

The Future is Already Personal

Dr. Lollie Mancey 



Ireland as a Future-Maker

We're not just a hosting ground for tech giants. Ireland has always been a testbed, small enough to experiment, big enough to matter.

We've already glimpsed it in *Futureville*, our RTE series imagining Ireland in 2050, and *Futureville 2*, coming this November, will show not a sci-fi fantasy but the possible futures we could actually choose.



Biomimicry

Owls wings and wind turbines

Offshore wind and AI energy forecasting making us leaders in renewables. Farmers in Tipperary using IoT sensors to cut fertiliser use by 30%. Biotech firms like *Nuritas* discovering new health molecules with AI, and *Deciphex* letting pathologists do in hours what used to take days.

Ireland punches above its weight, the question is, will we do that not just in tech, but in shaping the **ethics** of the future?"



The Creative Frontline Innovation & Backlash

On the positive side:

Digital platforms let artists collaborate across borders in real time. Fashion designers are using AI-driven 3D sampling to cut waste and make greener collections. Podcasts and immersive experiences are exploding, Ireland has one of the fastest-growing podcasting scenes in Europe.

THE INNOVATION

Collaboration without borders

Sustainability through tech

Explosion of digital content

THE BACKLASH

AI as the ghostwriter:

If creativity is devalued to clicks and scraping, what's left of the human voice?

Artists work scraped without consent

The flood effect

Declining creative earnings

Here's the truth

Cultures resist when technology undermines meaning. And that's why the creative industries are the frontline of this fight.

This isn't about nostalgia for 'the good old days.' It's about something deeper: creativity is how cultures make sense of themselves. If machines flood that space without trust, without credit, without humanity, we lose not just jobs, but our ability to tell authentic stories about who we are.

The Guardianship Question

Policy & Trust

Regulators:

The EU AI Act is a start, but let's be honest, it's too vague when it comes to protecting artists, and too slow for the pace of change. By the time laws are passed, the market has already moved on.

Standard Bodies:

ASA works because it sets a baseline: you can't mislead people. Imagine if AI had the same simple principle embedded in its DNA, transparency as standard, not as an afterthought.

Cultural Guardians

UNESCO named Dublin a City of Literature.
Why?

Because it recognised that storytelling is part
of our cultural identity.

Why not a UNESCO designation for **AI and Creativity**,
based here in Ireland?

Examples of Policy in Action

Deepfake Ads

Regulators in the US and EU are scrambling to respond as political ads use AI-generated voices and faces to mislead voters. Without clear standards, democracy itself gets played like a game.

AI scraping

European courts are already dealing with lawsuits from artists and authors whose work has been fed into AI without permission. But the cases take years, while the damage is instant.

Ireland's opportunity

We have form here. Ireland shaped the global conversation on data privacy with GDPR. We could do the same with ethical AI for creativity, setting rules that others follow.

Generational Push

Creativity as Compass

Dr. Lollie Mancey 🌸



What they value:

Authenticity over polish

They'll reject a slick campaign in favour of a raw, unfiltered TikTok if it feels more real. For them, **authenticity is currency**.

Privacy as power

They grew up watching surveillance scandals play out in real time. They are more cautious with data and far more aware of how tech companies exploit it.

Ethics as default

Gen Z don't separate business from values. If your brand, your government, or your tech doesn't align with their beliefs, they walk.

Examples in Action

TikTok remix culture

Irish teenagers are fusing sean-nós singing with AI beats, not as a gimmick but as a way of carrying tradition into the future. That's cultural resilience, not dilution.

Student Protests

NCAD students use AI in their design projects but also stage exhibitions critiquing plagiarism and ownership. They are experimenting and resisting at the same time.

Workplace shift

75% of Irish desk workers already use AI tools. But it's Gen Z in particular who demand bias audits, transparency reports, and ethical use policies from employers.

Anthropological Lens

Dr. Lollie Mancey 

Why This Matters

Gen Z are redrawing the lines around technology.
For them:

- ➔ Tech that erases human meaning? Unacceptable.
- ➔ Tech that exploits without consent? Unacceptable.
- ➔ Tech that amplifies creativity, sustainability, and fairness?
Absolutely acceptable.

