



Narrate

Ethically advancing artificial intelligence

To ensure interactive, personalised and ethical responses from artificial intelligence (AI), the ITEA project Narrate (Providing trustful and ethical personalised conversational interfaces on top of news and information) will create a platform to integrate evolving technologies and market demands in the form of ethical, user-centred multimodal conversational interfaces.

Addressing the challenge

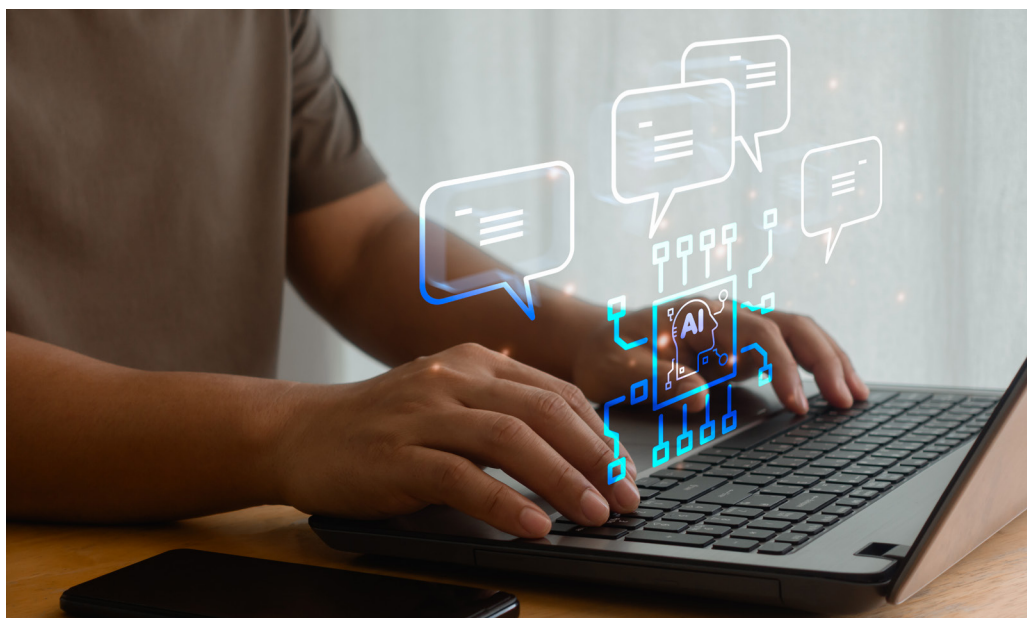
AI has become accessible and tangible to the general public, mostly driven by large language models (LLMs) that underpin generative AI tools like ChatGPT. Such conversational interfaces are increasing the demand for personalised, interactive information, but they rely on mathematical probability and may be trained on biased data. This can result in answers that are not ethical, impartial or accurate, while ethical guardrails to uphold values like honesty, equality, fairness and responsibility are beyond the current capabilities of LLMs or advanced algorithms. This makes it difficult for organisations to determine how or if they should implement chat-based systems.

Proposed solutions

Narrate will address these issues in three use-case domains: media, human resources, and engineering software services. To determine whether to develop context-specific LLMs or enhance existing ones for targeted markets, the project will first explore the feasibility and effectiveness of specialised models tailored to domain-specific contexts and their integration with existing large-scale, general-purpose language models. Next, Narrate will design a platform that facilitates the seamless integration and interoperability of various AI components, including language models and conversational agents. The focus will be on creating a robust, scalable and flexible architecture that can adapt to evolving AI technologies and domain-specific market demands.

Finally, user-facing conversational interfaces will be developed and tailored to specific use-cases, through which the project will investigate narrative design methodologies for personalised conversations that are contextually relevant but also uphold standards of user privacy and ethical practices.

