additional input into deliberations.
- Learning: The onboarding session was important to build understanding and trust. With more time to plan it could be worth exploring sharing more information about AI in advance, so that Members of the People's Panel on AI are better prepared. However, it will be important to strike a balance and not put off those who might be nervous about whether they have sufficient understanding of the subject matter. The light touch introduction online ensured that everyone could follow and consequently built confidence – it would be very easy to undermine it if too much information was shared too early.
- Learning: Although sometimes quite technical, the Panel thought that the Fringe sessions added value to their discussions and were valuable. The Fringe gave them access to a broader set of people / stakeholders than they would have engaged with in a more traditional deliberative research project of this duration.
- Learning: Participants valued having a glossary to explain the technical terminology being used in the Fringe events.
- Learning: The Hopes and Fears Lab was a unique input to the Panel experience and highly valued by participants due to its bespoke nature. It would be interesting to explore further how to ensure that this experience is balanced, reflecting the range of viewpoints on a topic if using it in a deliberative process again.
- Learning: Having a bespoke session where participants felt able to ask more questions was really valued, and is potentially more similar to a traditional deliberative process. Ideally this would include people developing AI technologies.
- The facilitation was very good and this contributed to the development of an excellent team dynamic across the Panel. In turn this meant Members of the People's Panel on AI worked harder than they expected to but were happy to do so.
- It's helpful to have a daily bulletin published by the commissioning organisation, but important to make it clear whether this is an overview of everything the Panel discussed, or selected highlights with the detailed report to follow. Practically speaking, it is likely that, due to the tight timelines, any interim outputs should be positioned as curated highlights.

**ABC**

Anna Beckett Consulting

# People's Panel on AI

Appendix

November 2023

# APPENDIX 1: EVALUATION FRAMEWORK

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Question	Sub questions	Origin	Desk review	Observation	Survey 1a (participant)	Survey 2a (participant)	Survey 1b (stakeholder)	Survey 2b (stakeholder)	Comments box	Participant interviews	Wash-up meeting
Were the process design, delivery and reporting fit for purpose (appropriate to the context and objectives)?		Credibility	X	x	x	x	x	x	x	x	X
Do the final recommendations result from a transparent process of facilitated deliberation that represents the views of participants?		Decision-making	X					X			
Were the objectives set the right ones?		Objectives			x			X		x	
	* Was the topic and question approached in a way that could be meaningfully addressed in the deliberation?	Deliberation		X					x	x	
Were the learning materials and activities appropriate for participants to engage with the topic and deliberate in an informed way?		Learning phase:	x	x	x	x	x	x	x	X	x
	* Was the choice of experts and delivery adequate to equip participants with the topic and deliberate in an informed way?	Learning phase:		x		x		x			X
	* Was the information balanced? Did the information provided present a variety of viewpoints / reflect the diversity of views	Learning phase:		x		x		x			X
Has the process met standards of good practice in deliberation?		Quality	x	x	x	X			x	X	
	* Was the purpose of the deliberation clear, well-defined and balanced (scope / framing)	Deliberation		x		X	X			x	x
	* Was there space for participants to weigh the pros and cons and reach a conclusion?	Deliberation		X		x				x	
	* Was the objective of the deliberation clear to participants?	Deliberation			x	X				X	
	* Are participants clear on what is being done with the recommendations?	Decision-making		x		X					
	* Did the participants get something out of participating (what)					X					X
	* Did we achieve an appropriate balance between protecting participants, and giving platform to participant's voices and views?					X					X
Was the deliberative exercise overall reflective of diverse groups in the population?		Inclusion and representation	X								
	* Were ALL participants (including under-represented groups / less confident participants) adequately supported / facilitated to meaningfully participate in the deliberative process?	Inclusion and representation		X	x	x			x	X	
	* Were voices from all participants (including underrepresented groups or less confident) listened to and meaningfully included in the deliberation outcomes?	Inclusion and representation		X	x	x				X	
	* Did the participants feel they all had a voice / were heard?	Deliberation				X			x		
Has the process met its objectives?		Objectives	x								X
	* Was the process credible with those expected to use the results?	Credibility				x		X			x
	* Has the process achieved the expected impacts on the quality of the research and on all those involved? - Objectives met incl: - To bring substantive citizen voices into public discourse around AI safety, - To demonstrate the value of deliberative approaches, - Participants gain something (what?) from participating,	Impact				x		x			X
Has the process achieved any unexpected impacts		Impact				x		x			X
What are the lessons for future projects - what worked well / less well?		Lessons	x	x	x	x	x	x	x	x	x
	* Did the delivery team adapt in response to feedback from the evaluation?	Quality		x							X
	* What are the benefits, and limitations, of using an existing conference or set of events as the main evidence and material for a mini-public deliberation?			x							X

## APPENDIX 2: PEOPLE'S PANEL ON AI SURVEY FEEDBACK

The following data came from two surveys completed by the Panel. The first occurred after the onboarding session, the second was completed at the end of the process. All twelve participants who attended the onboarding session completed the first survey. The second was completed by ten of the eleven people who sat on the final Panel.

