

IFAA



KI Chancen für die Evaluation

SEVAL

Schweizerische Evaluationsgesellschaft
Société suisse d'évaluation
Società svizzera di valutazione

Digitale Herausforderungen:
Evaluation von Key Performance
Indicators (KPI) und Nutzung von
künstlicher Intelligenz in
Evaluationen



Themenübersicht

- Chancen & Nutzen von KI in der Evaluation
- Bildung zum Thema KI ist wichtig

Mit KI und Evaluation

- Regulierung von KI (AI act)
- „Trustworthy AI“
- Sprachmodule hinter der KI
- Digitale Wirkungs-KPIs in der Evaluation

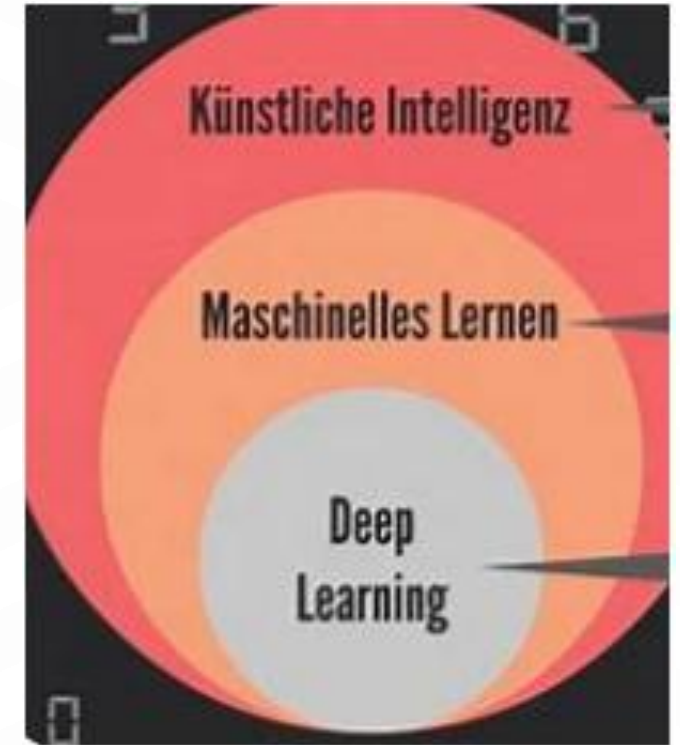
Chancen & Nutzen von KI in der Evaluation

- KI erleichtert die Recherche
 - KI bietet Chancen und Nutzen für alle
 - KI liefert Info's und Daten
 - KI erleichtert die Arbeit an einer Evaluation
-
- KI will das menschliche Denken erweitern nicht ersetzen.
 - Kritisches Hinterfragen kann KI nicht
 - KI wird nicht alle unsere Berufe überflüssig machen



Bildung zu KI ist wichtig

- Machine learning ist nicht KI
- KI basiert auf erweiterten Sprachmodulen
- KI baut auf bestehende Algorithmen auf
- KI ist meistens in Python programmiert



Definition:

„Unter künstlicher Intelligenz (KI) verstehen wir Technologien, die menschliche Fähigkeiten im Sehen, Hören, Analysieren, Entscheiden und Handeln ergänzen und stärken.“ Quelle: Microsoft

Regulierung von KI (EU AI-act)

- „KI wird man weder regulieren, noch verbieten können“?
- Nur die Tech Branche selber könnte evtl. sinnvolle Regeln einführen?
- z.B. CosAI [Home - Coalition for Secure AI](#)
- Bsp. Selbstregulierung: ESOMAR in der Gentechnik vielleicht?
- „Zu viel Regulierung bei neuen Technologien verhindert Innovationen“

Altbundesrat Moritz Leuenberger



Vertrauenswürdige KI (Forschung!)

KNOW CENTER

Trustworthy Data-Driven Artificial Intelligence

Führendes europäisches
Innovations- und
Spitzenforschungszentrum für
vertrauenswürdige KI und Data
Science

[Know Center Research GmbH - Trustworthy Data-Driven Artificial Intelligence \(know-center.at\)](https://www.know-center.at)

“User audience” via Suchfelder

Strasse



Individualverkehr



Schiene



Autonome Fahrzeuge



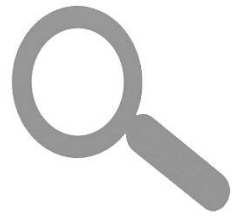
Elektroauto



Wasserstoffauto



Was sucht das digitale Universum ?



