

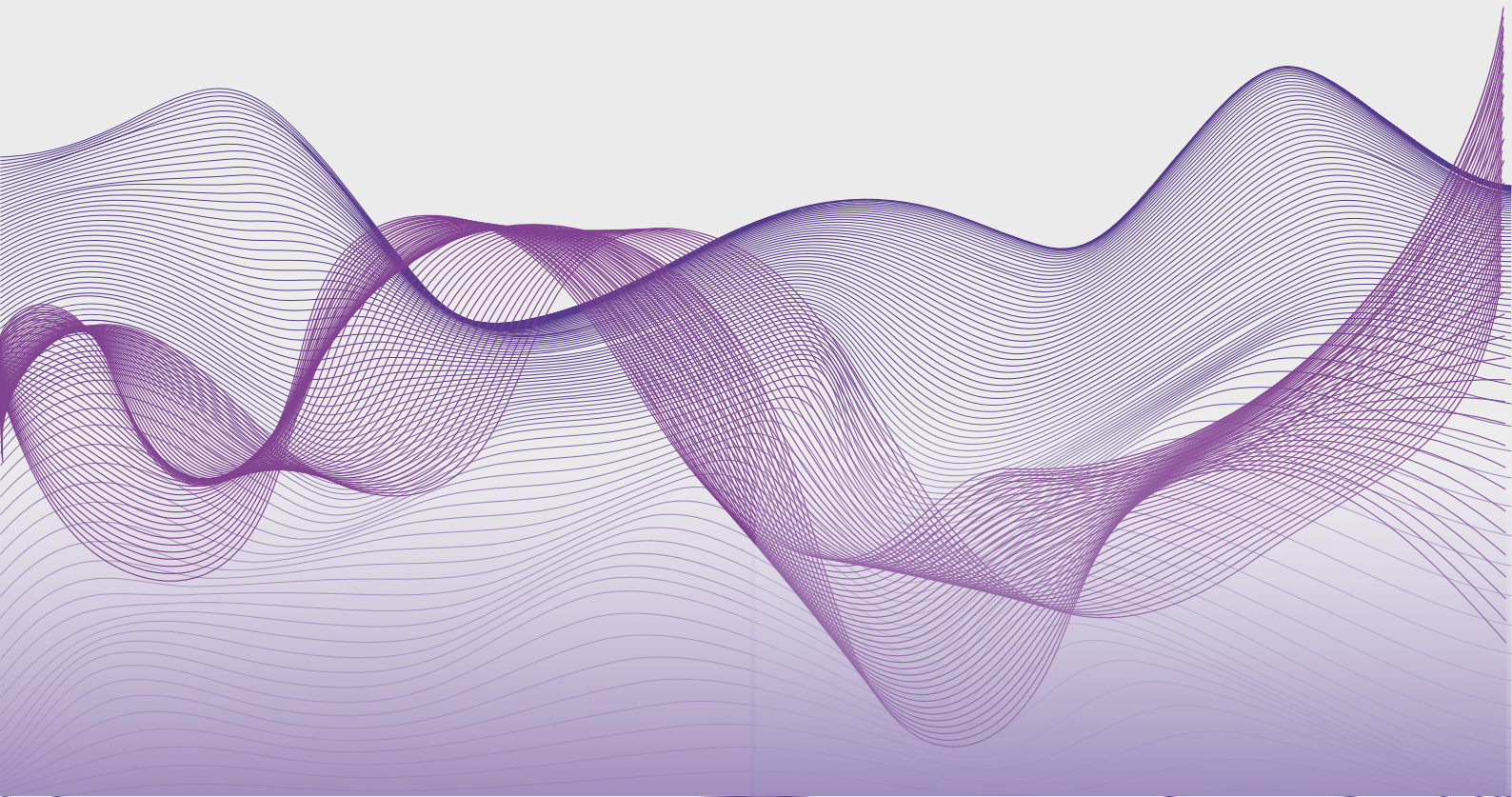


The Dialogue[™]
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SURVEY
REPORT

