

ANNUAL REPORT 2025



ARC Centre of
Excellence for
**Automated
Decision-Making
and Society**



Australian Government
Australian Research Council

**ADM+S AT A
GLANCE IN 2025**

**Australian
Universities**
8

**Partner
Organisations**
20

**Government,
industry and
community
briefings**
50

Publications
211

Films & videos
1

**Centre
Members**
230

**New
Organisations**
80

**Submissions to
major inquiries**
10

**Additional
Income Secured**
3.5m

**Media
appearances**
398

ADM 
+ S

ACKNOWLEDGEMENT OF COUNTRY

In the spirit of reconciliation, we acknowledge the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.



Information Retrieval on Country

by Dr Treaahna Hamm (Firebrace), Yorta Yort

Commissioned for ADM+S in July 2023. The artwork was used for an alumni event celebrating 25+ years of collaboration between RMIT and the University of Melbourne in the research field of Information Retrieval, organised by Al Damiano Spina (RMIT) and Lida Rashidi (University of Melbourne).

Artist statement

As an artist, my work explores the profound connection between living and sharing on Aboriginal land, intertwining it with the retrieval of valuable information. Through my art, I aim to honour and celebrate the wisdom of Elders, who hold a wealth of cultural knowledge, and the sacredness of the land itself. Drawing from the rich heritage and stories of Indigenous communities, I seek to create a visual narrative that highlights the significance of this symbiotic relationship between people and place. My art becomes a vessel through which the past, present, and future are interwoven, fostering a deeper understanding of the interconnectedness between humans, the land, and the wealth of data embedded in this ancestral bond.

Incorporating a search engine into my artistic process, I embark on a unique journey of creativity that melds traditional storytelling and modern technology. Through data retrieval and analysis, I collect relevant information about the history, culture, and significance of the Aboriginal land.

This data-driven approach allows me to extract meaningful patterns and insights, which serve as the foundation for my artistic expressions.

The search engine acts as a guiding force, influencing the composition, colours, and elements within my artwork. By blending the wisdom of Elders' narratives with the data-driven revelations, I strive to create a harmonious fusion of the past and present. The algorithmic input serves as a channel through which I can pay homage to the deep-rooted traditions while interpreting them in a contemporary context.

As I navigate the artistic process, the search engine acts as both collaborator and curator, helping me select the most relevant information and translating it into visual representations. It enriches my artwork by infusing it with layers of significance, inviting viewers to engage with the cultural heritage of Aboriginal land in a novel and thought-provoking manner.

Ultimately, my art with a search algorithm seeks to bridge the gap between heritage and innovation, fostering a profound appreciation for the timeless connection between Elders, land, and the wealth of knowledge embedded within their intertwined stories.

The blue islands in the artwork are the algorithms floating above the land. The Elders/Ancestors are the symbolic faces which I hope you can see.

- Dr Treaahna Hamm

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ABOUT

Mission, Vision and Values
Strategic Objectives
Partnerships
Chair's Message

Directors' Report
Governance
Equity, Diversity, and Inclusion

THE CENTRE

OUR MISSION

Connecting academic research, industry, government and the community sector to develop responsible, ethical and inclusive automated decision-making systems, for the benefit of all Australians.

OUR VISION

Creating knowledge and strategies for responsible, ethical and inclusive automated decision-making.

OUR VALUES

Our efforts are guided by our values: automated decision making that is responsible, ethical and inclusive. For our purposes:

- + **Responsible** decision-making is informed and alive to its social consequences;
- + **Ethical** decision-making is governed by clearly defined rules and principles; and
- + **Inclusive** decision-making engages the public and delivers broad social benefits.

We use these signature attributes to guide our work as a Centre community, and demonstrate that responsible, ethical and inclusive automated systems are both possible and necessary.



STRATEGIC OBJECTIVES

RESEARCH

To generate an integrated, cross-sectoral and transdisciplinary understanding of and resources for automated decision-making.

Priorities:

- + To undertake world-leading research of public and social benefit
- + To develop and refine robust and innovative research techniques and methods
- + To expand and enhance our research infrastructure, facilities and collections

IMPACT

To formulate world-leading policy and practice in responsible, ethical and inclusive ADM, for governments, industry and the non-profit sector.

Priorities:

- + To inform policy debate and measure our impact through the use of our research in policy papers, submissions to major inquiries, and membership of policy and industry advisory committees
- + To demonstrate practical implementation or adoption of our research with our industry partners
- + To ensure our work is accessible to, and informed by, those who will benefit from it
- + To facilitate visits, placements and the exchange of knowledge with our partner organisations

ENGAGEMENT

To enhance public understanding and inform public debate on ADM.

Priorities:

- + To deliver public awareness and outreach activities that increase public participation in the development of automated systems
- + To reach our key audiences in new and innovative ways through digital communications strategies
- + To connect academic research, industry, government and the community sector
- + To grow the network of institutions and partners connected with the Centre and attract additional revenue through new partnerships

EDUCATION

To educate and train researchers skilled in responding to the cross-disciplinary challenges of next-generation automation.

Priorities:

- + To offer an HDR and postdoctoral training experience that combines disciplinary depth and rigour with ground-breaking cross-disciplinary skills
- + To deliver a research training program that includes professional development, industry collaboration and participation in an active national and international network
- + To prepare the next generation of researchers to make world-leading contributions in an increasingly engaged and transdisciplinary research environment

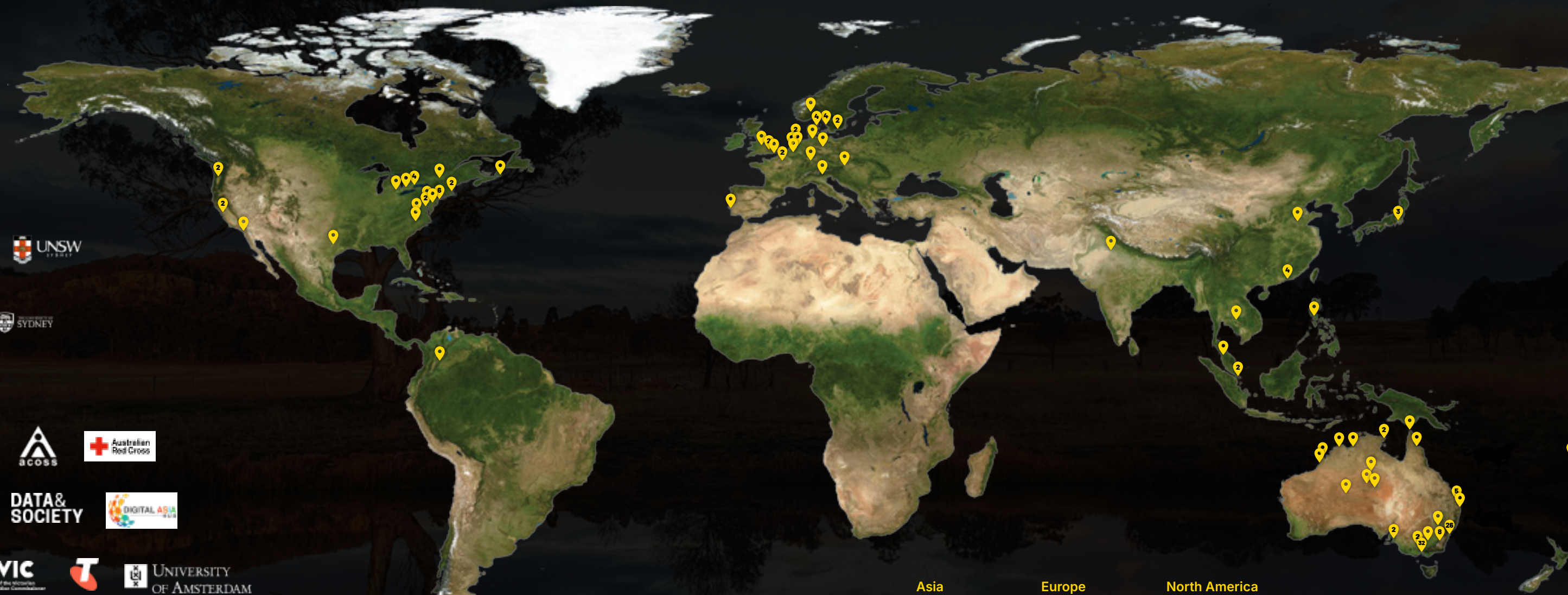


PARTNERSHIPS

NODE INSTITUTIONS



PARTNER ORGANISATIONS



Asia	Europe	North America
12	28	30
Australia	Oceania	South America
93	1	1
Total research and outreach partners		
165		

PARTNERSHIPS

NODE INSTITUTIONS

- + RMIT University
- + QUT
- + Monash University
- + Swinburne University of Technology
- + The University of Melbourne
- + The University of Queensland
- + The University of Sydney
- + The University of New South Wales

PARTNER ORGANISATIONS

- + ABC
- + AlgorithmWatch (Germany)
- + Australian Council of Social Services
- + Australian Communications Consumer Action Network Limited (ACCAN)
- + Australian Red Cross
- + Bendigo Health
- + Consumers Health Forum of Australia
- + Consumer Policy Research Centre
- + Cornell Tech
- + Data & Society
- + Digital Asia Hub
- + Google Australia
- + Halmstad University
- + Hans-Bredow-Institut
- + New York University
- + Office of the Victorian Information Commissioner
- + Telstra
- + University of Amsterdam
- + University of Birmingham
- + University of Bristol

KEY COLLABORATING ORGANISATIONS

- + Australian Government
- + Australian Media Literacy Alliance
- + Australian Internet Observatory
- + Centre of Artificial Intelligence and Digital Ethics (CAIDE), The University of Melbourne
- + Centre for Trusted Internet and Community CHOICE
- + Economic Justice Australia
- + Emerging Technologies Research Lab
- + FARE
- + Good Things Foundation Australia
- + Gradient Institute
- + Humanising Machine Intelligence, ANU
- + Ipsos Aboriginal and Torres Strait Islander Research Unit
- + Leiden Asia Centre
- + National Association of People with HIV Australia (NAPWHA)
- + Platform Economies Research Network (PERN)
- + Queensland Government, Customer Digital Group
- + Responsible AI UK (RAIUK)
- + RMIT Fact Check Research
- + Susan McKinnon Foundation
- + Tactical Tech
- + University of Illinois
- + VicHealth
- + Victorian Government Department of Government Services
- + Victorian Women's Trust
- + Volvo Cars (Sweden)
- + WITNESS

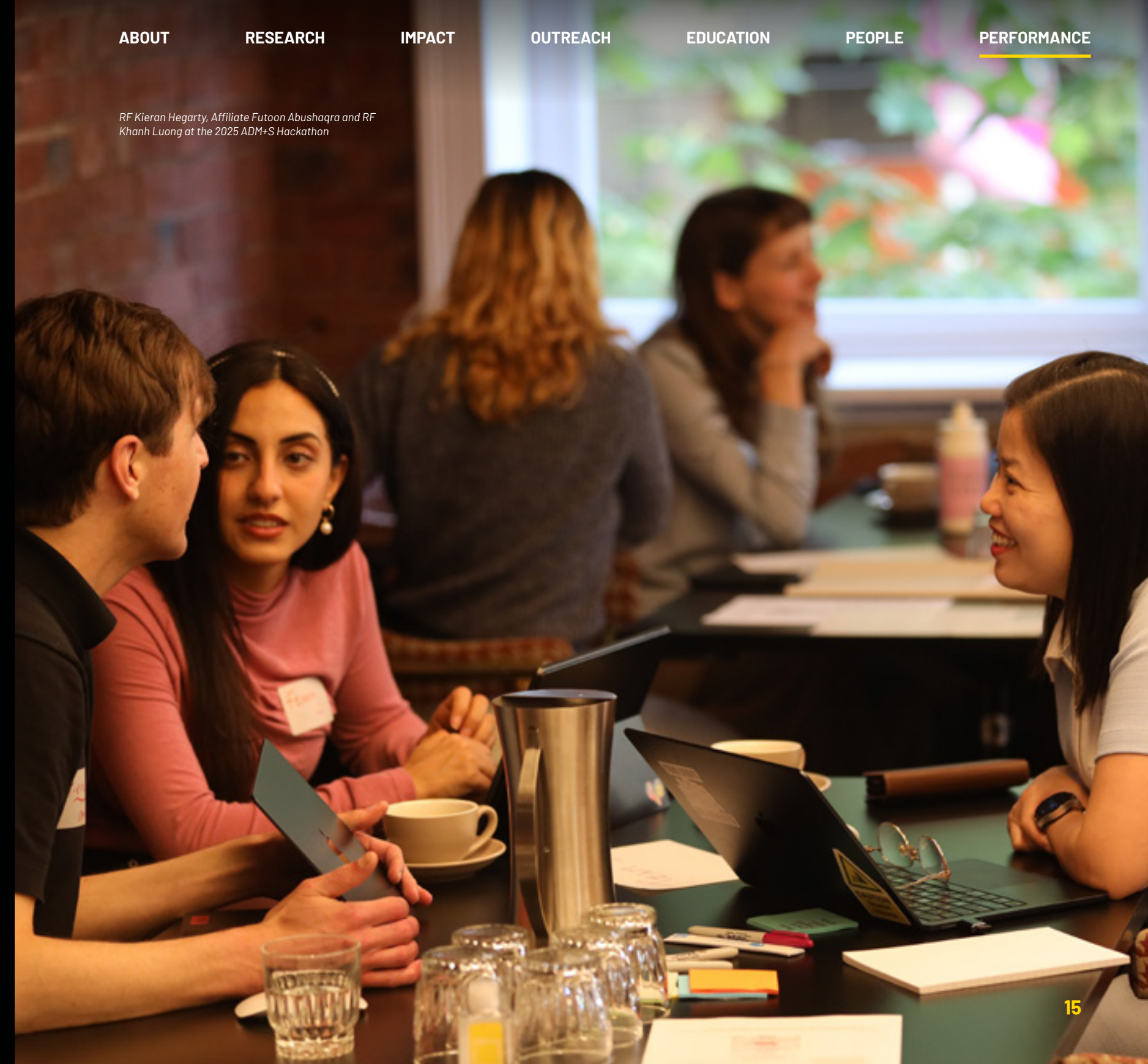
FIRST NATIONS COMMUNITY PARTNERS

- + Regional Enterprise Development Institute
- + Wujal Wujal Aboriginal Shire Council
- + Torres Strait Islander Media Association
- + Julalikari Aboriginal Corporation
- + Pintubi Anmatjere Warlpiri Media and Communications
- + Yalu Aboriginal Corporation
- + Laynhapuy Homelands Aboriginal Corporation
- + Kalumburu Aboriginal Corporation
- + Djarindjin Aboriginal Corporation
- + Thamarrurr Development Corporation
- + Warakurna Community Council
- + Ngaanyatjarra Council and NPY Womens' Council

COUNTING ON CONNECTIVITY

- + Ipsos Aboriginal and Torres Strait Islander Research Unit
- + Aboriginal Resource and Development Service, Myuma Ltd
- + Ngulingah/Lismore Local Aboriginal Land Council
- + Kanyirrinpa Jukurrpa (KJ)
- + Wayne Bynder
- + Wilya Ajjul Janta AC
- + Larrkardi Radio (6DBY)
- + Port Lincoln Aboriginal Community Council
- + 11 Mapping the Digital Gap remote community partners
- + Industry partner Social Research Centre for the data processing and Dassier for the Dashboard design

RF Kieran Hegarty, Affiliate Futoon Abushaqra and RF Khanh Luong at the 2025 ADM+S Hackathon



CHAIR'S MESSAGE

Artificial intelligence and automated decision-making systems are now moving rapidly from specialised technical domains into everyday life. From generative AI tools used at work to the automated systems reconfiguring health services, media distribution and financial decisions, these technologies are transforming the way organisations operate and how decisions are made. Their potential benefits are significant. But so too are the challenges they raise for democratic governance, economic participation and social inclusion.

At such moments of technological transition, societies face a familiar but urgent set of questions. How should these systems be designed and governed? Who benefits from their deployment—and who may be excluded or disadvantaged? What kinds of knowledge and institutional capability are needed to guide technological change in ways that serve the public interest? These questions sit at the heart of the work of the ARC Centre of Excellence for Automated Decision-Making and Society (ADM+S).

The Centre was established to support the development of ethical, responsible and inclusive AI and automation. ADM+S brings together researchers from across the social sciences, humanities and computational disciplines to build that understanding. Its objectives are both analytical and practical: to map and explain the dynamics of contemporary automation, to develop new methods for studying their impacts, and to contribute to better design and governance.

This mission has become even more important as generative AI technologies have accelerated automation. Public debate about these systems has grown rapidly, yet the policy, institutional and social frameworks needed to guide their use are still emerging. Research centres such as ADM+S play a critical role in this environment. They provide independent evidence, interdisciplinary expertise and a space for collaboration between researchers, policymakers, industry and the community sector.

As the Centre's work proceeds, it is increasingly clear that it has the potential to make a lasting difference. The Centre's projects are already contributing to important areas of public discussion and policy development, from the governance of digital platforms and automated public services to questions of digital inclusion and emerging debates

over AI capability. At the same time, ADM+S is building new research infrastructure, methods and partnerships that will enable the next generation of researchers and practitioners to better understand automated systems in the years ahead.

Just as important is the Centre's contribution to research training and capacity-building. ADM+S has created an interdisciplinary environment in which early career researchers, doctoral students and collaborators from industry and government can work together to develop new approaches to studying AI and automation. I am confident that the expertise and networks formed will continue to shape the field well beyond the life of the Centre itself.

The International Advisory Board has the pleasure and privilege of seeing this work unfold. Board members engage closely with the Centre's leadership and research teams, offering advice and helping to connect the Centre to industry, research and policy communities. The progress described in this report reflects not only the dedication of ADM+S researchers and staff, but also the strength of the partnerships that support the Centre's work.

On behalf of the Board, I would like to thank the Centre's investigators, researchers, students and professional staff for their commitment and achievements over the past year. At a time when the social implications of AI are increasingly consequential, the work of ADM+S is both timely and essential. The Centre is helping to ensure that Australia has the knowledge, expertise and institutional capacity required to navigate the profound technological changes now under way.



Deena Shiff
Chair, International Advisory Board

DIRECTORS' REPORT

In 2025, the ARC Centre of Excellence for Automated Decision-Making and Society (ADM+S) moved deeper into the second half of our seven-year research program. This Annual Report documents the reach and impact of ADM+S research in policy, technology development, and public debate.

Automated decision-making and generative AI are playing a rapidly growing significant role in Australian life and work. During the year, the Centre's work directly informed national and international discussion on the governance, use, and social implications of AI and automated systems. Among many highlights:

- + ADM+S researchers received notable international recognition. The 2025 Google Research Scholar Award in Human-Computer Interaction was awarded to Danula Hettiachchi and Kacper Sokol for their work on AI explanations, and first place in the SIGR 2025 LiveRAG international AI retrieval challenge, was awarded to Oleg Zendel, Damiano Spina, Kun Run, Shuoqi Sun, and Dinh Anh Khoi Nguyen, for their work on Retrieval-Augmented Generation (RAG) technologies.
- + The Centre's creative public engagement projects achieved new audiences and significant recognition. Particularly notable were the documentaries *I Am Not a Number* and Jeni Lee and Thao Phan's award-winning *AI in the Street: Drone Observatory*.
- + The Australian Bureau of Statistics recognised the Centre's contribution to building Australia's national evidence base on digital transformation by incorporating the Australian Digital Inclusion Index (ADII) into the ABS's key indicators for digital preparedness and economic resilience. The Centre's related Mapping the Digital Gap project helped make the case for significant new public and commercial investment in digital infrastructure for First Nations remote communities.

The ADM+S research program continued to evolve in response to the rapid diffusion of generative AI technologies. Our Signature Projects are now well established and are producing new insights into how AI systems are used, deployed, governed and experienced. These projects bring together researchers and key partners from across the

Centre's social and technical disciplines to investigate questions ranging from governance and automation across our region to the impacts of generative AI and digital infrastructures on work, culture and public communication.

One major focus has been the growing importance of social and institutional capabilities for inclusive, responsible and ethical AI. Building on the Centre's extensive research on digital inequality, ADM+S researchers have begun mapping patterns of generative AI adoption across Australia. Initial findings indicate that while AI tools are being widely adopted, their uptake generally follows the social and economic contours of existing inequalities, and in some cases may deepen them. These findings are informing the Centre's ongoing collaborations with government, industry and community partners.

The year also saw important progress in the Centre's research infrastructure and collaborative initiatives. Through projects such as the Inclusive AI Capabilities Lab and the development of new evaluation frameworks and toolkits, ADM+S researchers are working with partner organisations to translate research into practical approaches for responsible and inclusive AI deployment. These collaborations span sectors including telecommunications, humanitarian organisations, health advocacy groups, libraries and community organisations, and play a crucial role in ensuring that automated systems are developed in ways that serve community interests.

We know that the effective governance of AI and automation will demand stronger international collaboration, and better mechanisms for sharing knowledge and strategies. The Centre continues to build new national and international partnerships. ADM+S researchers secured new international collaborative grants, launched new research initiatives with global partners, and contributed to international conversations about the governance of AI and automated decision-making.

We are proud of the achievements of ADM+S researchers, students and staff throughout the year. None of this would be possible without the dedication of our remarkable operations team and the ongoing support and engagement of our partner organisations and collaborating universities.

As the Centre's research program matures, we are focusing increasingly on the translation and application of our work. In 2025, our International Advisory Board worked closely with our researchers to enhance the public value of our research. We thank the members of our Board for their practical assistance, their strategic guidance and their commitment to the Centre's vision.



Julian Thomas
Centre Director



Jean Burgess
Associate Director

GOVERNANCE

Spanning eight universities and 20 partner organisations, our structure is designed to support and enable a high level of collaboration and engagement across programs, focus areas and institutions.

Our structure and strategy are also designed to be flexible and adaptable in response to the challenges and opportunities arising from the rapid

expansion of automated decision-making and AI across the lifecycle of the Centre.

Our governance structure comprises an Executive Committee, an International Advisory Board, and committees dedicated to Equity and Diversity, Editorial, Research Training and Capability Development, and Research Infrastructure.



INTERNATIONAL ADVISORY BOARD

The ADM+S International Advisory Board provides strategic advice and industry perspective on the Centre's research program, partnerships, and Focus Areas.



Deena Shiff
Chair



Penny Harrison
Director of Volunteering
Australian Red Cross



Malavika Jayaram
Executive Director
Digital Asia Hub



Peter Mercieca
Cypher Advisory Group



Peter Waters
Consultant
Gilbert + Tobin



Jean Burgess
Associate Director



Julian Thomas
Centre Director



Nick Walsh
Chief Operating Officer &
Board Secretariat

COMMITTEES

EXECUTIVE COMMITTEE

The Executive Committee oversees the strategy and operations of the Centre, including research projects, staffing, membership, budgets, outreach, and training programs.

- + Julian Thomas (Co-Chair)
- + Jean Burgess (Co-Chair)
- + Sara Al Lawati
- + Mark Andrejevic
- + Daniel Angus
- + Paul Henman
- + Kieran Hegarty
- + Heather Horst
- + Deborah Lupton
- + Anthony McCosker
- + Christine Parker
- + Flora Salim
- + Kimberlee Weatherall
- + Nick Walsh
- + Ned Watt
- + Fan Yang

EDITORIAL COMMITTEE

The Editorial Committee oversees the Centre's publications including the ADM+S Working Paper Series and Medium site, and ensures they align with the Centre's mission and objectives.

- + Jake Goldenfein (Chair)
- + José-Miguel Bello y Villarino
- + Ramon Lobato
- + Amanda Lawrence
- + Dang Nguyen
- + Kathy Nickels
- + Aaron Snoswell
- + Rowan Wilken

EQUITY AND DIVERSITY COMMITTEE

The Equity and Diversity Committee is responsible for the development and implementation of the Centre's Equity, Diversity, and Inclusion Strategy, and provides advice to the Executive Committee on equity and diversity matters.

- + Jean Burgess (Chair)
- + Anjalee de Silva
- + Leah Hawkins
- + Anthony McCosker
- + Sally Storey
- + Jiaru Tang
- + Nick Walsh
- + Saskia Velcek

RESEARCH INFRASTRUCTURE COMMITTEE

The Research Infrastructure Committee oversees and advises on the Centre's shared research facilities and resources.

- + Daniel Angus (Chair)
- + Joanne Kuai
- + Amanda Lawrence
- + Anthony McCosker
- + Kathy Nickels
- + Rebecca Ralph
- + Aaron Snoswell
- + Julian Thomas
- + Nick Walsh
- + Shir Weinbrand
- + Hao Xue

RESEARCH TRAINING AND CAPABILITY DEVELOPMENT COMMITTEE

The Research Training and Capability Development Committee oversees and manages mentoring, training and capability development programs, skills and career development for Centre staff and students.

- + Mark Andrejevic (Co-Chair)
- + Heather Horst (Co-Chair)
- + Mark Sanderson (Co-Chair)
- + Mohammad Faisal
- + Jake Goldenfein
- + Awais Hameed Khan
- + Jenny Kennedy
- + Caitlin Learmonth
- + Sally Storey
- + Fan Yang

HDR SUBCOMMITTEE

The HDR Subcommittee represents HDR student perspectives and contributes to the design and delivery of the Centre's research training program, supporting HDR candidates and their experience across the Centre.

- + Ned Watt
- + Caitlin Learmonth
- + Jenn Wilson
- + Sara Allawati
- + Emma Finlay
- + Mohammad Faisal
- + Joseph Ikechukwu Onyewuchi



Centre members collaborating at the 'Unmaking AI' workshop delivered at the ADM+S 2025 Symposium

EQUITY, DIVERSITY AND INCLUSION

Equity, diversity and inclusion (EDI) are central to the ADM+S Centre's mission to advance responsible, ethical and inclusive automated decision-making. Our EDI Strategy and Action Plan sets out our mission to create an equitable, diverse and inclusive research community, aligned with the expectations of an ARC Centre of Excellence and with world-leading best practice in leadership, policy and culture.

Our vision is for ADM+S to be a leader in EDI across our research community, partners and stakeholders. This includes fostering a culture where all members, regardless of background, can do their best work in a professional, supportive and compassionate environment, and addressing systemic inequalities that shape academic workplaces and research practice.

The EDI Strategy outlines four core objectives: increasing diversity across our community and networks; fostering an inclusive and participatory environment; building an equitable culture that addresses structural drivers of inequality; and improving outcomes for Aboriginal and Torres Strait Islander people. The accompanying Action Plan identifies major initiatives, including our EDI Committee, recurring EDI surveys and EDI training, followed by targeted priorities and actions under each objective.

In this section, we highlight the work undertaken through the Equity, Diversity and Inclusion Committee and outline the support and opportunities made available across the Centre to progress our EDI goals.

EDI SURVEY

In 2025 and in line with past survey years, the Centre continues to be perceived as equitable, diverse, and inclusive. The proportion of respondents who either somewhat or strongly agreed on the survey items measuring whether the Centre had a culture that supported equity, diversity, and inclusion ranged from 89% to 100%.

Of note, 100% of respondents somewhat (28%) or strongly agreed (72%) that "the Centre fosters an environment where people of diverse backgrounds and lifestyles can work together effectively", (+12%) from 2024. "Individuals of all ethnicities, nationalities, cultures and religions are recognised equally for their contributions to the Centre" increased to a combined 95% agreement, up 9% from the 2024 results. More respondents strongly agreed with "At the Centre, there are senior leaders who are visible advocates of gender equality, equity and diversity" (79%) and "My immediate Centre supervisor/manager/program leader supports gender equality, equity and diversity" (95%) than in past survey years.

Similar to 2024, respondents this year broadly agreed that the Centre honours time commitments, provides flexible and reasonable working arrangements, and that they had a workload balance in line with their duties and responsibilities. One area of concern is that the level of agreement that the Centre offers flexible and reasonable working arrangements that meet needs to balance work, personal life and family commitments has decreased slightly each survey year.

Respondents in 2025 again reported an increase in agreement regarding access to internal funding and career development opportunities across all items. The proportion of respondents who strongly agreed with the professional development and support items in the 2025 survey is the highest across all surveyed years.

The Committee is currently developing the 2026 training program and other Centre initiatives in response to the survey feedback.

EQUITY, DIVERSITY AND INCLUSION IN OUR RESEARCH

In 2024-2025, ADM+S launched nine new Signature Projects, each with project-specific EDI strategies addressing citation practices, the diversity of our research teams, and how EDI has shaped their research topic and approaches. Recruitment guidelines supporting the Centre's EDI objectives were also developed and implemented with all Project Leaders; our Chief Operating Officer worked with supervisors to develop Position Descriptions and include the ADM+S Commitment to Equity, Diversity and Inclusion statement in all advertisements, with women, Aboriginal and Torres Strait Islander people, the LGBTQ+ community, people living with disability and those from a culturally and linguistically diverse background strongly encouraged to apply.

We are delighted to have recruited a second cohort of culturally and linguistically diverse students and postdoctoral researchers, many of whom have travelled from across the world to join the ADM+S research program. The group includes 29 women and 17 men (including many women in STEM disciplines). We have also recruited new Indigenous researchers to the projects Mapping the Digital Gap and Measuring Digital Inclusion for First Nations Australians. In 2024, Mapping the Digital Gap was also extended for a second phase of research from 2025-2028, and Measuring Digital Inclusion for First Nations Australians, our First Nations urban and regional data collection expansion to the Australian Digital Inclusion Index, was launched in May 2024.

The Centre continues to prioritise strong leadership in equity, diversity and inclusion. Since the Centre's establishment in 2020, Director Julian Thomas has chaired the Equity and Diversity Committee, supported by the Chief Operating Officer. In July 2025, Julian also contributed to the ARC CoE Directors Forum panel on equity and diversity, sharing insights from the ADM+S EDI Strategy and broader best practice across Centres of Excellence.