### Why people joined the Panel

Reasons people joined the Panel included:




- Interested in the subject / to learn about AI (10) including...
  - AI is an issue that will impact us all (3)
  - Opportunity to ask questions and raise concerns (1)
- To contribute on behalf of ordinary people / to the ongoing debate (5)
- To impact on uses and implementation of AI in the future (1)
- Mention of honour / privilege to be invited (2)

***“Giving members of the general public access to this learning process by involving them in these projects is an excellent concept. This group of 12 individuals represent the wider community, it’s so important to let us have our say! Every opinion matters.”***




***“I only know a little about A.I and this is a wonderful opportunity to learn more about what the future might look like. More importantly, this will give me a chance to ask questions and raise concerns that I have, not only for me but my grandchildren and other future generations”***

## Satisfaction

Overall, most participants were very satisfied with the onboarding session.

How satisfied were you with today's workshop (onboarding)?			
Answer Choices			Response Total
1	Very dissatisfied <sup>4</sup>		1
2	Dissatisfied		0
3	Neutral		0
4	Satisfied		2
5	Very satisfied		9
			answered 12

And continued to be satisfied throughout the Panel.<sup>5</sup>

How satisfied were you with the People's Panel on AI? (End of Panel)			
Answer Choices			Response Total
1	Very dissatisfied		1
2	Dissatisfied		0
3	Neutral		0
4	Satisfied		1
5	Very satisfied		8
			answered 10

<sup>4</sup> The person who said they were “very dissatisfied” went on to say that everybody was friendly and welcoming and gave no suggestions for improvement. It is possible that they did not select the correct box. During the interviews nobody expressed dissatisfaction with the onboarding, despite some frustrations with the technology.

<sup>5</sup> Note that the person who said they were “very dissatisfied” in the final survey went on to say they were satisfied or neutral on all the other questions and in their interview did not express any dissatisfaction with the process. They said in summary “It was great, fine. I had a good experience. Meeting new people. Exchanging new views with new people. I found it interesting.”

In the first survey (focussed on onboarding), participants particularly enjoyed

- The atmosphere (6)
  - It felt like a safe space to contribute their thoughts (1)
  - It was a gentle and compelling introduction (1)
  - Reassuring – team are enthusiastic and genuinely care about making it a good experience (1)
  - Friendly and welcoming (2)
  - Informative and easy to participate (1)
  - The facilitators (1)
- Learning more about AI (3)
- Meeting everyone (3)

After the first session, ten out of twelve thought the lead facilitator was excellent (the final two scored the lead facilitator 4/5).

***“I would just like to thank everyone involved in organising this event, in making us feel at ease, and inspiring us with the confidence to fully take part. Knowing that no question is too trivial, and that no comment will be perceived as worthless, gives a feeling of relief, and sets one's mind at rest! I am so happy to be involved in this venture.”***

Most said that nothing needed to be done to improve it for next time (5) or skipped the question suggesting they were happy (5). However, **a couple of participants would have preferred to express themselves verbally rather than using Chat/Menti** which they found difficult. For these participants the approach didn't feel particularly interactive and they would have liked a little more time to get to know the other Members of the People's Panel on AI properly ahead of the face-to-face meeting.



## Knowledge and Learning





As can be seen in the table below, most felt that they learned something during the onboarding session. There was a good split of people who were not particularly confident and those who already felt they knew more (as a version of this question was used for recruitment).

Generally speaking, what was your knowledge about the topics discussed by the Panel (end of process)						
Answer Choices	1 - Very low	2	3	4	5 - Very high	Response Total
BEFORE you started on this Panel	4	4	0	2	0	10
By THE END of the Panel?	0	0	1	6	3	10

By the end of the panel, knowledge had increased even further with all those who responded rating themselves at least 3 out of 5.

Generally speaking, what was your knowledge about the topics being discussed today (onboarding)						
Answer Choices	1 – Poor	2	3	4	5 - Excellent	Response Total
BEFORE you came?	4	4	0	4	0	12
BY THE END OF THE SESSION?	0	1	4	5	2	12
					answered	12
					skipped	0

During recruitment quotas were set on the IMD for each postcode to ensure a mix of people from areas with higher and lower levels of deprivation. This was used as a proxy for likely education levels or socio-economic group in the absence of other data. As shown in the table below, the result was that the Panel was skewed towards people with higher education levels, although participants noted that they came from a wide range of backgrounds and jobs.