They are not rejecting the future.
They're just insisting it's a future worth living in.



The Challenges

Anthropological Lens

- Why This Matters

The Digital Divide

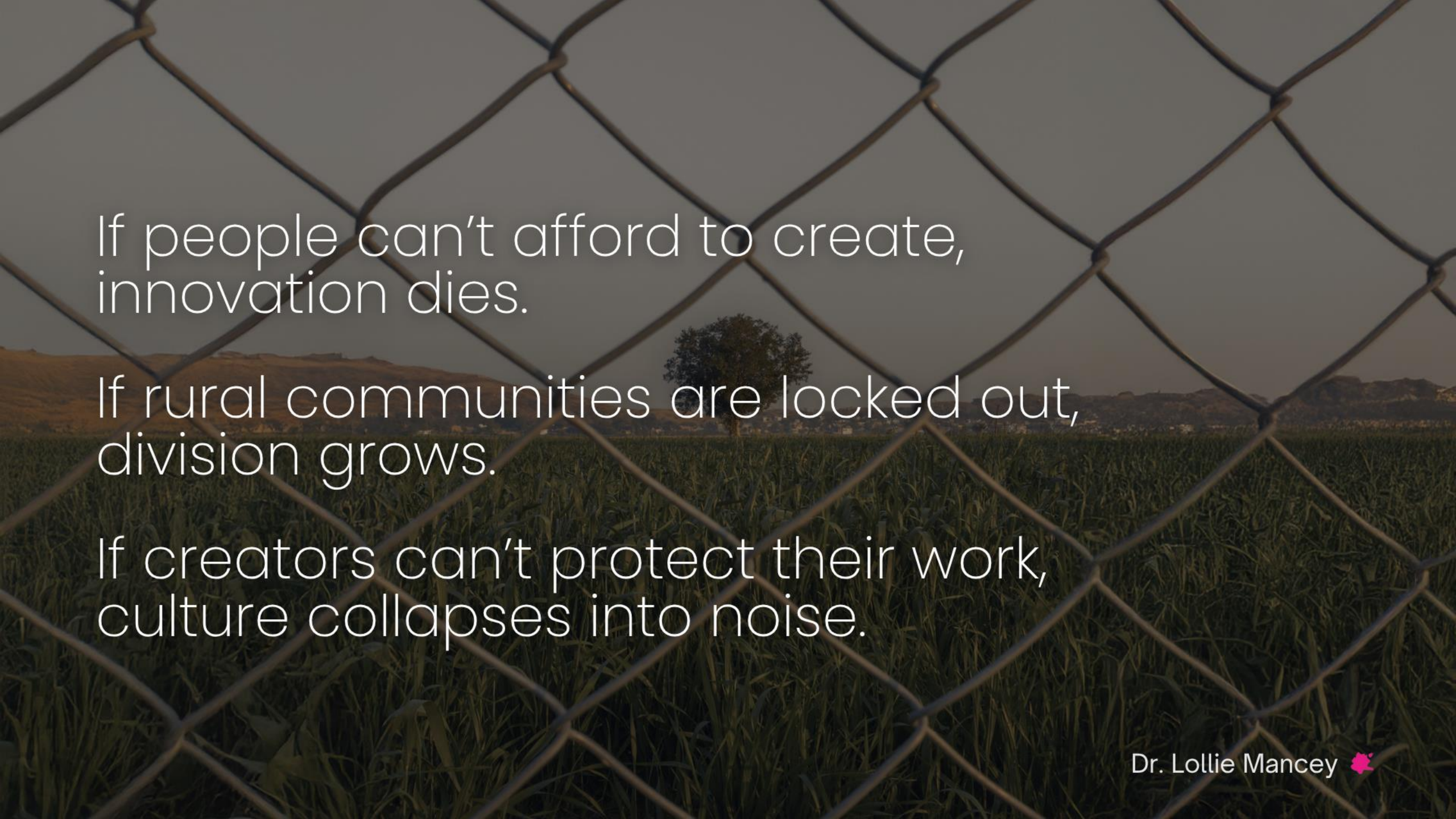
In Dublin, kids are experimenting with AI tools in classrooms. In Donegal, some schools still can't get broadband that meets EU minimums.