With Julian stepping down, Associate Director Jean Burgess has been appointed as the new Committee Chair. We also welcome Jiaru Tang as the HDR representative on the Committee. After several years of dedicated service, inaugural members Yolande Strengers, Jeffrey Chan and Rakesh Kumar have concluded their terms. The Committee extends its thanks for their significant contributions.

Some of the Centre's EDI activities and achievements in 2025 include:

- + An anonymous suggestion box was made available in our Clever database where members can provide feedback, share ideas, or raise concerns.
- + Along with the program of training opportunities delivered by the ADM+S Research Training Program, the Centre has programmed a range of equity and diversity training and cultural awareness activities which included: Lifeline's Accidental Counsellor Workshop, Exhibition tour: 65,000 Years: A Short History of Australian Art, She Shapes History: Badass Women of Melbourne, Brisbane Cultural Walk, Birrarung Wilam (River Camp) Walk with Koorie Heritage Trust, Document Accessibility Essentials Workshop with the Centre for Accessibility Australia, inSTEM Conference, and ARC Centres of Excellence Community of Practice in EDI.
- + The Centre appointed several ECR and HDR representatives to ensure students and postdoctoral research fellows are represented across the Centre's committees.
- + Continuing our focus on succession planning and workforce development, three AIs were endorsed to Chief Investigator roles in the Centre (Kath Albury, James Meese and Michael Richardson) (November 2025).

- + All ADM+S funded positions and scholarships required cross-node panels and/or supervisory arrangements (all year).
- + The Centre celebrated International Women's Day (8 March) and Wear It Purple Day (16 October).
- + The 2025 Mapping the Digital Gap Outcomes Report Launch (3 December) provided the final summary of findings from the first phase of this research in 12 communities. It updates the 2024 report, with new analysis and case studies for Access, Affordability, Digital Ability and Media and Information Services. It provides updated ADII scores for the remote research sites visited, facilitating up-to-date comparison against national outcomes for First Nations and non-First Nations Australians.
- + The 2025 Australian Digital Inclusion Index Report Launch (5 November) enabled attendees to discover how Australia is tracking on digital inclusion, learn where greater attention and investment is needed to close the digital divide and gain insights to strengthen digital inclusion programs.

- + First Nations professional staff member Isabella Harrison was appointed to our First Nations Digital Inclusion Project Manager position to manage Mapping the Digital Gap and Measuring Digital Inclusion for First Nations Australians (December).
- + A First Nations Principal Research Fellow for project Mapping the Digital Gap and Measuring Digital Inclusion for First Nations Australians was appointed, with further recruitment underway in December.
- + All Operations staff have now undertaken at least one professional development activity during their appointments (December).
- + All major events were delivered in hybrid mode to ensure accessibility and inclusivity (all year).



ADM+S members at the 2025 ADM+S Hackathon

RESEARCH

Research Translation and Impact Strategy

Research Impact Pathway

Structure and Objectives of the ADM+S Research Program

Research Infrastructure

Signature Research Projects

Ampilatwatja, Barkly Tableland region, Northern Territory, Australia. This image was taken as part of a series linked to the Mapping the Digital Gap project

RESEARCH TRANSLATION AND IMPACT STRATEGY

Our Centre's pathway to impact and research translation focuses on involving stakeholders at all stages of our research. We aim to ensure our inputs and activities result in a broad range of outcomes and benefits for Australia and the world.

We aim to demonstrate value in the Centre's research through collaborative research and development, multiply this value through the wider uptake and adoption across the Centre's research and industry networks, and amplify engagement through public communication, education and policy dialogue.

We focus on enabling the movement of ideas and capabilities between the Centre, its partners, stakeholders, networks, and wider audiences, and plan these interactions in terms of the flows of:

People

- through educating, training and supporting talented researchers, developers, practitioners and policy makers to create new approaches to ADM. Our training programs build capability across university and industry sectors; our Alumni network works as a multiplier for engagement and impact, expanding the range of organisations involved in our programs and utilising the Centre's research; and our international research networks form the basis for an extensive program of student and staff exchange, placements and visits.

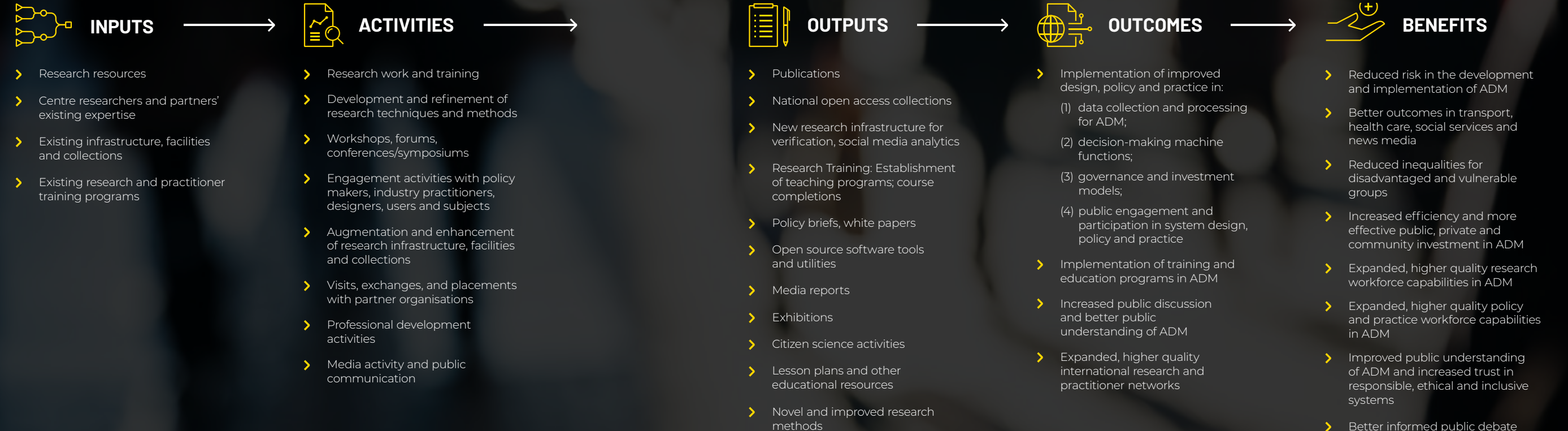
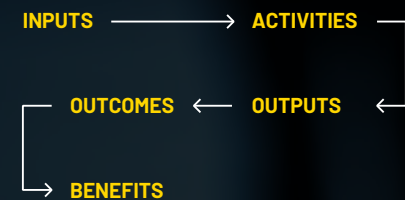
Knowledge

- through capability-building, policy development and co-design involving key partners and the combined technical and social expertise of the entire Centre; by creating a rich evidence base developed with and for use by consumers, policy makers and industry practitioners to demonstrate the social distribution and effects of ADM; and by developing, sharing and testing models for responsible, ethical and inclusive implementations of ADM in data practice and policy, machine design and evaluation, sustainable governance, and public engagement and trust.

Technologies, tools and methods

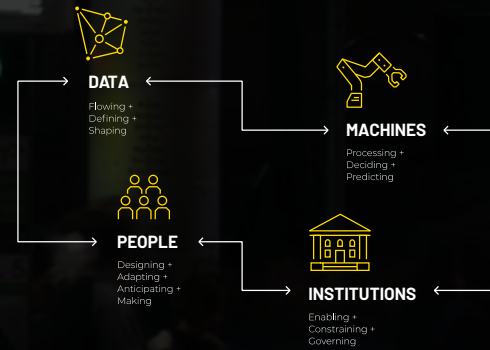
- in addition to regular publications, white papers and research reports, the Centre is developing a range of centrally available and accessible outputs designed to assist in research, evaluation and design of automated-decision making systems. These include browser plugins and software, datasets and resources for educators, designers, developers, policymakers, and practitioners. They are designed to be readily adopted and deployed by our partners and end-users, and include comprehensively documented tools, guidelines, datasets, videos, models, and educational resources.

RESEARCH IMPACT PATHWAY



STRUCTURE AND OBJECTIVES OF THE ADM+S RESEARCH PROGRAM

The Centre's four Research Programs — **Data, Machines, Institutions, and People** — examine the various social and technical elements that combine and interact to constitute automated decision-making systems.



Within each of the four programs, discrete projects are organised into workstreams designed to address particularly acute conceptual, pragmatic and methodological challenges. Together, they enable us to build the first comprehensive account of the social development, distribution, dynamics, performance and effects of ADM.

DISCIPLINES

- Digital communications + Data science + Critical data studies + Computer science + Law + Regulatory theory + Economics + Ethics + Sociology + Design + Anthropology

PARTNERS

RESEARCH PROGRAMS

DATA				
MACHINES				
INSTITUTIONS				
PEOPLE				

FOCUS AREAS

	NEWS AND MEDIA	MOBILITIES	HEALTH	SOCIAL SERVICES
--	----------------	------------	--------	-----------------

Reduced risks and better outcomes through fit-for-purpose design, governance and public investment.

NEW MODELS FOR

- Data practice and policy + Ethical design for ADM machines + Sustainable governance + Public engagement, co-design and trust

The Centre's four cross-centre Focus Areas – **News and Media, Mobilities, Health, and Social Services** – help us to apply, extend and engage industry stakeholders with the work of the Research Programs in critical areas of opportunity and risk. Our Focus Areas have been chosen because:

- they are well-documented areas where decision-making technologies are widely used;
- they align closely to national research priorities and agendas; and
- they are domains where governments and communities have long coordinated, regulated and pooled resources to manage and mitigate major social risks – to public health and welfare, mobility, and democracy.

The introduction of new, untested decision-making technologies in these domains creates new possibilities for success and failure in large-scale institutional systems that have been specifically designed to reduce individual and social hazards.

The Focus Areas provide material for many of the empirical investigations in the four research programs, and they ensure our research is directed towards **engagement, translation and outcomes** in exemplary and essential sectors. Their hallmark is **close collaboration with our partner organisations and stakeholders**.

OUR VISION

Responsible, ethical and inclusive automated decision-making.

RESEARCH PROGRAMS

DATA

The Data Program investigates how data are imagined, constructed, collected, ordered, stored, circulated, and deployed in automated decision-making systems. Across the Program's three workstreams, our projects engage with concerns around data-driven surveillance and social sorting, develop new methods for enabling public oversight of platforms, and co-design practical strategies to improve information curation and access, as well as responsible and socially beneficial forms of data sharing.

MACHINES

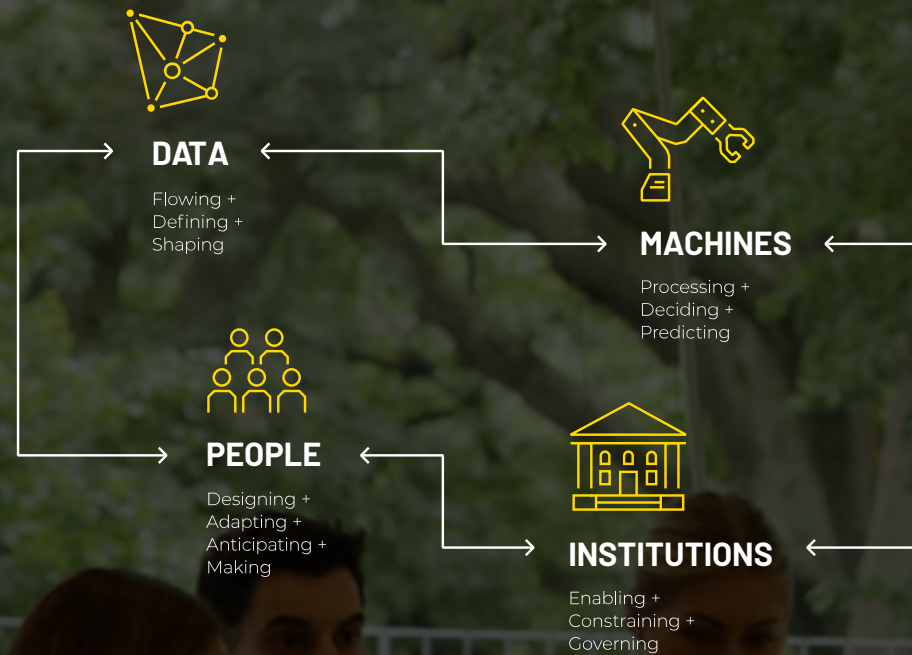
The Machines Program, in general, seeks to advance understanding and application of ethical/responsible/inclusive ADM in a range of sectors, and emphasises the normative lessons on how values such as explanation, fairness, and accountability should work in the design of automated systems. It works to identify what societal, humanistic, and political values could and should be embodied in automated decision-making.

INSTITUTIONS

The Institutions Program investigates how institutions relate to promoting responsible, ethical, and inclusive ADM. 'Institutions' include law and regulation, norms and ethical standards, political institutions and governance mechanisms, courts and dispute resolution systems (public and private), market design and market mechanisms, private ordering (eg contracts, terms of use, incorporated and unincorporated associations), technologies, technical protocols (eg blockchains), and technical standards.

PEOPLE

The People Program builds on our world leading expertise in anthropology, sociology and media and communication studies to account for how people are implicated at all stages of ADM. It examines how people make, operate, and re-invent automated decision-making tools and processes; the relationship between human and automated decisions; how social inequalities, inequities and power relationships shape the design and uses of ADM; and the changes needed so that responsible and ethical automated futures can be best achieved.



FOCUS AREAS

NEWS AND MEDIA

The News and Media Focus Area investigates and improves the uses and impacts of automated decision-making in news work, social media platforms, and the digital media and communication environment more broadly. Modern digital news and media businesses both deploy and engage with automated decision-making systems. Search engines, personalised newsfeeds, content moderation systems and programmatic advertising are examples of ADM systems that play integral roles across these sectors.

MOBILITIES

The Mobilities Focus Area investigates the uses and implications of automated decision-making in the fields of transport, energy, and migration. ADM has already begun to transform how we live and move, and is likely to have greater impacts on the movement of humans, animals and resources in the near future. We address sectors including public transport, mobility and navigation services, active transport, retail and public spaces, mobile media and applications, migration services, and energy systems. We identify the new risks and benefits that mobilities automation creates, and the possibilities for ethical, responsible and inclusive automation for mobility systems and their diverse users.

SOCIAL SERVICES

ADM is widely used in the design and delivery of many social services by governments, private and not-for-profit organisations. Influential advocates argue for further automation to promote efficiencies, reduce human errors and bias, and enhance personalised service delivery, choice and resourcing. At the same time social services, which often involve the most marginalised and disadvantaged populations, is often used to trial new digital technology potentially involving greater harm, reinforcing surveillance and control. The Social Services Focus Area aims to ensure that ADM in social services is designed in a way that is fair, effective, accountable and inclusive.

HEALTH

Australia has a burgeoning digital health sector in which ADM is beginning to be implemented in attempts to offer greater access to healthcare, enhanced treatment protocols, better disease diagnosis, monitoring and prediction models, and more personally tailored care. However, many consumer and industry organisations have identified potential risks posed by ADM to trust, access and transparency in healthcare and public health. ADM introduced into the health sector could exacerbate health inequalities and increase the marginalising of people with disabilities and those with stigmatised conditions. The Health Focus Area examines the introduction of ADM into healthcare and public health in Australia and elsewhere to promote ethical and inclusive applications with broad social benefits.

RESEARCH INFRASTRUCTURE

RESEARCH INFRASTRUCTURE

In 2025, the ADM+S Research Infrastructure Committee continued to play a central role in advancing the Centre's research capabilities and national impact through the strategic coordination and development of critical research infrastructure. Building on work in previous years, the Committee's focus has been on strengthening shared capacity, supporting methodological innovation, and ensuring responsible engagement with rapidly evolving digital technologies.

A key activity this year was a series of workshops and discussions designed to bring Centre members together around the use of emerging research infrastructure, particularly large language models (LLMs). These sessions supported shared discovery and knowledge exchange about how such technologies are being used across the Centre, as analytical tools, as practical supports for research workflows, and as objects of critical inquiry. This work has helped to surface best practices and common challenges, while fostering a more coordinated and reflexive approach to the use of generative AI in research.

The Centre has also continued to benefit from, and contribute to, the development of the Australian Internet Observatory (AIO). The AIO remains a key pillar of ADM+S research infrastructure, providing both technical capacity and governance frameworks aligned with the Centre's commitment to transparency, accountability, and public-interest research. ADM+S researchers continue to play an active role in shaping the AIO as an essential piece of emerging national research infrastructure.

In particular, the AIO's mobile observation tools have been pivotal to the Australian Ad Observatory project. Through these tools, hundreds of research participants have donated advertisements encountered during everyday mobile phone use, enabling new forms of analysis of the everyday experiences of digital advertising. This work has significantly advanced the Centre's capacity to study opaque, personalised, and dynamic platform systems, and demonstrates the value of sustained investment in HASS digital research infrastructure.

Beyond the Centre, ADM+S contributed to national discussions on the future of Australian HASS research infrastructure through input into the National Research Infrastructure Roadmap, currently under development with consultations concluding in late 2025. The Centre's submission emphasised the need for national digital

observability infrastructure capable of supporting continuous, real-time analysis of automated and data-driven systems, alongside participatory data collection frameworks and secure, high-capacity environments for sensitive multimodal data. These priorities align closely with ADM+S's ongoing work on observability, data donation, and public-interest digital research.

Across all of these activities, the Committee has maintained a strong commitment to open research practices, supporting the sharing of data, code, and methodological components wherever possible. Together, these efforts ensure that ADM+S researchers remain well positioned to respond to a rapidly shifting technological landscape, while continuing to lead in the development of responsible, innovative, and impactful research infrastructure at both national and international levels.



Daniel Angus
Chief Investigator
Research Infrastructure
Chair

THE AUSTRALIAN INTERNET OBSERVATORY: NATIONAL RESEARCH INFRASTRUCTURE FOR DIGITAL PLATFORM RESEARCH

A central challenge facing contemporary platform research is not simply declining access to data, but the broader problem of observability: the capacity to systematically see, interpret, and evaluate how platform systems shape communication, visibility, and participation. This is the challenge the Australian Internet Observatory seeks to address through new tools and methods for digital platform research.

As national research infrastructure, the AIO is playing a groundbreaking role in providing greater access to digital platform data, interactions and influences as well as increasing the skills and impact of Australian researchers across the humanities and social sciences and beyond.

Since we announced the Australian Internet Observatory in 2024, the team has been busy developing the capabilities needed to study large online platforms and support Australian researchers in this critical area. AIO is an initiative of ADM+S and has been informed by the expertise and the research needs of leading researchers as the service has developed over the past year, particularly through the work of the Australian Ad Observatory as well as other research projects. Over the last 12 months we have focused on developing technical tools, collaborative research models, and international partnerships, laying the groundwork for a more transparent and accountable digital environment.

To support systematic, researcher-friendly exploration of ethically sourced data, the AIO comprises four key components: data sourcing, data governance and management, data laboratory, and an outreach and training program.

Data sourcing combines diverse data collection methods to facilitate access to multimodal content from a range of platforms and data sources, including tools to support various data donation tools and methods, APIs, and large-language model (LLM)-generated synthetic data. The AIO Laboratory is a cloud-based interactive platform that provides workflows, data visualisation and analysis tools. The data governance and management component focuses on establishing the secure system architecture and ethical frameworks that adhere to the FAIR principles (Findable, Accessible, Interoperable and Reusable) for data access and CARE principles for Indigenous data governance (Collective benefit, Authority to Control, Responsibility, Ethics), to assist researchers in negotiating institutional compliance. The outreach and training stream addresses the capability building and skills gaps through workshops, training materials, and research engagement.

Together, these components are expected to achieve the project's goal to support research on critical social issues undertaken by scholars from diverse methodological backgrounds, address

their computing and data needs, and facilitate reproducible analysis within a standardised and scalable research-oriented environment.

For data donation, AIO focuses on three distinct workflows: Data Download Packages (DDPs), mobile streaming applications, and browser plugins. Each workflow targets specific types of user-centred data collection and enables different modes of observation.

A key approach developed over the last year has been a mobile streaming capture framework: a purpose-built mobile application that runs passively in the background of participants' phones and records images, text, and video as they appear on participants' phone screens across major platforms, including Facebook, TikTok, and Instagram.

This approach has been used to develop the Mobile Observation Advertising Toolkit which has been used by the ADM+S Australian Ad Observatory project to map emerging trends in political advertising across Facebook, Instagram, and TikTok. In the lead-up to the 2025 Australian federal election this May, this toolkit helped ADM+S researchers capture third-party advertising that often masquerades as grassroots activism. This addresses critical risks to transparency and democratic accountability.

The Data Download Package approach enables users to securely contribute their personal data from digital platforms via the data export function provided by most platforms. These methods extend data access beyond traditional APIs and offer researchers robust alternatives for platform observability. AIO's DDP tools have been used by the For You project - an ARC Discovery research project studying TikTok experiences of Australian users.

We have also been working on improving a range of existing API tools. Updates to the API social media harvesting system now provide new visualisations for Australian social media accounts via a secure and easy login system (CILogon) using a university address.



Sample of the election ads captured using the Mobile Observation Toolkit.

Building Communities of Practice

We have also been focused on building skills and fostering collaboration across the Australian research sector. We have presented at ADM+S and the Australian Research Data Commons (ARDC) HASS and Indigenous Research Data Commons Summer Schools, many conferences in Australia and internationally and will soon be launching a new website with support for onboarding, skills and training. These sessions have contributed to a growing community of practice around observability infrastructure, with new collaborators trialling our tools in domains ranging from media studies and politics to public health.

National Research Infrastructure for the next decade

Our long-term research infrastructure planning includes expanding our ability to capture data from a wider range of sources including sensors and the Internet of Things, using digital twins and LLMs in new ways and operating through Digital Public Infrastructure (DPI). This aligns with Australia's emerging national research infrastructure strategy, where we aim to contribute tools, standards, and research capabilities that support more democratic and accountable uses of technology. As digital platforms evolve in complexity and influence, the

Australian Internet Observatory aims to provide an enduring foundation for research that is technically robust, ethically sound, and democratically relevant. We invite researchers, public institutions, and communities to continue shaping this infrastructure with us.

Acknowledgements

The Australian Internet Observatory (<https://doi.org/10.25956/twvn-ca19>) is a co-investment partnership with the Australian Research Data Commons (ARDC) through the HASS and Indigenous Research Data Commons (DOI: 10.3565/hjrp-b141). The ARDC is enabled by the Australian Government's National Collaborative Research Infrastructure Strategy (NCRIS). Partner organisations are RMIT University, QUT, The University of Queensland, The University of Melbourne, Swinburne University of Technology and Deakin University.



Amanda Lawrence
Affiliate
Director of the Australian
Internet Observatory

SIGNATURE RESEARCH PROJECTS

The ARC Centre of Excellence for Automated Decision-Making and Society (ADM+S) has continued to advance work across its signature projects in 2025, addressing the complex challenges and opportunities presented by emerging automated decision-making and artificial intelligence systems.

- + ADM, Ecosystems and Multispecies Relationships
- + Australian Ad Observatory: Investigating mobile and dynamic advertising via computational and participatory approaches
- + Australian Digital Inclusion Index
- + Australian Search Experience 2.0
- + Critical Capabilities for Inclusive AI
- + Evaluating Automated Cultural Curating and Ranking Systems with Synthetic Data
- + GenAISim: Simulation in the Loop for Multi-Stakeholder Interactions with Generative Agents
- + Generative Authenticity
- + Language and Cultural Diversity in ADM: Australia in the Asia Pacific
- + Mapping the Digital Gap
- + Measuring Digital Inclusion for First Nations Australians
- + The Regulatory Project



SIGNATURE RESEARCH PROJECTS



Pipalyatjara, Anangu Pitjantjatjara Yankunytjatjara Lands, South Australia, Australia

> SIGNATURE RESEARCH PROJECTS

ADM, Ecosystems and Multispecies Relationships

RESEARCH TEAM

- Christine Parker, Chief Investigator
- Deborah Lupton, Chief Investigator
- Michael Richardson, Associate Investigator
- Sarah Pink, Chief Investigator
- Yolande Strengers, Associate Investigator
- Bronwyn Bailey-Charteris, Research Fellow
- Lina Przhedetsky, Research Fellow
- Mardi Reardon-Smith, Research Fellow
- Jeni Lee, Research Fellow
- Sonia Qadir, Research Fellow
- Gabriel Wong, PhD Student
- Loup Cellard, Affiliate
- Simon Coghlan, Affiliate
- Fiona Haines, Affiliate
- Luke Munn, Affiliate
- James Parker, Affiliate

PARTNERS AND COLLABORATORS

- Consumer Policy Research Centre
- Data & Society
- CHOICE

Automated Decision-Making (ADM) has become increasingly implicated in the relationships between people and other species and ecosystems. From delivery drones to digital bioacoustics, smart farming and smart garbage trucks, to conservation and computation, proliferating ADM-enabled technologies are situated within and interact in complex ways with both social and ecosystems to create new mediations between humans, technologies, animals, and environments with diverse and unexpected consequences.

This project will make an innovative and transformational contribution to the advancement of knowledge about the impacts and entanglements of ADM with ecosystems and

the capacity of institutions to make responsible decisions about ADM implementations, practices, and assessments.

Drawing on interdisciplinary socio-technical research practices, researchers will undertake an inclusive approach that brings together diverse knowledges, methods, and sites. In collaboration with partners and communities, this project will produce the ADM+S Ecosystems Playbook, a policy and practice toolkit that includes addressing the potential for an environmental impact assessment legislative, policy and standards framework for ADM in Australia.

This project will intervene in the ongoing debates about 'safe and responsible AI' to critically examine the ecosystem impacts of ADM/AI and prioritise sustainable futures that benefit society and more-than-human ecologies alike. This research design is realised through four work packages:

1. Automated Sustainability and Conservation
2. Multi Species and More-Than-Human Relationships
3. ADM, Everyday Life and Net Zero Transitions
4. ADM+S Ecosystems Playbook



CI Christine Parker at the 2025 Artificial Intelligence Animals and the Law Conference

Project Objectives

- + To deliver an original account of how entanglements between ADM systems, diverse human stakeholder groups, other non-human species and Australian ecosystems/environments are evolving, with particular attention to Australia's unique exposure to climate extremes of heat, drought, flood, and fire and demands of automated technologies to cover distance;
- + To generate new experimental and arts practice based methodologies for investigating, representing and creating public and diverse stakeholder engagement with the relationship between humans, other species and ADM systems, including challenges of environmentally responsible ADM; and
- + To produce accessible, practical recommendations for policies and standards that enable industry, government, civil society and advocacy organisations to apply a responsible and sustainable approach to relations between ADM systems, ecosystems and other species, with the aim of intervening in the discourse, conception, and implementation of 'safe and responsible AI' and the wider public and civil society understanding of ADM and its impacts.

Progress Update @ December 2025

In 2025, the ADM, Ecosystems and Multispecies Relationships project continued to explore how ADM and AI impact and shape ecosystems and multispecies relationships. The project team published a range of journal articles, books, book chapters, and conference papers, advancing knowledge about the capacity of institutions to make responsible decisions about ADM and AI applications as they relate to the environment and non-human animals.

The project hosted public focus groups to explore understandings and uses of generative AI, examining what people know about the environmental impacts of data centres and the future implications of these technologies. Professional artists were interviewed about their creative practice in relation to generative AI and the natural world.

Production also began on *Entangled*, a new documentary directed by filmmaker Jeni Lee, which explores whether data and code can help protect the living world. The film follows marine scientist Dr Olaf Meynecke's work with humpback whales and Watch on Nature, a citizen-powered platform exposing deforestation. Jeni Lee also spoke at a joint webinar with the Wilderness Society about Watch on Nature about this work: [Tech In Our Hands Webinar](#)

RF Mardi Reardon-Smith undertook ethnographic fieldwork into the use of emerging AI and automated technologies in invasive species management in Australia, with a focus on the case of feral cat management. This has led to the preparation stage of several publications. However as is usual in anthropological research, the ethnographic fieldwork needs to be undertaken before the majority of publications are delivered.

In addition, the project began fieldwork to inform the co-design of a ADM+S Ecosystems Playbook—a guide to help communities, governments, policymakers and industry responsibly consider, interrogate and shape environmental data governance practices. This practical resource will inform how ecosystems and multispecies relationships are represented in policy and practice.

The core themes of this project were highlighted in a talk at CitiSciOz, titled '*Big Data, Big Opportunities: Navigating AI and Data Governance in Citizen Science for Environmental Conservation.*' This presentation kick-started important conversations with diverse stakeholders in the conservation community, many of which have since translated into formal interviews for the project.

Next Steps

In 2026, the project team will continue to produce publications and conduct interviews with environmental organisations for the ADM+S Ecosystems Playbook and will conclude fieldwork and filmmaking. We will lead the curation of the annual ADM+S Symposium for the Health Focus Area, with an emphasis on planetary health issues related to AI and ADM. We will continue work on the *Entangled* documentary, premiere a teaser and explore the possibility of producing a short film on eco-acoustics and bird listening with local landcare groups. We will work with the Centre's new ARC

Partner Organisation, the University of Bristol, to host an international Summer School to workshop our findings and engage with industry, and organise a panel at the Frontiers in Environmental Law conference to highlight the entanglement of AI with

environmental impacts and environmental law. Research findings will be presented at a number of conferences in Australia and overseas, including the Australian STS Conference and others.