IMPORTANCE OF
MULTISTAKEHOLDER
CONVERSATIONS ON AI

A QUANTITATIVE SURVEY



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AUTHORS: GARIMA SAXENA & BHOOMIKA AGARWAL

EDITORS: KAMESH SHEKAR & JAMEELA SAHIBA

COPYEDITOR: AKRITI JAYANT

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LIST OF ABBREVIATIONS

AI	Artificial Intelligence
GPAI	Global Partnership on Artificial Intelligence
ICTs	Information and Communication Technologies
OECD	Organisation for Economic Co-operation and Development
SDGs	Sustainable Development Goals
UN	United Nations

EXECUTIVE SUMMARY

Artificial Intelligence (AI) is rapidly transforming various sectors of society, from healthcare and finance to education and transportation. There are various facets of conversation happening around Artificial Intelligence. For instance, stakeholders discuss how to enhance infrastructural capabilities like access to data and computing power to support homegrown AI start-ups. Initiatives by stakeholders also focus on how artificial intelligence can solve key challenges in delivering critical services. Alongside leveraging AI's positive impact, there are conversations on how we could cope with evolution through capacity building and upskilling.

On the other hand, studies and discussions are ongoing about enabling the responsible evolution of AI to maximise positive impact while alleviating negative implications. These efforts and conversations are essential and driven by various stakeholders within the AI ecosystem. However, it is equally important to find a way to combine these efforts to enhance their impact and outcomes by exploring multistakeholder approaches. To realise and operationalise this approach, we first need to understand how key players in the AI ecosystem perceive and prioritise collaborative efforts in shaping various aspects of AI.

Against this backdrop, The Dialogue deployed quantitative research, surveying over 60 representatives from five key stakeholder groups: industry, start-ups, technical experts, academicians, and civil society organisations. This survey aimed to understand the extent to which AI ecosystem players emphasise the need for multistakeholder conversations around AI. The infographic below offers a snapshot of the inferences captured from our survey across some thematic areas.