WWW. Search

Das IFAA misst,

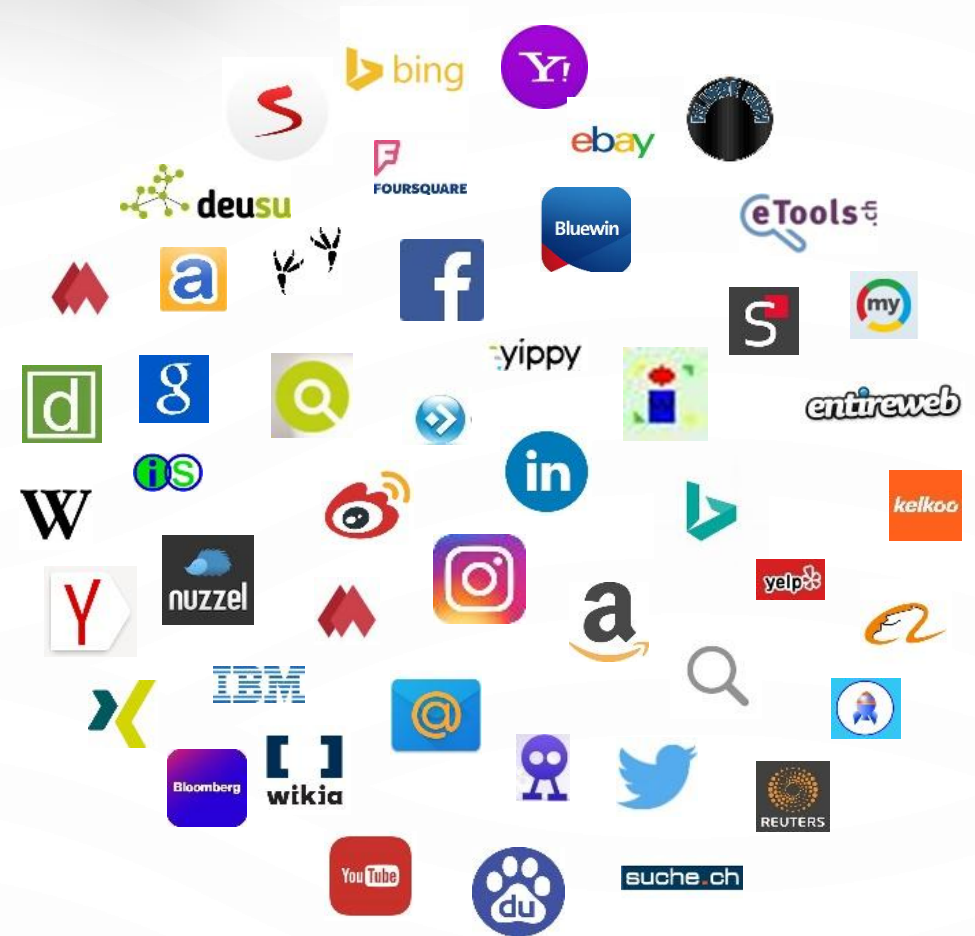
was Menschen im Internet

suchen



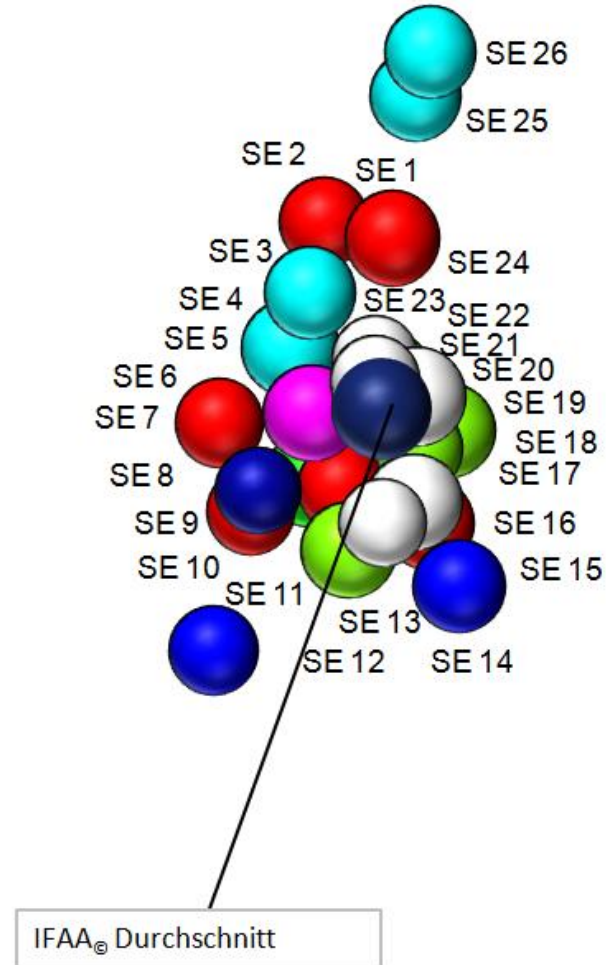
Wo ist die digitale Nachfrage ?