What is the highest educational qualification that you hold?				
Answer Choices			Response Total	Expected
1	No formal qualifications		0	2
2	GCSE or O-level (or equivalent)		3	2
3	A Level (or equivalent)		1	3
4	Degree (or equivalent)		5	3
5	Masters / doctorate (or equivalent)		1	
			answered	10
			skipped	0

## Delivery

Drilling down in a bit more detail, overall people were positive about the session and how it prepared them. The person who did not agree they were comfortable expressing their views had problems with using Menti/Chat.

These questions were only asked once.

How much do you agree with each of the following statements about the Panel session today?						
Answer Choices	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Response Total
The organisers ensured I was properly prepared to help me to participate (Onboarding)	9	1	2	0	0	12
I feel well prepared for the in-person sessions next week (Onboarding)	5	5	2	0	0	12

How much do you agree with each of the following statements about the Panel session today?

answered	12
skipped	0

Some questions were asked twice. Over the week more people say they felt comfortable to express their views compared with the onboarding session. Equally, confidence that they knew what they were there for increased, and in the interviews people were able to repeat back the purpose in line with the objectives set by Connected by Data. In contrast, perhaps unsurprisingly people were less likely to agree they understood almost everything after a week at the fringe. The qualitative data suggests that this was due to some of the speakers on the Fringe panels, rather than the bespoke sessions designed for the Panel.

How much do you agree with each of the following statements about the Panel session today?

Answer Choices	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Response Total
I felt comfortable to express my views in the discussions (Onboarding)	7	4	1	0	0	12
Overall	9	1	0	0	0	10
I understood almost everything that was discussed (including talks by speakers, and things said by other panel members and the facilitators) (Onboarding)	6	6	0	0	0	12
Overall	4	3	3	0	0	10
I am clear about what we'll be doing as a panel (Onboarding)	6	5	1	0	0	12
Overall	8	2	0	0	0	10

We also asked some new questions at the end of the process. Overall, people were confident the team struck a good balance between letting people speak for themselves without making them uncomfortable. They also thought everyone had their say and felt like they were able to shape the Panel process. Participants were a little less confident that the speakers they heard from had helped inform their recommendations or that they were fair and balanced, although the majority still agreed. Finally, while nobody disagreed, some were on the fence as to whether they had enough time to think about the issues.

And to what extent do you agree or disagree with the following statements?						
Answer Choices	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Response Total
I feel like the team struck a good balance between giving us a chance to have our say in our own words without putting us in uncomfortable situations	8	2	0	0	0	10
I think everyone in the Panel has had their say	7	3	0	0	0	10
I feel I've had the chance to shape the Panel process	7	2	1	0	0	10
The speakers we've heard from helped inform the development of our recommendations	6	3	1	0	0	10
The information we've received was fair and balanced and reflected different viewpoints	6	2	2	0	0	10
I've had the time and space I need to think about the issues	3	5	2	0	0	10

At the end of the process, the survey tested how far people were supportive of the Panel Recommendations. All the Panel were happy with the recommendations and agreed that they reflected their personal views.

And to what extent do you agree or disagree with the following statements?						
Answer Choices	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Response Total
I am happy with the recommendations we have developed as a group	6	4	0	0	0	10
The recommendations reflect my personal views	6	4	0	0	0	10
					answered	10

One potential question was whether the panel were recruited to have similar political leanings. This information was not collected at any point during the process as it was expected to fall out naturally.

***“I find it interesting that all 11 people where from such different walks of life yet everyone had deep empathy and compassion and I would say fairly liberal views. I wondered if this had been done on purpose. Throwing in someone from a more banking/ finance environment would have been interesting in term of being challenged further and intense debate”***

## Impact on industry/policy

In the first survey, a question from three participants was how to ensure the Panel has an impact. . .

***“How much of the panels input will actually make any difference? I'm sure our comments will be taken on board but I can't help but think the government will go ahead and push through any decisions that they want anyway”***

In the second survey (after the Panel) we asked directly about the Panel's perceptions of impact.

