

Mission Statement – AISB Chair elect

by Dr Berndt 'Bertie' Müller (Univ. South Wales)



Bertie has been a member of the AISB Committee since December 2007, and Treasurer of the AISB since January 2009.

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The long-term success and reputation of AISB greatly rely upon a number of areas of engagement. We need to focus on these, over the next few years, to increase our membership base, to maintain our influence on policy making in the UK and abroad, and to serve the public by making our expertise available where appropriate.

The main areas I would like us to concentrate on are:

- being a catalyst of critical discussion and understanding in our fields of expertise;
- continuing support of students (e.g., conference travel awards);
- influencing curricular developments in schools and universities;
- establishing links with industry;
- encouraging interdisciplinary thinking.

To achieve these goals, we must continuously strive to find new ways of engagement. Some ideas follow.

Sponsorships

Annual sponsorship by an industrial partner or university: this could include having the partner mentioned on all AISB publications of that year, e.g. the Q, posters, web announcements. Members of the sponsoring institution could be granted access to the members-only section of the web site, could sign up for the email bulletins, and be eligible to AISB member discounts.

Webcasts and media presence

Use of modern communication channels to promote the society; e.g., webcasts of public lectures and a special annual public lecture, possibly held at the year's sponsor's premises.

Public understanding and curricular developments

Publication of fact sheets (in the form of attractively designed PDF pamphlets) for use by schools and universities, but also for public understanding. These could make us visible across the borders of traditional AI centres. Increased public awareness could also attract new members. We already have some material available on our web site that we can use as a starting point. Possible topics include.:

- Turing Test
- Alan Turing
- Games AI
- AI and the Arts
- Swarm Intelligence
- AI and the Mind
- I simulate thinking, therefore I am?
- Natural Language Recognition
- Automated Negotiation
- AI Agents
- Neural Networks
- Knowledge-Based Systems
- Computers and emotion
- ...

Mobile App

To further promote the objectives of the society, we need to use popular channels, such as mobile device apps. An AISB mobile app could provide members with easy access to:

- Members' section
- Bulletins
- Convention info
- Workshop info
- Access to past issues of the Q

Electronic publications

Another idea would be to make the electronic version of the Q available on the iOS Newsstand and similar publication platforms. Hereby, we can potentially reach a large audience that would otherwise not have become aware of the society and to which we would not otherwise have easy access.

Although some of these goals are rather ambitious, I strongly believe that the society needs to keep up with the times in order not to look dated and to be recognised as a serious promoter of all aspects of AI, cognition, philosophy, and neighbouring areas. Paving the way to a transition of the AISB as we have known it for many years to a modern society with a strong presence that can have an impact nationally and internationally is a challenge. Remaining true to our history and tradition in this transition is even more challenging. I am prepared to serve the society as Chairman and to take up these challenges together with the members of the committee.

Dr Berndt 'Bertie' Müller (Univ. South Wales)
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