Das IFAA misst
auf welchen
Kanälen
im Internet gesucht wird



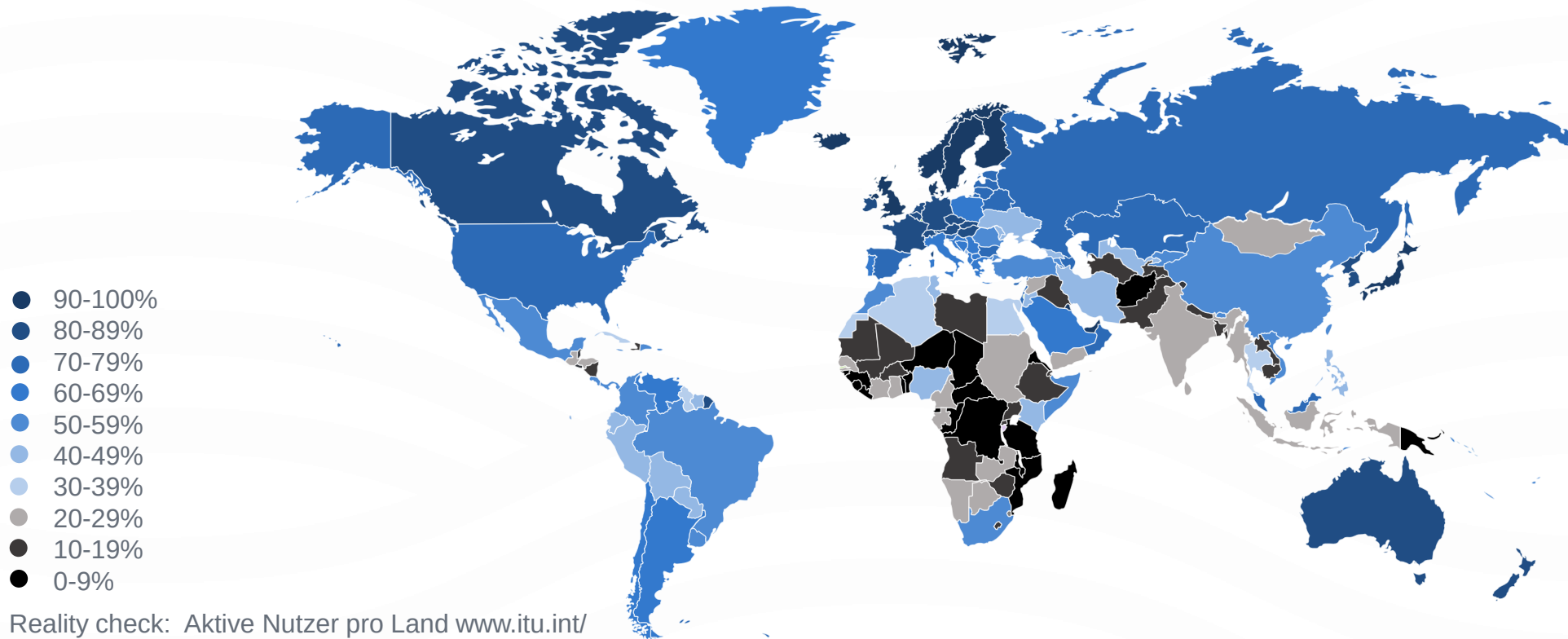
Suchmaschinen, Social Media und e-shops

Validierte (Ø Durchschnitt) für jeden Kanal

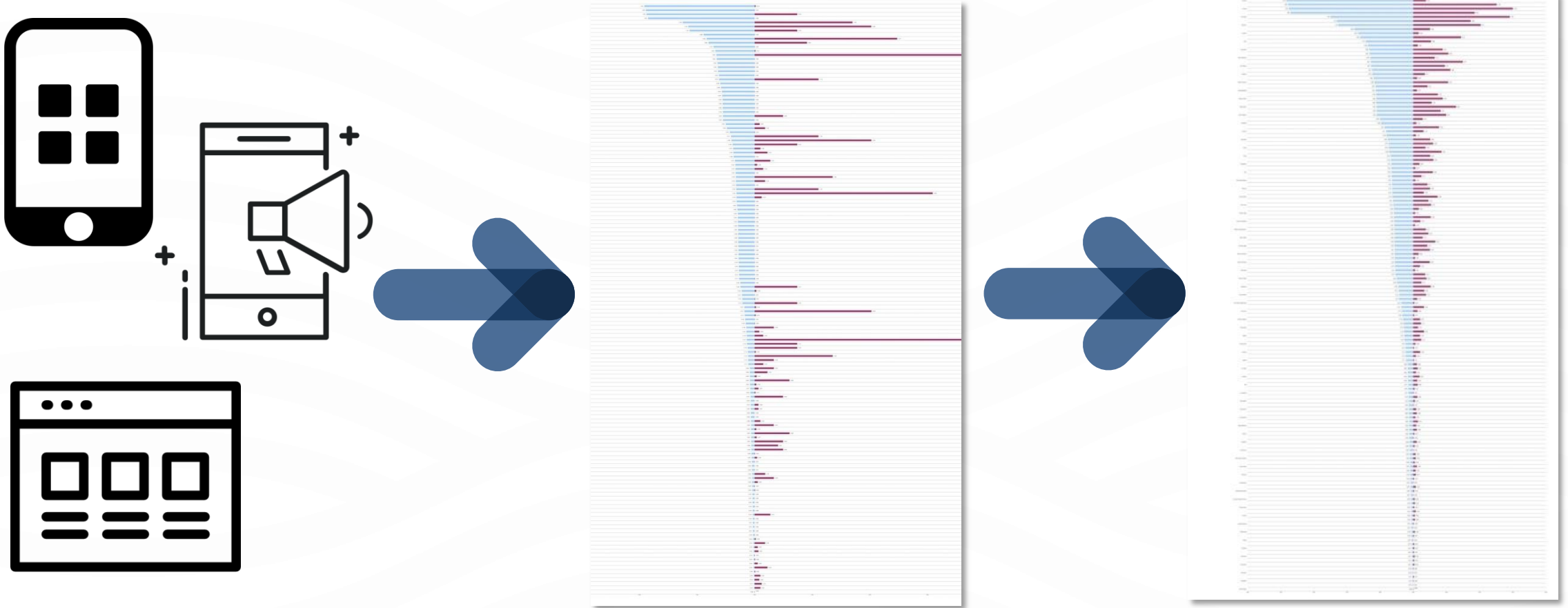