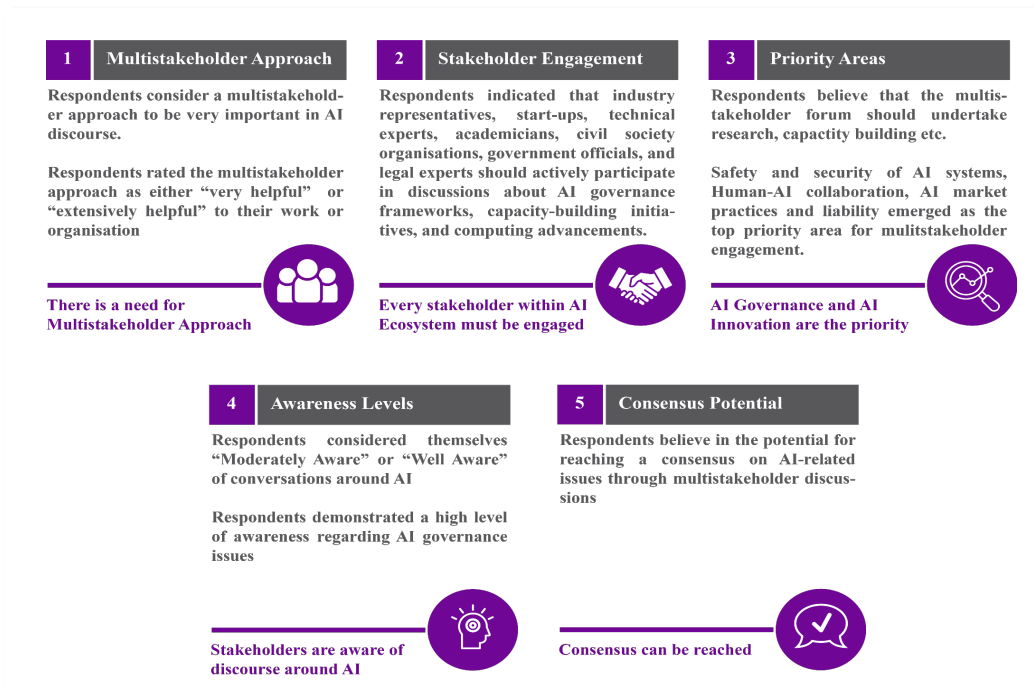


Figure 1: What Stakeholders Think about Multistakeholder Approach to AI

This study underscores the critical need for inclusive, collaborative approaches in shaping India's AI discourses. It highlights stakeholder perspectives and priorities, providing valuable insights for policymakers, industry leaders, and researchers working toward the responsible evolution of AI in India. The findings reveal a strong foundation of awareness and willingness to engage in multistakeholder approaches. As India advances in AI development and adoption, these insights can guide the creation of policies that foster innovation while safeguarding ethical considerations and societal well-being.

1. INTRODUCTION

Artificial Intelligence (AI) has unlocked various positive implications for society and the economy. Over the past decade, these technologies have played an essential role in extending education to the last mile by enabling conversational and interactive learning and translating content into multiple languages. Within the AI paradigm, stakeholders actively engage in diverse discourses, ranging from enhancing AI capabilities of AI technologies through conversations around infrastructure, market access, and upskilling to responsible evolution of such technologies to serve humanity's best interests.

As AI technologies become increasingly integral, the need for robust and inclusive conversations around AI has never been more pressing. Central to addressing these challenges is multistakeholder engagement—a collaborative approach that integrates perspectives from governments, businesses, academia, civil society, and other relevant entities. This approach, which has proven effective in governing Information and Communication Technologies (ICTs), is now recognised as crucial for ensuring the ethical and responsible evolution of AI, enhancing capabilities, mitigating risks, and addressing societal impacts.¹

In recent years, a growing global consensus has emphasised the importance of multistakeholder approaches in AI, particularly regarding the conversation on governance. On the global stage, the Organisation for Economic Co-operation and Development (OECD) has been at the forefront of promoting multistakeholder initiatives in AI governance.² In its AI Principles, the OECD stresses the importance of open, multistakeholder initiatives to garner long-term expertise for interoperable and trustworthy AI. The OECD's approach, developed through a participatory process involving over 50 experts from various sectors, highlights the value of diverse inputs in shaping AI governance frameworks. Similarly, the United Nations (UN) AI Advisory Body has emphasised the promotion of international multistakeholder collaboration as a guiding principle for AI governance, particularly in empowering the Global South.³ Additionally, the Global Partnership on Artificial Intelligence (GPAI) exemplifies a multistakeholder initiative that brings together experts from various sectors to bridge the gap between theory and practice in AI governance.⁴

The multistakeholder approach builds on the principle of inclusive and collaborative decision-making. It brings together key stakeholders from across the AI ecosystem—including developers, deployers, affected populations, governments, civil society organisations, and academia—it considers a wide spectrum of perspectives and interests.⁵

¹ Internet Society, "A Multi-Stakeholder Model in ICT Policymaking" (November 26, 2019)

< <https://www.internetsociety.org/resources/doc/2019/multi-stakeholder-model-in-ict-policymaking-philippines/> >

² Organisation for Economic Co-operation and Development (OECD), Recommendation of the Council on Artificial Intelligence (May 21, 2019) < <https://legalinstruments.oecd.org/en/instruments/OECD-LEGAL-0449>.