If we don't bridge that gap, AI literacy becomes an *urban luxury* and rural communities get left behind. That's not innovation, that's exclusion.

Dr. Lollie Mancey 🌸

The biggest barrier to innovation in Ireland right now isn't funding or ambition.





If people can't afford to create,
innovation dies.

If rural communities are locked out,
division grows.

If creators can't protect their work,
culture collapses into noise.

Adapting & Resisting

Hybrid Skillsets

The push for national AI literacy.



Creatives are doubling down on professional development, blending traditional craft with new tech.

Irish Film Institute's workshops on AI-assisted editing; NCAD labs offering design students access to generative tools alongside human critique.

Mentorship is becoming crucial:

Senior creatives teaching resilience, younger ones teaching tech fluency.

If We Over-Automate >

Entry-level creative jobs disappear, the routes where young people cut their teeth. Already, junior copywriting and storyboard roles are being replaced by AI tools.

Culture gets flattened. Instead of experimentation, we get endless remixes of the same old tropes because machines are trained on the past, not the future.

Trust erodes: audiences stop caring whether what they see or hear is real. If you don't believe in the ad, the song, or the headline, what do you believe in?

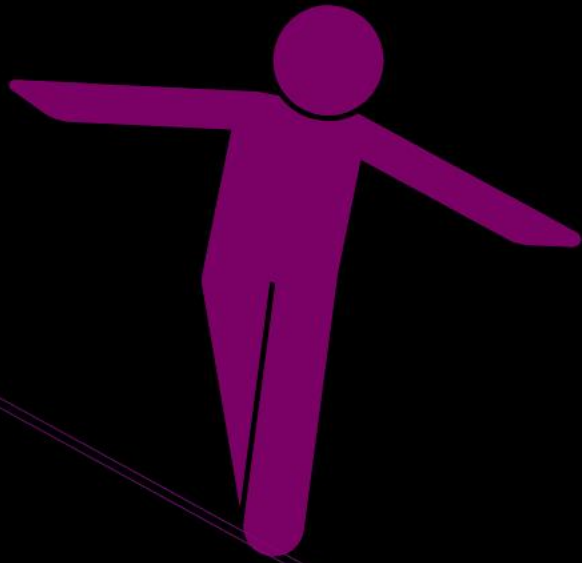
If We Under-Regulate <

Creatives become raw material. Irish illustrators, musicians, and writers see their work fed into global AI models without consent or compensation.

Deepfake politics floods elections. In Slovakia last year, AI-generated audio nearly changed the outcome of a national vote. Ireland is just as vulnerable.

Ethical collapse: if people stop trusting institutions to protect them, they turn away — from politics, from media, from tech itself.

If We Balance Innovation with Guardianship



Ireland becomes the first small country to set global standards for ethical AI in creativity. Just like GDPR made us a leader in privacy, we could lead in cultural integrity.

We create *confidence markets*. If consumers trust Irish-made content to be authentic and fair, that becomes a competitive advantage, like “organic” in food, or “fair trade” in coffee.

We align creativity with sustainability. AI reduces waste in fashion, optimises energy in production, and makes Ireland’s cultural exports not just vibrant, but green.

And Ireland is uniquely placed to do it.

We've always punched above our weight in culture. From Joyce to U2, from Riverdance to podcasts recorded in box rooms, we've shaped the world's imagination far beyond our size.

Now, we can do it again, but this time, with AI, with avatars, with the next generation of tools.