New documentary film, *Entangled*, directed by filmmaker Jeni Lee



RF Alexandra Sinclair and CI Christine Parker at the ADM+S 2025 Symposium

> SIGNATURE RESEARCH PROJECTS

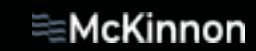
Australian Ad Observatory

RESEARCH TEAM

- Christine Parker, Chief Investigator
- Nicholas Carah, Associate Investigator
- Mark Andrejevic, Chief Investigator
- Daniel Angus, Chief Investigator
- Jean Burgess, Chief Investigator
- Kath Albury, Associate Investigator
- Yufan Kang, Research Fellow
- Khanh Luong, Research Fellow
- Giselle Newton, Research Fellow
- Lina Przhedetsky, Research Fellow
- Breeze Chen, PhD Student
- Klaus Groebner, PhD Student
- Lauren Hayden, PhD Student
- Flora Salim, Chief Investigator
- Kimberlee Weatherall, Chief Investigator
- Timothy Graham, Associate Investigator
- María-Gemma Brown, PhD Student
- César Albarrán-Torres, Affiliate
- Aimee Brownbill, Affiliate
- Robbie Fordyce, Affiliate
- Nina Li, Affiliate
- Thao Phan, Affiliate
- Verity Trott, Affiliate
- Kiah Hawker, Affiliate
- Isabella Mahoney, Research Fellow
- Shirley Chen, Research Fellow
- Elif Buse Doyuran, Research Fellow

PARTNERS AND COLLABORATORS

- ABC
- ACCAN
- Australian Internet Observatory
- Consumer Policy Research Centre
- CHOICE
- FARE
- Susan McKinnon Foundation
- VicHealth



Advertising remains the dominant model for supporting commercial media platforms, and continues to pioneer strategies of data-driven customisation and targeting. Advertisers are at the forefront of experimenting with automated digital media across recommendation, targeting, synthetic and augmented content, logistics and retail. Revenue from advertising funds the digital media platforms that in turn invest in engineering automated models that curate, augment and synthesise our media experience.

Phase one of the Australian Ad Observatory pioneered a way to observe the targeting of social media advertising across populations of users. We generated the largest known collection of targeted ads that people encounter on Facebook in Australia – 328,107 unique ads from 1,909 participants – and built world-first research infrastructure that involved citizens in doing so. The project led to significant findings and impact, and new ways of approaching the study of automated advertising, not only in terms of individually targeted, discrete ads, but as ongoing sequences of ads that are 'tuned' to work in tandem with people's identities and daily rhythms.

Responding to significant recent and ongoing developments in automated advertising (including generative AI), the Phase 2 Ad Observatory is

developing approaches for studying contemporary media and information environments, where there are no longer either shared flows of content, nor stable texts.

The project conducts participatory research with diverse groups of Australians to provide visibility into the targeting of harmful products to particular groups, for example, Indigenous Australians, young Australians (targeted by alcohol and gambling ads), older Australians (targeted by scam ads), Australians in stages of family planning (targeted by fertility treatments, baby and home product ads). It is exploring experiences of advertising and seeking to understand its cultural impact, combining citizen science with data collection.

This project will significantly advance our conceptual understanding of automated advertising, playing a crucial role in documenting the emergence of this new form of advertising and enabling industry, civil society and government to respond to the challenges it will create to observability and accountability.



The Australian Ad Observatory project research team at the 2025 ADM+S Symposium held at UQ.

Project Objectives

- + Develop research infrastructure and methods to observe dark, ephemeral, and automatically generated ad content and sequences, using a prototype Mobile Ad Observatory Toolkit to collect digital ads across platforms;
- + Conduct participatory research with diverse groups of Australians to explore their experiences of advertising and understand its cultural impact, combining citizen science with data collection;
- + Develop tools for automatically identifying defined categories of advertising (such as political ads and ads for harmful products and services);
- + Provide visibility into the targeting of political advertising during the next federal election in Australia by recruiting undecided voters in marginal and swinging electorates;
- + Develop a detailed account of competing advertising explanatory models: those offered by the platforms, those offered by users, and those informed from our observations;
- + Conceptualise and develop models for simulating automated advertising at individual and cultural levels, creating tools for users to compare ad sequences and question the automated processes behind them;
- + Examine implications of automated advertising, including the use of generative AI, for current and contemplated platform governance policies, legal tools, and regulatory frameworks; and
- + Collaborate with partners to build a public interest network focused on digital advertising, promoting observability, advocacy, and influencing the development of responsible advertising practices.

Progress Update @ December 2025

In 2025, the Australian Ad Observatory continued to advance new methods to document emerging forms of automated advertising, enabling industry, civil society and government to respond to the challenges these developments pose for observability and accountability.

The team worked closely with the Australian Internet Observatory to inform the development of new research infrastructure and methods to observe dark, ephemeral and automatically generated advertising content. The resulting Mobile Ad Observatory Toolkit was used to collect mobile ads across multiple platforms. Automated tools were developed to identify categories of advertising, and collections were expanded beyond Facebook to include platforms such as Instagram, TikTok and YouTube.

During the year, the Australian Ad Observatory focused on political advertising and advertising for alcohol, gambling, and products and services related to reproductive and sexual health. The project worked with more than 400 Australians to capture the ads appearing in their feeds.

Engagement with the advertising industry continued through public panels and events.

The team also developed new computational methods to analyse sequential patterns in advertising, helping to track how advertising is evolving in today's highly dynamic and increasingly generative media environment.

Next Steps

In 2026, the project team will complete data collection for case studies examining scam advertising and advertising targeting younger people, and conduct a capstone study in collaboration with research participants on strategies to empower individual agency in relation to online advertising. We will also proceed with our qualitative and quantitative analysis of online advertising across key themes, and present project findings at national and international conferences, contributing to scholarly and policy debates.



Australian Ad Observatory research team at project workshop at the University of Queensland



Australian Ad Observatory project workshop with CI Daniel Angus, RF Khanh Luong and RF Giselle Newton pictured

> SIGNATURE RESEARCH PROJECTS

Australian Digital Inclusion Index

RESEARCH TEAM

Julian Thomas, Chief Investigator
 Anthony McCosker, Chief Investigator
 Sharon Parkinson, Associate Investigator
 Kieran Hegarty, Research Fellow
 Daniel Featherstone, Senior Research Fellow
 Jenny Kennedy, Associate Investigator
 Lyndon Ormond-Parker, Senior Research Fellow
 Katy Morrison, Research Coordinator

PARTNERS AND COLLABORATORS

Telstra
 Victorian Government
 (Department of Government Services)
 Queensland Government
 (Customer and Digital Group)
 Victorian Women's Trust

Digital inclusion is about ensuring that all Australians can access and use digital technologies effectively. We are experiencing an accelerating digital transformation in many aspects of economic and social life. Our premise is that everyone should have the opportunity to benefit from digital technologies: to manage their health, access education and services, participate in cultural activities, organise their finances, follow news and media, and connect with family, friends, and the wider world.

The Australian Digital Inclusion Index (ADII or "Index") uses survey data to develop Australia's key measure of digital inclusion across three dimensions: Access, Affordability and Digital Ability. We explore how these dimensions vary across the country and across different social groups.

In partnership with Telstra and through biennial data collections presented through reports and data visualisation dashboards, the ADII is capturing and communicating the evolving state of digital inclusion in Australia. This is complemented by aligned sub-projects with local, state and federal

government departments and community partners to examine specific digital inclusion challenges for social groups or geographical regions of interest.

A detailed measure of digital inclusion for Australia allows us to identify the critical barriers to inclusion. These may be related to accessing networks, the costs of devices or data, or skills and literacies. Through these measures, the Index shapes digital equity policy and initiatives, research, and practice to increase digital inclusion in Australia.



Jess Wilson (Good Things Foundation Australia), CI Julian Thomas, Kaitlin Roach (Regional Development Australia), RF Kieran Hegarty and AI Sharon Parkinson at the ADII launch

Project Objectives

- + Generate a detailed account of the distribution of digital inclusion across the Australian population;
- + Track changes in measures of digital inclusion for the Australian population over time;
- + Inform the development and evaluation of appropriate national, regional and local strategies for improving digital inclusion and the development of more inclusive digital services;
- + Provide evidence to inform policy and program resourcing by government, industry and the community sector.



Progress Update @ December 2025

In 2025, the ADII delivered a major update of Australia's evidence base on digital inclusion, with new measures and topic areas designed to track both persistent disadvantage and emerging inequalities as digital systems evolve. The 2025 results show that digital inclusion continues to improve nationally, but that gains remain uneven. Around one in five Australians remain digitally excluded or highly excluded, facing significant barriers to accessing, affording, or using digital technologies and digital services. These gaps are especially pronounced in groups such as people with disability, public housing residents, and First Nations Australians, with barriers deepening with remoteness.

A major focus of the 2025 reporting cycle was to capture new inequalities linked to AI adoption and ongoing changes to how Australians work, study and interact with services. The ADII introduced new questions on generative AI and found that almost half of Australians have recently used generative AI tools, with strong differences by age and education. The Index also found that remote work is now a major feature of Australia's labour market, with more than half of adults using the internet to do paid work from home at least weekly. These findings help track how digital inclusion is reshaping participation in learning, services and employment, and where connectivity quality and reliability are becoming a new source of unevenness.

In 2025, the Index continued to operate as a national and international benchmark on digital inclusion, with impact across Australian

policymaking and growing influence on international digital inclusion agendas. The launch of the 2025 Index was covered extensively in Australian media, including in evening national news bulletins, and was picked up widely in international media, generating over 500 media mentions worldwide. The Index is also an important resource for Australian policymakers, as evidenced by its broad use in policy recommendations and measures, including the *Australian Institute of Health and Welfare's Disability Strategy*, the

Australian Digital Inclusion Alliance's digital inclusion recommendations, and the *Commonwealth's Mapping the Digital Gap report* that tracks progress on First Nations' digital inclusion.

The impact of the ADII is also growing internationally. In 2025 the ADII consulted on the development of international digital inclusion initiatives, such as for the United Nations Development Program in Malaysia (UNDP

Malaysia), and the National Broadcasting and Telecommunications Commission of Thailand, with whom we entered a formal partnership. These engagements build on strong relationships throughout the region that have been developed over the life of the ADII – including with government agencies such as the Public Technology Service Department within China's State Information Centre (SIC) who visited ADM+S in March 2025 to learn more about our work on digital inclusion, and within private sector such as the Vietnamese telco Viettel, who consulted with the ADII team in 2023 on digital inclusion.

Alongside this global engagement, the project also delivered work on specific digital inclusion challenges with our research partners, including an evaluation of a co-designed digital skills program for women in regional Victoria delivered with the Victorian Women's Trust (Rural Women Online).

Next Steps

In 2026, the project team will continue delivering partner-facing research and translation, especially through the project's engagement with the Victorian Government (Department of Government Services). The team will also continue to support international organisations developing digital inclusion strategies, including continuing consultations already requested (for example, with UNDP Malaysia).

We will undertake fieldwork planning for ADII 2026, including revising and testing the survey instrument in response to stakeholder feedback, and maintain active stakeholder engagement to help interpret ADII measures and support locally relevant responses to digital inclusion challenges, including providing expert advice to government and industry (and contributing to submissions where appropriate).

We will deliver a training session for ADM+S HDRs and ECRs at the 2026 Summer School on developing inclusive research methodologies, and develop a set of educational resources for secondary schools, enabling students to explore the ADII findings and extend their understanding of digital inclusion.



Screenshot of the ADII First Nations Dashboard's Access page



Screenshot of the ADII Dashboard's Total Index page

> SIGNATURE RESEARCH PROJECTS

Australian Search Experience 2.0

RESEARCH TEAM

- Mark Sanderson, Chief Investigator
- Axel Bruns, Chief Investigator
- Ashwin Nagappa, Research Fellow
- Kateryna Kasianenko, Research Fellow
- Oleg Zendel, Research Fellow
- Sara Fahad Dawood Allawati, PhD Student
- Madhuriuma Khirbat, PhD Student
- Shuoqi Sun, PhD Student
- Jiaman He, PhD Student
- Fletcher Scott, PhD Student
- Shir Weinbrand, PhD Student
- Brett Tweedie, PhD Student
- Lauren Saling, PhD Student
- Abdul Obeid, Data Engineer
- Kun Ran, Application Developer
- Maarten de Rijke, Partner Investigator
- Daniel Angus, Chief Investigator
- Danula Hettiachchi, Associate Investigator
- James Meese, Associate Investigator
- Ariadna Matamoros-Fernández, Associate Investigator
- Falk Scholer, Associate Investigator
- Damiano Spina, Associate Investigator
- Johanne Trippas, Associate Investigator
- Natali Helberger, Research Partner
- Judith Möller, Research Partner
- Kim Osman, Research Partner
- Amanda Lawrence, Affiliate

PARTNERS AND COLLABORATORS

- AlgorithmWatch
- Hans-Bredow-Institut (HBI)
- University of Amsterdam

The first phase of The Australian Search Experience project launched in late July 2021 and over 12 months collected over 350 million search results from more than 1,000 participants. Results from Phase 1 showed that personalisation of results for generic queries in major search engines is minimal, and generally limited to ensuring geographic relevance for users. Yet partisanship is rife. Eight billion queries are issued daily to Google alone, and many partisans use search engines for fact-checking; can it really be that this ubiquitous ADM plays no role in the growing partisanship of society?

The Australian Search Experience 2.0 addresses a critically overlooked part of the story. The search query is one of the key means that people have to control not just search: with the rise of generative AI, text queries and instructions are becoming the dominant way that ADM systems are controlled. We already know that individual searchers formulate their queries very differently, and that this directly affects the results obtained, but understanding the extent and form of query variation as well as its impact is methodologically challenging.

This project generates significant new knowledge about the breadth and quality of information returned in response to diverse search queries, and offers a significantly more realistic perspective than past research on the impact of variations in users' queries on the results recommended to them. It significantly advances the state-of-the-art in the field by developing novel methodologies for the study of search and recommendation in conventional (text-based) and emerging (voice-based and AI-assisted) search interfaces, and producing new insights into their impact on users and content creators.

Findings from this research have both productive and preventative implications: a better understanding of query diversity for a given topic enables the designers of text-based and non-text-based search interfaces to enhance the ability of such interfaces to produce quality results; similarly, it also enables educators and non-profit organisations to develop more targeted interventions for improving search literacy and preventing the spread of misinformation.



RF Kateryna Kasianenko, RF Ashwin Nagappa, RF Oleg Zendel, Affiliate Johanne Trippas and CI Mark Sanderson at the 2025 ADM+S Hackathon

Project Objectives

- Explore novel ways of measuring the effectiveness of search engines, by considering a diverse pool of demographic groups that represent the breadth of the Australian population, and observing their approaches to developing search queries;
- Evaluate the range of search results that such queries return, using AI to simulate the full diversity of search queries on controversial topics;
- Develop an understanding of how non-traditional search interfaces and contextual factors drive query variation; and
- Determine relationships between queries and search results for specific types of queries, public interest topics, and key news and information sources such as Wikipedia projects.

Progress Update @ December 2025

In 2025, the Australian Search Experience 2.0 project continued to examine the range and quality of search engine results across diverse queries and information-seeking modes. This is a critical moment to study search engines as they undergo significant change with the increasing integration of AI. These developments also present

new challenges for understanding how evolving modes of information seeking are reshaping social, cultural and civic life.

The project recorded several notable achievements during the year, including:

- Winning two international competitions: the LiveRAG Challenge at SIGIR (Special Interest Group on Information Retrieval), the leading conference in information retrieval, and the MMU-RAG (Massive Multi-Modal User-Centric Retrieval-Augmented Generation) Challenge at NeurIPS (Neural Information Processing Systems), a leading conference in artificial intelligence;
- Seeing higher degree research students reach project milestones and gain recognition for their research, including the ADM+S HDR poster competition Judges' Award for PhD Student Shir Weinbrand;
- Presenting 12 papers at international conferences across the fields of information retrieval, human-computer interaction, and media and communication; and
- Securing approximately AUD \$107,000 in additional grant funding to expand the scope of the research.

Collaborations with the Hans-Bredow-Institut and the University of Amsterdam continued, with project members visiting partner institutions to share updates and develop joint work. A new collaboration with colleagues at Ludwig Maximilian University of Munich was also established, supported by a Queensland-Bavaria seed grant secured in 2025. This partnership supports new work on AI-generated information summaries in search, across Australia and Germany, commencing in 2026.

In the past year, the project has also recruited a new Research Fellow and Application Developer, adapted to changes in the search landscape to include analysis of AI-generated search summaries, and received ethics approval (from QUT) for using data from open online forums to replicate information-seeking practices of communities of interest.

This project also led the organisation of the annual ADM+S Hackathon and invited HDRs and ECRs from across all nodes to engage with the "wicked

problems" of search. Insights from the hackathon are informing new approaches to simulating search practices among diverse user groups and analysing the results produced by search engines in response.

While the team has developed agile techniques to respond to rapidly changing technologies and news cycles, it is challenging to grasp the bigger picture around search as a technology and a practice, given the continuously changing ecosystem. The increased adoption of LLMs is also leading to an increase in the number of apps being created that have computers using search engines directly. This change in the profile of who (and now) what is using search remains a challenge for the project methodology and effectiveness metrics. Against the backdrop of these constant changes, developing or using concrete validation frameworks to assess the performance of LLM-generated search phrases and search summaries across different RAG systems remains complex. This challenge is shared across other signature projects, particularly the GenAI SIM project, and the team is working closely with colleagues across the Centre on the challenges of validation.

Work continues into 2026, with expanded data collection and additional case studies. The team will further develop its search simulation pipeline and launch a large-scale user study to better understand how people seek information, contributing to improved search experiences. Through this work, the project continues to advance new ways of examining the complex information ecosystem in the context of ongoing AI-driven disruption.

Next Steps

In 2026, the project team will continue data collection and analysis for a number of case studies (information seeking related to the topics of fact-checking, reproductive health, electric vehicles, First Nations Australians, working holidays, conspiracy theories, current events such as social media bans). We will also disseminate results of project analysis as peer-reviewed journal articles, conference presentations and news outlets such as The Conversation and 360Info. We plan to convene panel presentations and workshops at key conferences in the respective fields such as SIGIR 2026, SEASON (Search Engine and Society Network), ICA (International Communication Association), ECREA (European



RF Ashwin Nagappa and RF Oleg Zendel presenting at the ADM+S Summer School



RF Oleg Zendel, CI Mark Sanderson, CI Daniel Angus and RF Kateryna Kasianenko on the judging panel at the 2025 ADM+S Hackathon

> SIGNATURE RESEARCH PROJECTS

Critical Capabilities for Inclusive AI

RESEARCH TEAM

- Anthony McCosker, Chief Investigator
- Julian Thomas, Chief Investigator
- Kath Albury, Associate Investigator
- Paul Henman, Chief Investigator
- Yong-Bin Kang, Research Fellow
- Dominique Carlon, Research Fellow
- Zafaryab Rasool, Research Fellow
- Kieran Hegarty, Research Fellow
- Daniel Featherstone, Research Fellow
- Rebekah Harms, Research Fellow
- Awais Hameed Khan, Research Fellow
- Megan Rose, Research Fellow
- Angela Blakston, PhD Student
- Devi Mallal, PhD Student
- Robert Morsillo, PhD Student
- Madeline Kelly, Masters Student
- Jean Burgess, Chief Investigator
- Jackie Leach Scully, Chief Investigator
- Deborah Lupton, Chief Investigator
- Haiqing Yu, Chief Investigator
- Julia Stoyanovich, Partner Investigator
- Daniel Binns, Associate Investigator
- Danula Hettiachchi, Associate Investigator
- James Meese, Associate Investigator
- Jenny Kennedy, Associate Investigator
- Sharon Parkinson, Associate Investigator
- Damiano Spina, Associate Investigator
- Rowan Wilken, Associate Investigator
- Ash Watson, Affiliate
- Amanda Lawrence, Affiliate
- Samantha Mannix, Affiliate
- T.J. Thomson, Affiliate
- Julia Tomassetti, Affiliate
- Kevin Witzenberger, Affiliate
- Xiaofang Yao, Affiliate



PARTNERS AND COLLABORATORS

- ABC
- Australian Red Cross
- Telstra
- NYU Centre for Responsible AI
- CSIRO
- Economic Justice Australia
- Good Things Foundation Australia
- National Association of People with HIV Australia (NAPWHA)
- Tactical Tech

Inclusive AI is related to, but distinct from responsible AI and the ethical principles and governance frameworks currently in development. At base, it involves ensuring that all members of society benefit from AI tools and ADM systems and can participate in their design or respond to their



deployment. We see capabilities – machine and human – as central to how inclusive AI might be achieved.

While much of the research focus is currently targeting the features, functions and ‘use cases’ of LLMs and other AI model types, not enough emphasis is placed on the ‘human factors’ or the co-learning and socialisation taking place in real-world settings and among different groups using these tools and systems.

This project addresses the knowledge, skills and literacies – the critical capabilities – needed to achieve inclusive AI in Australia. It does this by working with research partners, consumers and communities to better understand the capabilities and resources needed to access and use AI tools including generative AI. Central to the project is the AI Capabilities Lab, a platform and space to experiment, observe and evaluate the use of new AI tools with industry partners and members of the public.

Through the AI Capabilities Lab and participatory research methods, the project is building an evidence base about the shifting lines of expertise, knowledge and decision making in organisational and everyday life settings as people begin to use AI tools.



Project Objectives

- Develop a model of AI capability and literacy for AI inclusion, tested with key domain areas and target populations;
- Generate empirical evidence about the way people and organisations are using AI tools, and their potential for alleviating or deepening digital inequalities;
- Co-design resources with partner organisations and their communities and consumers to enhance inclusive AI literacy and capability and foster responsible forms of ‘social governance’ for AI use and ADM processes; and
- Develop and test AI capability and usage metrics, test and evaluate AI tools and systems through user studies and explore evaluation approaches for targeted AI tools and applications.

Progress Update @ December 2025

The Critical Capabilities for Inclusive AI project advanced its work to address the essential capabilities needed to achieve inclusive AI in Australia.

The project team presented findings from collaborative work with the Australian Red Cross on community co-design in the use of AI and satellite

imaging to support disaster preparedness at the ADM+S Symposium and the Humanitech Summit.

The project showcased the AI Playground suite and a new set of co-designed AI literacy resources to support organisations and citizens to engage safely with generative AI.

The research generated significant new evidence on national patterns of AI use, and the team co-developed tools for community health, social services and welfare rights, exploring the ethical challenges of AI in sensitive contexts.

Participatory workshops were delivered with digital mentors to support migrant and refugee women and older adults in navigating AI-generated media and scams.

Through public exhibitions, library events and the Trauma-Informed AI Assessment Toolkit, the project also encouraged critical reflection on the role of generative AI in everyday life.

The project’s Implementation Pathways Report provides a full summary of the project’s progress in 2025: [Critical Capabilities for Inclusive AI Implementation Pathways Report](#).

Next Steps

In 2026, the project team will implement and pilot inclusive AI features through the AI Playground, in collaboration with NAPWHA and other partner organisations, demonstrating how inclusive design can be embedded in real-world AI systems and informing best-practice guidance for partners and policymakers.

We will further collaborate with ARC Partner Organisation the Australian Red Cross, to examine inclusive data and AI practices across a cohort of emerging technology start-ups, identifying capability gaps, governance challenges, and practical interventions to support responsible and inclusive innovation.

The project team will expand research on safe and responsible AI, with a focus on AI-enabled scams and persuasive manipulation, producing

evidence and tools to support risk mitigation, consumer protection, and public awareness, and deliver exhibitions and research-led workshops with local and state libraries to develop and test frameworks for public engagement and AI literacy, building accessible pathways for community understanding, critical awareness, and participation in AI-enabled societies.

We will collaborate with Good Things Australia on an action research project within the new AI Literacy Hubs to establish a scalable, community-based model of AI capability development, strengthening local capacity and reducing barriers to equitable AI use.

We will also extend our national measurement of generative AI use and capabilities in partnership with Telstra, contributing to the ongoing development of the Australian Digital Inclusion Index (ADII) and strengthening Australia’s evidence base to inform policy, investment, and inclusion strategies.



CI Anthony McCosker presenting on a public panel ‘The Trust Deficit: Decoding AI Deepfakes and Synthetic Voice’ at the Australian Centre for the Moving Image, Melbourne

> SIGNATURE RESEARCH PROJECTS

Evaluating Automated Cultural Curating and Ranking Systems with Synthetic Data

RESEARCH TEAM

- Mark Andrejevic, Chief Investigator
- Jeffrey Chan, Associate Investigator
- Kylie Pappalardo, Associate Investigator
- James Meese, Chief Investigator
- Yufan Kang, Research Fellow
- Chenglong Ma, Research Fellow
- Faisal Ahmed, PhD Student
- Laura Gartry, PhD Student
- Xinye Wanyan, PhD Student
- Michelle Gay Nidoy, PhD Student
- Jessica Khan, Masters Student
- Jean Burgess, Chief Investigator
- Flora Salim, Chief Investigator
- Mark Sanderson, Chief Investigator
- Julian Thomas, Chief Investigator
- Danula Hettiachchi, Associate Investigator
- Timothy Graham, Associate Investigator
- Joel Stern, Associate Investigator
- Patrik Wikstrom, Associate Investigator
- Alfie Chadwick, Research Assistant
- Kyle Herbertson, Research Assistant

PARTNERS AND COLLABORATORS

- ABC
- NYU Centre for Responsible AI
- University of Amsterdam

As culture becomes increasingly mediated through automated systems, it is crucial to devise means of evaluating their performance from a societal perspective. Automated systems increasingly navigate a sea of content on our behalf, shaping the flow of culture and cultural products such as news, information retrieval and search, recommender systems and music and video.

This project addresses the question of how to study and evaluate the role that automated systems play in shaping this flow. It brings

together technical innovations in the use of synthetic data for hybrid approaches to simulate a broad range of behaviours that influence automated decision-making systems, with a specific focus on ranking-based systems.

It is building tools and approaches to evaluate how recommender and ranking-based systems might incorporate cultural and civic values, such as better representation of artists of colour on streaming platforms or higher visibility and circulation for information of significant public interest.

This project is developing strategies for intervening in the automated flow of culture to advance Centre priorities of responsive, ethical, and inclusive automated decision-making.

Specific activities within the project include:

- + Generative tools to improve modelling and understanding of ranking systems used in cultural curation
- + Public service media curation
- + Evaluating the integrated impact of automated forms of cultural curation

- + Cultural programming: art, automation, synthesis

Project Objectives

- + Understand what cultural products people are exposed to and in what order and why;
- + Evaluate whether and how ranking-based systems might incorporate factors and values that range from commercial to cultural and civic;
- + Understand how different automated systems create an overall cultural milieu through their combinations and interactions with one another;
- + Provide key insights into how ADMs are experienced in specific sites;
- + Develop ways to ensure that automated intervention in cultural flows aligns with social priorities, including commitments to diversity, fairness, and inclusion; and
- + Demonstrate the appropriate contexts and methods for using synthetic data in evaluating ADM systems.



Delegates from ADM+S and Partner Organisation ABC presenting at the public panel "International approaches to

Progress Update @ December 2025

In 2025, the project continued to develop strategies for intervening in the automated flow of culture. The project team developed conceptual frameworks and refined technical prototypes for news recommendation systems, ensuring that they are innovative and user-focused. We hosted a collaborative workshop mid-2025, bringing together ADM+S researchers, ABC collaborators, and international experts to test and improve these prototypes.

Several novel innovations have emerged from the project. The team has developed a simulation-based RAG pipeline, multi-dimensional user personas, and evaluation metrics to measure recommendation outcomes, with the goal of producing an auditable, persona-aware RAG recommender. Other efforts have seen the production of a recommendation framework that aims to align recommended content with user tolerance for cognitive load.

The team commenced implementation and evaluation of the recommender systems developed through the project. PhD Student Xinye Wanyan developed a tool for automated profile generation within the team's recommender simulation. This tool utilises LLMs to construct realistic, coherent, and robust user profiles with minimal supervision across different datasets and different behaviour tasks. It vastly improves the generalisability of simulation frameworks across different datasets than was previously possible.

The team published and presented their research in several leading journals and conferences. Team members AI Ramon Lobato, AI Kylie Pappalardo, Affiliate Alexa Scarlata and CI Nicolas Suzor published an article in the *International Journal of Cultural Policy* on video-on-demand affordability: the cultural costs of unequal access to online film and television.

PhD Student Xinye Wanyan authored a paper on enhancing the alignment between LLM-agent behaviour and real user behaviour by improving the temporal-awareness of LLMs. CI Jean Burgess led a publication in the *International Journal of Cultural Studies* on 'Diversity' as a multidisciplinary keyword for the politics of cultural recommender systems.

RF Chenglong Ma, AI Jeffrey Chan and AI Danula Hettiachchi collaborated on a paper that used a

LLM-based, personality-driven user simulator to generate realistic synthetic behaviour for more accurate recommender-system evaluation.

Next Steps

Wider engagement with the academic community and industry will continue through a series of major events aligning with ADM+S impact-oriented second phase. Through this process, ADM+S will be placed at the centre of an international discussion about the future of public service media in the context of AI.

These events include:

- + A summit hosted at RMIT in March 2026 that will welcome Professor Georgina Born (University College London), Professor Victor Pickard (University of Pennsylvania), Associate Professor Michal Glowacki (University of Warsaw) and industry representation from the European Broadcasting Union, the Australian Broadcasting Corporation, Radio New Zealand and the British Broadcasting Corporation.



RF Chenglong Ma and PhD Student Xinye Wanyan presenting at the ADM+S Summer School into automated systems



- + A subsequent event will be held in London at the British Academy in September 2026.

Alongside these activities the team will publish various research across HASS and STEM disciplines.

The project will continue its partnership with ABC addressing the following project objectives:

- + Evaluate whether and how ranking-based systems might incorporate factors and values that range from commercial to cultural and civic;
- + Provide key insights into how ADMs are experienced in specific sites;
- + Develop ways to ensure that automated intervention in cultural flows aligns with social priorities, including commitments to diversity, fairness, and inclusion.