³ United Nations AI Advisory Body, "Interim Report: Governing AI for Humanity" (October 26, 2023)

<https://www.un.org/sites/un2.un.org/files/un_ai_advisory_body_governing_ai_for_humanity_interim_report.pdf>

⁴ Global Partnership on Artificial Intelligence (GPAI) (June 2020) <<https://gpai.ai/about/>>

⁵ Stoddard J, "When It Comes to Responsible and Safe AI, a Global Divide Is Emerging" (*IPI Global Observatory*, June 25, 2024) <<https://theglobalobservatory.org/2024/04/when-it-comes-to-responsible-and-safe-ai-a-global-divide-is-emerging/>>

Despite the critical necessity for inclusive approaches, India has seen fewer multistakeholder initiatives that unite efforts and bring various stakeholders together to exchange their knowledge and capabilities. Recognizing this shortfall, our study aims to assess perspectives within the Indian AI ecosystem regarding the imperative for a multistakeholder approach around AI conversations. By gathering data directly from various key players in the AI ecosystem, including industry representatives, start-ups, technical experts, academicians, and civil society organisations, the study aims to achieve the following objectives.

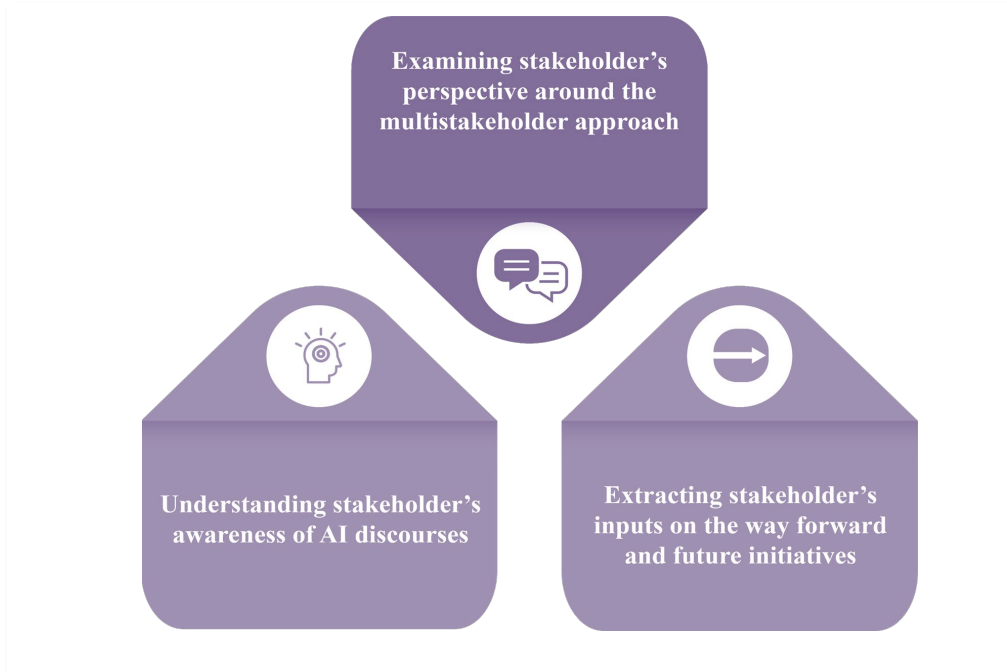


Figure 2: Objective of Study

The insights from this survey could lay the groundwork for future initiatives that foster holistic and nuanced discourses around AI in India. This study contributes to developing multistakeholder initiatives that balance innovation with ethical considerations and societal well-being by stimulating more inclusive and informed discussions.

2. METHODOLOGY

Our research methodology involved quantitative analysis to model future outcomes. We tested whether every player within the AI ecosystem believes in the necessity of a multistakeholder conversation on AI. This survey reveals the levels of importance stakeholders attribute to handling specific AI issues in a coordinated and collaborative fashion. We also observed whom the AI ecosystem players identify as key stakeholders who should be engaged in conversations on AI and their importance levels.

Therefore, we hypothesised that every stakeholder within the AI ecosystem emphasises the importance of a multistakeholder conversation around AI. Here, the dependent variable is the necessity of the multistakeholder approach, while we keep the gender, size of the organisation/company, and sector as a control variable. As discussed below, the survey was conducted among specific critical stakeholders within the AI ecosystem.

The study included a sample size of over 60 representatives, stratified across key stakeholder groups within the AI ecosystem.