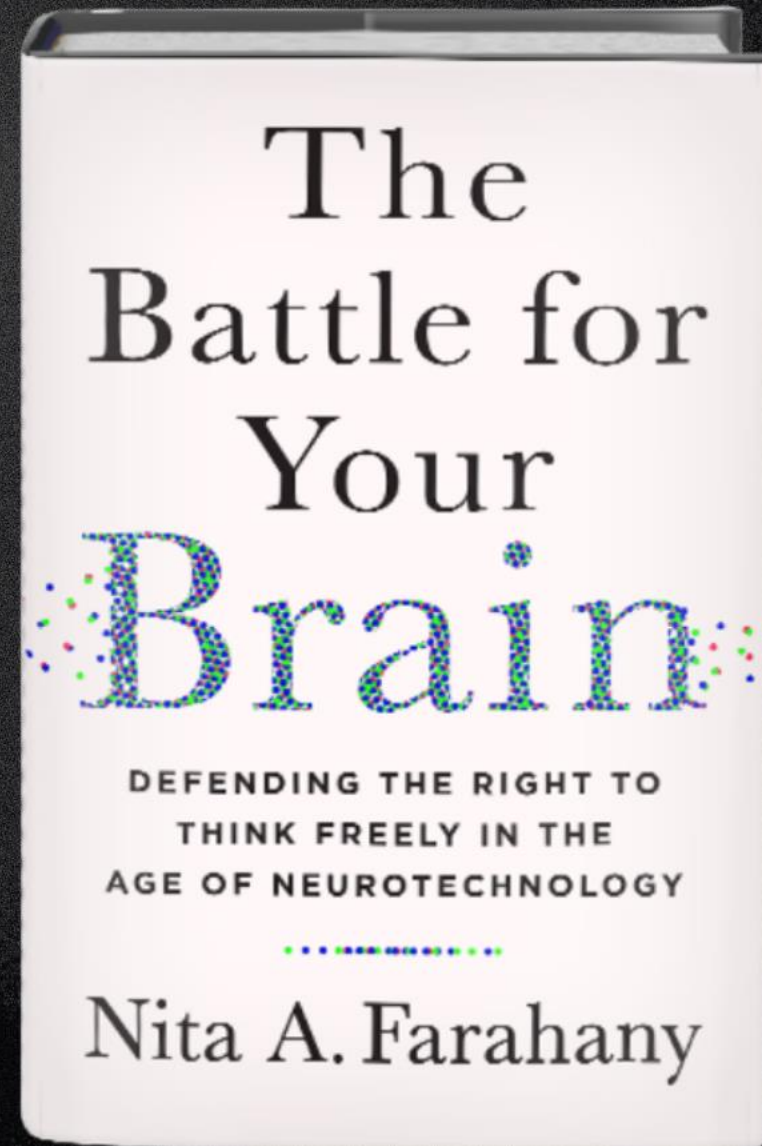
What we need to be careful of...



Predictive Pricing Modelling

Coming to a store near you

Cognitive Liberty (The Battle for your Brain)



But back to Billy...





The future is unwritten...
Help me write it!