DEEZER

With two industry projects continuing apace with Deezer, the project team will now turn to more conceptual and theoretical areas to advance understanding of how different automated systems create an overall cultural milieu through their



> SIGNATURE RESEARCH PROJECTS

GenAISim: Simulation in the Loop for Multi-Stakeholder Interactions with Generative Agents

RESEARCH TEAM

- Flora Salim, Chief Investigator
- Hao Xue, Chief Investigator
- Kimberlee Weatherall, Chief Investigator
- Sarah Pink, Chief Investigator
- Daniel Angus, Chief Investigator
- Jeffrey Chan, Chief Investigator
- Shohreh Deldari, Research Fellow
- Yunchen (Devin) Hua, Research Fellow
- Shuxuan (Annie) Luo, Research Fellow
- Alexandra Sinclair, Research Fellow
- Mohammadmahdi Jafari, PhD Student
- Lihuan Li, PhD Student
- Wilson Wongso, PhD Student
- Breeze Chen, PhD Student
- Du Yin, PhD Student
- Jake Goldenfein, Chief Investigator
- Christopher Leckie, Chief Investigator
- Sarah Erfani, Associate Investigator
- Danula Hettiachchi, Associate Investigator
- Debora Lanzeni, Associate Investigator
- Falk Scholer, Associate Investigator
- Aaron Snoswell, Associate Investigator
- Damiano Spina, Associate Investigator
- Maarten de Rijke, Partner Investigator
- Ouri Wolfson, Partner Investigator
- Tiberio Caetano, Affiliate

PARTNERS AND COLLABORATORS

- Bendigo Health
- Gradient Institute
- Halmstad University
- University of Amsterdam
- University of Illinois



CI Flora Salim presenting at TPC

Traditional decision-making processes often struggle to adapt to the dynamic and multifaceted nature of the modern world. This research addresses a higher-level profound need for advanced automated decision-making tools that can address complex, context-rich challenges in society.

This project investigates a hybrid decision-making system, leveraging cooperative knowledge from multiple stakeholders through socio-technical observations and knowledge priors in Large Language Models and open datasets.

It is developing GenAISim, a novel suite of generative and data-driven simulations, useful for depicting current and future urban scenarios, including in mobility, urban policymaking, and health domains. Through a multidisciplinary sociotechnical framework of investigation, this project will establish a new simulation-in-the-loop paradigm.

Project Objectives

- + Explore LLM agent-based synthetic data generation techniques to simulate and augment human behaviours in diverse contexts;
- + Develop a robust framework for hypothesis testing of real-world observations and relationships, while avoiding spurious correlations;
- + Investigate diverse stakeholder settings, often with nonoverlapping and potentially conflicting objectives, priorities, constraints, incentives and pain points; and
- + Explore questions around hybrid decision-making, particularly when an LLM agent is acting as a substitute for a human decision-maker in specific contexts.

Progress Update @ December 2025

Over the past year, the ADM+S GenAISim team has advanced innovative research at the intersection of generative AI, and simulation, developing tools, methodologies and prototypes to address challenges of AI and automation. These projects include:

SOCIA

In 2025, the GenAISim project team built the first prototype of a LLM-based simulation platform, SOCIA (Simulation Orchestration for Computational Intelligence with Agents).

This platform was developed as a practical bridge from policy questions to credible, executable, and calibrated social simulators. SOCIA targets a key bottleneck in policy and planning: building simulations that are not only runnable, but mechanism-faithful and robust enough for counterfactual “what-if” analysis under interventions and distribution shifts. It semi-automatically translates social/urban requirements into simulation code with light human-in-the-loop refinement.

Methodologically, SOCIA treats simulator building as micro-to-macro, evidence-based debugging. It (1) produces a structured blueprint of agents, interactions, policy levers, and validation signals; (2) generates and calibrates runnable code against observational evidence; and (3) diagnoses macro-level mismatches to produce auditable, code-localisable feedback for targeted structural updates, re-validated iteratively. This micro-to-macro validation helps prevent “statistical mimicry” and supports a clearer link between assumptions and evidence.

At the ADM+S 2025 Symposium, the team has showcased SOCIA’s end-to-end “natural language to simulation” prototype in a hands-on workshop and collected user feedback. Researchers asked for greater transparency (prompts, iteration logs, code diffs), smoother onboarding with fewer dependencies, richer visualisations of agents/interactions, and an in-platform copilot—inputs shaping a more explainable, configurable SOCIA aligned with repeatable GenAISim workflows.

Building on this prototype, the team have positioned SOCIA as a unified agent-orchestrated pipeline that turns social and urban policy requirements into executable, calibrated simulators with minimal human input. By jointly optimising

simulator structure and parameters, SOCIA makes policy levers explicit and enables more robust counterfactual analysis.

KDD Cup 2025

In parallel with SOCIA’s development, the GenAISim team demonstrated the broader applicability of reliable agent orchestration through the KDD Cup 2025 Meta CRAG-MM Challenge, ranking third globally in the Single-Source Augmentation track among over 250 teams. The work focused on building robust multimodal agents for egocentric wearable AI, using verification-centric pipelines to reduce hallucination and improve reliability. This achievement provides external validation of GenAISim’s emphasis on trustworthy agents and auditable decision-making in high-stakes interactive settings.

ACL 2025

This work investigates embedding Theory of Mind concepts—operationalized through a Belief-Desire-Intention (BDI) framework—into LLM-based conversational agents to achieve more human-like, interpretable, and controllable behavior. Motivated by the GenAISim project, it examines how micro-level decisions informed by dialogue can scale into coherent macro-level behavior across environments, addressing the tension between alignment, interpretability, and effectiveness. The study shows that BDI cues can be reliably extracted from language and that both extracted and explicitly injected BDI signals can steer agent behavior, even though LLMs struggle to maintain stable BDI states over time, supporting BDI as a viable, human-interpretable control abstraction for simulation-oriented agents.

SIGSPATIAL 2025

This research investigates traffic forecasting under extremely long temporal horizons beyond conventional test adaptation, motivated by real-world urban planning and infrastructure development. It examines how evolving spatial structures and long-term distribution shifts challenge existing forecasting benchmarks.

To address this, the study introduces XXLTraffic, a large-scale dataset spanning over two decades across Los Angeles and New South Wales. Results show that most state-of-the-art models struggle under long gaps and non-stationary conditions, highlighting the need for more realistic datasets and new modeling approaches for long-horizon forecasting.

This work obtained the Best Paper Award of SIGSPATIAL 2025.

Next Steps

In 2026, the project team will continue its work across the following projects:

- + GenAISim-Bench: Establish a shared, evidence-grounded benchmark to evaluate whether LLM-based social simulators actually match real-world outcomes (not just “plausible” narratives), including clear failure modes and responsible-use guardrails. The team plans to submit this benchmark paper to NeurIPS 2026.
- + Simulation-in-the-loop: Build a minimum viable decision-support prototype embedded in real policy workflows—starting from 1-2 flagship multi-stakeholder use cases co-scoped with practitioners—backed by an observation-driven calibration + evaluation pipeline, and accompanied by a governance/risks white-paper to clarify where the approach should (and should not) be used.
- + ToM-LLM-Agents: Evaluate the approach in increasingly realistic game environments, starting from simple theoretical settings and progressing toward real-world-inspired

scenarios. The goal is to test whether BDI-based controllability generalizes beyond controlled conditions, particularly at the micro-decision level. Successful fine-grained control will enable multi-agent simulations, allowing the study of emergent macro-level behavior. This phase addresses practical challenges, including scalability, computational cost, system performance, and sustainability concerns such as deployment feasibility and carbon impact.

+ XXLTraffic-Evol: Future work will extend the dataset to include traffic data up to 2026 and construct an explicitly evolutionary dataset from raw data, where spatial nodes dynamically emerge over time. Based on this setting, the project team will establish benchmarks using time-evolving spatial baselines, supported by targeted case studies and challenge analyses. The extended work is planned for submission to Association for Computing Machinery (ACM) Transactions on Spatial Algorithms and Systems.



PhD Student Du Yin and CI Flora Salim receiving the best paper award at the 2025 ACM SIGSPATIAL Conference



> SIGNATURE RESEARCH PROJECTS

Generative Authenticity

RESEARCH TEAM

- Jean Burgess, Chief Investigator
- Christopher Leckie, Chief Investigator
- Anthony McCosker, Chief Investigator
- Michael Richardson, Associate Investigator
- Dominique Carlon, Research Fellow
- Elif Buse Doyuran, Research Fellow
- Hanxun Huang, Research Fellow
- Phoebe Matich, Research Fellow
- Jake Goldenfein, Chief Investigator
- Flora Salim, Chief Investigator
- Wiebke Loosen, Partner Investigator
- Craig McCosker, Partner Investigator
- Julia Stoyanovich, Partner Investigator
- Jeffrey Chan, Associate Investigator
- Sarah Erfani, Associate Investigator
- Timothy Graham, Associate Investigator
- Silvia Montaña-Niño, Associate Investigator
- Michelle Riedlinger, Associate Investigator
- Aaron Snoswell, Associate Investigator
- Chenxue Guo, PhD Student
- Mohana Rayaprolu, PhD Student
- Ned Watt, PhD Student
- Ayesha Akbar, PhD Student
- Seamus Byrne, PhD Student
- Daniel Binns, Affiliate
- William He, Affiliate
- Ariadna Matamoros-Fernández, Affiliate
- Luke Munn, Affiliate
- T.J. Thomson, Affiliate
- Julia Tomassetti, Affiliate
- Kevin Witzemberger, Affiliate

PARTNERS AND COLLABORATORS

- ABC
- Hans-Bredow-Institut



Affiliate William He, Affiliate Bjoern Komander, Masters Student Madeline Kelly, Affiliate Julian Bagnara and AI Jenny Kennedy at the 2025 ADM+S Summer School

Australian Internet Observatory
Tactical Tech
WITNESS

Authenticity is a key problem for understanding and managing the impacts of generative AI and synthetic media in society, and a central target for automated decision-making systems in the information and media environment. From trustworthy news reporting to identity verification for social services and the everyday risk of scams, generative AI and synthetic media present significant real-world implications for practitioners, institutions, and publics in Australia and elsewhere.

A wide range of technical solutions collectively understood as authenticity infrastructure promise to address these issues; but if adopted and embedded at scale, some of these solutions could have potentially significant downstream effects on stakeholders and implications for society. This project critically examines the assumptions underpinning these developments and debates,

assesses the technical and legal challenges associated with them, and explores novel technical responses that contribute to more responsible, ethical and inclusive ADM systems.

In doing so, this project draws on the multidisciplinary expertise of the Centre and our partners to explore authenticity as both a socio-technical challenge and as a contested cultural idea. We address these challenges in practical and experimental ways within the innovative Generative AI Test Range environment. We examine what happens after any determination of authenticity, including mechanisms for explaining and communicating determinations and increasing trust in such measures. This research design is realised through four work packages:

- + Mapping Authenticity Infrastructure
- + Use Cases and Communities
- + The Generative Authenticity Test Range
- + Knowledge Capabilities for Generative Authenticity

Project Objectives

- + Produce a cross-disciplinary understanding of the problem of authenticity in the context of Generative AI;
- + Study and map the field of Authenticity-as-a-Service (AaaS), providing a detailed account of its infrastructure, operations, and political economy;
- + Analyse how the integration of authenticity infrastructure is already playing out in practice in specific sectors, and impacting or likely to impact specific communities;
- + Within the Generative AI Test Range environment, simulate and evaluate competing ADM techniques for addressing the problem of authenticity in a range of real-world scenarios; and
- + Build on our findings to develop improved tools and techniques, and produce and share guidelines for explanation and communication for a range of stakeholders and audiences.

Progress Update @ December 2025

In 2025, the Generative Authenticity project made significant progress in investigating and addressing questions of authenticity in real-world contexts shaped by generative AI.

The project tested new approaches to detecting fake audio, advanced public understanding of generative AI technologies, and helped develop the concepts needed to understand how generative AI is reshaping ideas of authenticity—across cybersecurity, information integrity, relationships and communication, and creativity.

Conceptual research examined how bots and AI agents interact with people and their environments, with a focus on agency and meaning-making in increasingly hybrid forms of human-machine expression.

An investigation of widely used content provenance tools identified an urgent need for solutions that prioritise public interest over corporate control.

Critical analysis explored how generative AI is transforming notions of authenticity in witness media, while case studies in journalism, fact-checking and creator communities surfaced challenges to be addressed collaboratively with partners in the next phase of the project.

In collaboration with Tactical Tech and the ADM+S Critical Capabilities project, the team co-developed public exhibitions and library-based workshops to help communities understand everyday uses of AI tools—including chatbots and voice synthesis—and their potential to enable scams, fraud and misinformation.

The Generative Authenticity Test Range demonstrated a range of threats and tested countermeasures in online voice services, including customer assistance and emergency call contexts.

Through engagement with collaborators such as WITNESS and the Australian Media Literacy Alliance, and ARC Partner Organisations Data & Society and the ABC, the project addressed issues of authenticity and trust in AI-infused media environments, supporting improved industry practice, public awareness and media literacy.

The project is now bringing these strands of work together to focus on Voice AI across domains including media, music, public services and scams, and in 2025 the team published an ADM+S Working Paper on these issues.

Next Steps

In May 2026, the project will convene a research symposium on the challenge of authenticity in synthetic voice and audiovisual media, with an edited collection to be published from the presented papers. The symposium will draw together work on these topics from across the Centre and beyond.

Across its four workstreams, the project is now moving into an intensive fieldwork and implementation phase focused on trust and safety tech industry actors, audiences for audio media, socio-technical solutions in human rights and witness media, new methods for detecting and verifying content, and the ongoing work of building community capabilities in an increasingly synthetic media and communication environment.

The research team will interview practitioners working at the intersection of responsible AI and trust & safety to examine emerging organisational practices and infrastructures for governing AI-generated content and activity in the platform economy. The team is particularly interested in how practitioners understand and navigate tensions between public-interest-oriented conceptions of AI safety and more narrow ‘commercial safety’ framings that prioritise corporate risk management.

The project will conduct a pilot survey with audio media audiences to find out how they feel about AI-generated voices. The aim is to find out the extent to which audiences think they have come across Voice AI in their listening, their hopes and worries about this form of synthetic media, and the impacts on their experiences of authenticity in media.

In partnership with WITNESS, the project will work on collaborative projects to investigate and test their sociotechnical authenticity benchmarking tool for deepfake detectors. Alongside this, the team will examine the implications of generative systems for voice in human rights contexts, including linguistic diversity, verification, and the relationship between voice and vision in audiovisual content.



CI Aaron Snoswell at the Next Generation Responsible AI Symposium



SIGNATURE RESEARCH PROJECTS

Language and Cultural Diversity in ADM: Australia in the Asia Pacific

RESEARCH TEAM

- Haiqing Yu, Chief Investigator
- Heather Horst, Chief Investigator
- Udiana Dewi, Research Fellow
- Daniel Featherstone, Research Fellow
- Jiayi Hou, Research Fellow
- Yong-Bin Kang, Research Fellow
- Joseph Ikechukwu Onyewuchi, PhD Student
- Claire Tao, PhD Student
- Weinan Yuan, PhD Student
- Deborah Lupton, Chief Investigator
- Anthony McCosker, Chief Investigator
- Sarah Pink, Chief Investigator
- Julian Thomas, Chief Investigator
- Adrian Athique, Associate Investigator
- Gerard Goggin, Associate Investigator
- Jenny Kennedy, Associate Investigator
- Damiano Spina, Associate Investigator
- Isaac Lyne, Affiliate
- Thao Phan, Affiliate
- Lauren Saling, Affiliate
- Xiaofang Yao, Affiliate
- Jason G. Karlin, Research Partner
- Kwang-Suk Lee, Research Partner
- Jack Qiu, Research Partner
- Cheryll Ruth Soriano, Research Partner

PARTNERS AND COLLABORATORS

- Digital Asia Hub
- Telstra
- Centre for Trusted Internet and Community
- Leiden Asia Centre

“Language and Cultural Diversity in ADM: Australia in the Asia Pacific” (LCD) examines where, when and how language and cultural diversity is present in emergent systems of Automated Decision-Making across the Asia-Pacific

region. Encompassing Australia’s Culturally and Linguistically Diverse (CALD) and First Nations communities, the Asia-Pacific region is home to 60 per cent of the world’s population and, with over 3,000 different languages, represents one of the most linguistically and culturally diverse regions in the world. The region is also an established hub for technology innovation and is widely noted as an emerging hub for AI, machine learning, and other areas associated with ADM systems. The combination of cultural and linguistic diversity and growth in ADM technologies provides an important comparative lens for understanding how the design, use and adoption of ADM systems might differ from other parts of the world. By foregrounding this regional frame, this Signature Project aims to show how diversity in this part of the world offers crucial insights for rethinking equity and inclusion on a global scale, moving beyond the dominance of Eurocentric models of ADM.

The LCD signature project addresses the following research questions:

1. As automated decision-making systems become increasingly integrated into daily life across parts of the Asia-Pacific, whose languages and cultures are recognised, valued, and included—and who is left out of the decisions automated technologies make?
2. What can the linguistic and cultural diversity in ADM inform us about (digital) inclusion?

Adopting a multi-stakeholder collaborative approach, researchers involved in the project address these questions through a focus upon infrastructure and practice.

Project Objectives

- + Develop a better understanding of the landscapes of ADM across the region, including the role of NGOs, industry, government and other stakeholders;
- + Empower community members to participate in dialogues concerning diversity in ADM; and
- + Build capacity for community organisations in collective bargaining with public policymakers for inclusive and equitable ADM policies.



CI Haiqing Yu at the 2025 ADM+S Summer School



RF Sonia Qadir and PhD student Shuoqi Sun at the 2025 ADM+S Summer School

Progress Update @ December 2025

In 2025, the Language and Cultural Diversity in ADM project hosted workshops, conferences, and symposia in Tokyo, Bohol, Hong Kong, and Melbourne.

The team published a special issue on ‘Sociocultural Imaginaries of AI in Asia’ (*AsiaScape*, September 2025), developed reports on ‘Decentering Automated Decision-Making’ and ‘AI for Development in Asia’ (with Digital Asia Hub); and is completing a report on ‘Open-Source LLMs in Asia.’

The team collaborated with signature projects ‘Critical Capabilities for Inclusive AI’ and ‘Australian Search Experience 2.0’ to engage with CALD communities in Australia and strengthen evidence-based research across Australia and Asia.



PhD Student Gabriel Wong, Shuining Wang (Peking Uni) and Affiliate Utami Kusumawati at the 2026 ADM+S Summer School



Affiliate Utami Kusumawati, AI Jenny Kennedy, PhD Student Joseph Ikechukwu Onyewuchi, and PhD Student Gabriel Wong at the 2026 ADM+S Summer School

Next Steps

In 2026, the project team will focus on Centre-wide data collection, collaborations, and publications. We will conduct fieldwork across multiple research projects led by CI Heather Horst, RF Udiana Dewi, RF Jiayi Hou, PhD Students Joseph Ikechukwu Onyewuchi, Claire Tao and Weinan Yuan, and Research Assistants in Australia (Sydney, Perth) and the Asia-Pacific.

We plan to deliver two major events: a workshop at the University of Sydney on migration and ADM, led by RF Udiana Dewi, with partners including Media Diversity Australia, Multicultural NSW, the Community Migrant Resource Centre, and other relevant organisations (June 2026), and a workshop at the University of Sydney, led by CI Heather Horst, AI Adrian Athique, and Affiliate Isaac Lyne, tentatively titled ‘Fintech in the Asia-Pacific’, bringing together international partners to share research insights (November 2026).

We will develop three commissioned special journal issues during 2026 including ‘Language and Cultural Diversity in Australia’ (CI’s Haiqing Yu and Heather Horst), *Media International Australia*, Issue 203 (2027); ‘Cosmopolitan Intimacies & Transforming Mobile Technologies: New Social Realities Under Construction’ (CI Heather Horst, AI Gerard Goggin, and colleagues), *Mobile Media & Communication* (2027); and ‘Decentralised Technologies and Global Chinese Communities’ (CI Haiqing Yu, RF Jiayi Hou, and colleagues), *Chinese Journal of Communication* (2027).

We will complete four major reports in 2026 including ‘Decentering Automated Decision-Making’ (CI Heather Horst and team); ‘Mobile AI Translation Tools’ (AI Gerard Goggin and team); ‘Open-Source LLMs in Asia: Technical Infrastructure’ (CI Haiqing Yu and team) and ‘LLM Policies and Discourses in Asia’ (CI Yu and RF Jiayi Hou).



SIGNATURE RESEARCH PROJECTS

Mapping the Digital Gap

RESEARCH TEAM

- Julian Thomas, Chief Investigator
- Lauren Ganley, Head of First Nations Strategy & Engagement, Telstra, Partner Investigator
- Daniel Featherstone, Principal Research Fellow
- Lyndon Ormond-Parker (Alyawarr), First Nations Principal Research Fellow
- Kieran Hegarty, Research Fellow
- Sharon Parkinson, Principal Research Fellow
- Jenny Kennedy, Associate Investigator
- Alison Barton (Wiradjuri), First Nations Project Manager
- Leah Hawkins, Research Communications Officer
- Shane Bawden, Research Support
- Yasmin Johnson (Wulgurukaba/Ngaro/Gooreng Gooreng), Research Support

PARTNERS AND COLLABORATORS

- Telstra
- Djarindjin Community Council
- Julalikari Aboriginal Corporation
- Kalumburu Aboriginal Corporation
- Laynhapuy Homelands Aboriginal Corporation
- Ngaanyatjarra Council Group
- NPY Women's Council
- PAW Media
- Regional Enterprise Development Institute Ltd (REDI.E)
- Thamarrurr Development Corporation
- Torres Strait Islanders Media Association
- Wujal Wujal Aboriginal Shire Council
- Yalu Aboriginal Corporation

Improving digital inclusion outcomes and access to services in remote Aboriginal and Torres Strait Islander communities is critically important for informed decision-making and agency. We are experiencing an accelerating digital transformation

in many aspects of economic and social life.

However, there is a digital inclusion gap between First Nations Australians and other Australians, with those living in the 1,499 remote First Nations communities and homelands among the most digitally excluded people in Australia.

Mapping the Digital Gap is a supplementary project of the Australian Digital Inclusion Index (ADII), established through the ADM+S Centre in partnership with Telstra in 2021 to address a lack of data on remote First Nations digital inclusion. The objectives are to:

1. Generate a detailed account of the distribution of digital inclusion across Indigenous communities;
2. Track changes in measures of digital inclusion for these communities over time;
3. Inform the development and evaluation of appropriate local strategies for improving digital capabilities and services enabling informed decision making; and
4. Provide evidence to inform policy and program resourcing by government and industry.

Mapping the Digital Gap utilises a communicative ecologies approach to consider all modes of communication and media utilised in remote First Nations communities from internet access and digital services to basic telephony, TV and radio and face-to-face communication. The research team partners with local organisations in each community and employs local co-researchers to ensure engagement in the project and reciprocal outcomes. Indigenous data sovereignty principles are embedded throughout the project, with all data provided in annual community reports to support local planning and leadership on place-based solutions.

In the first phase the team partnered with 12 local First Nations organisations in remote communities over three years across 2022-2024. A second phase of Mapping the Digital Gap was initiated in 2024 with nine new sites being visited from 2025-2027 to broaden the national coverage and case studies. This research continues to track progress against Closing the Gap target 17 over time while informing government and industry on targeted policy and program investment in First Nations digital inclusion.



Punmu 2025: Group photo in Punmu - co-researcher Ronelle Simpson, Marita Lubin, Jeremy Lane, co-researcher Lloyd Biljabu, RF Lyndon Ormond-Parker, Shane Simpson, Janaya Surprise, Miles Sailor, RF Daniel Featherstone



Ampilatwatja 2025: RF Lyndon Ormond-Parker conducting survey with elder Bruce Webb in Ampilatwatja

This research has also led to the expanded national data collection under the Measuring Digital Inclusion for First Nations Australians research project and interactive First Nations Digital Inclusion Dashboard (see page 81).

Progress Update @ December 2025

In parallel, the team initiated Phase 2 of the Telstra-funded Mapping the Digital Gap project, led by Principal RF Lyndon Ormond-Parker and Senior RF Daniel Featherstone. In 2025 the team established partner agreements with First Nations Partner Organisations in six new sites, and undertook research visits to nine remote communities across Australia-Warakurna WA, Pipalyatjara/Kalka SA, Wujal Wujal Qld, Ampilatwatja NT, Areyonga (Utju) NT, Kowanyama Qld, Maningrida NT, Mowanjum WA and Punmu WA.

Working with 21 local co-researchers, the team completed 591 surveys and 78 interviews, strengthening local research capacity and ensuring community voices are central to the evidence base. Regular updates were provided to communities, industry and government agencies via social media and targeted emails, maintaining strong engagement and transparency.

The team wrote and published six community Outcomes Reports from Phase 1 research visits.

They also wrote the 2025 Mapping the Digital Gap Outcomes Report, summing up findings and index scores from the 12 Phase 1 sites, outlining progress on local digital inclusion plans. This was launched on 3rd December 2025 with MC Naomi Moran, Lauren Ganley from ARC Partner Organisation Telstra and invited speakers.

The team also supported ongoing development of local Digital Inclusion Plans with communities and industry partners, directly informing practical actions to address access, affordability and digital skills gaps.

Next Steps

In 2026, the project team will partner in research visits to nine communities, including two new sites. The Community Outcomes reports and digital inclusion plans for Phase 2 sites will combine results from the first two visits, with these to be published from the second half of 2026. The team will continue to share findings in conferences, forums and committees, including with First Nations and non-profit organisations, governments, industry and researchers to inform policy and programs, with a focus on community-led strategies and capacity building.



Mapping the Digital Gap 2025 Outcomes Report



Maningrida resident Stuart Yirwara on a phone



> SIGNATURE RESEARCH PROJECTS

Measuring Digital Inclusion for First Nations Australians

RESEARCH TEAM

- Julian Thomas, Chief Investigator
- Daniel Featherstone, Principal Research Fellow
- Heron Loban (Torres Strait Islander), First Nations Principal Research Fellow
- Sharon Parkinson, Principal Research Fellow
- Kieran Hegarty, Research Fellow
- Yee Man Louie, Research Fellow
- Alison Barton (Wiradjuri), Project Manager
- Leah Hawkins, Research Communications Officer
- Yasmin Johnson (Wulgurukaba/Ngaro/Gooreng Gooreng), Research Support

PARTNERS AND COLLABORATORS

- Australian Government
- Ipsos Aboriginal and Torres Strait Islander Research Unit

Measuring Digital Inclusion for First Nations Australians is a three-year project funded by the Australian Government to measure digital inclusion for First Nations people nationally and track changes in the scale and nature of the digital gap relative to non-First Nations Australians.

By expanding on the Australian Digital Inclusion Index (ADII) and acting in conjunction with the Mapping the Digital Gap (MTDG) research project, this project enables measurement and tracking of progress towards Closing the Gap Target 17 (CTG 17):

'By 2026, Aboriginal and Torres Strait Islander people have equal levels of digital inclusion.'

The project has First Nations leadership and governance throughout, including key staff within the research team, a First Nations steering group, contracting of a First Nations survey company, and partnership with First Nations organisations in targeted regional research sites.

The Measuring Digital Inclusion for First Nations Australians project is guided by the core values and principles outlined in the NHMRC

Guidelines for 'Ethical Conduct in Research with Aboriginal and Torres Strait Islander Peoples and Communities' (2018), AIATSIS (2021) Code of Ethics for Aboriginal and Torres Strait Islander Research, and Principles of Indigenous Data Sovereignty (e.g., Kukutai and Taylor 2016), in accordance with the United Nations Declaration on the Rights of Indigenous Peoples (2007).

Data collected in this project is weighted and merged with data from the ADII and Mapping the Digital Gap projects to generate an index of First Nations digital inclusion across Australia. First Nations Index scores will be benchmarked against non-First Nations scores to establish a comparative framework for measuring progress on Closing the Gap Target 17.

The data is shared with the public via an interactive [First Nations Digital Inclusion Dashboard](#), showcasing key

data on access, skills, and connectivity. This dashboard provides First Nations peoples, communities and organisations with the ability to explore the data in ways that suit their own needs and priorities, and provides the baseline data for the Productivity Commission to track progress towards Closing the Gap target 17.

Progress Update @ December 2025

Since starting the Australian Government-funded Measuring Digital Inclusion for First Nations Australians project in December 2024, the team has successfully completed the first round of national data collection (over 3,500 surveys) and reporting. First Nations leadership has been critical to the project's success, with First Nations Principal RF Heron Loban, Project Manager Alison Barton, and later writer Yasmin Johnson recruited into the team, and guidance provided by the First Nations Digital Inclusion Advisory Group (FNDIAG).



ADM+S and ARDS research team Nhulunbuy

A partnership model was also key, with Ipsos Aboriginal and Torres Strait Islander Research Unit contracted to undertake 2,000 surveys nationally, including two thirds face-to-face in 35 locations. In addition, the team partnered with First Nations partner organisations to undertake over 700 surveys in 10 regional target sites and in each location, with team members training and supporting local co-researchers to undertake the tailored survey tool. Working with the Social Research Centre on data weighting and small-area estimates, Principal RF Sharon Parkinson led the team's data management and analysis, including a new Affordability model for the Australian Digital Inclusion Index.

To uphold Indigenous data sovereignty principles and ensure granular data access by First Nations peoples under Priority Reform Four, the team designed a new First Nations digital inclusion dashboard and website with partner Dassier. They coordinated the writing of the 'Counting on Connectivity 2025 Outcomes Report', with design and communications strategy by Leah Hawkins and logo design by Ingeous Studios. The report and dashboard was launched by Communications Minister Anika Wells on 12 November 2025, and MC'd by FNDIAG Co-Chair Dot West, showcasing the results to national stakeholders.