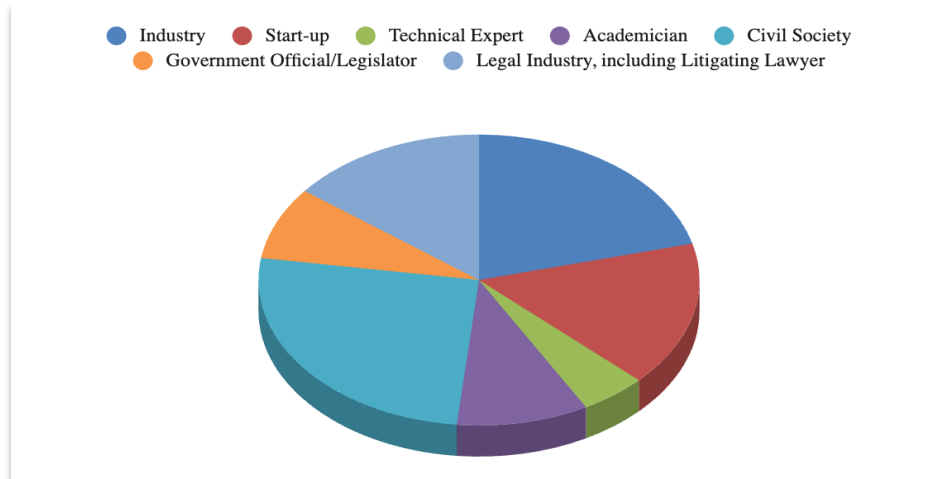


Figure 3: Stakeholder Group

We followed the following sampling strategy.

- **Sampling:** The study adopted a non-probability sampling by selecting respondents in a non-randomised manner. Additionally, we utilised snowballing sampling, where some respondents referred us to other potential participants.
- **Sampling size:** We surveyed more than 60 representatives from industry, start-ups, technical experts, academicians, and civil society.
- **Research Tool:** We designed a structured questionnaire comprising closed-ended and open-ended questions.

- **Data Collection:** The questionnaire underwent a pilot phase with a small group of experts to ensure clarity, relevance, and comprehensiveness before full deployment. Responses were collected using the internet-based survey tool (SurveyMonkey) to facilitate easy access and completion for respondents.
- **Ethical Considerations:** The study adhered to ethical research principles, including obtaining informed consent and ensuring confidentiality. All participant inputs were anonymised, used solely for research purposes, and will be retained for no more than 60 days in compliance with the Digital Personal Data Protection Act 2023.

3. KEY THEMES

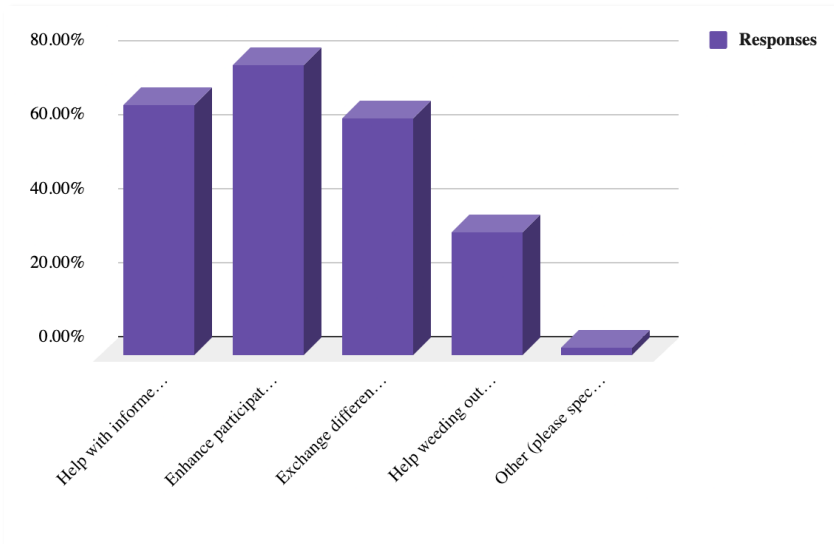
The infographic below presents the key thematic areas inferred from the collected data, to analyse the insights gathered comprehensively.



