

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)



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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)

Queensland Future Conversations



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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