And a few questions for you about impact

Answer Choices	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Response Total
I understand what will happen to our recommendations	2	5	3	0	0	10
I believe our recommendations will have an impact	2	4	3	1	0	10
					answered	10

Personal Impact

The main impacts included:

- Confidence (5)
- Learned more / simulated thinking (5)
- Become passionate about something (4)
- Inspired to try to make changes (2)
- Inspired to continue learning more (1)
- Something to add to CV (1)
- Strengthened debating skills (1)
- Showed value of bringing together people with different views (1)

***“You are obviously never too old to learn, I didn’t ever expect to be in a classroom situation again, and didn’t think my mind was capable of grasping a new concept!! Instead, I found an inner strength, became stimulated and increasingly enthusiastic about this area of knowledge hitherto unknown. I found I had opinions relating to our discussions, and furthermore that I was confident to express them within the group. I regard the entire experience as one of the highlights of my life, I enjoyed every minute of those 4 days, challenging and exhilarating in equal measure!”***

*“I was very sceptical at the start of the process. But I was totally gob smacked that the impact of 11 people who have very little knowledge about such a huge topic on AI can have and [make] powerful recommendations. It made me realise that no topic is beyond us if given the right tools and environment to learn as done by HVM and connected by data. Its definitely boosted my confidence that I can be involved in discussions that would seem beyond me before. I would say it is one of the most impactful but also challenging things I have ever done professionally”*

*“I would very like to think we could now take our involvement as representatives of the public in the AI debate further and be part of shaping its future.”*

## Thank yous

Participants wanted to express their gratitude to the team for making the Panel an enjoyable experience. Some quotes are included below.







*“The help, support & care that was put into organising this was flawless. Everyone on the panel was lovely, and it's something I will be forever grateful and proud to have been part of. Thank you all so much for the opportunity and for making it as easy as it could be, considering the technological topics we discussed. A week I shall never forget”*

*“I felt the support, organisation, and understanding given to us was excellent. I didn't feel under pressure at any time ...and the organisers such as Kate and Emily were brilliant. Being an older single lady on my own in London, I felt extremely comfortable knowing I support all the time, just a phone call away”*




*“Thank you so much for selecting me to take part in this amazing project, I fully believe that public involvement should be encouraged when considering matters which concern us all. The rise of new technology in the field of A.I is of momentous importance, constantly evolving, becoming increasingly complex and could spiral out of control. It is therefore reassuring to think that the People's Panel, essentially representatives of the greater public, can be included in important decision making, and we as a group require this involvement to continue as our voice matters! I would like to thank everyone involved in making this project happen, the organisation was meticulous, you made us feel special, it was a wonderful experience and one which I will never forget.”*

## APPENDIX 3: STAKEHOLDER SURVEY

Stakeholder survey respondents had different relationships with the Panel.

1. Firstly, can I just check what has your role been?			
Answer Choices			Response Total
	Advisory Group Member		4
	Observer		4
	Expert Speaker		2
	Facilitator / note taker		1
	Read the daily bulletin		3
	Webcast viewer		1
			answered 14
			skipped 1

They had attended a spread of the different Panel activities.

2. Which Panel Sessions have you attended (e.g. the Panel onboarding session last Wednesday night)				
Answer Choices			Response Percent	Response Total
1	Onboarding meeting (Wed 25th Oct)		14.29%	2
2	Panel Sessions with Experts (Tue to Friday during Fringe)		42.86%	6
3	Panel Deliberation Sessions (Tue to Friday during Fringe)		42.86%	6



2. Which Panel Sessions have you attended (e.g. the Panel onboarding session last Wednesday night)				
4	Panel Recommendations Session (Friday @1.30)		64.29%	9
5	I've read the Daily Bulletin		50.00%	7
			answered	14
			skipped	1

Overall, all but one of the stakeholders said they were satisfied with the Panel. Typically, those outside the core team / advisory group were more satisfied. The one person who said they were very dissatisfied gave reasons that were positive, suggesting they mis-read the question.

3. Overall, how satisfied or dissatisfied are you with the People's Panel?				
Answer Choices				Response Total
1	Very dissatisfied			1
2	Dissatisfied			0
3	Neutral			1
4	Satisfied			4
5	Very satisfied			8
6	Don't know / not sure			0
			answered	14
			skipped	1

Reasons for satisfaction included:

- Quality of delivery (3)
- Demonstrated what is possible (3)
- Clear recommendations (2)
- Quality of participants / deliberation / knowledge built (2)

- Mix of people on the Panel (1)
- Public event at the end (1)
- Openness to learning and collaborative working (1)

***“It’s an amazing and original initiative and has been great to observe it! I thought the deliberation I observed was fascinating and was so interesting to see what recommendations came out of it.”***

Suggestions for improvement included finding a more concrete route to impact (2 mentions) although there was recognition that this could still happen and that delivering the panel was a good first step.