Reality check mit weltweiten Nutzer-Daten

Zuverlässige “Swiss Quality” Daten für 203 Länder



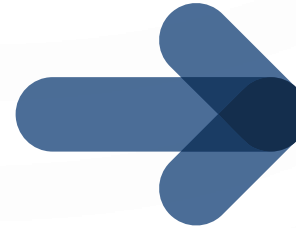
Pre- und Posttest Evaluation mit KPIs



KPIs zum Suchvolumen von Keywords



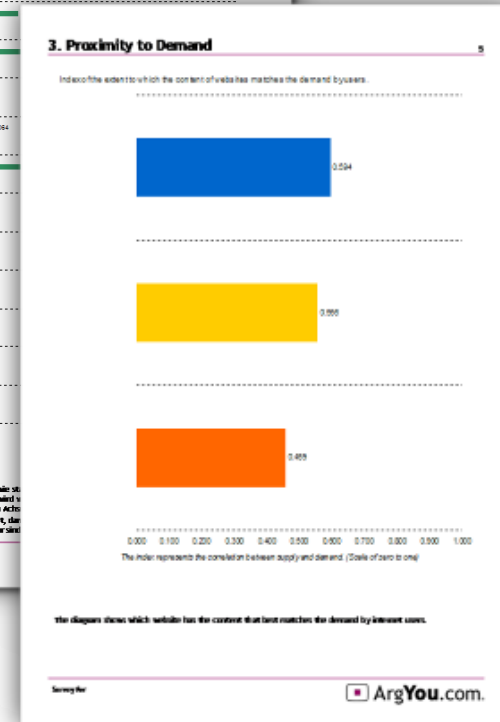
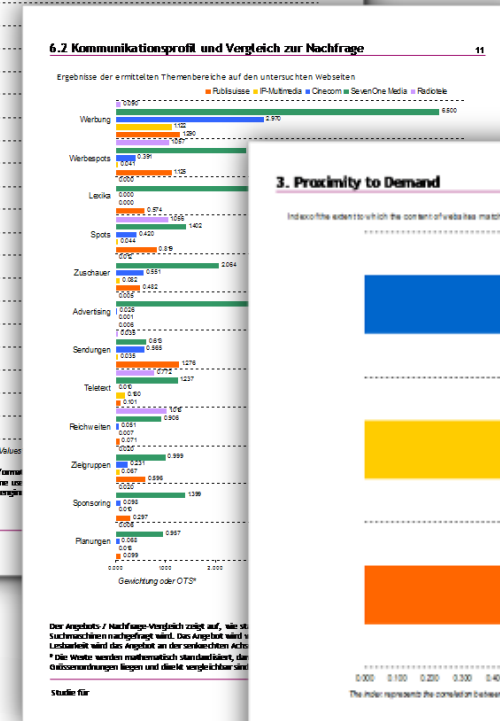
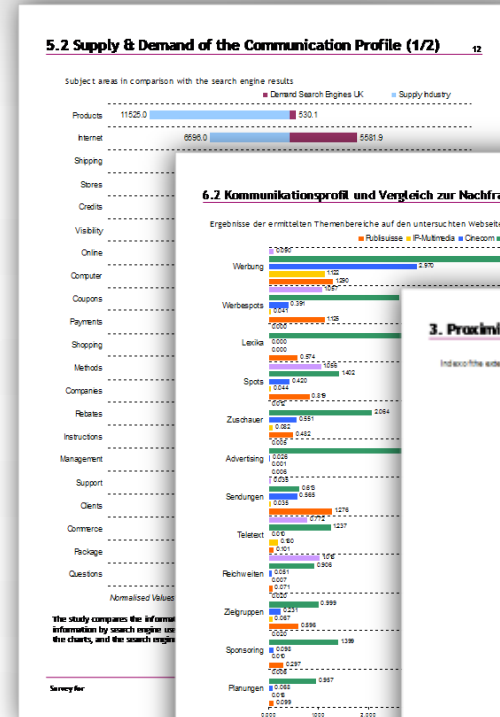
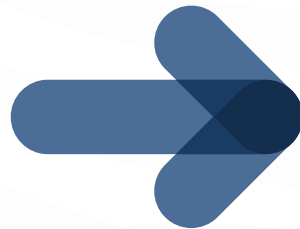
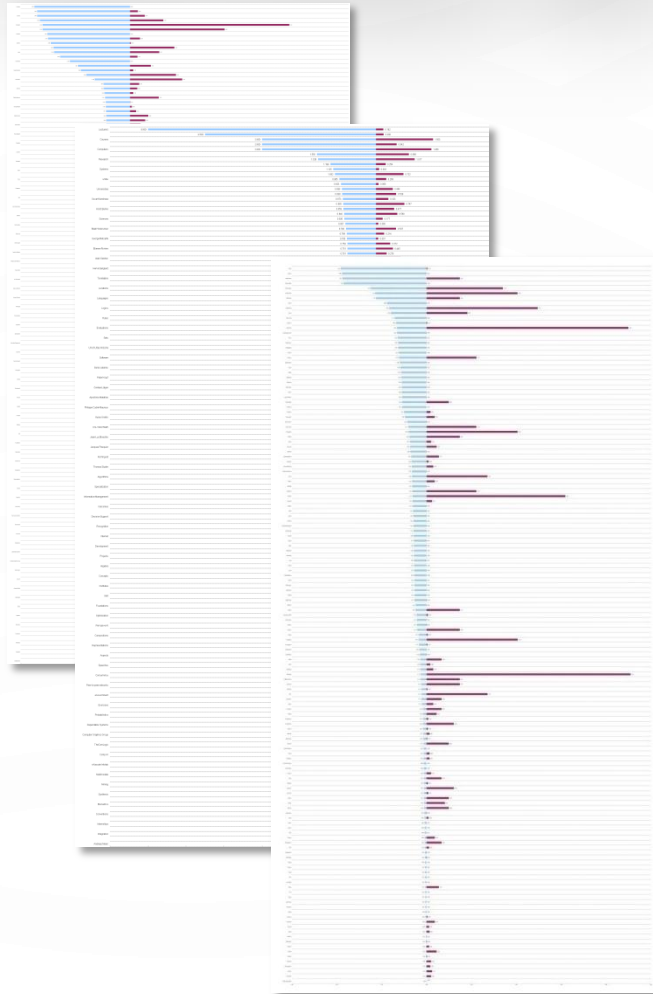
KPIs für Benchmarks