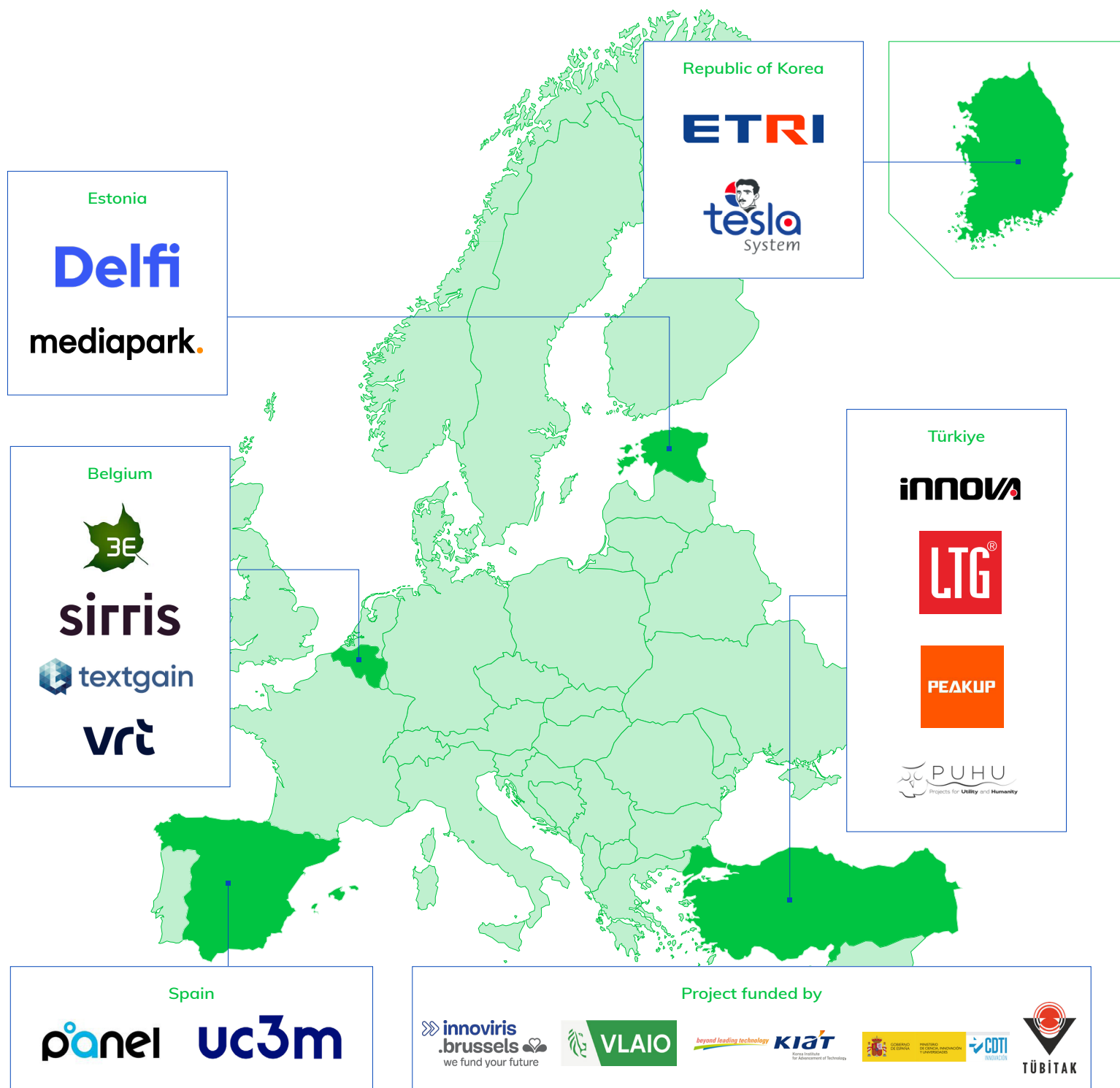
user preferences while critical thinking prompts will stimulate them to think more deeply about media content. To reach these users, Narrate will develop new business models around platform applications for specific domains and use-cases, available through subscription or one-time fees, as well as consulting and training services. This will allow the consortium to capture a greater share of the conversational AI market – expected to grow from USD 9.6 billion in 2023 to USD 47.6 billion in 2033 – while making it far easier and more affordable for organisations to implement their own



Projected results and impact

What sets Narrate apart is its dual focus on AI technology and ethics, aiming to facilitate a more dynamic, trustworthy and near-human conversational experience for end-users. In the media use-case, for instance, outputs such as adaptive learning algorithms will tailor content and communication to

chat-based systems. On a wider scale, this should help improve the rate of AI adoption in Europe, which currently lags behind other parts of the world. Through these factors combined, Narrate aims to ensure positive, secure user experiences and long-term viability after its conclusion.



Project start
December 2024

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Project website
<https://itea4.org/project/narrate.html>

Project end
January 2028

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