Overall, nearly all stakeholders who responded to the survey thought that the Panel process was credible and transparent and that the framing questions were appropriate (none disagreed). Stakeholders were slightly less likely to strongly agree the information given to the Panel was balanced, although not all stakeholders knew what the Panel had experienced.

4. To what extent do you agree or disagree that...							
Answer Choices	Strongly agree	Agree	Neither agree / disagree	Disagree	Strongly disagree	Don't know / not sure	Response Total
The Panel process has been transparent	9	4	1	0	0	0	14
The Panel process is credible	10	2	1	0	0	0	13
The Panel has brought citizen voices into the public discourse about AI	8	3	2	1	0	0	14
The overall framing questions were appropriate	6	8	0	0	0	0	14
The information presented to the Panel (e.g. through expert speakers) has been fair and balanced	6	4	0	1	0	3	14

#### 4. To what extent do you agree or disagree that...

answered 14

Most believed the Panel achieved its objective to bring citizens voices into the discourse about AI (1 disagreed) and equally most thought it helped demonstrate the current limits to democratic participation in AI discourse. Views were a bit more mixed on whether the recommendations themselves have added something to the discussion on AI. Overall the advisory group/delivery team were more positive than the other stakeholders with regards to these questions.

Overall there was strong agreement that the Panel helped demonstrate the value of deliberation and no stakeholders who completed the survey disagreed.

#### 5. To what extent do you agree or disagree with the following:

Answer Choices	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Response Total
The Panel has helped demonstrate the value of deliberative processes	9	4	1	0	0	14
The Panel has helped demonstrate current limits to democratic participation in AI discourse	7	6	0	1	0	14
The Panel recommendations add something new to the discussion on AI	5	6	2	0	1	14
					answered	14
					skipped	1

Overall, stakeholders were also positive about the potential impacts of the Panel on themselves and on policy. Most thought the process has the potential to impact policy and practice and over half said they had learned something and were more likely to consider involving the public as part of their work. Others noted that as they already involve the public they would not be able to do so more. Nobody said they would not endorse the findings of the Panel, although one said they were too junior in their organisation to do so effectively.

6. And thinking about impact do you agree or disagree with the following...						
Answer Choices	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Response Total
This process has the potential to impact on policy and practice	3	7	2	2	0	14
I will endorse the findings of this Panel	6	3	5	0	0	14
I've learned something about public engagement as a result of the Panel	5	5	3	1	0	14
I am more likely to consider involving the public in my work as a result of the Panel	4	5	5	0	0	14
					answered	14

People took away a range of things from seeing or being involved with the Panel.

- The panel recommendations including the need for education and economic justice (4)
- Inspiration to involve / continue involving the public (2)
- That the process can work and has value (2)
- The quality of iterations between Panel members (1)
- The need for more resources to continue these conversations (1)

***“Also a big thank you to all the panel (and organisers) for their work in what’s been a long week! What I was really struck by at the deliberation session I observed was how engaged everyone was late on a Wednesday afternoon after a long day. It’s really tiring to engage in so much deliberation so I’d love the panel to know how much it’s appreciated!”***

***“The level of transparency I think is quite unique, it was great to be able to follow along ‘in real time’ at a distance. I was reflecting on how there is obviously great existing practice and expertise on facilitating public deliberations and harnessing public input***

***and I'd love to be able to raise awareness of this and build capacity for this amongst the researchers I support..."***

***"I think the panel's idea of a citizens assembly arm of the new risk centre is excellent: it would support local interpretation of 'global' principles to arguably overcome some of the challenges a group of experts I was talking to some days before had been trying to wrestle with around the role of international bodies who engage in rule making, while upholding national sovereignty."***

***"I really loved the acknowledgement of the centrality of economic justice and workers' rights in this discussion - it often gets missed, but I think it is really the most important issue when it comes to wider adoption of AI."***

***"Main takeaway is that people are more concerned about using AI for the most beneficial opportunities and making those decisions collectively versus being scared of any perceived existential threats. Which is helpful - because it means public engagement efforts beyond participation (dissemination, outreach, co-production) can be broader and look at impact rather than demystifying."***

Other things that stakeholders would like to add included:

- Disappointment they had heard about the Panel quite late in the day as they would like to have been more involved.
- Hope that the Panel's work will influence senior stakeholders
- It was the highlight of the Fringe!
- Question whether the Panel could have got further if they had been given a primer before coming together (e.g. "don't think we really heard about or touched on Mustafa Suleyman's The Coming Wave agenda.")
- Suggestion that the speakers in the expert sessions should be reminded not to 'aim down' / patronise the Panel
- Noting that, with resources and care a process like this can be successful

***"The panel were brilliant – and I look forward to hearing what they do next."***