A stack of papers with a table of data. The table has multiple columns and rows, with some cells containing numerical values and others containing text. The papers are slightly offset, showing multiple layers of the same table.

Category	Value	Unit
Energy consumption	1234	kWh
Water usage	567	m³
CO2 emissions	890	t
Waste generated	234	kg
Material usage	100	kg
Energy efficiency	98.5	%
Water efficiency	95.2	%
CO2 reduction	15.3	%
Waste reduction	10.1	%
Material reduction	5.7	%
Energy cost	1234	€
Water cost	567	€
CO2 cost	890	€
Waste cost	234	€
Material cost	100	€

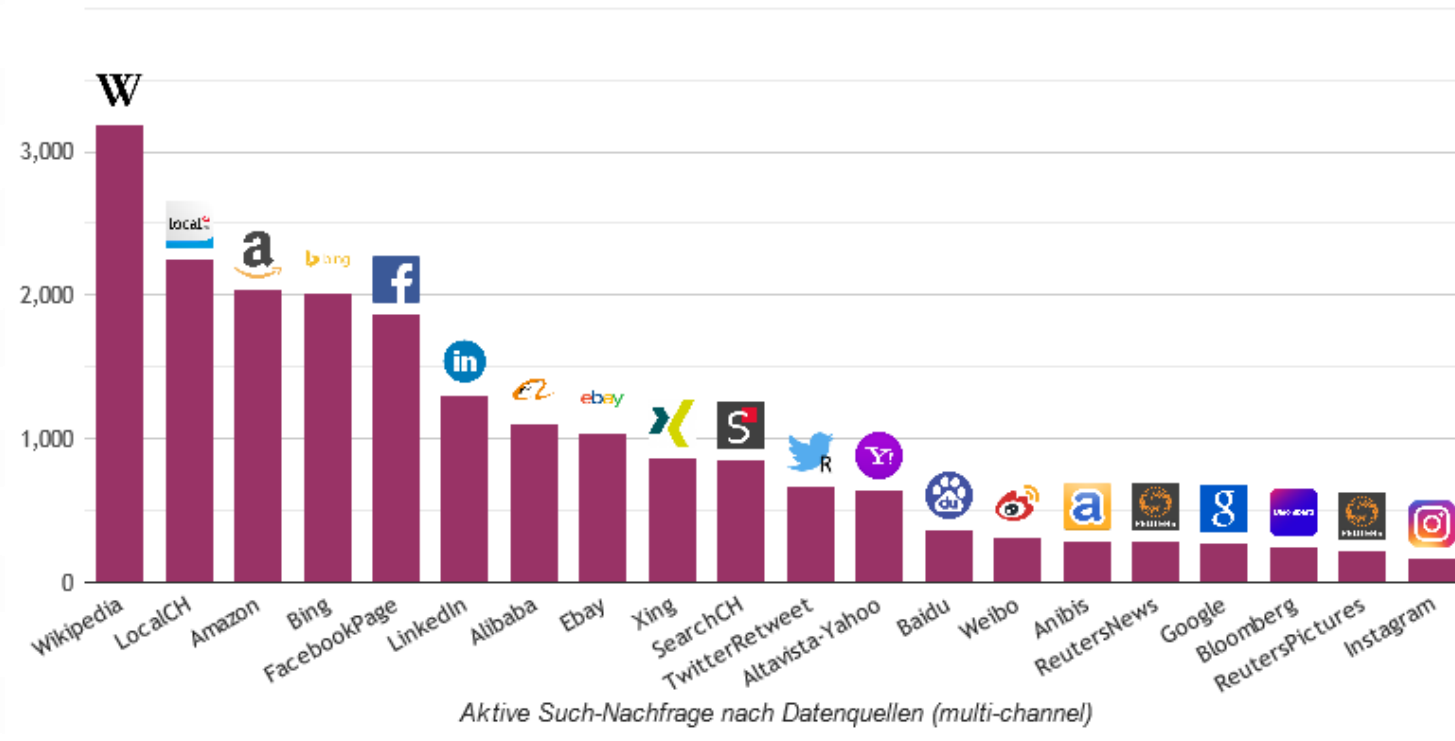
Resultate der Vergleichs-Messung



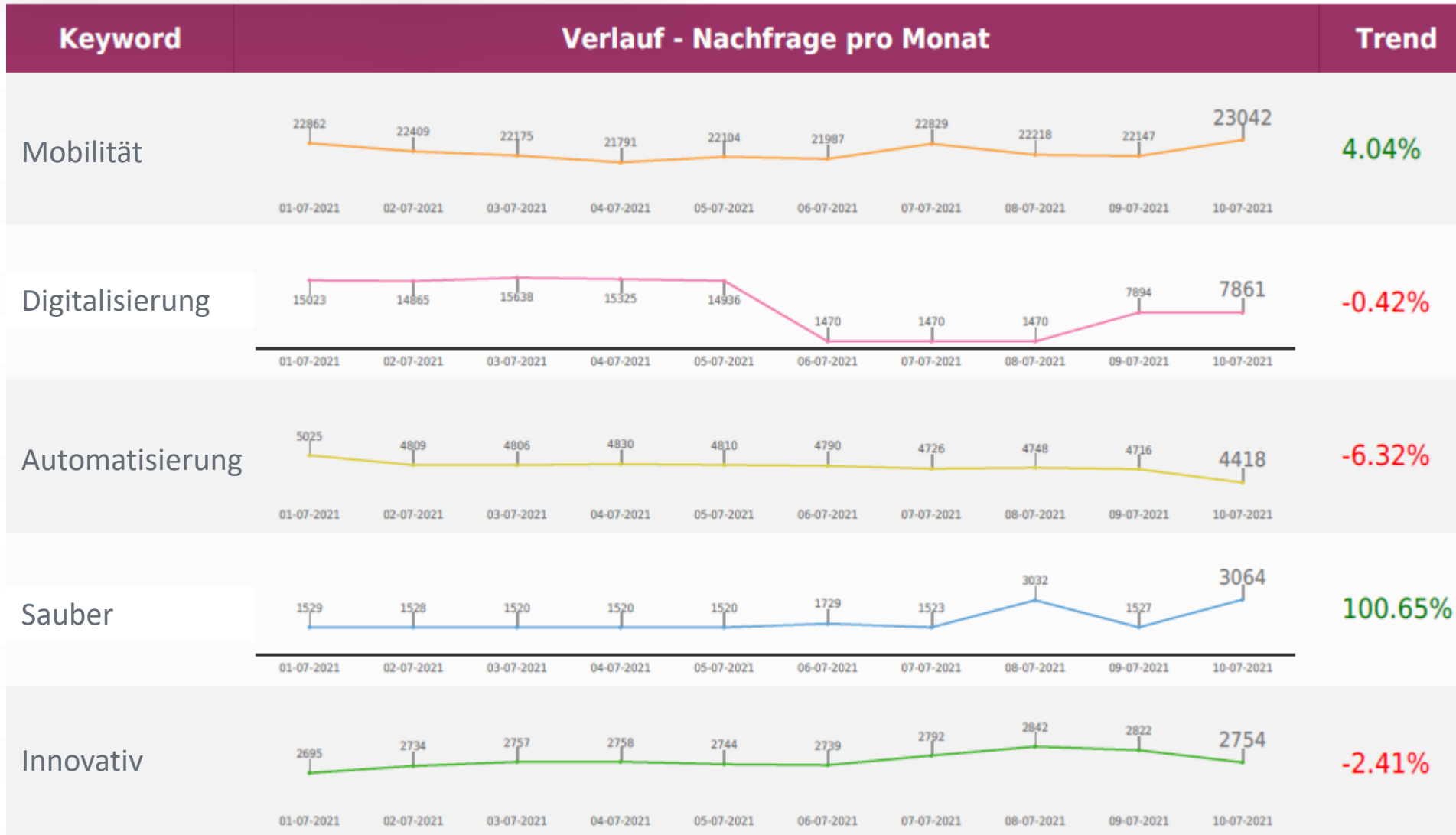
Suchnachfrage KPIs pro Kanal