Keshiah Sykes in former Wujal Wujal IKC



First Nations Digital Inclusion Dashboard

Next Steps

In 2026 the project team will provide an interim report (April 2026) based on findings from the 10 target regional sites visited in 2025, and undertake a second full round of data collection in 2026 and complete the final report and Dashboard update by mid-2027, aligned with the ADII data collection and launch. We will continue longitudinal data collection and analysis to track trajectories of change and build an evidence base to guide First Nations-led initiatives and coordinated policy responses by government, industry, and communities, and engage in ongoing leadership within the First Nations Digital Inclusion Advisory Group to inform targeted strategies that build First Nations digital capacity and help close the digital gap.

> SIGNATURE RESEARCH PROJECTS



The Regulatory Project

RESEARCH TEAM

- Kimberlee Weatherall, Chief Investigator
- Christine Parker, Chief Investigator
- Jake Goldenfein, Chief Investigator
- Michael Richardson, Associate Investigator
- José-Miguel Bello y Villarino, Research Fellow
- Henry Fraser, Associate Investigator
- Lina Przhedetsky, Research Fellow
- Alexandra Sinclair, Research Fellow
- Fan Yang, Research Fellow
- Nicolas Suzor, Chief Investigator
- Zofia Bednarz, Associate Investigator
- Anjalee De Silva, Associate Investigator
- Terry Carney, Associate Investigator
- Kylie Pappalardo, Associate Investigator
- Scarlet Wilcock, Associate Investigator
- Tegan Cohen, Affiliate
- Jacky Zeng, Research Officer
- Shuxuan (Annie) Luo, Research Assistant
- John Bassett, PhD Candidate
- Emma Finlay, PhD Candidate
- Natalie Sheard, Affiliate

PARTNERS AND COLLABORATORS

- AlgorithmWatch
- Consumer Policy Research Centre
- Cornell Tech
- Office of the Victorian Information Commissioner (OVIC)
- Centre for Artificial Intelligence and Digital Ethics (CAIDE)
- CHOICE
- Gradient Institute

As Automated Decision-making (ADM) systems including AI, foundation models and generative AI develop and are implemented across society, there is an urgent need to better understand both how these systems and technologies and their development and use can be governed; and how they challenge and change the ways that



AI Terry Carney, CI Kimberly Weatherall, and RF Alexandra Sinclair at the 2025 ADM+S Symposium

law and regulation work. The Regulatory Project interrogates these developments.

Directly and practically, The Regulatory Project brings to bear the world-leading research and expertise of ADM+S to inform the processes by which, within Australia and worldwide, governments are adapting legal and regulatory frameworks in response to technological, social and other changes brought about by expanding uses of AI.

The Regulatory Project also brings ADM+S researchers and partners together proactively to develop deeper understandings how AI and ADM intersects with law, regulation and governance through the lens of a series of key concepts that are core to the regulation and governance of ADM and AI, and which are subject, at this time and in this technological moment, to contestation, pressure, and shifting meanings: accountability; transparency in public sector decision-making; human-computer decision-making; data and data frames; environment and ecologies; and regulatory interoperability.

Project Objectives

- Examine and understand the deployment of ADM systems (including AI), by public and private sector actors and across supply chains, and the effect on fundamental legal concepts, such as natural justice (procedural fairness) as it applies to ADM use by government and firms; responsibility,

and accountability, delivering critical new knowledge regarding the changing nature of law and regulation in the AI/ADM space;

- Examine and analyse emerging regulatory and governance mechanisms for the development and deployment of AI, including their interaction with socio-technical contexts, in order to understand what mechanisms are emerging, whether they work, and (if so) how;
- Translate these understandings across other projects and themes in the centre by collaborating on emerging regulatory implications of research and projects across ADM+S; and
- Provide a hub for ongoing government and policy engagement and to bring legal and regulatory perspectives to research across the Centre.

Progress Update @ December 2025

Researchers in 2025 consolidated and built out a body of work on adoption and use of ADM and AI in the public sector. This has included examining regulatory frameworks and their application to real-world systems (Bello y Villarino et al, 2025); interviewing public servants and others across Victoria about public sector procurement of AI in a project for OVIC (led by CI Jake Goldenfein); and collaborating internationally with the UK Research and Innovation Future of Good Decisions project.

CI Jake Goldenfein convened 'Algorithmic Decision-Making after Pintarich', working alongside Justice Duncan Kerr and a mixed scholarly and public sector group to further explore the boundary-setting roles of the concept of a 'decision'. AI (and former RF) José-Miguel Bello y Villarino is working with education departments and anti-corruption agency, the Independent Commission Against Corruption, around AI adoption.

The team also reviewed Commonwealth AI transparency statements as one measure of governmental accountability. In a crossover with the ADM+S GenAISim project, CI Kimberlee Weatherall is examining the role of LLM-based AI agents in policymaking.

AI Terry Carney continues to lead public debates on accountability for automation; ADM+S has also contributed to law reform activities related to AI in the courts, including at the High Court Chief Justice's Legal Convention 2025.

The team progressed work on key algorithmic harms and how legal frameworks do or do not address those harms. CI Kimberlee Weatherall and AI Henry Fraser have analysed the distribution of responsibility across supply chains; Affiliate Natalie Sheard examined AI-facilitated discrimination in hiring technologies; and AI Henry Fraser is collaborating with the ARC Centre of Excellence for the Digital Child and government stakeholders to translate research on risks and governance of AI chatbots to children. CI Christine Parker and RF Lina Przhedetsky worked with the Ad Observatory project on illegal and harmful product advertising; and CI Christine Parker with Affiliate Fiona Haines and others has analysed the challenges of measuring the environmental impact of AI.

Other international collaboration has been strong: RF Alexandra Sinclair and CI Kimberlee Weatherall worked with researchers at King's College London and the University of York on surveys of public attitudes towards soft law instruments; RF Alexandra Sinclair and RF Lina Przhedetsky visited ADM+S partner Algosoc, the Universities of Amsterdam, Delft and Tilburg; Affiliate Natalie Sheard presented at the Berkeley Center for Comparative Equality; AI Henry Fraser presented to the Centre for European Policy Studies Task Force on AI Liability; and the Sydney node hosted a visit from the President of the European Law Institute and progressed thinking on liability.

Next Steps

In 2026, the team will continue to drive evidence-based public discussion on public sector use of ADM and transparency; continue to build momentum translating research on harms to children, and further develop evidence on public sector transparency. In light of the Australian Government's intention to rely on existing law to regulate AI and eschew risk-based regulation, we plan collaborative work clarifying opportunities and gaps in liability and responsibility for AI harms.

It will be an exciting year for events and visitors: such as Jen Raso (McGill) on automation in government administration; and Xiyan Tang (UCLA) who works on how creative labour becomes data.

After a quieter 2025 in AI-related policymaking, the team will continue to contribute to the implementation of the National AI Plan; reforms in privacy, unfair trading practices and ADM in government, and the growing harms from deepfakes and inauthentic content.



CI Jake Goldenfein and RF Alexandra Sinclair presenting research from The Regulatory Project at the Digital Law Symposium in Melbourne, 14 November 2025



CI Christine Parker, AI Kath Albury, AI Henri Fraser, CI Jake Goldfien, CI Kimberlee Weatherall and PhD Student Samantha Floreani presenting at the 2025 ADM+S Symposium

IMPACT

Impact Highlights

Submissions

Forums and Briefings

Policy & Industry Advisory Roles

Policy Citations

Specialist Short Courses and Learning

Resources

Films, Documentaries and Creative Works

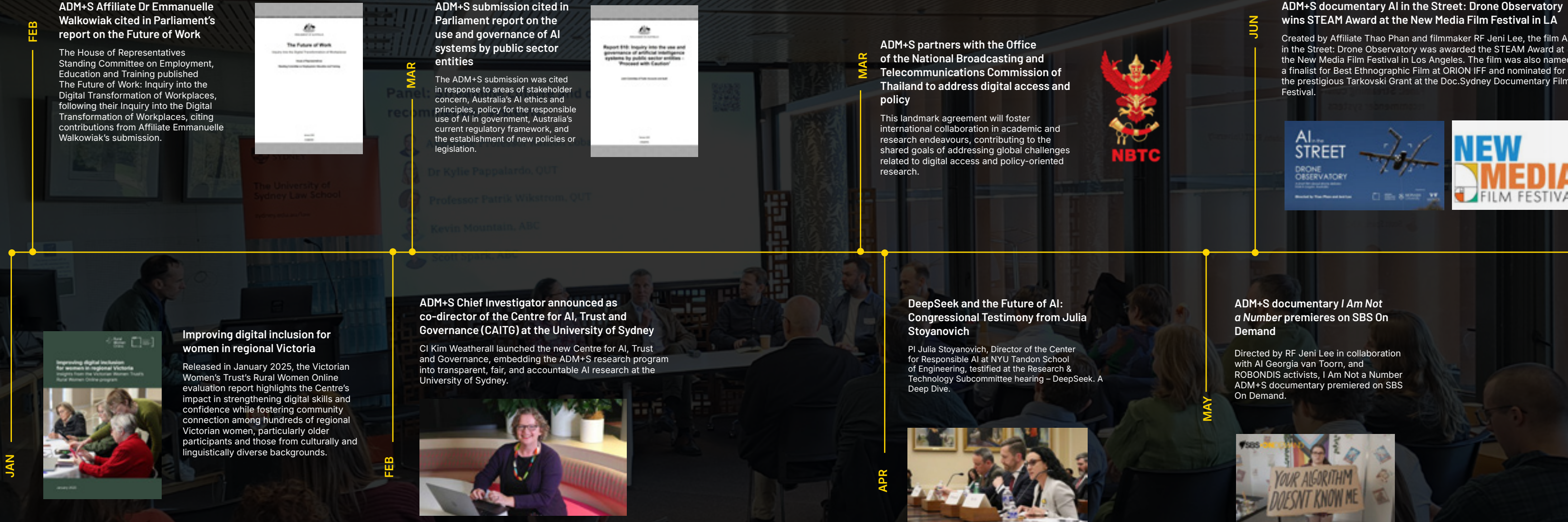
Dashboards and Applications

Design Cards and Toolkits

Datasets

IMPACT HIGHLIGHTS

IMPACT HIGHLIGHTS



JAN



Improving digital inclusion for women in regional Victoria
Released in January 2025, the Victorian Women's Trust's Rural Women Online evaluation report highlights the Centre's impact in strengthening digital skills and confidence while fostering community connection among hundreds of regional Victorian women, particularly older participants and those from culturally and linguistically diverse backgrounds.

FEB

ADM+S Affiliate Dr Emmanuelle Walkowiak cited in Parliament's report on the Future of Work
The House of Representatives Standing Committee on Employment, Education and Training published The Future of Work: Inquiry into the Digital Transformation of Workplaces, following their Inquiry into the Digital Transformation of Workplaces, citing contributions from Affiliate Emmanuelle Walkowiak's submission.



MAR

ADM+S submission cited in Parliament report on the use and governance of AI systems by public sector entities
The ADM+S submission was cited in response to areas of stakeholder concern, Australia's AI ethics and principles, policy for the responsible use of AI in government, Australia's current regulatory framework, and the establishment of new policies or legislation.



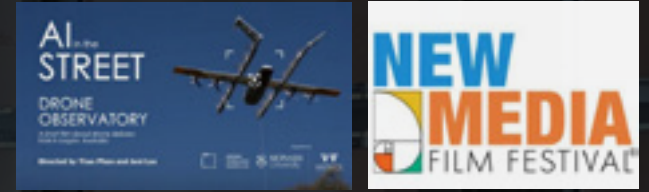
MAR

ADM+S partners with the Office of the National Broadcasting and Telecommunications Commission of Thailand to address digital access and policy
This landmark agreement will foster international collaboration in academic and research endeavours, contributing to the shared goals of addressing global challenges related to digital access and policy-oriented research.



JUN

ADM+S documentary AI in the Street: Drone Observatory wins STEAM Award at the New Media Film Festival in LA
Created by Affiliate Thao Phan and filmmaker RF Jeni Lee, the film AI in the Street: Drone Observatory was awarded the STEAM Award at the New Media Film Festival in Los Angeles. The film was also named a finalist for Best Ethnographic Film at ORION IFF and nominated for the prestigious Tarkovski Grant at the Doc.Sydney Documentary Film Festival.



APR



DeepSeek and the Future of AI: Congressional Testimony from Julia Stoyanovich
PI Julia Stoyanovich, Director of the Center for Responsible AI at NYU Tandon School of Engineering, testified at the Research & Technology Subcommittee hearing – DeepSeek. A Deep Dive.

MAY



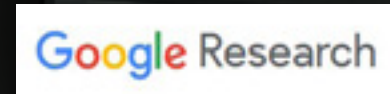
ADM+S documentary I Am Not a Number premieres on SBS On Demand
Directed by RF Jeni Lee in collaboration with AI Georgia van Toorn, and ROBONDIS activists, I Am Not a Number ADM+S documentary premiered on SBS On Demand.

IMPACT HIGHLIGHTS

JUN

ADM+S researchers awarded 2025 Google Research Scholar Award in Human-Computer Interaction

AI Danula Hettiachchi and Affiliate Kacper Sokol (ETH Zurich & USI) were awarded the 2025 Google Research Scholar Award in Human-Computer Interaction for their research project *Misunderstanding of AI explanations through follow-up interactions and multi-modal explainers*.



AUG

Award-winning tech enhances information retrieval in wearable AI devices

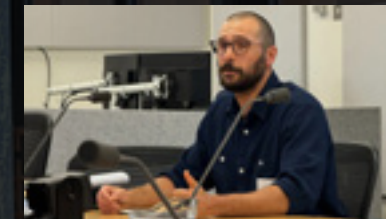
A team of researchers from ADM+S including CI Flora Salim and PhD students Breeze Chen and Wilson Wongso were awarded third place for single-source augmentation in the highly competitive KDD Cup 2025 Meta CRAG-MM Challenge, ranking alongside top institutions such as Peking University, Meituan and NVIDIA.



AUG

CI Jake Goldenfein presents at Parliament House Canberra on AI and the productivity agenda

Bringing his expertise in digital regulation and governance, CI Goldenfein addressed the opportunities and risks associated with the growing integration of AI across public and private sectors.



OCT

ADM+S researchers awarded 2025 Queensland-Bavaria Collaborative Research Grants

ADM+S researchers secured Queensland-Bavaria Development Grants, establishing a new international collaboration with colleagues at Ludwig Maximilian University of Munich. Supporting research into AI-generated search summaries, as well as editorial and audience values in AI alignment across Australia and Germany, this partnership strengthens ADM+S's global research networks and cross-jurisdictional understanding of automated information systems and their societal impact.



IMPACT HIGHLIGHTS

JUL

ADM+S researchers win SIGR 2025 LiveRAG international AI retrieval challenge

ADM+S researchers RF Oleg Zende, AI Damiano Spina, Application Developer Kun Run, PhD Student Shuoqi Sun, and RMIT University colleague Dinh Anh Khoi Nguyen, won the LiveRAG international AI competition showcasing world-class innovation in Retrieval-Augmented Generation (RAG) technologies.



AUG

ADII featured as a key indicator in the Australian Bureau of Statistics

The Australian Digital Inclusion Index was included in the ABS to measure digital inclusion across Australia, helping to assess the productivity, competitiveness and resilience of Australia's economy and how well it is managing digital transformation.



AUG

The Regulatory Project provides expert advice to the Productivity Commission's 'Five Pillars of Productivity' briefing

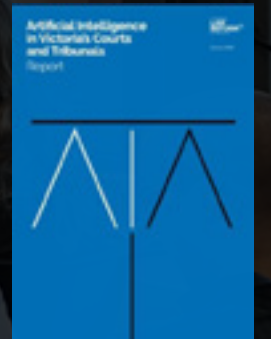
ADM+S researchers contributed evidence-based perspectives on how regulatory frameworks can enable innovation while safeguarding public interest outcomes.



OCT

ADM+S researchers join the Victorian Law Reform inquiry expert group

CI Julian Thomas, CI Christine Parker, CI Jake Goldenfein, CI Kimberlee Weatherall, AI Aaron Snoswell and PhD Student Will Cesta were appointed to the expert group supporting the Victorian Law Reform Commission Inquiry into Artificial Intelligence and the Courts, ensuring independent interdisciplinary research informs the development of government recommendations.



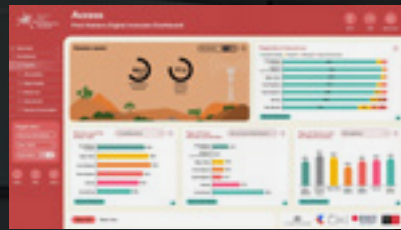
IMPACT HIGHLIGHTS

IMPACT HIGHLIGHTS

NOV

Communications Minister launches Measuring Digital Inclusion for First Nations Australians dashboard and report

Hon Anika Wells MP, Minister for Communications and Minister for Sport, launched our report and interactive dashboard for Counting on Connectivity: Measuring Digital Inclusion for First Nations Australians, showcasing the first in-depth national comparative figures on First Nations digital inclusion.



DEC

AI Henry Fraser assists Microsoft project on AI transparency

AI Henry Fraser provided expert advice to help Microsoft with the development of a project on AI transparency across the value chain.



DEC

Mapping the Digital Gap 2025 Outcomes Report launched

Telstra and ADM+S launched the final summary of findings from the first phase of this research in 12 remote First Nations communities, with new analysis and case studies for access, affordability, digital ability and media and information services.



NOV

Australian Digital Inclusion Index 2025 report launch and dashboard

Telstra, ADM+S, RMIT and Swinburne launched the 2025 Index report and dashboard. In 2025, the ADII was cited in 95 scholarly publications and featured prominently in multiple key government reports and strategies (see Policy Citations).



NOV

Australian digital inclusion insights shared with UNDP Malaysia and Malaysian government representatives

ADII researchers joined UNDP Malaysia and government leaders to share lessons from the Australian Digital Inclusion Index. The session supported Malaysia's work on its own Digital Inclusivity Index to tackle the digital divide.



DEC

ADM+S publications named in APO's 2025 Top Ten

Two ADM+S publications were named in APO's Top Ten of most downloaded policy and research resources, and five publications featured in the Top Ten lists across four subject areas including Communications, First Peoples, Health and Social Issues.



INDUSTRY AND GOVERNMENT LINKS

SUBMISSIONS

- + **2024 Regional Telecommunications Review**
Regional Telecommunications Review Independent Committee
First Nations Digital Inclusion Advisory Group (ADM+S members Lyndon Ormond-Parker and Bronwyn Carlson)
- + **Consultation Paper on ADM Reform**
Australian Government, Attorney-General's Department Bello y Villarino, J-M., Carney, T., Weatherall, K., Matulionyte, R., Thomas, J., & Henman, P.
- + **Copyright AI Reference Group AI Consultation Paper**
Australian Government, Attorney-General's Department
Alexander, I., Bowrey, K., Handler, M., Hook, S., Simone, D., & Weatherall, K.
- + **Information Integrity on Climate Change and Energy**
Senate Select Committee on Information Integrity on Climate Change and Energy
Andrejevic, M., Carah, N., Chadwick, A., Clark, K., Herbertson, K., Knowles, M., Luong, K., Mahoney, I., Newton, G., Ng, Y-F., Obeid, A., Parker, C., Przhedetsky, L., Tran, D., & Watt, N.
- + **Inquiry into the Internet Search Engine Services Online Safety Code and the under-16 social media ban**
Senate Standing Committees on Environment and Communications
Bruns, A., Angus, D., Nagappa, A., Nelson, L., Riedlinger, M., Watt, E., & Kasianenko, K.
- + **Inquiry into Women's Pain**
Victoria State Government, Department of Health
Albury, K., Williams, J., Stardust, Z., Learmonth, C., & Mannix, S.
- + **Managing the Ethical Risks of Artificial Intelligence**
Queensland Audit Office
Henman, P.
- + **National Research Infrastructure Roadmap Survey**
Australian Government, Department of Education
ADM+S Centre
- + **Pillar 3: Harnessing Data and Digital Technology**
Australian Government, Productivity Commission
Zeng, J., Weatherall, K., Parker, C., Przhedetsky, L., Stirling, M., Fraser, H., & Thomas, J.

- + **Pillar 3: Harnessing Data and Digital Technology Interim Report**
Australian Government, Productivity Commission
Bello y Villarino, J-M., Fraser, H., Goldenfein, J., Parker, C., & Przhedetsky, L.
- + **Public Library and First 5 Forever Funding Methodologies Review**
Queensland Government, State Library of Queensland
Thomas, J., McCosker, A., Kennedy, J., Featherstone, D., Ormond-Parker, L., Parkinson, S., & Hegarty, K.

FORUMS AND BRIEFINGS

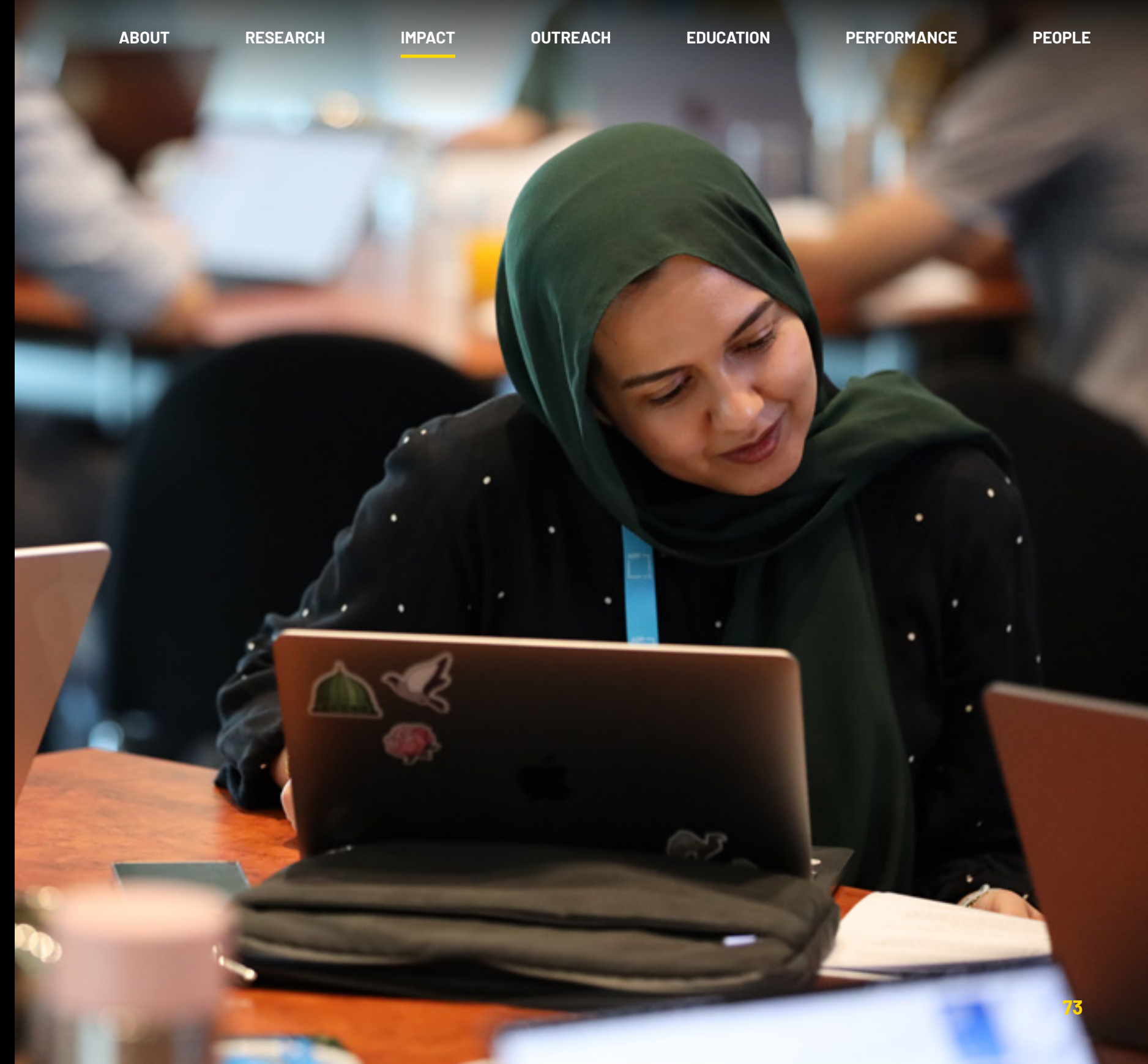
- + **Antipoverty Centre**
CI Kimberlee Weatherall (UniSyd), AI Terry Carney (UniSyd), PhD Student Samantha Floreani (Monash)
Participated in a forum hosted by ADM+S on Workforce Australia's Targeted Compliance Framework (TCA), ADM-related issues and policy consequences. 25 August.
- + **Australia Post**
RF Awais Hameed Khan (UQ)
Invited to meet with PepsiCo representatives to discuss ADM+S and AI tools for practice. 11 August.
- + **Australian Bureau of Statistics (ABS)**
CI Julian Thomas (RMIT), CI Anthony McCosker (Swinburne), Jenny Kennedy, RF Daniel Featherstone (RMIT), RF Lyndon Ormond-Parker (RMIT), AI Sharon Parkinson (Swinburne), RF Kieran Hegarty (RMIT)
Invited to provide consultation on the use of the ADII digital preparedness measure to be used by the ABS for its 'Measuring what matters framework'. 30 April.
- + **Australian Communications Consumer Action Network (ACCAN)**
CI Kimberlee Weatherall (UniSyd)
Invited to provide consultation on the regulatory structure for the creation and enforcement of consumer protection rules. 24 March.
- + **Australian Competition and Consumer Commission (ACCC)**
CI Kimberlee Weatherall (UniSyd)
Invited to discuss approaches to AI governance. 5 May.
- + **Australian Council of Learned Academics (ACOLA)**
CI Julian Thomas (RMIT), CI Jean Burgess (QUT)
Invited to discuss the work of ADM+S with ACOLA. 13 February.
- + **Australian Digital Inclusion Alliance (ADIA)**
RF Daniel Featherstone (RMIT)
Invited to present project reports and outcomes from Mapping the Digital Gap project. 5 March.
- + **Australian Defence Force (ADF)**
CI Kimberlee Weatherall (UniSyd)
Invited to provide consultation on AI governance with representatives from the Australian Defence Force. 14 March.
- + **Australian Disability Network**
Affiliate Natalie Sheard (UoM)
Invited to present on AI in recruitment in Australia and the risks of disability discrimination at the Australian Disability Network Employer Roundtable. 26 March.
- + **Australian Government Department of Health and Aged Care**
CI Christine Parker (UoM), CI Daniel Angus (QUT), RA Madeleine Stirling (UoM), RF Giselle Newton (UQ), RF Khanh Luong (QUT)
Invited to provide evidence on infant and toddler formula ads found through the Australian Ad Observatory for the Department's consultation paper. 27 November.
- + **Australian Government, Productivity Commission**
CI Kimberlee Weatherall (UniSyd), Affiliate Jacky Zeng, (UniSyd) RF Lina Przhedetsky (UoM)
Invited to discuss and provide input on the Productivity Commissions project 'Harnessing Data and Digital Technology'. 8 May.
- + **Australian Government, Productivity Commission**
CI Kimberlee Weatherall (UniSyd), CI Christine Parker (UoM), CI Jake Goldenfein (UoM), AI Henry Fraser (QUT), RF Fan Yang (UoM), Affiliate Jacky Zeng, (UniSyd) RF Lina Przhedetsky (UoM)
Invited to provide input into the Productivity Commission 's 'Five Pillars of Productivity' inquiry. 10 September.
- + **Australian Information Commissioner**
CI Kimberlee Weatherall (UniSyd), AI José-Miguel Bello y Villarino (UniSyd)
Invited to consult with the Australian Information Commissioner, Elizabeth Tydd on the future of AI and regulation. 7 October.
- + **Australian Institute of Health and Welfare**
AI Kath Albury (Swinburne)
Invited to discuss equity and human rights to inform the development of new frameworks for the collection of data relating to women's sexual and reproductive health. 30 April.
- + **Australian Taxation Office (ATO)**
CI Kimberlee Weatherall (UniSyd)
Invited to provide a briefing for public service staff on AI governance. 7 May.
- + **Bureau of Meteorology Research and Development**
RF Daniel Featherstone (RMIT)
Invited to present on 'How remote First Nations people are accessing emergency and weather information: Learnings from Mapping the Digital Gap research 2022-24'. 12 September.
- + **CHOICE**
CI Christine Parker (UoM), RF Lina Przhedetsky (UoM)
Invited to present to policy advocates about the work of the Australian Ad Observatory on advertising scams. 21 November.
- + **China State Information Service (SIC)**
CI Julian Thomas (RMIT), CI Haiqing Yu (RMIT), AI Jeffrey Chan (RMIT)
Briefing with delegates from the Public Technology Service Department to discuss ADM+S signature projects. 20 November.
- + **Council on the Ageing Victoria (COTA)**
RF Kieran Hegarty (RMIT)
Invited to provide ADII data on intersections between age and disability and how this shapes experiences of digital inclusion/exclusion to support COTA's work on older people with a disability and ICT use. 28 August.