Figure 4: Thematic Areas Emerged from Data Collected

4. KEY FINDINGS

4.1. Multistakeholder Approach



The survey results emphasise several key benefits of the multistakeholder approach.

A significant majority of respondents (65.38%) believe that this approach aids informed decision-making by ensuring all stakeholders' concerns are considered.

This finding underscores the importance of inclusive dialogue, especially when creating well-rounded policies that address

diverse perspectives and needs.

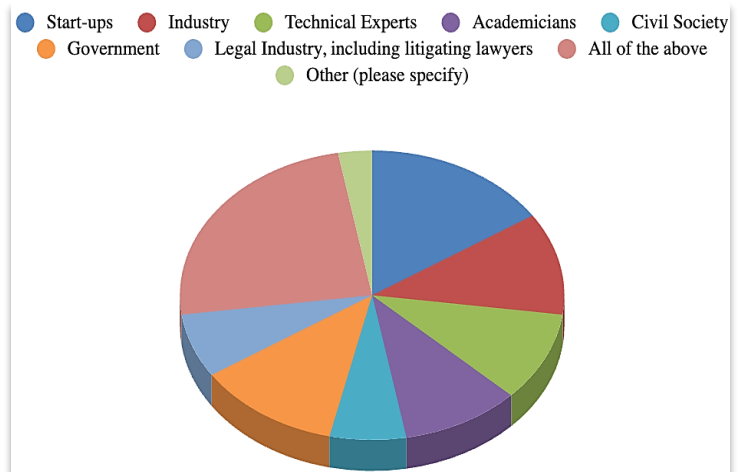
Even more notably, respondents (78.85%) believe that a multistakeholder approach enhances participation from diverse stakeholders, leading to more effective and efficient outcomes. This high percentage indicates a strong recognition of diversity's value in the policymaking process, potentially resulting in more comprehensive and broadly applicable AI governance frameworks.

Moreover, respondents (61.54%) identified exchanging different forms of expertise, particularly technical knowledge in emerging technologies like AI, as another critical benefit. This highlights the role of the multistakeholder approach in bridging knowledge gaps and fostering a more informed discourse on complex AI-related issues.

4.2. Stakeholder Engagement

The survey reveals a broad consensus on the importance of diverse participation from critical stakeholders in AI conversations.

The respondents (approx. 70%) indicated that a wide range of stakeholder groups should actively participate in discussions on AI governance frameworks, capacity-building initiatives, and advancements in computing.



These key groups comprise start-ups, industry representatives, technical experts, academicians, civil society, government, and the legal industry. Including start-ups alongside established industry players suggests recognising the dynamic and rapidly evolving nature of AI technology and its applications.