Multi-Channel, Multi-touch

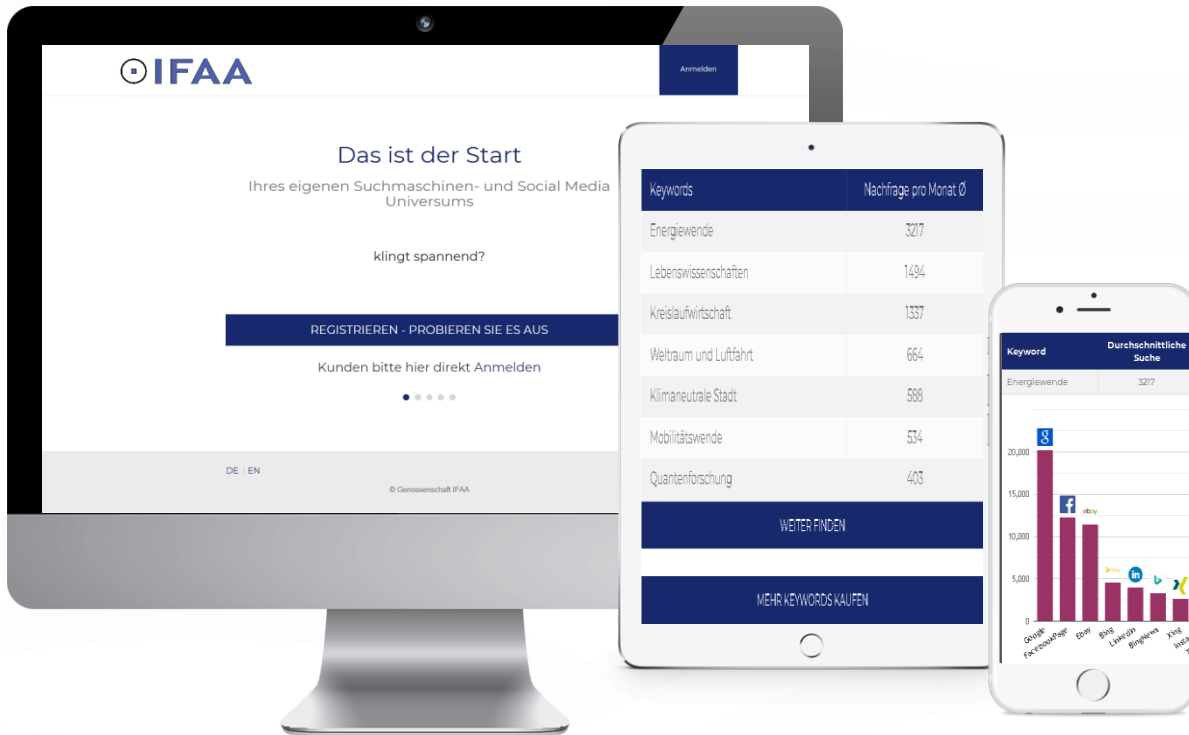
Keyword	Durchschnittliche Suche	Land	Zeit	Delivery ID
Erneuerbare Energien	1053	Schweiz	2021-06-24 12:54:33	48145



Monitoring KPIs



Evaluieren von digitaler Wirkung



Find-Maschine
Marktforschung in Echtzeit



203 Länder



14'103
Suchmaschinen, Soziale Medien, e-shops



2'724
Organisationen und Verwaltungen

Das kurze Erklärvideo zum Einstieg: https://www.youtube.com/watch?v=CoTX_QCHtLo&feature=youtu.be
Registrieren und gleich auf der Find-Maschine anmelden: <https://find.ifaa.ch>

KPI based Science communication: Artcast4D



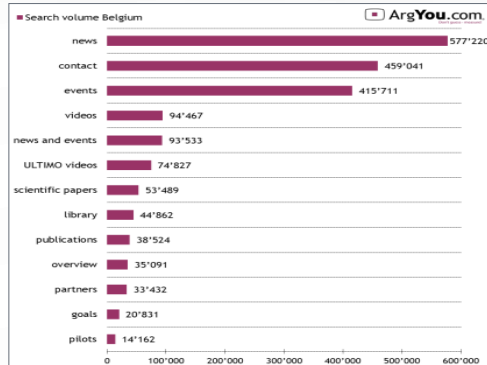
[What is #Artcast4D? \(youtube.com\)](https://www.youtube.com/watch?v=...)

