

# Welcome to Queensland Future Conversations:

Social Media and Human Behaviour – challenges and opportunities  
for an evolving digital world

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**MC:** Shannon  
Willoughby (UQ)



**Panel  
member:**  
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**Speaker /  
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Member:**  
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**Panel  
Member:**  
Dr Susan  
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(Griffith)

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An abstract graphic on the left side of the slide, consisting of a complex network of white dots connected by thin white lines, resembling a social media or digital network. The dots vary in size, and the lines form a web-like structure that fills the left half of the slide.

# Social Media and Human Behaviour

## Challenges and opportunities for an evolving digital world

Professor Daniel Angus FQA

Director, Digital Media Research Centre and Professor in Digital Communication, Queensland University of Technology (QUT)

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# Artificial Intelligence & Society

## *Challenges:*

- Access and inequality
- Bias, misinformation, sovereign risk

## *Opportunities:*

- Enhanced planning and decision-making tools
- Queensland can be a world-leader in the development of socially-responsible AI



“A Queensland sports team celebrating a win” (Source: Midjourney AI)

# Digital Media

## *Challenges:*

- Destructive polarisation in society
- Decline in news readership and revenue
- A decline in trust in institutions
- Opaqueness of platform operations

## *Opportunities:*

- Build resilient cultural institutions
- New formats and modes of social connection
- Greater transparency and observability



"Ideological Polarisation" (Source: Prof Axel Bruns via Midjourney AI)

# The Digital Gap

## *Challenges:*

- Indigenous Australians living in remote communities face specific digital inclusion challenges, particularly as services move to 'digital first'
- Low-income Queensland families face very significant digital inclusion challenges

## *Opportunities:*

- Improvements in children's educational opportunities
- Improved skills development for transitioning to employment and higher education



Low income students often have access to poor quality devices  
(Source: Getty Images)



### 3 Key Takeaways

- Technical disruption is social disruption, it necessitates a humanities and social scientific approach
- We all have a role to play in safeguarding and improving the quality of democracy and our shared culture
- We need to close the gaps in our society to ensure we are prepared to take advantage of opportunities presented by new technologies

# Further information

- Automated decision-making in New South Wales: mapping and analysis of the use of ADM systems by State and Local governments  
<https://apo.org.au/node/325901>
- ADM+S submission to the Safe and responsible AI in Australia discussion paper  
<https://apo.org.au/node/323896>
- Connecting in the Gulf: <https://apo.org.au/node/322115>
- Digital Inclusion is Everybody's business: <https://apo.org.au/node/324660>
- Destructive political polarization in the context of digital communication:  
<https://eprints.qut.edu.au/238775/>
- The Australian Ad Observatory <https://apo.org.au/node/318616> &  
<https://www.admscentre.org.au/adobservatory/>

# Expert Q & A

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# Thank you

Researcher biographies and  
slides can be found here:



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