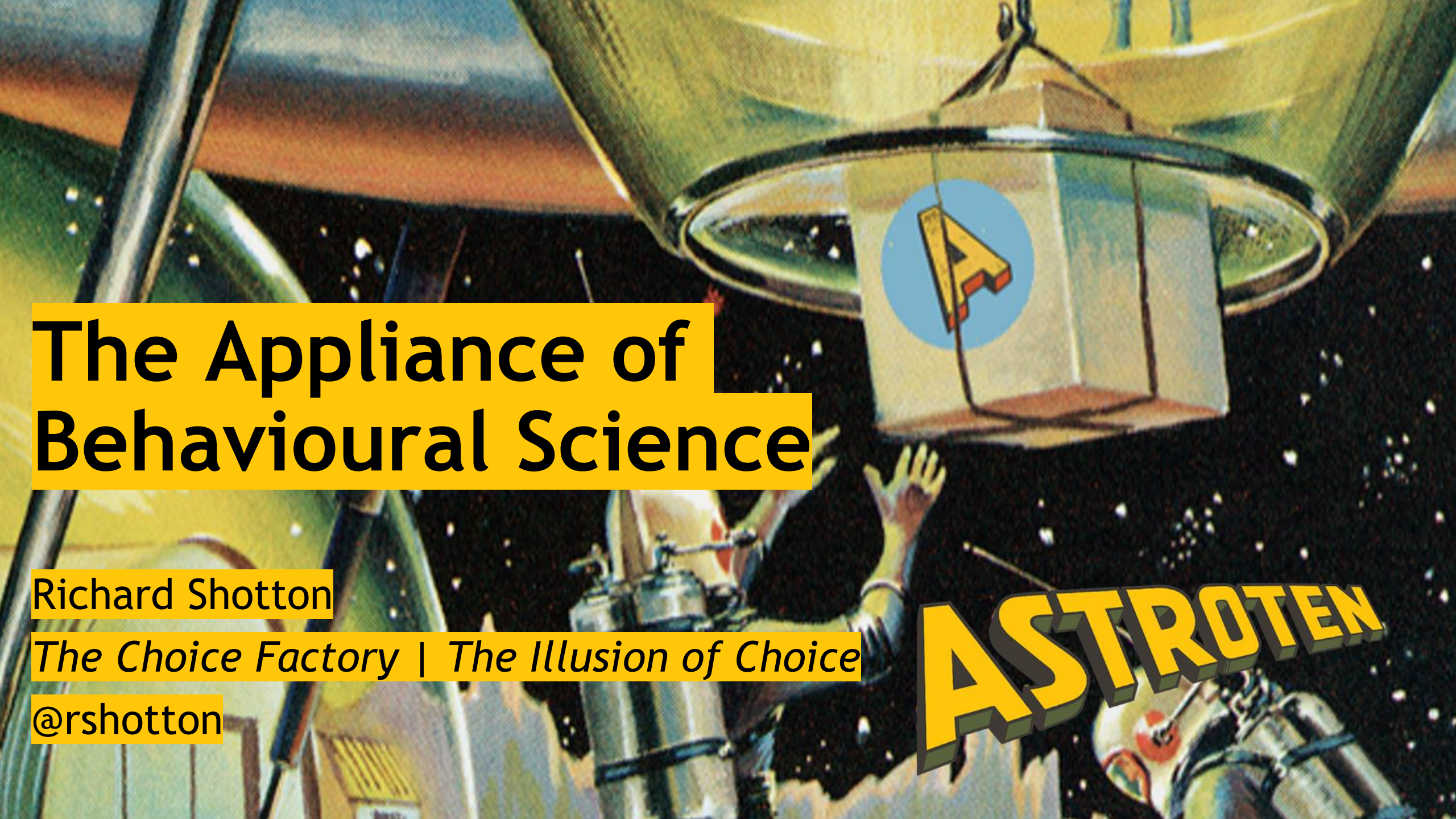
Thank you!

Let's continue this conversation!