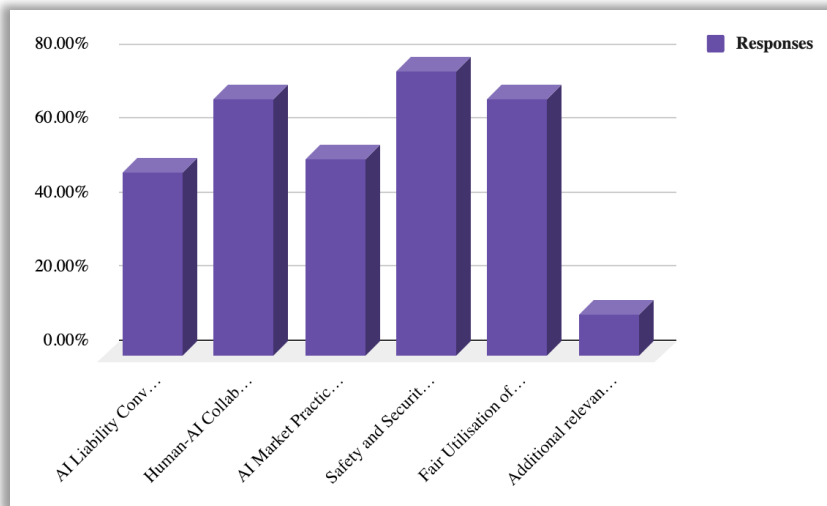
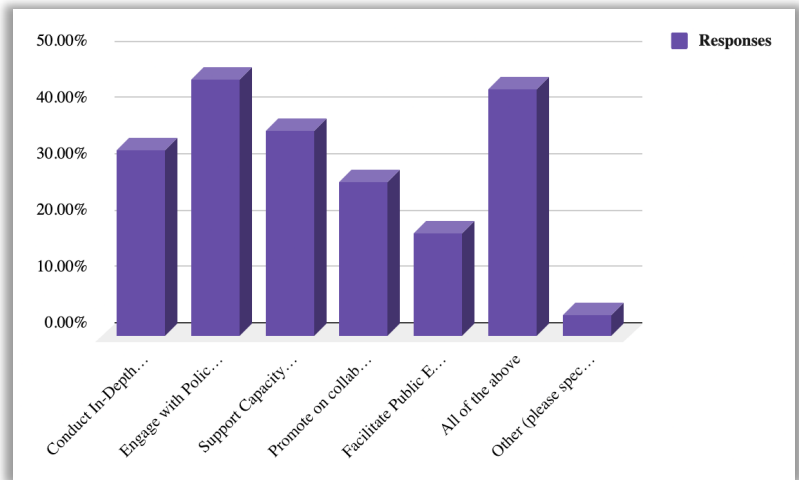
Some respondents emphasised the importance of involving academics with technical expertise, highlighting the need for a solid scientific foundation in policy discussions. Notably, mentioning youth participation indicates an awareness of the long-term implications of AI governance decisions and the importance of intergenerational perspectives.

4.3. Priority Areas

Several priority areas emerged when respondents were asked what a multistakeholder forum should do to catalyse AI-related conversations.

Engaging with policymakers and other key stakeholders emerged as the most emphasised action (46.15%).

Additionally, a significant portion (44.23%) believed that any multistakeholder forum should undertake all suggested activities, including conducting in-depth research



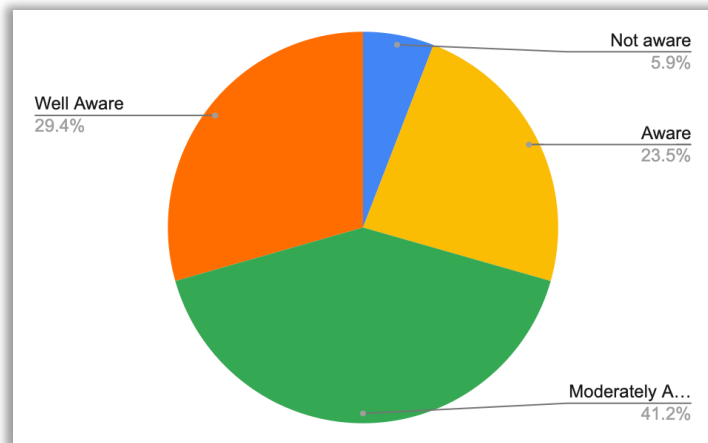
(30.77%), supporting capacity building (34.62%), promoting collaborative efforts (28.85%), and facilitating public engagement (17.31%).

In terms of critical AI-related issues that any multistakeholder forum should deliberate on, safety and security of AI systems were the most frequently mentioned (75%).

