



## My PhD

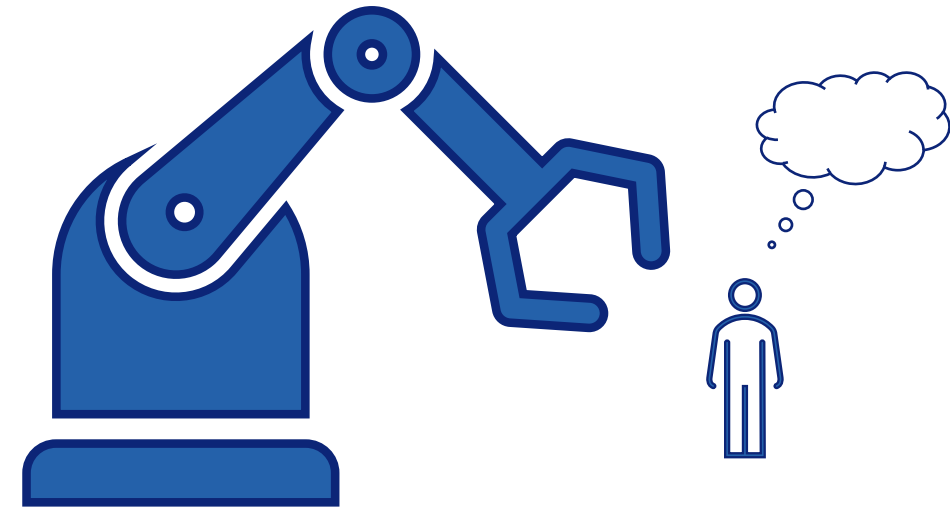
Interest in algorithms that have significant social impact on people.

Core examples:

- NHS Covid-19 contact tracing app
- Ofqual A Level algorithm

People talk about these on Twitter - do the algorithms have agency?

Natural Language Processing tools regularly used to capture data.



- **BUT** they can be hard to interpret and have difficulties in accuracy.
- **Combining this with Corpus Linguistics and Critical Discourse Analysis**



# Impact outside of immediate partners

- Supporting media teams of AS to promote positively.
  - Knowing barriers will be crucial.
  - Understanding how people view the ‘agency’ of algorithms.
  - *Safe decision-making algorithms for all!*
- Capturing public opinion and trajectories.
  - Encouraging an approach that doesn’t rely heavily on one methodology.
  - Equipping practitioners with foundations to help interpret data.
  - *More meaning extracted from already meaningful data!*