KPIs in ULTIMO

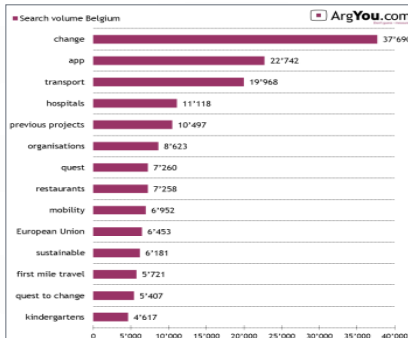
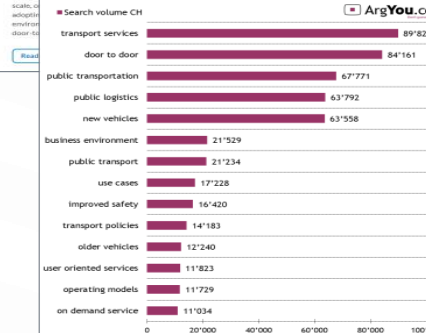


[ULTIMO: Unlocking large-scale and passenger-centric automated mobility \(youtube.com\)](https://www.youtube.com/watch?v=...)

Beispiele von Evaluations KPIs in ULTIMO

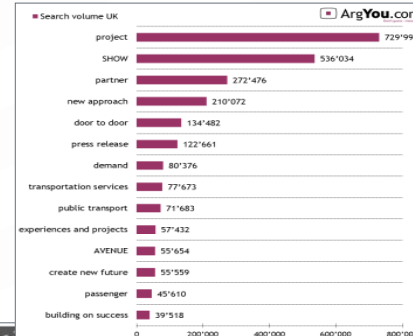
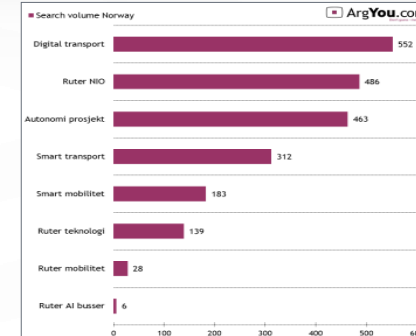
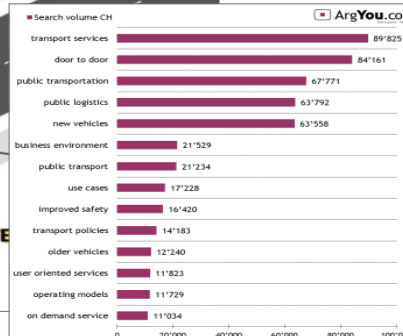
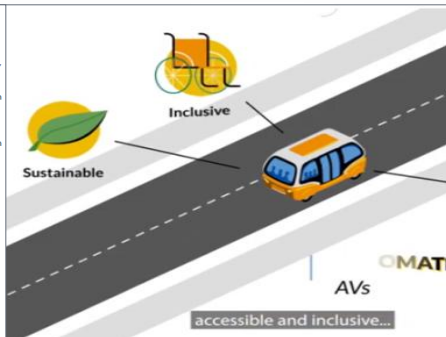


The ULTIMO project wants to set the foundations and develop the very first economically viable lanes.



ULTIMO video script
90 seconds = 210 words

- Today, the transport sector finds itself at a crossroad when it comes to automated vehicles.
- While we have proved that AVs can make mobility more sustainable, accessible, and inclusive.
- The large-scale roll-out of fleets of AVs is yet to be realised.
- The ULTIMO project is on a quest to change that.
- With European Union and Swiss Confederation funding, 23 organisations are collaborating on ULTIMO.
- Over four years, they will build on the experience of previous projects and solve the barriers to widespread, commercially viable and user-centric adoption.
- ULTIMO will deploy AVs in Herford, Germany; Oslo, Norway; and Geneva, Switzerland. In each site, ULTIMO will deploy at least 15 vehicles in fully automated mode and supported by innovative user-centric passenger services, such as mobile trip-booking.
- In Herford, on-demand AV minibuses will combine with existing public transport across eight municipalities...
- ...creating a multimodal network to upgrade urban-rural mobility, offer an alternative to private cars, and make travelling the first/last mile easier.
- In Grorudalen, Oslo, AVs will link suburbs with metro stations, replacing low-demand bus routes. The fleet will navigate highways, roundabouts, traffic lights, and interact with pedestrians and bicycle lanes.
- Finally, in Geneva, AVs will connect growing economic hubs.
- Hospitals. Conference centres. Kindergartens. Restaurants.
- Better yet, with no fixed route or timetable, passengers can easily book and tailor their trip via an app.
- By deploying across diverse real-life scenarios and integrating into existing public transport networks, ULTIMO's results will support a long-term sustainable impact on automated transportation in Europe, creating better mobility for all.



PRESS RELEASE
UNLOCKING LARGE-SCALE AND PASSENGER-CENTRIC AUTOMATED MOBILITY: NEW EUROPEAN PROJECT ULTIMO LAUNCHES



BRUSSELS, BELGIUM
1 DECEMBER 2022

With the transport sector at a crossroads when it comes to deploying automated vehicles, the new EU project ULTIMO is seeking to take a new approach.

During the past few years, many projects and initiatives have both tested and deployed automated vehicles (AVs) in public transport, but the large-scale rollout of automated shared fleets that are commercially viable is yet to be realised.

With the launch of ULTIMO, the project is seeking to set new foundations and deploy the very first ready-to-use and economically viable AV fleets for large-scale on-demand, door-to-door, inclusive and user-oriented shared public transportation services.



Wirkungsorientiert mit digitalen KPIs evaluieren

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