- + **Deloitte**
CI Paul Henman (UQ), AI Terry Carney (UniSyd), AI Scarlet Wilcock (UNSW)
Invited to consult with Deloitte regarding their reports to the Department of Employment and Workplace Relations on their review of the Targeted Compliance Framework (TPC). 29 July.
- + **Digital Health for the Bush Forum**
RF Daniel Featherstone (RMIT)
Invited to present findings from ADM+S digital inclusion projects. 28 November.
- + **Digital Platforms Regulators Forum (DP-REG)**
CI Kimberlee Weatherall (UniSyd)
Invited to present insights on generative AI. 14 August.
- + **Economic Justice Australia (EJA)**
CI Kimberlee Weatherall (UniSyd), AI Terry Carney (UniSyd), PhD Student Samantha Floreani (Monash)
Participated in a forum hosted by ADM+S on Workforce Australia's Targeted Compliance Framework (TCA), ADM-related issues and policy consequences. 25 August.
- + **Global Anti-Scam Alliance**
RF Awais Hameed Khan (UQ)
Invited to meet with PepsiCo representatives to discuss ADM+S and AI tools for practice. 11 August.
- + Health Equity Matters, The National Association of People With HIV Australia (NAPWHA)
RF Ashwin Nagappa (QUT), RF Dominique Carlon (Swinburne)
Webinar presentation on AI overviews for HIV Online Learning Australia (HOLA), Health Equity Matters workforce development program. 28 January.
- + **Information Management Forum for Records Managers, Archivists, Privacy and GIPA practitioners**
CI Kimberlee Weatherall (UniSyd)
Invited to present information to professionals relevant to working with AI. 14 February.
- + **Infoxchange and PwC's Impact Assembly**
CI Anthony McCosker (Swinburne), PhD Student Robert Morsillo (RMIT)
Invited to present work on shaping a collective vision of the digital future for the not-for-profit sector. 2 April.
- + **Microsoft Australia**
CI Kimberlee Weatherall (UniSyd)
Invited to meet with representatives from Microsoft Australia to discuss AI governance. 26 March.
- + **Microsoft Australia**
CI Anthony McCosker (Swinburne), CI Mark Sanderson (RMIT), AI Falk Scholer (RMIT), CI Haiqing Yu (RMIT)
Invited to roundtable meeting with Max Scott, Senior Program Manager, Office of Responsible AI, Microsoft - arranged via U.S. Consulate General Melbourne. 1 October.
- + **Microsoft Australia**
AI Henry Fraser (QUT)
Invited to participate in a workshop hosted by Microsoft to assist them in the development of a project on AI transparency across the value chain. 3 December.
- + **NBN Low-income and Digital Inclusion Forum**
RF Lyndon Ormond-Parker (RMIT)
Invited to present the latest roadmap to First Nations digital inclusion. 25 March.
- + **NSW Department of Customer Service**
CI Kimberlee Weatherall (UniSyd), AI José-Miguel Bello y Villarino (UniSyd)
Invited to meet with Director of Digital Strategy, Investment and Architecture, NSW Department of Customer Service and other DCS employees to discuss AI governance and the NSW AI Assessment Framework. 16 April.
- + **NSW Government**
RF Kieran Hegarty (RMIT)
Invited to provide advice on accessing ADII data for NSW to support the NSW Government's evaluation of the Regional Digital Connectivity Program (RDCP), including 2020–2022 data on total scores and the dimensions of access, affordability, and digital ability, shared under a non-commercial Creative Commons license with attribution guidelines. 21 January.
- + **NSW Government**
CI Kimberlee Weatherall (UniSyd), AI José-Miguel Bello y Villarino (UniSyd)
Invited to present at the NSW Government's Community of Practice for Ethical Behaviour, with the NSW Ombudsman serving as the keynote speaker. 3 April.
- + **NSW Government, Department of Treasury**
CI Kimberlee Weatherall (UniSyd), AI José-Miguel Bello y Villarino (UniSyd)
Invited to consult with the General Counsel on AI and regulation. 13 November.
- + **NSW Government, Privacy Commissioner**
CI Kimberlee Weatherall (UniSyd)
Invited to consult with the NSW Privacy Commissioner, Sonia Minutillo. 23 September.
- + **NSW Libraries**
CI Anthony McCosker (Swinburne), Affiliate Ash Watson (UNSW)
Invited to present research findings to the Mayor of Randwick, and representatives from Randwick Libraries and the State Library NSW at a roundtable workshop. 24 October.
- + **Office of the National Broadcasting and Telecommunications Commission of Thailand**
CI Julian Thomas (RMIT), AI Sharon Parkinson (Swinburne), RF Kieran Hegarty (RMIT), RA Katy Morrison (RMIT)
The ADII team met with the Commission to share methods of measuring digital inclusion as the commission develops its own digital inclusion index, drawing on aspects of the ADII to adapt to Thailand's local context. 19 August.
- + **Parliament House, Canberra**
CI Jake Goldenfein (UoM)
Invited to speak on AI and the productivity agenda. 3 September.
- + **PepsiCo UK**
RF Awais Hameed Khan (UQ)
Invited to meet with PepsiCo representatives to discuss ADM+S and AI tools for practice. 12 August.
- + **Queensland Government, Department of Premier and Cabinet**
CI Jean Burgess (QUT), AI Timothy Graham (QUT)
Invited to provide input to inform the Queensland Government AI strategy. 17 September.
- + **South Australian Department for Health and Wellbeing**
RF Kieran Hegarty (RMIT)
Invited to provide expert advice to the Public Health Planning and Response team on digital inclusion in South Australia. 17 September.
- + **State Library Queensland (SLQ)**
CI Julian Thomas (RMIT), AI Aaron Snoswell (QUT), Affiliate William He (QUT), Affiliate Kevin Witzemberger (QUT)
Researchers invited to conduct a workshop with SLQ representatives on how SLQ could implement the GenAI Arcade. 29 August.
- + **Telstra**
CI Julian Thomas (RMIT)
Invited to stakeholder discussion on digital inclusion projects at the CEO Consumer Roundtable. 28 April.
- + **United Nations Development Program (UNDP) Malaysia**
CI Julian Thomas (RMIT), CI Anthony McCosker (Swinburne), RF Kieran Hegarty (RMIT)
Invited to discuss the Australian Digital Inclusion Index as a model for the Malaysian government to adapt. 8 August.
- + **United Nations Development Program (UNDP) Malaysia**
CI Julian Thomas (RMIT), CI Anthony McCosker (Swinburne), RF Kieran Hegarty (RMIT), RA Katy Morrison (RMIT)
Invited to present the 2025 ADII findings, policy and strategy implications to attendees from the Malaysian Government and the United Nations Development Program. 25 November.
- + **Victorian Law Reform Commission (VLRC)**
CI Julian Thomas (RMIT), CI Kimberlee Weatherall (UniSyd), CI Christine Parker (UoM), CI Jake Goldenfein (UoM), PhD Student Will Cesta (UniSyd)
Invited to provide expert opinion on NSW guidelines on generative AI and in particular the various aspects of disclosure or restriction of AI. 12 March.
- + **Victorian Law Reform Commission (VLRC)**
CI Julian Thomas (RMIT), CI Kimberlee Weatherall (UniSyd), CI Christine Parker (UoM), CI Jake Goldenfein (UoM), AI Aaron Snoswell (QUT)
Invited to join an expert panel providing advice to the VLRC for the 'AI in the Courts' report. 1 June.
- + **WA Digital Inclusion Leadership Forum**
CI Julian Thomas (RMIT)
Invited to present digital inclusion research to senior level representatives from across government, industry, the social services sector and community. 11 December.
- + **Wilderness Society**
RF Jeni Lee (Monash), Bianca Vallentine (Monash)
Invited to present at a forum on how technology is supporting climate activism, with a focus on the Wilderness Society's use of the Watch on Nature platform, and how the film Entangled aims to communicate this work. 17 December.

POLICY & INDUSTRY ADVISORY ROLES

- + Academy of the Social Sciences in Australia, Impact of the Social Sciences, Expert Working Group
CI Deborah Lupton (UNSW)
- + Australasian Society for HIV, Viral Hepatitis and Sexual Health Medicine, National Sexual Health Advisory Group
CI Kath Albury (Swinburne)
- + Australian Communications & Media Authority, Consumer Consultative Forum
RF Lyndon Ormond-Parker (RMIT)
- + Australian Communications Consumer Action Network, Board Membership
RF Daniel Featherstone (RMIT), PhD Student Robert Morsillo (RMIT)
- + Australian Digital Inclusion Alliance Governance Committee
CI Anthony McCosker (Swinburne)
- + Australian Government Department of Education (scoping AI and real-time data research infrastructure needs)
CI Julian Thomas (RMIT)
- + Australian Research Data Commons HASS and Indigenous Research Data Committee
CI Julian Thomas (RMIT)
- + CADRE-IRISS-ANZLEAD Steering Committee
CI Julian Thomas (RMIT)
- + Commonwealth Attorney-General's Department, Copyright and AI Reference Group (CAIRG)
CI Kimberlee Weatherall (UniSyd), AI Kylie Pappalardo (QUT)
- + DAIRNET (Australian Defence AI Research Network) Technical Advisory Panel
CI Flora Salim (UNSW)
- + Department of Infrastructure, Low Earth Orbit Satellite Working Group
RF Lyndon Ormond-Parker (RMIT)
- + First Nations Digital Inclusion Advisory Group Expert Panel
Affiliate Bronwyn Carlson (Macquarie University), RF Daniel Featherstone (RMIT), PI Lauren Ganley (Telstra), RF Lyndon Ormond-Parker (RMIT), AI Ellie Rennie (RMIT)
- + Food Standards Australia New Zealand (FSANZ), Behavioural and Social Sciences Independent Reference Group
CI Christine Parker (UoM)
- + IEEE Global Task Force on AI for Time-Series and SpatioTemporal Data, Vice-Chair
CI Flora Salim (UNSW)
- + Meta, sustainability consultant
PI Melissa Gregg (The University of Bristol)
- + National Film and Sound Archive Indigenous Connections Committee
RF Lyndon Ormond-Parker (RMIT)
- + National Open Science Taskforce
CI Kimberlee Weatherall (UniSyd)
- + NBN Co Low Income Digital Inclusion Forum
RF Lyndon Ormond-Parker (RMIT)
- + NSW Closing the Gap Data Development Advisory Group
RF Daniel Featherstone (RMIT)
- + NSW Rental Commissioner's Industry Advisory Group
RF Lina Przhedetsky (UoM)
- + OzSAGE, independent national expert advisory group for COVID-19 policy
CI Deborah Lupton (UNSW)
- + Platform Cooperativism Consortium, Council of Advisors, New York
AI Janet Roitman (RMIT)
- + Queensland Curriculum and Assessment Authority
AI Aaron Snoswell (QUT)
- + Research Ethics Advisory Group, Scarlet Alliance
Affiliate Zahra Stardust (QUT)
- + Return, Reconcile, Renew Project, Archive Governance Board, Australian National University
RF Lyndon Ormond-Parker (RMIT)
- + State Library of Victoria, Digital Advisory Group
Affiliate Amanda Lawrence (RMIT)
- + Telstra Low Income Measures Assessment Committee (LIMAC)
PhD Student Robert Morsillo (RMIT)
- + The Academy of the Social Sciences in Australia, Decadal Plan for Social Science Research Infrastructure 2024-33 Steering Committee
Affiliate Amanda Lawrence (RMIT), CI Julian Thomas (RMIT)
- + The Australian Academy of Science, National Committee for Information and Communication Sciences
CI Flora Salim (UNSW)
- + Victorian Law Reform Commission Inquiry into AI and the Courts, Expert Group
PhD Student Will Cesta (UniSyd), CI Jake Goldenfein (UoM), CI Christine Parker (UoM), AI Aaron Snoswell (QUT), CI Julian Thomas (RMIT), CI Kimberlee Weatherall (UniSyd)
- + World Association for Sexual Health's Sexual Justice Initiative Steering Committee
Affiliate Zahra Stardust (QUT)



POLICY CITATIONS

Australian Digital Inclusion Index (2025)

Thomas, J., McCosker, A., Parkinson, S., Hegarty, K., Featherstone, D., Kennedy, J., Ormond-Parker, L., Morrison, K., Rea, H., & Ganley, L. (2025).

In 2025, the ADII was cited in 95 scholarly publications and featured prominently in several key government reports and strategies, including:

- + Australian Communications and Media Authority [Expiring Spectrum Licences, Stage 3 Preliminary Views Paper 1: Incumbent Licensee Use-cases and the Public Interest](#)
- + Australian Digital Inclusion Alliance [A National Approach to Digital Inclusion](#)
- + Australian Government, Department of Agriculture, Fisheries and Forestry [Greater Whitsunday Regional Drought Resilience Plan](#)
- + Australian Government, Department of Agriculture, Fisheries and Forestry [Mary Regional Drought Resilience Plan 2024-2030](#)
- + Australian Government, Department of Agriculture, Fisheries and Forestry [South East Queensland Regional Drought Resilience Plan: 2024-2030](#)
- + Australian Government, Department of Health, Disability and Ageing [Years in Review 2023-25: Strengthening Medicare Monitoring Report](#)
- + Australian Government, Department of Home Affairs [Inclusive Cyber Security Recruitment](#)
- + Australian Government, Department of Infrastructure, Transport, Regional Development, Communications and the Arts [2024 Regional Telecommunications Review: Connecting Communities, Reaching Every Region](#)
- + Australian Government, Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts [Age Assurance Technology Trial: Part C Age Verification](#)
- + Australian Government, Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts [Australian Youth Online: Findings from the Longitudinal Study of Australian Children \(LSAC\)](#)
- + Australian Government, The Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts [Digital Exclusion in Australia: Evidence from the Household, Income and Labour Dynamics in Australia \(HILDA\) Survey](#)
- + Australian Government, Department of Treasury [Mandating Cash Acceptance Consultation Paper](#)
- + Australian Government, Office of the Inspector-General of Aged Care [Review of My Aged Care: Final Report 2025](#)
- + Australian Government Productivity Commission [Building a Skilled and Adaptable Workforce - What We Heard](#)
- + Australian Government, Productivity Commission [Closing the Gap Annual Data Compilation Report](#)
- + Beyond Blue [Beyond Blue Submission to the Productivity Commission's Harnessing Data and Digital Technology Interim Report](#)
- + Brisbane City Council [State Library of Queensland's Public Library & First 5 Forever Funding Methodology Review](#)
- + City of Joondalup [Digital Economy Plan](#)
- + Darling Downs Health (DDH), West Moreton Health (WMH), and the Darling Downs and West Moreton Primary Health Network (PHN) [Darling Downs and West Moreton Joint Regional Needs Assessment](#)
- + Good Things Foundation Australia [Good Things Australia Submission: Five Pillars of Productivity](#)
- + Griffith Centre for Social and Cultural Research, Griffith University [Radio, Television and Digital Media in 21st Century Indigenous Broadcasting](#)
- + Libraries Tasmania [Digital Inclusion in Tasmania](#)
- + The Australian Institute of Health and Welfare [Australia's Disability Strategy Outcomes Framework Dashboard \(online\)](#)
- + The University of Western Australia [Australian Child and Youth Wellbeing Atlas](#)
- + Victorian Government, Department of Health [Victorian Public Health and Wellbeing Outcomes Framework 2025](#)
- + Victorian Government, Public Accounts and Estimates Committee [Inquiry into the Victorian Government's response to the COVID-19 pandemic](#)
- + Wheatbelt District Leadership Group [Living Well in the Wheatbelt: Towards 2035 and Beyond](#)
- + Winton Shire Council [Economic Development Strategy 2025 - 2029](#)

Other ADM+S policy citations:

- + Gomez-Hernandez, M. (2025). [Requirements for inclusive automated vehicle services Insights for vehicle and smartphone application design](#). Citation in policy paper. European Union, Publications Office of the European Union.
- + Weatherall, K., Henman, P., Parker, C., Goldenfein, J., Sleep, L., Goggin, G., Bello y Villarino, J., Van Toorn, G., Matulionyte, R. (2025). [Report 510: Inquiry into the use and governance of artificial intelligence systems by public sector entities - 'Proceed with Caution'](#). Citation in policy paper. The House of Representatives Joint Committee of Public Accounts and Audit.
- + Walkowiak, E. (2025). [The Future of Work: Inquiry into the Digital Transformation of Workplaces](#). Citation in policy paper. The House of Representatives Standing Committee on Employment, Education and Training.
- + Weatherall, K., Bednarz, Z., Bello y Villarino, J.M., Burgess, J., Cellard, L., Cohen, T., et al. (2024). [The Australian Interim response to the Safe and Responsible AI in Australia consultation](#). Federal Parliament.



SPECIALIST INDUSTRY AND PARTNER TRAINING AND SHORT COURSES

ADM+S draws on the collective expertise of its researchers and partner organisations to deliver workshops, short courses and learning resources for government, industry, civil society and international partners. These programs translate the Centre's research into practical knowledge that supports informed engagement with automated decision-making and emerging AI systems.

In 2025, ADM+S researchers contributed to a range of national and international training initiatives designed to build capacity in the ethical, social and policy dimensions of automated systems and AI. Through these short courses and workshops, researchers shared research insights with policymakers, industry leaders, civil society organisations and international institutions.

Topics covered included digital inclusion in regional and remote communities, methods for analysing and contextualising digital media, the implications of digitisation and automated decision-making across sectors, and the ethical and policy challenges of AI in global governance contexts. ADM+S researchers also brought expertise to international policy discussions, including a United Nations workshop on AI and international humanitarian law.

- + **Trauma-informed Assessment Toolkit**
Using the Trauma-informed Assessment Toolkit to reflect on how the use of algorithmic systems in service delivery may cause or perpetuate trauma for service users and enhance the safety of digital tools in service delivery.

The Trauma-informed Assessment Toolkit was delivered through workshops across several organisations, including:

- + Queensland Council of Social Services (QCOSS) - 13 November
- + Services Australia – 29 July
- + Uniting Care – 24 November
- + **Australian Red Cross**
Topic: Designing for impact without harm: ethics in automated decision-making.
RF Dominique Carlon (Swinburne)
28 October



- + **Department of Foreign Affairs and Trade, Australian High Commission in Papua New Guinea**
Topic: Using the GenAI Arcade, participants learn about AI through a series of interactive games that reveal both its capabilities and its limitations.
CI Jean Burgess (QUT), AI Aaron Snoswell (QUT), AI Janet Roitman (RMIT), Affiliate William He (QUT), Affiliate Kevin Witzenberg (QUT), PhD Student Mohana Rayaprolu (QUT), RF Elif Buse Doyuran (QUT)
6 November

- + **Global Voices: Civic Media Observatory Narrative Spotter Training Workshop**
Topic: Introduction of the Civic Media Observatory's analytical tools and methods designed to critically consume, create and contextualise media content.
RF Dominique Carlon (Swinburne)
13 May

- + **International Expert Program in Digital Transformation**
Topics: Digitisation in the function; and automated decision-making.
AI Damiano Spina (RMIT)
6 May

- + **Telstra Regional Council workshop series**
Topic: Case studies highlighting regional and remote customer voices for digital inclusion.
CI Anthony McCosker (Swinburne)
9 April

- + **United Nations Workshop on AI and International Humanitarian Law**
Topic: Building the foundations to engage in informed legal and policy discussions, including AI fundamentals, key applications, and ethical considerations.
PI Julia Stoyanovich (NYU)
1 March

FILMS, DOCUMENTARIES AND CREATIVE WORKS

Films, documentaries, and creative works are a vital part of the Centre's outreach and impact strategy. These methods facilitate engagement directly with communities to highlight lived experiences, raise awareness of how ADM and AI systems impact everyday life and foster inclusive conversations about the values, risks, and opportunities presented by these technologies.

FILMS AND DOCUMENTARIES

In 2025, ADM+S produced and shared human-centered documentaries translating research into engaging, publicly accessible stories. These projects explore the social, ethical, and practical dimensions of emerging technologies, from AI and drones to algorithmic governance and their impact on people, communities, and the environment.

Entangled
Directed by RF Jeni Lee

Entangled will explore technology's entanglement with climate change and conservation. The long-form documentary is scheduled for completion in late 2026 with release anticipated in late 2026 or early 2027.

The project explores how AI technologies are being used to monitor ecosystems, manage biodiversity, and respond to environmental challenges, while also examining the social, ethical, and ecological implications of these interventions.

Filming began in mid-2025 across multiple field sites, capturing scientists, technologists, and affected communities working with AI in real-



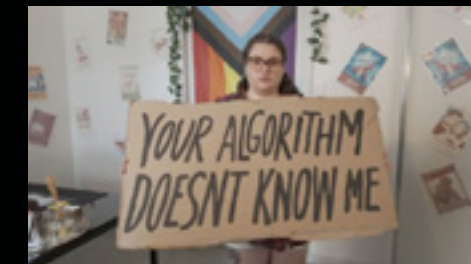
world conservation projects. The documentary combines research insights, expert interviews, and visually rich storytelling to engage audiences with the opportunities and complexities of AI in environmental stewardship.

I Am Not a Number
Directed by RF Jeni Lee in collaboration with AI Georgia van Toorn

I Am Not a Number is a powerful documentary that examines the human consequences of algorithm-driven decision-making in Australia's National Disability Insurance Scheme (NDIS). Through the lived experiences of seven people affected by automated support-planning systems, the film reveals how rigid digital governance can fail to meet diverse needs and, in some cases, cause significant harm—challenging assumptions about efficiency and equity in public services.

In May 2025, the documentary premiered on SBS *On Demand*, making it widely accessible to Australian audiences and sparking important public conversations about the intersection of technology, policy and lived experience. The project was created in consultation with ROBONDIS activists and features research input from ADM+S academics, including CI Sarah Pink and Affiliate Thao Phan, with production support from Anna Grieve.

I Am Not a Number continues to be used as a resource for engagement with policymakers, advocates and community groups concerned with digital governance and disability rights.



AI in the Street: Drone Observatory
Directed by Affiliate Thao Phan and RF Jeni Lee

As part of a research collaboration, ADM+S worked closely with residents of Logan to explore the concept of "streets in the sky," examining the sensory, social and economic impacts of emerging drone technologies. The project captures community perspectives on both the convenience and disruption of drone deliveries, with particular insight from small business owners who described feeling like test subjects in large-scale technological experimentation.

AI in the Street: Drone Observatory was produced in 2024 and, in 2025, received the following awards and festival selections:

- + **New Media Film Festival (Los Angeles)** — Winner, STEAM Award
- + **ORION International Film Festival** — Finalist, Best Ethnographic Film
- + **Doc London** — Official Selection
- + **Ethnograph Film Festival (Paris)** — Official Selection
- + **Doc.Sydney Documentary Film Festival** — Official Selection; Tarkovski Grant Nominee



CREATIVE WORKS

55 falls/Ambient Assisted Living

Researched, written and produced: Machine Listening (Sean Dockray (Monash University), Affiliate James Parker, AI Joel Stern)

This two-channel video and four-channel audio installation stages young people simulating elderly falls using a Belgian healthcare dataset 'high-quality fall simulation data' created by Advanced Integrated Sensing Lab at the Faculty of Engineering Technology of KU Leuven. Projected onto leaning screens, these performative 'falls' are accompanied by a musical score (violin, voice, synthesiser).

Interwoven with these research performances are generative AI recreations of this staged environment, where artificial intelligence attempts to depict the same scenarios that the human performers enacted. Here, technology falters differently: the AI-generated bodies hesitate, the very act of falling becomes uncertain, unconsummated, abstract. Two forms of failure converge—the human failure to authentically embody frailty, and the machine's failure to convincingly render that embodiment.

The installation was exhibited as part of *The Mourning After* at RMIT Design Hub Gallery in Melbourne, Australia from 24 July to 20 September 2025.

#C 2025

Muma: Image Economies

Machine Listening (Sean Dockray (Monash University), Affiliate James Parker, AI Joel Stern)

This exhibition examines Ego4D, a dataset released by Facebook AI in 2021 to advance the automation of 'egocentric perception'. This is the 'first person' perspective of virtual reality, robotics, smart glasses and the Metaverse. To train machines to see the world this way, Facebook commissioned 9,000 videos, captured by 855 camera wearers across nine countries, and painstakingly annotated by low-paid 'narrators'. '#C' is the subject of every one of the 3.85 million resulting annotations: #C opens the washing machine. #C cuts spinach with a sickle. #C hits the guitar strings with a pencil. Officially, #C denotes the camera wearer, but it also names a new subject position: the protagonist of an emergent, doubly egocentric image economy.

This multichannel work loops twenty four-minute videos from Ego4D—just 0.03% of the dataset—narrated by an ambiguously located synthetic agent and layered with sounds and annotations from other clips. None of this material was originally intended for human eyes or ears, but #C offers a glimpse behind the curtain. The material is deliberately de-aligned and estranged, drawing out and enhancing the dataset's artifice and voyeurism. #C explores how perspective itself is being captured, mined and commodified in the age of AI.

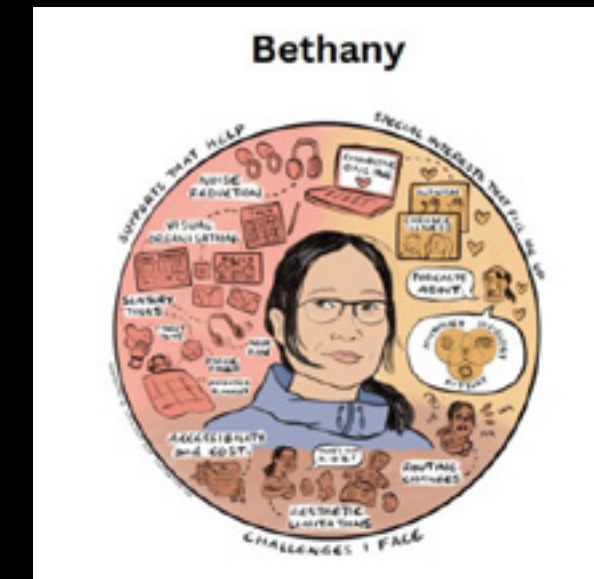
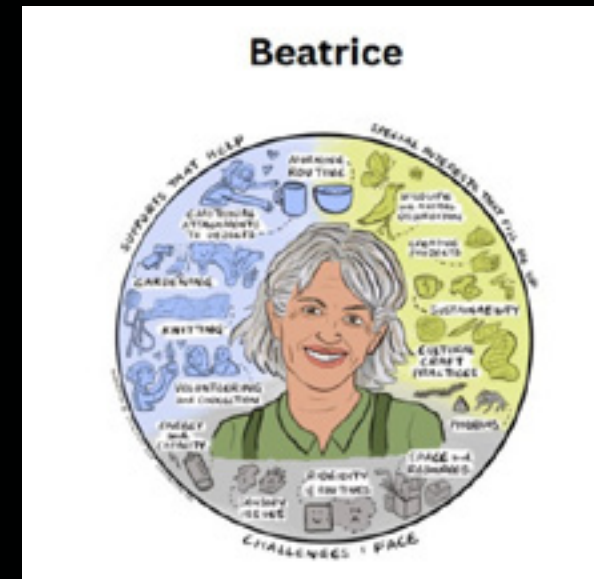
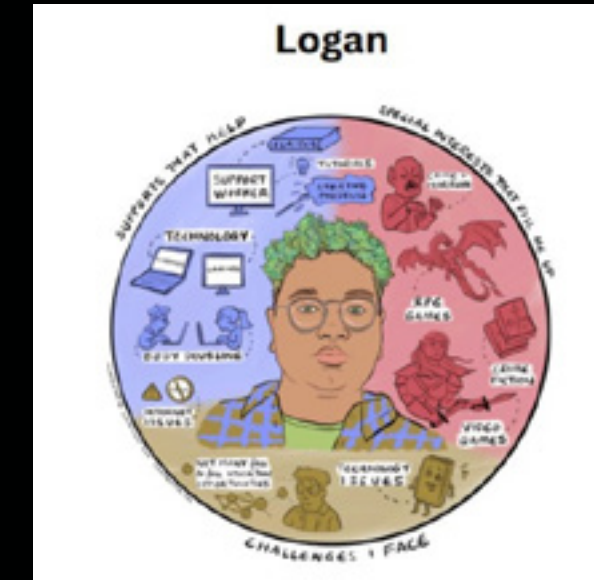
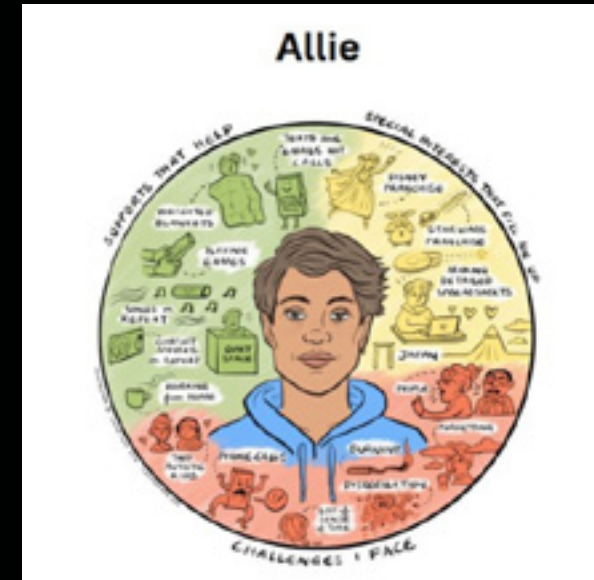
This installation was presented as part of the Image Economies exhibition at Monash University Museum of Art (MUMA), on display from 8 February to 17 April 2025.

Supports for Comfort, Care, and Connection

Authors: RF Megan Rose and CI Deborah Lupton

Led by RF Megan Rose and CI Deborah Lupton, this autistic-led project explores the everyday and creative ways autistic adults use objects, services, and creatures to support their wellbeing. Through interviews with 12 autistic Australians, the study examined how participants manage entertainment, social connection, special interests, sensory challenges, burnout, and overall daily comfort. Participants were also invited to imagine ideal support systems tailored to their needs.

To bring these experiences to life, autistic graphic illustrator Sarah Firth created anonymised portraits based on interview transcripts, visually representing participants' challenges, coping strategies, and special interests. The resulting booklet pairs these illustrations with accessible participant narratives, offering a personal and strengths-based insight into how autistic people engage with non-human supports in their everyday lives.