www.drlollie.ie



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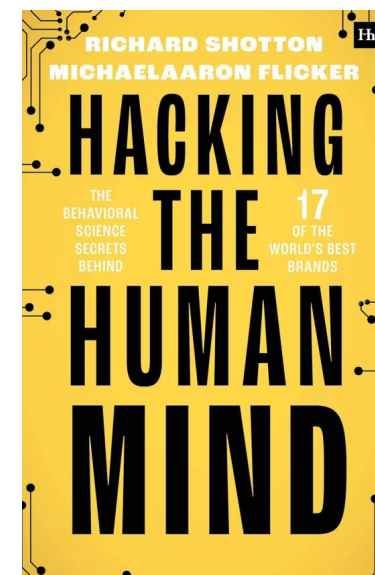
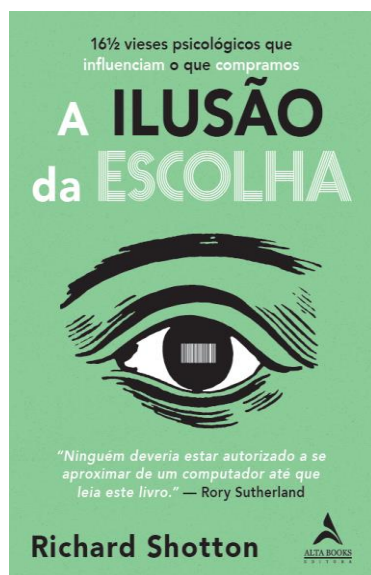
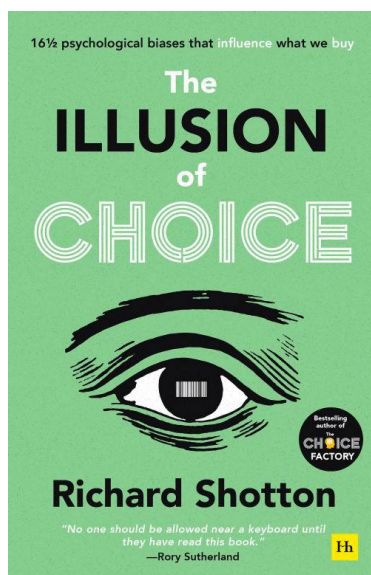
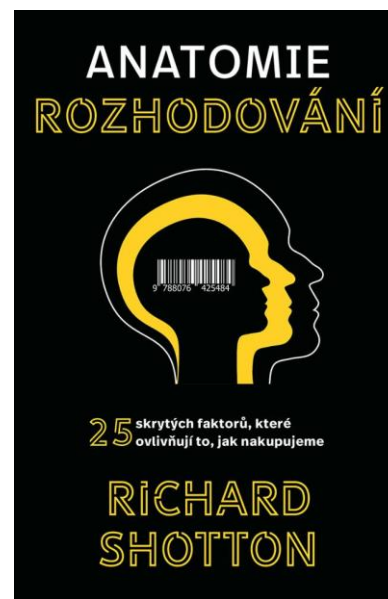
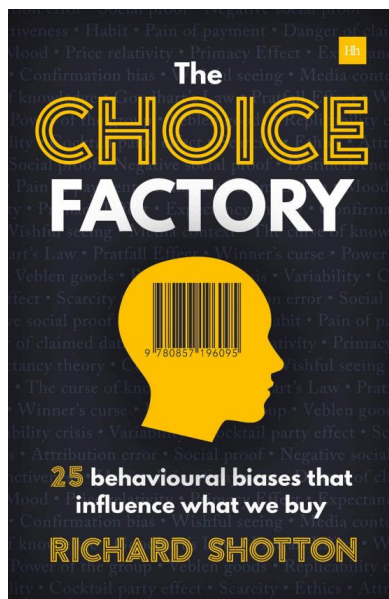
The Appliance of Behavioural Science

Richard Shotton

The Choice Factory | The Illusion of Choice

@rshotton

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Effects of urgency on helping behaviour

Group	% of subjects helping
Hurry	
No hurry	

Source: Batson & Darley (1973)

Effects of urgency on helping behaviour

Group	% of subjects helping
Hurry	10%
No hurry	

Source: Batson & Darley (1973)

Effects of urgency on helping behaviour

Group	% of subjects helping
Hurry	10%
No hurry	63%

Source: Batson & Darley (1973)



Table 3: Relationship between mood and noticing advertising

	% advertisements seen in this issue		T-value and significance
	Positive mood (top 2 boxes)	Negative mood (bottom 2 boxes)	
<i>Reading mood</i>			
Read feeling very relaxed			
<i>General mood</i>			
Today everything was super*			

Source: Bronner (2007)

Table 3: Relationship between mood and noticing advertising

	% advertisements seen in this issue		T-value and significance
	Positive mood (top 2 boxes)	Negative mood (bottom 2 boxes)	
<i>Reading mood</i>			
Read feeling very relaxed		36	T = 6.02 P < 0.001
<i>General mood</i>			
Today everything was super*		35	T = 2.12 P < 0.05

Source: Bronner (2007)

Table 3: Relationship between mood and noticing advertising

	% advertisements seen in this issue		T-value and significance
	Positive mood (top 2 boxes)	Negative mood (bottom 2 boxes)	
<i>Reading mood</i>			
Read feeling very relaxed	54	36	T = 6.02 P < 0.001
<i>General mood</i>			
Today everything was super*	52	35	T = 2.12 P < 0.05

Source: Bronner (2007)