Human-AI collaboration, including intelligence augmentation, upskilling, and human-centricity,

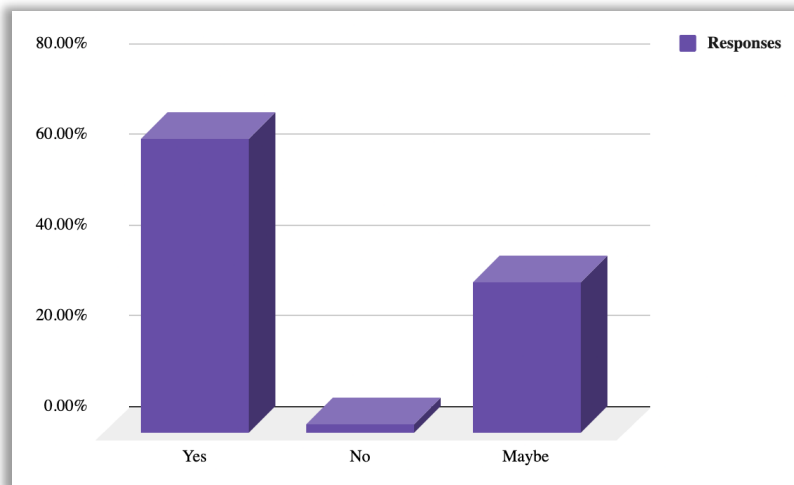
was also a high priority (67.31%). Fair utilisation of AI, addressing fairness, minimising discrimination, and mitigating bias, was equally important (67.31%). AI market practices, including market barriers, value creation, and competition, were also highlighted as important areas (50%). Additionally, AI liability discussions were considered essential (48.08%).

4.4. Awareness



The survey showed that respondents are generally highly aware of AI governance issues. The overall average score of 3.92 indicates that most participants know about AI governance issues.

4.5. Consensus Potential



Respondents strongly believed in the potential to reach a consensus on AI-related issues through multistakeholder discussions.

A significant majority (66.67%) affirmed this, indicating high confidence in the effectiveness of inclusive and collaborative dialogue. However, some (31.25%) expressed uncertainty with a " Maybe " response.

5. KEY OBSERVATIONS & CONCLUSION

The survey results strongly emphasised the perceived importance of a multistakeholder approach in AI discourse within India. A significant majority of respondents consider this approach critical, underscoring widespread recognition that engaging diverse stakeholders is crucial for developing balanced and effective AI policies. Furthermore, respondents expressed overwhelmingly positive views about the potential benefits of a multistakeholder approach to their work or organisations. This strong endorsement suggests that stakeholders view multistakeholder engagement as a critical tool for enhancing the effectiveness and impact of their work in the AI field.

The majority views the multistakeholder approach as a means to create inclusive forums where stakeholders from diverse backgrounds can collaboratively develop policies and standards. This finding underscores a strong preference for integrating varied perspectives in policymaking, indicating that respondents value incorporating different viewpoints to craft comprehensive and effective policies. Additionally, many respondents view the multistakeholder approach as a catalogue of established practices. These practices are seen as tools for sharing ideas among different stakeholders and developing consensus-based strategies and policies. This finding suggests that respondents recognise the value of having clear guidelines and strategies for stakeholder interactions to ensure productive and goal-oriented collaboration.

AUTHORS



GARIMA SAXENA

Senior Research Associate

Garima Saxena is a Senior Research Associate at The Dialogue, New Delhi. A 2022 graduate of Rajiv Gandhi National University of Law, Patiala, she focuses on platform regulation, gender dynamics, and technology. Garima's research covers social media governance, digital privacy, online safety, and the interplay between gender and technology. She has also contributed to studies on ethical AI and data protection. Garima is committed to exploring technology's potential for positive change, aiming to enhance understanding and promote responsible tech integration for societal well-being.



BHOOMIKA AGARWAL

Senior Research Associate

Bhoomika, a Senior Research Associate at The Dialogue, focuses on competition and AI policy, significantly enhancing the organization's competition policy vertical. Her prolific output of research reports, whitepapers, and policy recommendations addresses critical challenges in the tech industry. With experience from associations with Amnesty International and the United Nations, Bhoomika's diverse expertise in e-commerce to data protection enriches her role. Driven by a strong legal background and passion for tech policy, she contributes significantly to advancing The Dialogue's mission and impact.



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