Portraits from 'Autism Supports', created by autistic graphic illustrator Sarah Firth using anonymised interview transcripts



DASHBOARDS AND APPLICATIONS

The Australian Digital Inclusion Index (ADII)

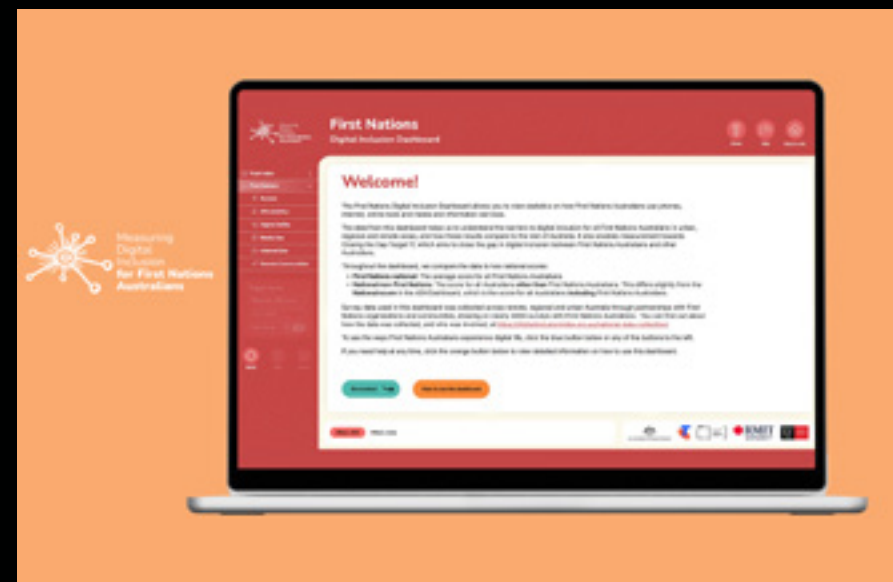
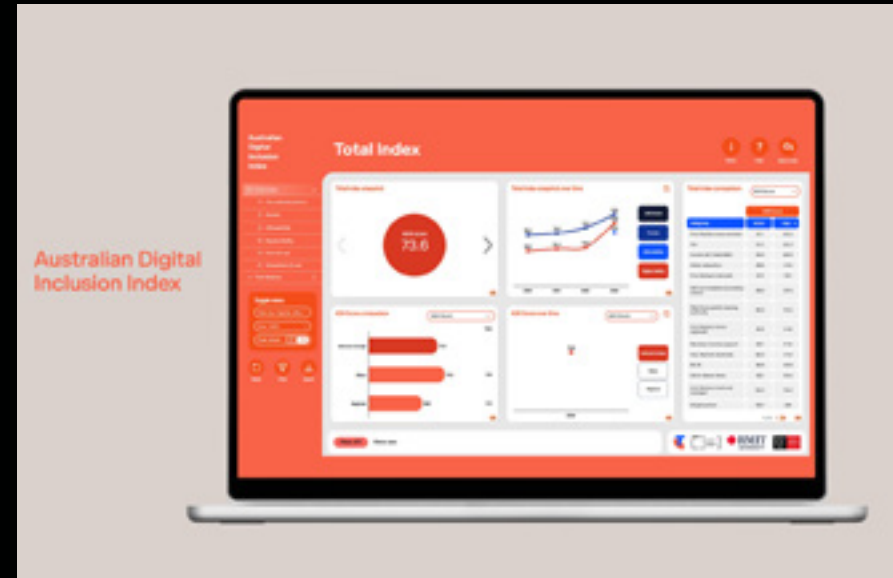
The Australian Digital Inclusion Index Dashboard is an interactive online platform that provides detailed, up-to-date data on digital inclusion across Australia. It draws on the Australian Digital Inclusion Index (ADII), which measures how well people can access, afford, and effectively use digital technologies, presenting this information through visual tools such as maps, charts, and comparisons across regions and population groups. The dashboard enables users to explore patterns of digital inequality, identify which communities are most at risk of exclusion, and track changes over time, making it a valuable resource for researchers, policymakers, and organisations seeking to design targeted interventions and improve equitable access to digital services.

Thomas, J., McCosker, A., Parkinson, S., Hegarty, K., Featherstone, D., Kennedy, J., OrmondParker, L., Morrison, K., Rea, H., & Ganley, L. (2025). Measuring Australia's Digital Divide: 2025. Australian Digital Inclusion Index. Melbourne: ARC Centre of Excellence for Automated Decision-Making and Society, RMIT University, SwinburneUniversity of Technology and Telstra.

<https://digitalinclusionindex.org.au/>

The First Nations Digital Inclusion Dashboard

The First Nations Digital Inclusion Dashboard is part of the ADII, is an interactive platform designed to provide detailed insights into how Aboriginal and Torres Strait Islander people access, use, and experience digital technologies across Australia. It enables users to explore data on key dimensions of digital inclusion—access, affordability, and digital ability—across urban, regional, and remote communities, and to compare outcomes with non-First Nations populations. Drawing on survey data collected in partnership with First Nations organisations and communities, the dashboard offers a nuanced picture of the digital divide and the factors shaping it, while supporting measurement of progress towards Closing the Gap Target 17. Importantly, it is intended as a resource for First Nations communities, policymakers, and researchers to better understand barriers, inform culturally appropriate solutions, and strengthen digital inclusion in ways that support connection, culture, and self-determination.

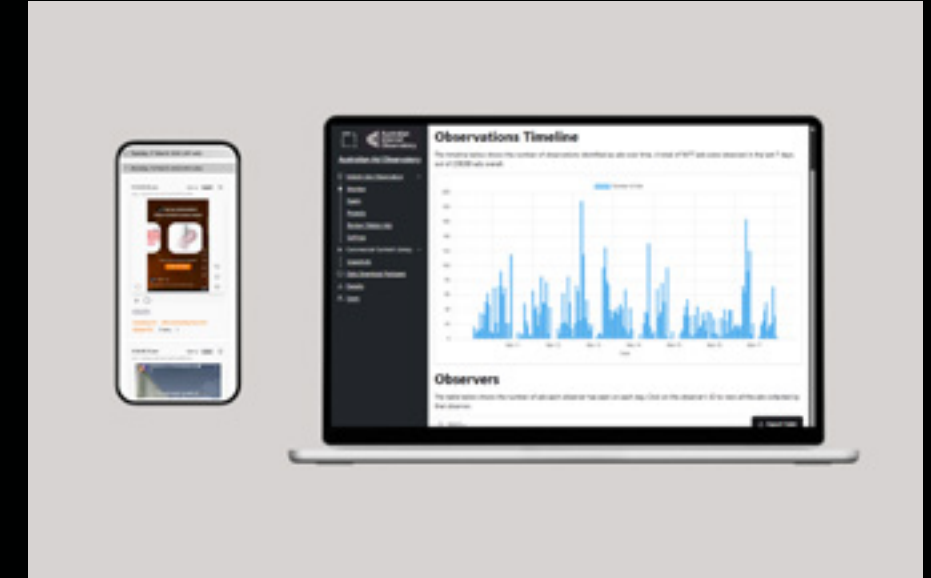


The Australian Ad Observatory Dashboard: Advancing our understanding of automated advertising

Through the Australian Internet Observatory, the Australian Ad Observatory has developed an interface that allows researchers to explore and analyse a large dataset of ads collected from Australian users. The dashboard is designed to support systematic analysis of targeting, content and patterns in digital advertising. The Australian Ad Observatory dashboard provides independent, empirical evidence of ad ecosystems, enabling accountability and regulatory research, supporting public-interest inquiries into platform practices.

The Mobile Observation Ad Toolkit (MOAT) was developed by the Australian Internet Observatory in partnership with the ARC Centre of Excellence for Automated Decision-Making + Society (ADM+S). DOI <https://doi.org/10.25956/twvn-ca19>

Obeid, A., Angus, D., Tran, D. K., Hayden, L., Carah, N., Luong, K., Newton, G. (in press). The Mobile Observation of Advertising Toolkit: A Tool for Understanding Ephemeral and Sequenced Social Media Data. *Computational Communication Research*.



The Data Detox Kit: Whose Voice is it Anyway?

The Data Detox Kit was developed by Tactical Tech, It is an interactive, self-guided resource designed to help people critically engage with emerging AI technologies, particularly voice-based systems. Part of the broader Data Detox Kit series, it offers accessible activities and practical guidance that build awareness of how AI tools collect, interpret, and reproduce voices, as well as the potential risks around privacy, consent, and misuse. Available in 43 languages, the kit is designed for a global audience and supports users to develop safer digital habits, better understand AI safety issues, and reflect on questions of identity, ownership, and control in an increasingly AI-mediated world.

Ghnaim, S., Carrigan, L., Hisayasu, L., Knoblochová, D., Carlon, D., Khan, A. H., & McCosker, A., (2025). Whose Voice is it Anyway?. Data Detox Kit. Tactical Tech.

<https://datadetoxkit.org/en/ai/voice/>



Digital and Data Capabilities for Sexual and Reproductive Health Website

The sexual and reproductive he sector increasingly engages with digital technologies – from health promotion on social platforms to telehealth to online STI testing. The 'digital transformation of health' has accelerated since COVID lockdowns, and so has the development of digital health policies. What does this mean for the Australian sexual health and reproductive health workforce? This website provides models and checklists to support digital transformation in sexual and reproductive health organisations and workforces.

Albury, K., Mannix, S., Learmonth, C. (2025). Digital and Data Capabilities for Sexual and Reproductive Health.

<https://ddcsr.com/>

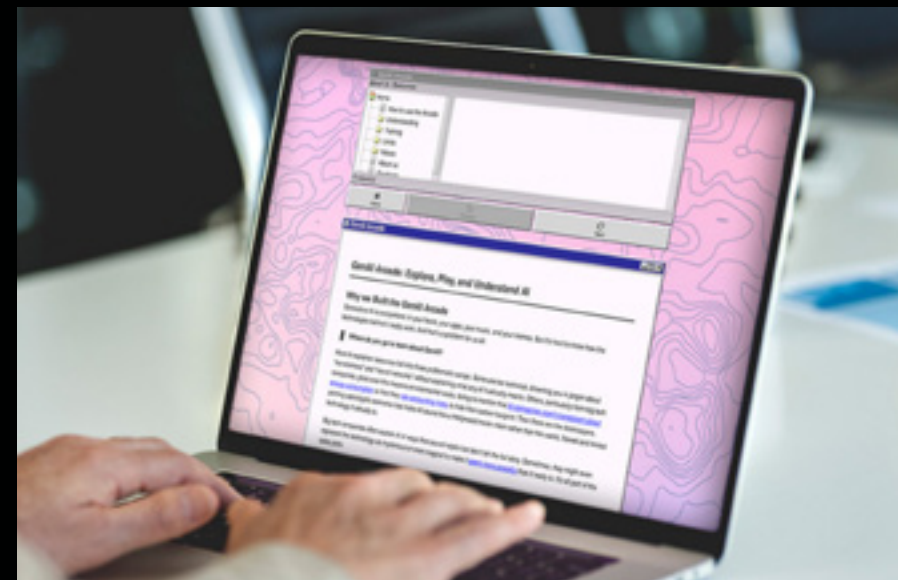


GenAI Arcade: Explore, Play, and Understand AI

We believe the best way to understand AI is to actually interact with GenAI, to poke it, test its limits, and see what happens when you push it in unexpected directions. The GenAI Arcade tool lets you play directly with Generative AI through a series of interactive games that reveal both its capabilities and its limitations.

Witzenberger, K., Burgess, J., He, W., & Snowswell, A. (2025). GenAI Arcade. QUT GenAI Lab.

<http://genai-arcade.net>



Mortar: Navigating and Sensemaking of Large Volumes of Client Documents and Case Files

Working closely with welfare rights lawyers, advocacy groups, and social services users, we collaboratively designed and piloted Mortar, a digital desktop application created to support lawyers in managing, analysing and navigating large volumes of Services Australia (Centrelink) documents and client case files.

Khan, A. H., Tran, D. K., Kelly, M., Karim, A. O., Henman, P., Wilcock, S., Singh, E., Casey, S., Mullins, R., Carney, T., Allingham, K., & Eagle, C. (2025). Mortar. ARC Centre of Excellence for Automated Decision-Making and Society.

<https://admscentre.github.io/mortar-release/download>



Trauma-Informed AI Assessment Toolkit

The Trauma-Informed AI Assessment Toolkit (TIAKIT) was co-designed with professionals working in human service organisations. It aids an organisation's reflective process on how an algorithmic system may generate new trauma or re-traumatise, and how they may enhance the safety of their digital tools in service delivery.

Henman, P., Fay, S., Sleep, S., Khan, A. H., Tran, D. K., Elvery, A., & Maitra, S. (2025). Trauma-Informed AI Assessment Toolkit. ARC Centre of Excellence for Automated Decision-Making and Society.

<https://www.tiakit.com/>



DESIGN CARDS AND TOOLKITS

In 2025, ADM+S researchers led by RF Awais Hameed Khan, developed a suite of creative, design-led toolkits translating complex AI research into accessible, participatory formats. These works supported engagement with diverse audiences, including policymakers, practitioners, students and communities by enabling critical reflection, scenario-building and collaborative inquiry around the social, ethical and political dimensions of AI.

Designed to support research, teaching, and public engagement, these toolkits are available for download from the ADM+S Resources page.

AI Policy Design & Evaluation Digital Toolkit

This interactive digital toolkit supports critical policy design and evaluation through three integrated card suites: AI use cases, policy tools (based on the NATO framework), and key evaluation considerations. Combined with wicked problem mapping, the toolkit enables users to explore trade-offs, contradictions and unintended consequences in AI governance, supporting interdisciplinary learning and more nuanced, equitable policy development.

Khan, A-H., Saarim, S. (2025). *AI Policy Design & Evaluation Toolkit*. Carlton, VIC Australia: ARC Centre of Excellence for Automated Decision-Making and Society.

<https://espace.library.uq.edu.au/view/UQ:055a3d0>

AI Use Case Design Cards

The AI Use Case Design Cards document real-world AI applications across a wide range of domains, highlighting their social, ethical and political implications. Designed for workshops, classrooms and strategy sessions, the cards support comparative analysis and pattern-finding across cases, helping users develop context-sensitive and informed policy and governance responses grounded in real examples.

Khan, A-H., Saarim, S. (2025). *AI Use Case Design Cards*. Carlton, VIC, Australia: ARC Centre of Excellence for Automated Decision-Making and Society.

<https://espace.library.uq.edu.au/view/UQ:760a7ae>



AI Use Case Ideation Digital Toolkit

The AI Use Case Ideation Toolkit is a creative resource for generating and developing AI application scenarios. Using prompts, sketching tools and structured worksheets, it supports both divergent and convergent thinking, helping users imagine plausible, responsible and contextually grounded AI futures. The toolkit is suitable across disciplines and skill levels, encouraging creativity alongside critical reflection.

Khan, A-H., Saarim, S. (2025). *AI Use Case Ideation toolkit*. Carlton, VIC Australia: ARC Centre of Excellence for Automated Decision-Making and Society.

<https://espace.library.uq.edu.au/view/UQ:17f67fc>

Bootleg Design Cards

The Bootleg Design Cards are a speculative, satirical toolkit that uses parody advertising to provoke reflection on smart energy futures. By reimagining familiar brands, the cards surface assumptions, narratives and power dynamics embedded in energy technologies and consumer culture. Designed for workshops, exhibitions and public discussion, the work engages audiences in critical debate about technological imaginaries and innovation pathways. Deconstructed Positionality Design Cards

Khan, A-H., Saarim, S. This reflexive design toolkit supports participants in articulating and examining their positionality in relation to technology design. Through Attribute, Technology and Action cards, users are prompted to reflect on social identity, lived experience and values, fostering more inclusive, transparent and critically aware participatory design processes.

Khan, A-H., Saarim, S. (2025). *AI Policy Design & Evaluation Toolkit*. Carlton, VIC Australia: ARC Centre of Excellence for Automated Decision-Making and Society.



Deconstructed Positionality Design Cards

The Deconstructed Positionality Cards are a generative and reflexive card-based design toolkit, developed to provide scaffolding to users to explore, reflect on, and articulate their positionality, within participatory and collaborative activities for technology design. The toolkit contains three card categories: Attribute, Technology, and Action. Attribute cards highlight key social identity characteristics such as cultural background, personal values and beliefs, lived experiences, and social roles, that can influence how individuals perceive, experience and engage with technology. Technology cards represent a range of existing and emerging technologies, encouraging users to explore their relationships, roles, and assumptions about technological systems. Action cards prompt forms of reflection and response, offering pathways for individuals to question and act on their identities and experiences — critically engaging in dialogue about the interplay between social identity and interactions with technology.

Khan, A-H., Saarim, S. (2025). *Deconstructed Positionality Design Cards*. Carlton, VIC, Australia: ARC Centre of Excellence for Automated Decision-Making and Society, The University of Queensland.

<https://espace.library.uq.edu.au/view/UQ:259dc95>

Design Patterns for AI Curated Content Toolkit

This toolkit presents nine interface design patterns, articulated through design cards, to support exploration of AI-curated content in different contexts. Covering AI generation, recommendation, aggregation and exploration, the patterns help researchers and practitioners examine varying levels of human-AI interaction. Each card links user needs, design responses and contextual use, supporting responsible and transparent AI-in-the-loop design practices.

This toolkit was presented at the 20th Biennial Congress of the International Association of Societies of Design Research (IASDR) in Taipei, offering practical interface design patterns to help researchers and practitioners create more contextually relevant, AI-curated content experiences.



Khan, A-H., Wijenayake, S., Allawati, S., Spina, D., Damiano, & Hettiachchi, D. (2025). *Design Patterns for AI Curated Content Toolkit*. Carlton, VIC Australia: ARC Centre of Excellence for Automated Decision-Making and Society.

<https://espace.library.uq.edu.au/view/UQ:24dc3a6>

Unmaking AI Design Cards

The Unmaking AI cards support critical engagement with generative AI systems through action-based tasks, reflective prompts and analytical considerations. Designed for both individual and collective use, the toolkit builds AI technical literacy and encourages deeper interrogation of how models operate, what they produce, and how they shape social and collaborative practices.

Munn, L., & Khan, A-H. (2025). *Unmaking AI Design Cards*. Carlton, VIC Australia: ARC Centre of Excellence for Automated Decision-Making and Society.

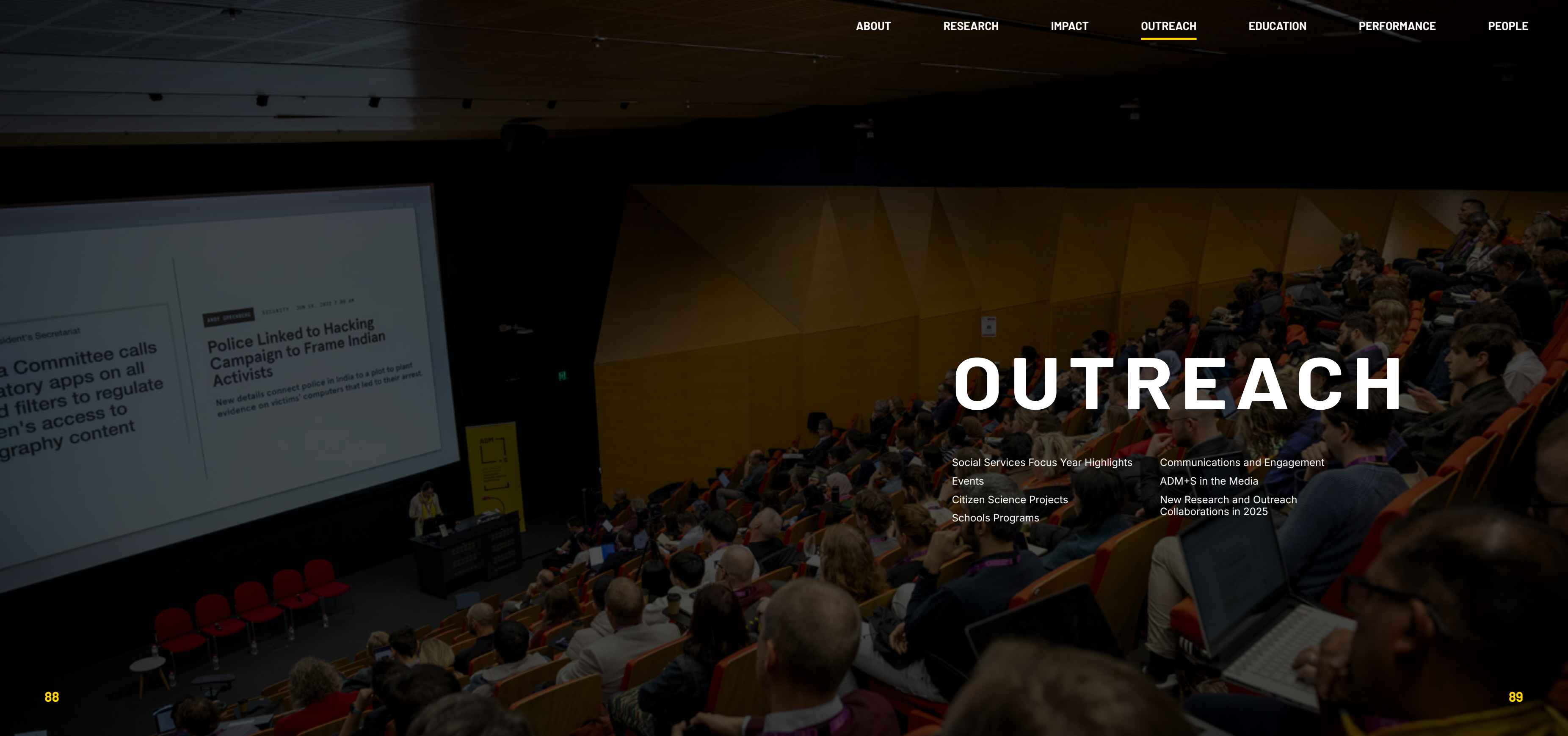
<https://espace.library.uq.edu.au/view/UQ:9ae1fb8>



DATASETS

- + **SenseSeek Multimodal Sensing to Study Information Seeking Behaviors**
Ji, Kaixin., Hettiachchi, D., Scholer, F., Salim, F. D., & Spina, D. (2025). *SenseSeek Multimodal Sensing to Study Information Seeking Behaviors*. Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies.
- + **Structured Prompting Augmentation for Dialogue Enhancement in Machine-Generated Text Detection**
Leckie, C. Hugging Face. (2025). *SPADE: Structured Prompting Augmentation for Dialogue Enhancement in Machine-Generated Text Detection*. Hugging Face.
- + **AUDETTER: A Large-scale Dataset for Deepfake Audio Detection in Open Worlds**
Wang, Q., Huang, H., Pang, G., Erfani, S., & Leckie, C. (2025). *AUDETTER: A Large-scale Dataset for Deepfake Audio Detection in Open Worlds*.
- + **Frames Synthetic Customer Service Dialogues**
Leckie, C. (2025). *Frames Synthetic Customer Service Dialogues*. Hugging Face.
- + **RMIT-ADM+S at the SIGIR 2025 LiveRAG Challenge**
Ran, K. Sun, S., Nguyen, D.A.K., Spina, D., & Zendel, O. (2025). *RMIT-ADM+S at the SIGIR 2025 LiveRAG Challenge*.
- + **Comprehension Is a Double-Edged Sword: Over-Interpreting Unspecified Information in Intelligent Machine Learning Explanations**
Xuan, Y., Small, E., Sokol, K., Hettiachchi, D., & Sanderson, M. (2025). *Comprehension is a double-edged sword: Over-interpreting unspecified information in intelligible machine learning explanations*. International Journal of Human-Computer Studies, 193, p.103376.





President's Secretariat
A Committee calls
mandatory apps on all
and filters to regulate
men's access to
graphy content

ANDY GREENBERG SECURITY JUN 26, 2022 7:30 AM
**Police Linked to Hacking
Campaign to Frame Indian
Activists**
New details connect police in India to a plot to plant
evidence on victims' computers that led to their arrest.

OUTREACH

Social Services Focus Year Highlights
Events
Citizen Science Projects
Schools Programs

Communications and Engagement
ADM+S in the Media
New Research and Outreach
Collaborations in 2025

SOCIAL SERVICES FOCUS YEAR HIGHLIGHTS

The Centre's four cross-centre Focus Areas enable researchers to examine how automated decision-making operates across four key domains – News and Media, Mobilities, Social Services, and Health.

2025 was the highlight year for the Centre's work in the Social Services Focus Area. ADM+S has been undertaking research and engaging with partners and the public to understand the ongoing processes of automation and AI in the design, delivery and governance of social services provided by governments, private and not-for-profit organisations.

ADM+S research explores how AI and automated decision-making systems are shaping experiences across key service areas, including disability, income support, child protection, and criminal justice.

A key strength of the Social Services Focus Area is its practice-based approach to achieving inclusive AI, developed through collaborations with community, humanitarian, health, legal, and learning organisations.

Inclusive AI is considered not as a technology add-on but as a participatory process, centring capability building and equitable benefit. Central to this reframing is the role of participatory processes and intermediaries – the individuals, organisations,

and public or online spaces – that act as capability converters, translating technical features into community-relevant outcomes. Partner-led projects with Telstra, the Australian Red Cross and CSIRO have focused on establishing empirical evidence and frameworks for developing and evaluating inclusive AI capabilities. Collaborative work with the National Association of People with HIV Australia (NAPWA) and Economic Justice Australia has strengthened the Centre's work in promoting equitable access and ethical AI practice.

Through fieldwork, case studies, and collaboration with government and community organisations, researchers developed practical tools and frameworks that help ensure AI enhances human wellbeing and supports ethical, inclusive service delivery.

The AI Capabilities Lab

The AI Capabilities Lab was established as a dedicated space for prototyping, participatory design, and experimentation with inclusive AI systems, toolkits, and resources. The Lab enables researchers and partner organisations to collaboratively develop, test, and evaluate AI tools in a safe and controlled environment, and inform the integration of responsible and inclusive AI principles into practice. In addition to advancing AI system innovation, a central goal of the Lab is the

creation of evidence-based literacy resources and toolkits.

The Inclusive AI Capabilities Lab has supported the development of platforms, tools, and resources that can be used to test and evaluate AI capabilities that reflect real-world priorities and considerations, including:

- + The AI Playground (AIP) - a secure platform for inclusive AI experimentation and evaluation.
- + The Trauma-informed AI Assessment Toolkit (TIAKIT) - supporting organisations, particularly service industries, to embed trauma-informed principles into AI adoption.
- + Research and design toolkits - used in workshops, scenario mapping, and collaborative inquiry across research, policy, and organisational contexts. (See page 82 for more details on these toolkits).

Through these frameworks and tools, ADM+S is evaluating approaches to context-sensitive AI learning and building an evidence base about the type of support and resources needed to support digital mentors, educators, and community spaces in their important role in this

ADM+S Submission cited in new Parliament report on the Use and Governance of AI Systems by Public Sector Entities

The Joint Committee of Public Accounts and Audit published its report in February 2025 on the Inquiry into the Use and Governance of AI by Public Sector Entities, citing the ADM+S submission, *Joint Parliamentary Committee of Public Accounts and Audit inquiry into public sector AI use*, throughout.

Responding to the steep increase in AI adoption by public sector entities that was found during the 2022-23 Commonwealth Financial Statements, the Committee established a specific Inquiry into the Use and Governance of AI by Commonwealth Entities in September 2024.

In addition to addressing the Inquiry's terms of reference, the ADM+S submission led by CI Kimberlee Weatherall included three other areas of research that raise important considerations around the use of AI in the public sector; Disability and accessibility, Environmental impact, and Trauma-informed approaches.

Key contributions and citations from the ADM+S submission covered topics including:

- + Areas of stakeholder concern
- + Australia's AI ethics and principles
- + Policy for the responsible use of AI in government
- + Current regulatory framework

2025 ADM+S SYMPOSIUM - AUTOMATED SOCIAL SERVICES: BUILDING INCLUSIVE DIGITAL FUTURES

The ADM+S Symposium – Automated Social Services: Building Inclusive Digital Futures was hosted online and in-person at the University of Queensland, Brisbane on 1-4 July 2025. The event united ADM+S researchers, technologists, social service professionals, and policymakers to showcase innovative responses to the challenges of building inclusive, ethical, and responsible automated social services.

In addition to key symposium sessions being made available online via the ADM+S YouTube channel, one session was also distributed as a podcast by ABC Radio National. The panel discussion, *Current governance settings and challenges for ADM/ AI governance post-Robodebt*, was hosted by ABC presenter Damien Carrick. Edited highlights were subsequently featured as an episode of the long-running *ABC's Law Report podcast*, extending the reach of ADM+S research to an even broader audience.

(See full event feature on the 2025 ADM+S Symposium on the following pages)



EVENTS

In 2025, the Centre continued to deliver a high-quality events program consisting of conferences, conversations, debates, exhibitions, fireside chats, film screenings, lectures, panel discussions, report launches, symposia, webinars and workshops.

Through a mix of in person, hybrid, live-streamed and recorded events, we ensured that the consolidation, translation, synthesise and sharing of the Centre's research was accessible to our global audiences.

The ADM+S Podcast series and YouTube channel remain key platforms for the distribution of event content, helping overcome time-zone differences and geographic barriers to amplify the Centre's global impact.



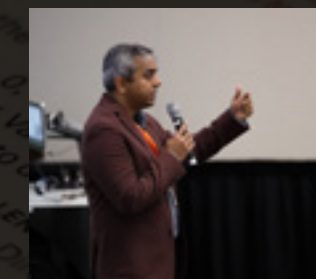
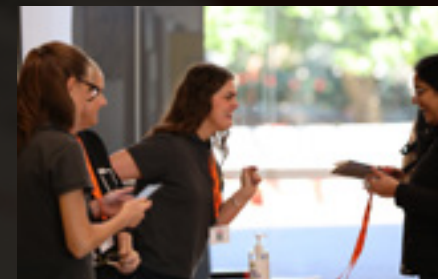
Affiliate William He, PhD Student Meg Thomas, PhD Student Daniel Whelan-Shamy and Symposium guest at the 2025 ADM+S Summer School



PhD Student Joseph Ikechukwu Onyewuchi and Al Damiano Spina participating in Capoeira run by Al Damiano Spina at the 2025 ADM+S Summer School



RF Khanh Luong and Al Hao Xue at the 2025 ADM+S Summer School



ADM+S 2025 ANNUAL SYMPOSIUM:

AUTOMATED SOCIAL SERVICES

The 2025 ADM+S Symposium - Automated Social Services: Building Inclusive Digital Futures united ADM+S researchers, technologists, social service professionals, advocates and policymakers to showcase innovative responses to the challenges of building inclusive, ethical, and responsible automated social services.