Time for a
Christmas
classic



WAS £15
£10



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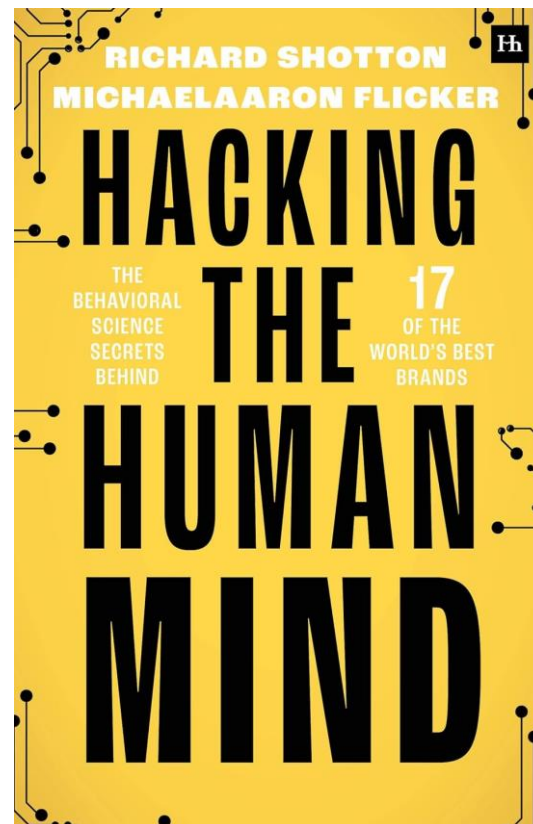
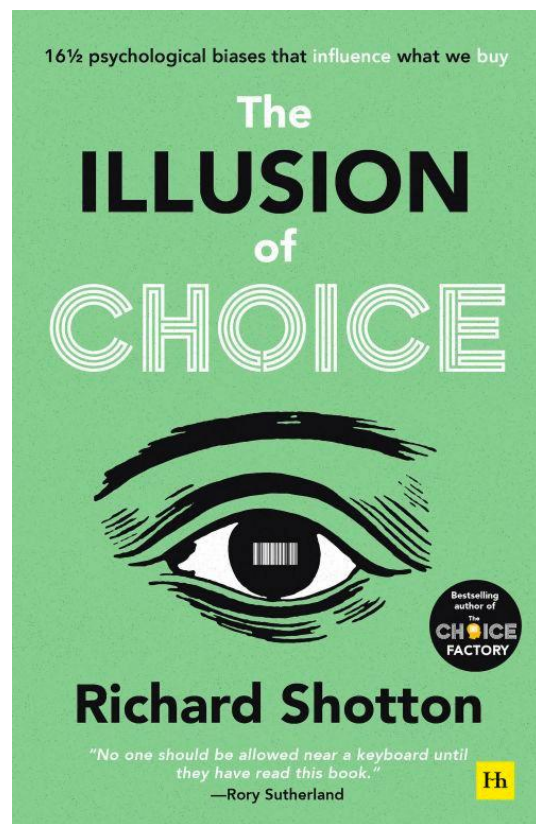
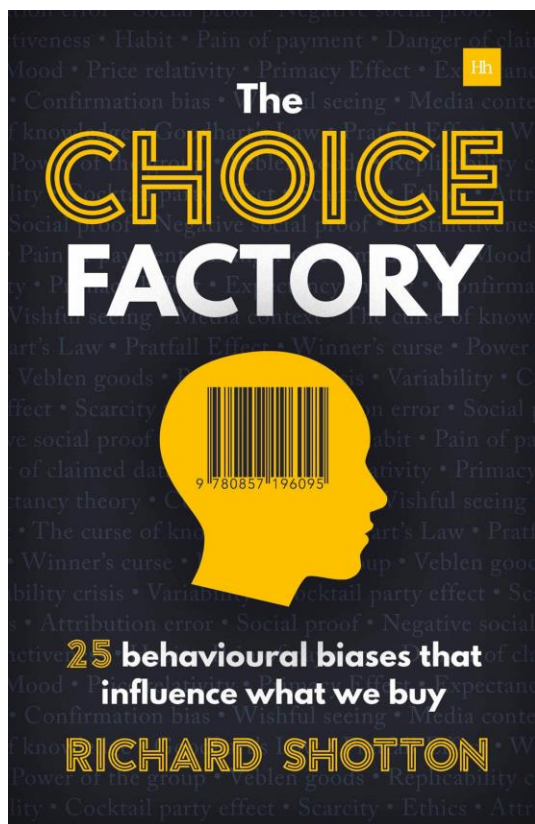
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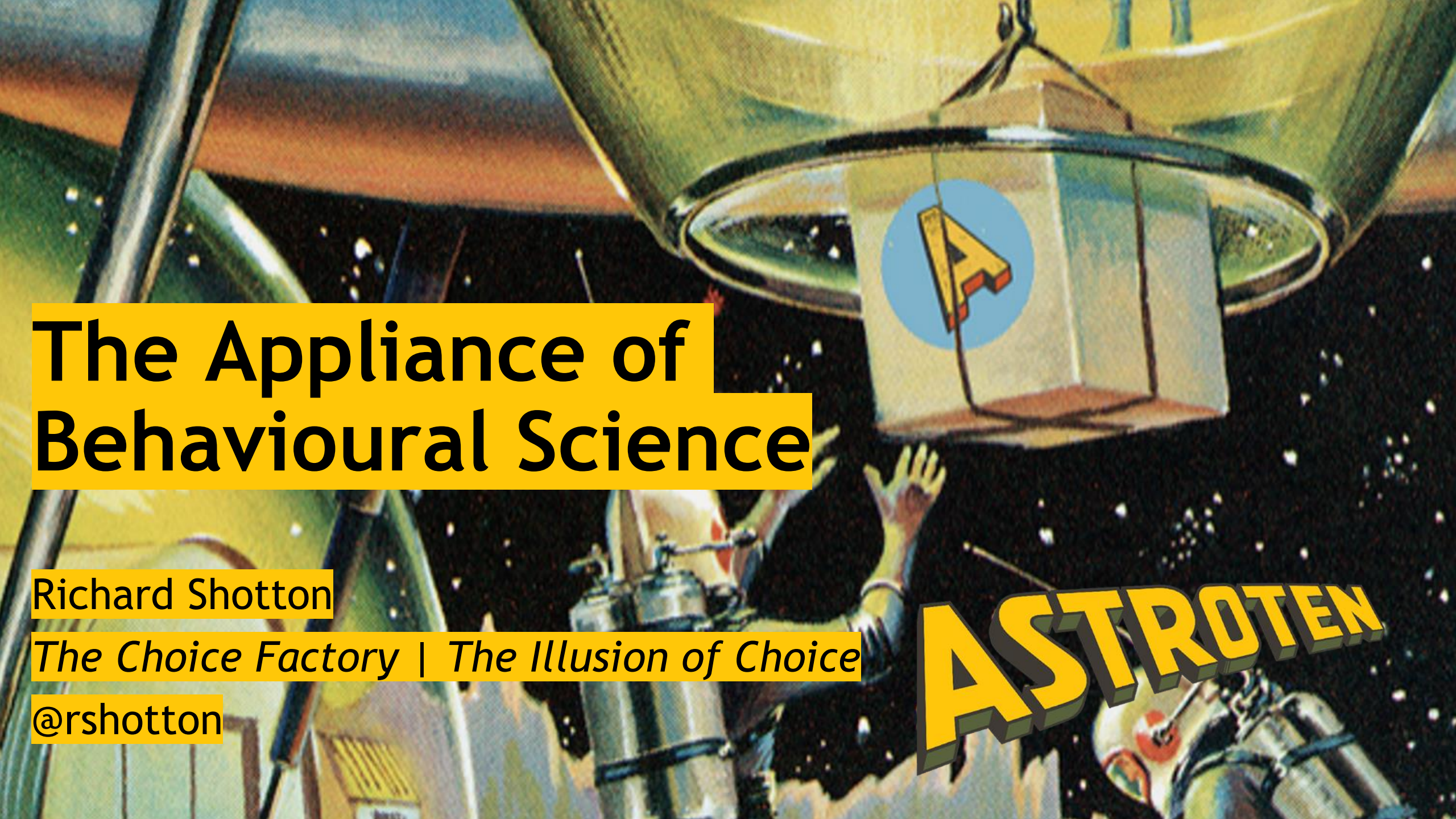
It's what we do



Summary

- A) Situational or contextual factors are often more important than personality in determining behaviour
- B) Reaching individuals during joyful moments increases the likelihood an ad gets noticed
- C) Putting people in a good mood boosts the probability they'll like the brand in question and become less price sensitive
- D) We are more easily persuaded when our attention is divided





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