The event was hosted online and in-person at the University of Queensland on 1-4 July 2025 and included pre-symposium workshops, a welcome reception, main symposium day, mentoring opportunities, project demonstrations, student poster competition, and signature project team workshops.

The first panel 'Everyday Encounters with Automated Systems: Access, Equity and Social Service,' set the tone for the day, bringing together a diverse group of speakers with grounded knowledge of how people from varied backgrounds navigate the increasingly automated and digitised social services landscape.

The sessions that followed focused strongly on co-design and participatory approaches to technology development, culminating in a fireside chat featuring the Hon. Bill Shorten, who reflected on his experiences in social policy reform, including the creation of the NDIS and the Robodebt Royal Commission. The discussion expanded into a panel featuring key advocacy leaders from Economic Justice Australia, QCOSS, and the Disability Advocacy Network Australia, offering a powerful call to action for building more inclusive and human-centred digital futures.

The Symposium hosted 84 speakers across 5 workshops, 11 panel discussions, and 2 paper sessions. Seventy-three per cent (73%) of the symposium speakers were ADM+S members from various university nodes. The remaining 27% were speakers from relevant industry, advocacy groups, and media organisations. A total of 166 people attended the Symposium in person. A further 25 attended online. The event attracted a diverse range of attendees from high-profile institutions such as:

- + ABC Radio National
- + ACCAN
- + ACCC
- + Anglicare Southern Queensland
- + Australian Catholic University
- + Australian Internet Observatory
- + Attorney-General's Department
- + Australian National University, School of Regulation and Global Governance
- + Australian Red Cross/Humanitech
- + Basic Rights Queensland Inc.
- + Blue Care
- + Central Queensland University (CQU)
- + De La Salle University
- + QUT's Digital Media Research Centre (DMRC)
- + Digital Transformation Agency
- + Disability Advocacy Network
- + Economic Justice Australia
- + Flourish Community Services
- + QUT's GenAI Lab
- + Good Things Foundation Australia
- + Green Fox Training Studio
- + Infexchange
- + La Trobe University
- + McGill University
- + Melbourne Law School
- + Mind The People
- + Mob Strong Debt Help - Financial
- + Rights Legal Centre
- + Monash University
- + Nanyang Technological University
- + People with Disability Australia
- + Queensland Council of Social Services
- + Queensland University of Technology

- + Rights in Action
- + RMIT University
- + Services Australia
- + St Vincent de Paul Society
- + Swinburne University of Technology
- + Technology Foresight Consulting
- + Telstra
- + Thrive & Connect
- + UnitingCare, QLD
- + University of Canberra
- + University of Melbourne
- + University of New South Wales
- + University of Queensland
- + University of Sydney Law School
- + Victoria Legal Aid
- + Institute for Culture & Society, Western Sydney University
- + WEO
- + WorkCover Queensland

Survey feedback following the event was overwhelmingly positive:

Ninety-eight per cent (98%) of respondents agree/strongly agree that:

- + the event broadened their knowledge of research related to the Centre's Social Services Focus Area;
- + 'It was a fantastic event that gave me new perspectives on the social impact of digital systems and automation.';
- + 'Diverse topics, super engaging, very inclusive atmosphere, perfect venue';
- + 'The program was very rich in the mix of offerings for researchers at different stages of their career growth. Being a PhD student, it provided ample opportunities to interact with other students and also interact with senior researchers as well.'

The 2026 ADM+S Symposium will highlight the Health Focus Area and be hosted at the Caulfield campus of Monash University.



ADM+S PhD students enjoying the sun at the 2025 ADM+S Annual Symposium



PhD Student Stephanie Livingstone, Bettina Cooper (Financial Rights Legal Centre) and RF Daniel Featherstone presenting on the 'Everyday encounters with automated systems' panel at the 2025 ADM+S Symposium



Students participating in the 2025 ADM+S Symposium workshop 'Unmaking AI'



AI Terry Carney, CI Kimberlee Weatherall, RF Alexandra Sinclair, Kate Allingham (CEO - Economic Justice Australia), and Damien Carrick (ABC) speaking at panel at the 2025 ADM+S Symposium on 'AI Governance Post-Robodebt'

REPORT LAUNCHES

2025 saw further promotion and sharing of the Centre's research through a series of in-person and online report launches. These launches gave our researchers the opportunity to present findings and to allow relevant stakeholders in industry, government, and the public to engage with the research through thoughtful panel discussions and Q&A opportunities.

2025 AUSTRALIAN DIGITAL INCLUSION INDEX

The *2025 Australian Digital Inclusion Index Report* was launched on 5 November by Telstra, ADM+S, RMIT University and Swinburne University of Technology.

The report provided a critical update on how Australia is tracking on digital inclusion, including where greater attention and investment is needed to close the digital divide.

The hybrid event offered the chance to attend in person at one of Telstra's capital city Hub Locations, or online. In-person attendees tuned in to a shared viewing of the national broadcast, live from Hobart. Following the broadcast, in-person participants joined interactive, local panel discussions, while online participants continued with a dedicated online panel.

AUTISM SUPPORTS FOR COMFORT, CARE AND CONNECTION

On 8 April 2025, ADM+S launched the *Autism Supports for Comfort, Care and Connection* report, presenting research into how autistic people use a range of digital and non-digital supports, devices, services, and non-human companions to find comfort, care, social acceptance, and intimacy in their daily lives.

The research applied a more-than-digital theoretical approach and an autistic-led methodology, centering the lived experiences of autistic participants. The report features case studies derived from in-depth interviews,

accompanied by portraits created by an autistic professional graphic artist, showing how digital and non-digital supports work together to enable relational connections, meet sensory and affective needs, and foster a sense of belonging, empathy, and acceptance.

The launch seminar provided an opportunity for stakeholders, practitioners, and the wider community to engage with the findings, highlighting how these insights can guide inclusive practices and policies that enhance wellbeing and social participation for autistic people.

COUNTING ON CONNECTIVITY

On 12 November the Hon. Anika Wells MP, Minister for Communications and Minister for Sport launched *Counting on Connectivity: Measuring Digital Inclusion for First Nations Australians in 2025* showcasing the first in-depth national comparative figures on First Nations digital inclusion.

First Nations organisations, government, industry partners, and the public were invited to join online to:

- + Discover the scale and nature of the digital gap between First Nations Australians and non-First Nations Australians
- + Hear how digital participation and inclusion varies across the country, shaped by place, income, age, disability, education, housing, and languages spoken at home
- + Explore the new interactive data dashboard, enabling First Nations people, communities, and organisations to interpret and use the data in ways that reflect their own needs, and

Learn from First Nations partners, the research team, and policymakers about how this evidence can guide practical community-led solutions and national policy and programs to help close the digital gap and support digital innovation.



DIGITAL & DATA CAPABILITIES FOR SEXUAL AND REPRODUCTIVE HEALTH

The *Digital & Data Capabilities for Sexual and Reproductive Health (DDCSRH)* final report and website were launched on 11 September. The first-of-its kind education and health support platform was developed in consultation with over 100 Australian health professionals to meet the needs of diverse communities and workforces.

The online launch showcased the new platform and featured discussions on what is specifically 'digital' about the digital determinants of health and the digital transformation of health, as well as how interdisciplinary approaches best play a role in digital sexual and reproductive health. The event attracted representatives from not-for-profit organisations and community groups, and government bodies.

GENERATIVE AI & JOURNALISM

On 17 February, ADM+S launched the *Generative AI and Journalism: Content, Journalistic Perceptions, and Audience Experiences* report, presenting research on how Generative AI is reshaping news production, content creation, and audience engagement.

The report draws on six research and engagement activities conducted across multiple countries between 2022 and 2024, examining three key areas: AI-generated content in journalism, journalists' perceptions and use of AI, and news audiences' experiences and reactions to AI in journalism.

The launch provided a platform to discuss the practical applications, challenges, and ethical considerations of AI in newsrooms, highlighting how this technology can automate and enhance journalistic practices while raising questions about bias, ethics, and the future of journalism. Participants explored emerging policies, best practices, and strategies for the responsible use of AI in media, emphasising the importance of balancing innovation with ethical and societal responsibilities.

MAPPING THE DIGITAL GAP 2025 OUTCOMES REPORT LAUNCH

Launched on 3 December, the *2025 Outcomes Report* provided the final summary of findings from the first phase of this research in 12 communities. It updated the 2024 report, with new analysis and case studies for Access, Affordability, Digital Ability and Media and Information services, and provided updated ADII scores for the remote research sites visited, facilitating up-to-date comparison against national outcomes for First Nations and non-First Nations Australians.

Attendees joined online to hear from the First Nations leadership, the research team, and industry partners, and get a first look at the key findings, analysis and stories from the first phase of the Mapping the Digital Gap project. how this technology can automate and enhance journalistic practices while raising questions about bias, ethics, and the future of journalism. Participants explored emerging policies, best practices, and strategies for the responsible use of AI in media, emphasising the importance of balancing innovation with ethical and societal responsibilities.



INTERNATIONAL CONFERENCES AND SYMPOSIA

ADM+S continued to make its mark on global audiences with a series of high-profile international conferences and symposia hosted in Australia and around the world. CI Haiqing Yu has been a key figure in organising several of these events, all of which promoted research undertaken by the Language and Cultural Diversity in ADM project.

EVENTS



INTERNATIONAL CONFERENCE ON PLATFORM AND AI SOCIETY IN ASIA

Over the past decade, Asia has emerged as a pivotal hub in the global landscape of digital platform development and artificial intelligence (AI) innovation. The region has seen the rapid and deep entrenchment of platform society, where digital platforms have been increasingly shaping economic development, political engagement, cultural production and everyday life. At the same time, Asia has become a critical site in the rise of AI society, as AI technologies are increasingly embedded in governance systems, industries, public services, and daily life. Crucially, the growing convergence of digital platforms and AI is fundamentally reconfiguring the infrastructures, logics, and power relations of contemporary life across Asia. The convergence has given rise to new socio-technical assemblages where data flows, algorithmic decision-making, and platform architectures are intertwined to mediate and reshape culture, politics, economy and society.

This conference, hosted at Deakin University from 24–25 November, positioned Asia not simply as a regional context for empirical inquiry, but as a generative vantage point for theorising the interwoven dynamics of platforms, AI, and socio-political transformations.

The event was supported by ADM+S, and developed and organised by CI Haiqing Yu in collaboration with Deakin University and Communications University of China.



DECENTRALISED TECHNOLOGIES AND GLOBAL CHINESE COMMUNITIES

Bringing together leading scholars from STS, media, communication, and cultural studies, this symposium held at Hong Kong University on 27 October deepened understanding of how decentralised systems intersect with Chinese transnational communication, societal organisation, and historical traditions of decentralisation and explored their innovations and tensions. Participants explored the ideological, infrastructural, and everyday practices shaping decentralised ecosystems, highlighting Chinese contributions to technological innovation and cultural transformation.

The event offered a rich platform for discussing the role of decentralised technologies in shaping new publics, media systems, and transnational networks within Chinese contexts and beyond, and contributions from AI Ellie Rennie, AI Janet Roitman and CI Haiqing Yu, who played a key role in the development and delivery of this event.

ADM+S researchers were joined by international speakers whose work offers critical global perspectives on decentralisation and Chinese networks, including Dr Nicholas Loubere, Associate Professor at Lund University and co-editor of the Made in China Journal and Dr Wang Jing, Assistant Professor at NYU Shanghai. The event also attracted speakers from Beijing Normal University, China Academy of Art, Chinese University of Hong Kong, City University of Hong Kong, Fudan University, Hainan Normal University, Hong Kong Shue Yan University, Renaissance College Hong Kong, The University of Chicago, Utrecht University, and Web3 Harbour.

This event was organised in partnership between ADM+S and The University of Hong Kong Department of Sociology.



INTER-ASIA PERSPECTIVES ON AUTOMATED DECISION-MAKING AND SOCIETY

This two-day event across 26 and 27 May brought together leading scholars, researchers, and collaborators to examine how ADM systems are shaped by—and reshape—language, culture, and governance across different regions of Asia.

Hosted by ADM+S and held at the University of Tokyo, the event included a workshop day followed by a public symposium.

The workshop focused on comparative dialogue and collaboration between researchers engaged in the “Language and Cultural Diversity in ADM” project. Participants shared regional case studies and explored common threads, differences, and methodological approaches for future joint research initiatives across Asia.

The symposium opened up the conversation to a wider public, with keynote speakers, panels, and thematic sessions addressing cutting-edge topics including AI, blockchain, platform economies, and social robotics—all viewed through the lens of East Asian cultural, linguistic, and technological contexts. This event was hosted in collaboration with Beyond AI, University of Tokyo and ADM+S.



SIGNAL TO NOISE

Signal to Noise examined how artists engage with disruptions and interference in communication technologies. The exhibition, which ran from 12 April - 14 September 2025 at the National Communication Museum, utilised a vast range of digital and physical mediums to broadcast its message to audiences. *Signal to Noise* explored the chaos that noise introduces: from hundreds of pictures flashing across display screens, to corrupting files, computer system overloads and failed AI-generated videos.

Led by his background in underground and experimental music scenes, co-curator Al Joel Stern explored the practices of sound and listening. His research examines how technical, social and political sounds shape our world.

The exhibition, co-curated with Eryk Salvaggio and Emily Siddons, included 'Voyce Walkr' (2025) by Machine Listening, a work featuring cloned voice recordings of the artist's children narrating a contemporary reimagining of Russell Hoban's novel *Riddley Walker* (1980). It also presented, for the first time in Melbourne, South Korean video art pioneer Nam June Paik's *Internet Dream* (1994).

AusSTS Conference 2025

Signal to Noise was featured as the opening exhibition for the AusSTS (Australian Science and Technology Studies) 2025 conference, which examined how information, communication, and technology shape social and cultural worlds, foregrounding the challenges posed by uncertainty, disruption, and "noise" in digital and material systems.

The conference integrated artistic, experimental, and interactive approaches alongside traditional research presentations. Twenty-five panels across four streams showcased short papers and workshops, while eleven "making and doing" sessions highlighted hands-on, experimental, and creative methods for exploring the theme of signals and noise.

ADM+S researchers and affiliates played a prominent role in the conference program, contributing to panels, workshops, and creative demonstrations. Participants included Als Daniel

Binns, Danula Hettiachchi, and Jathan Sadowski; RFs Kieran Hegarty and Fan Yang; Affiliates Robbie Fordyce, Amanda Lawrence, Luke Munn, James Parker, Ned Rossiter, Ash Watson, and Jennifer Wilson; and PhD students Samantha Floreani, Lauren Kelly, Trang Le, and Meg Thomas. The conference also featured keynote presentations from RF Dang Nguyen and Affiliate Christopher O'Neill.

Hosted across Deakin Downtown and the National Communication Museum, AusSTS 2025 was delivered in collaboration with the Deakin Science and Society Network and the journal *Science, Technology and Human Values*. The integration of *Signal to Noise* with the conference program highlighted the dynamic intersections of artistic practice, technical research, and critical scholarship, providing a rich platform for ADM+S researchers to showcase innovative approaches to understanding technology, society, and communication.

TREBOR SCHOLZ VISIT

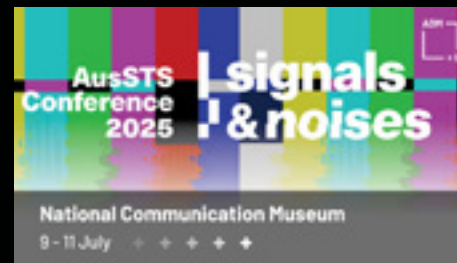
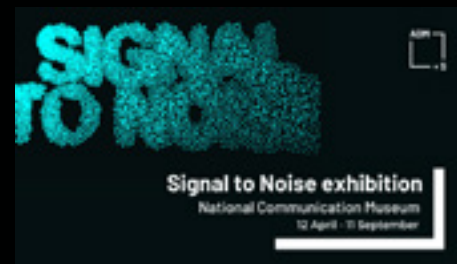
From 10 to 29 May, ADM+S hosted a visit from scholar, activist and founding director of the Platform Cooperativism Consortium (PCC) and the Institute for the Cooperative Digital Economy at The New School in New York City, Trebor Scholz.

Trebor is a leading voice in the global movement for democratic digital infrastructure, exploring how communities in over 60 countries are creating alternatives to extractive technologies through cooperative experiments.

During his visit, Trebor ran a number of programs aimed at student development including workshops on application strategies for fellowships for PhD candidates and methodologies for transformative academic practice, as well as offering one-on-one mentoring with students from ADM+S and the Digital Ethnography Research Centre (DERC) at RMIT.

While in Melbourne, Trebor presented at several high profile events including lightning talks at *No Harm Done: Ethics, Design and AI* and his own seminar, *Cooperative AI Public-Cooperative Counter-Infrastructures for Labor Justice, Climate Care, and Democratic Data Commons*, in partnership with the Centre for Organisations and Social Change (COSC).

The event series culminated in the public lecture *From Vibe to Viability: A Methodology for Building Transformative Alternatives in the Digital Economy*.



CITIZEN SCIENCE PROJECTS

THE AUSTRALIAN AD OBSERVATORY

Responding to significant recent and ongoing developments in automated advertising—including those driven by Generative AI—the Phase 2 Ad Observatory has developed new approaches for studying contemporary media and information environments, where there are no longer either shared flows of content or stable texts.

In 2024, the project focused on wrapping up existing research initiatives while continuing to deepen its citizen science work. Publications and outputs from this work have included academic papers, public reports, and data-driven visualisations, helping to inform public debate and policy discussions.

A major milestone in 2024 was the piloting of a novel mobile ad capture technology, The Mobile Observation of Advertising Toolkit (MOAT), developed by the Australian Internet Observatory (AIO). This breakthrough data gathering method enabled citizen scientists to collect the ads that are targeted at them on Facebook - and later extended to Instagram, TikTok and YouTube - via a mobile app that would otherwise be 'dark' and hidden from public view.

Two pilot studies conducted in 2024 employed MOAT technology and involved citizen scientists sourced through external panel recruitment services.

One study led by ADM+S AI Nicholas Carah, in collaboration with the Foundation for Alcohol Research and Education (FARE), the Alliance for Gambling Reform, and VicHealth, investigated how digital advertising for addictive products contributes to harm. The research focused on the experiences of Australians who had been harmed by, or were at risk of harm from, alcohol and gambling products.

The study involved 10 participants and combined data collection via a mobile app—capturing advertising interests and lists of advertisers targeting their profiles—with in-depth semi-structured interviews.

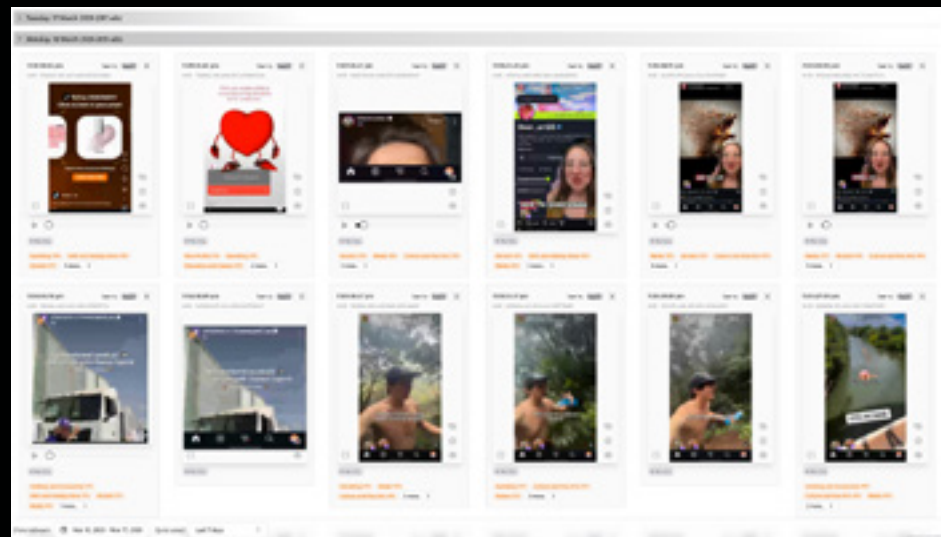
Researchers found that 264 alcohol and gambling companies had uploaded data about the participants to Facebook's marketing system,

which in turn assigned them 89 alcohol- and gambling-related ad interests. Several participants were exposed to disproportionately high volumes of targeted ads for these products.

The findings were published in the November 2024 report, *How alcohol and gambling companies target people most at risk with marketing for addictive products on Facebook*.

A second pilot study focused on monitoring digital advertising during the Queensland state election, contributing valuable insights into local-level political ad targeting. These findings will inform preparations for monitoring political advertising during the 2025 Federal Election.

Together, the pilot studies have helped refine the capabilities of the Australian Ad Observatory Mobile Toolkit, enhancing how advertising data is captured via the app. In 2024, the Australian Ad Observatory engaged 51 citizen scientists using the new mobile ad collection technology. These participants collectively contributed over 6,953 ad observations to the project.



Australian Ad Observatory - participant dashboard

Through this citizen science approach, the Ad Observatory continues to deepen our understanding of automated advertising, playing a vital role in documenting this emerging model and supporting industry, civil society, and government efforts to improve transparency, accountability, and regulation.



SCHOOLS PROGRAMS

SOCIAL MEDIA BAN TIPS ON ABC PROGRAM BEHIND THE NEWS

In the lead-up to the introduction of the social media ban affecting school-aged users, CI Daniel Angus appeared on Behind the News (BTN) to provide guidance to young audiences. Speaking directly to school-aged viewers, he advised young people to back up content they may wish to keep rather than relying on platforms to store it during the ban period, and encouraged them to discuss their social media use with a trusted adult. He also highlighted that young people have played a significant role in shaping social media culture and emphasised that their creativity and self-expression should continue beyond these platforms.

FUTURE YOU SUMMIT

The Future You Summit, hosted by QUT, attracted more than 300 year 11 and 12 students from Queensland and Northern NSW.

Building on the ADM+S public engagement work at the Woodford Folk Festival in 2024, CI Daniel Angus facilitated a data donation card exercise adapted from the “Data Mystics” activity developed in partnership with QUT’s Digital Media Research Centre and the Australian Internet Observatory.

The session invited students to reflect on small samples of their own digital traces, such as social media advertising interests or streaming recommendations, to explore how platforms categorise users and shape online experiences. Through guided discussion, students examined key concepts including datafication, algorithmic recommendation and personalisation, gaining practical insight into how automated systems construct and influence digital identities.

The activity strengthened digital literacy among senior secondary students and raised critical awareness of data practices and platform power.

WALERT CHATBOT AT RMIT OPEN DAY

At RMIT Open Day, ADM+S researchers showcased Walert, an interactive conversational agent named after the Woi wurrung / Boon wurrung word for “possum.” Visiting school students engaged with Walert to ask questions about computing programs, study pathways, and student life. By experiencing Walert’s strengths and failures, they learned how AI really works—and why computer scientists are essential to create and improve it.

Walert was developed using an in-house deployed large language model, trained on rephrased content from existing Frequently Asked Questions for School programs. The project also incorporated an evaluation framework comparing intent-based and Retrieval-Augmented Generation (RAG) architectures to assess their effectiveness in delivering accurate and contextually relevant responses.

The activity provided prospective students with a practical demonstration of conversational AI while highlighting research and teaching innovation from the ADM+S RMIT University node.



CI Daniel Angus appears on ABC’s Behind the News program with advice for under-16s prior to the social media ban

AI & YOU: IN THE CLASSROOM AND BEYOND EDUCATORS’ MASTERCLASS

This session was presented by Stephanie Hankey (Tactical Tech), CI Anthony McCosker and RF Dominique Carlon at the Australian Centre for the Moving Image (ACMI). The masterclass equipped educators with youth-informed insights and practical strategies to foster critical, ethical and meaningful AI literacy in the classroom.

Through collaborative discussion and hands-on activities, participants explored how AI is reshaping opportunities and risks for young people, examined what students think about AI, and developed practical strategies to cultivate curiosity, critical thinking and informed engagement.

Designed for educators at all levels of familiarity with AI, the session created a space to share knowledge, reflect on practice, and build confidence in navigating a rapidly evolving technological landscape.



CI Daniel Angus delivering an Ad Observatory workshop at QUT’s Future You Summit

UNDERGRADUATE TEACHING

In 2025, CI Heather Horst delivered guest lectures in two undergraduate subjects at the University of Sydney, supporting students to develop the skills and perspectives needed to address ethical, social, and technological challenges in AI and innovation, with over 1,200 enrolled students.

Design Theory and Culture

The unit, *Design Theory and Culture* introduced students to the evolution of design theory and its role in contemporary culture. Over the course of the semester, students explored how design as a discipline has developed over the past century, learning about key theoretical frameworks, practices and cultural perspectives that have shaped design thinking and practice. The unit traces shifts from traditional production-based approaches to human-centred design and more recent thinking around decolonised and post-anthropogenic futures. Drawing upon ADM+S research, the guest lecture focused on algorithms and their interpretations across cultures, revealing how many algorithmic recommendation systems prioritise Western and North American perspectives. It also demonstrated how people from different ethnic, racial and national contexts critically respond to these recommendations.

Responsible Design for Innovation

In the unit *Responsible Design for Innovation*, students explored how design strategies and methods can be applied to create responsible and inclusive AI. The unit introduced collaborative, human-centred approaches to solving complex problems, emphasising design both as a practical method and a way of thinking. The guest lecture illustrated the use of technology in afterschool and informal learning contexts in the United States, Pacific and globally, and the importance of integrating social principles into technology-based curriculum design.

GUEST LECTURES

Australia v the Internet: challenges in regulating the digital platforms (when you are not a major power)

CI Kimberlee Weatherall delivered a guest lecture to more than 50 undergraduate students at the University of Sydney in the unit *Protecting People Who Use Technology*. The lecture examined regulatory challenges in Australia associated with governing global digital platforms, with a focus on specific attempts to regulate: safety for children; cyberbullying and intimate image abuse; scams and more. The session explored some of the challenges of regulating activity on digital platforms, the tools policymakers and regulators have, and the additional challenges that arise for a middle power like Australia.

Communicating with AI

In the unit *Communicating with AI* delivered at Swinburne University, students explored current and emergent practices for using Artificial Intelligence (AI) to communicate with audiences, and gained an awareness of different applications and implications. Students are introduced to the core concepts, debates, and practices around AI and its impact on the contemporary and future world.

For this university-wide unit, RF Dominique Carlon provided two guest lectures focused on the social, communicative and safety dimensions of AI:

- + *Chatbots: History, Technology, and Applications* introduced students to the evolution of conversational agents from early rule-based systems to contemporary generative models, examining their cultural histories, social functions, and impacts across everyday contexts and workplaces.
- + *Synthetic Media: Opportunities, Problems, and Risks* provided a critical examination of imitative AI-generated media and associated governance challenges, spanning creative and consensual uses through to the dangers of synthetic media in powering scams, misinformation, and abuse.

For the same unit, RF’s Yong-Bin Kang and Zafaryab Rassool delivered a guest lecture: *The Mechanics of AI, Large Language Models (LLMs), Retrieval-Augmented Generation (RAG), and*

Generative AI Architectures offering students a foundational understanding of how a wide range of AI systems operate, including model behaviour, data pipelines, system architectures, and key computational considerations.

CI Anthony McCosker also provided a guest lecture on *AI Ethics and Inclusion* addressing the social implications of AI deployment, ethical considerations in design and use, and the importance of accessibility and inclusion across diverse communities.

COMMUNICATIONS AND ENGAGEMENT

The ADM+S research program continued to feature in national and international media outlets, with over 390 unique media stories appearing in *The Wall Street Journal*, *ABC*, *BBC*, *SBS*, *The Guardian* and many more, helping to raise public awareness and inform discussion on automated decision-making technologies.

Through articles in *The Conversation*, ADM+S researchers translated complex research findings into accessible public commentary, helping audiences understand the social, political and ethical implications of emerging technologies.

Across the year, ADM+S engaged audiences through hundreds of media stories, commentary pieces, podcasts, videos, and online resources, with over 120 researchers featured in the media.

MEDIA RELEASES

The Centre published over 100 media releases in 2025 including:

- + ABC's deepfake election news story finalist in Walkley Award for Digital Media Innovation
- + ADM+S Affiliate Dr Emmanuelle Walkowiak cited in Parliament's report on the Future of Work
- + ADM+S researchers awarded 2025 Google Research Scholar Award in Human-Computer Interaction
- + ADM+S researchers named finalists in SIGR 2025 LiveRAG international AI retrieval challenge
- + ADM+S research informs Senate inquiry of 'astroturfing' and hidden political advertising online
- + ADM+S submission cited in Parliament report on the Use and Governance of AI Systems by Public Sector Entities
- + ADM+S team win first prize at international RAG challenge
- + AI in Journalism report reveals growing concerns over misleading content and industry impact
- + AI in the Street: drone observatory documentary wins STEAM Award at New Media Film Festival in LA
- + Australian digital inclusion insights shared

- + with UNDP Malaysia and Malaysian government representatives
- + Award-winning tech enhances information retrieval in wearable AI devices
- + DeepSeek and the Future of AI: Congressional Testimony from Julia Stoyanovich
- + 'I Am Not a Number' – ADM+S documentary premieres on SBS On Demand
- + Improving digital inclusion for women in regional Victoria
- + New open-access platform boosts digital and data capabilities for sexual and reproductive health sector
- + NZ Ministry of Regulation consults with ADM+S researchers on AI regulation
- + RMIT partners with the Office of the National Broadcasting and Telecommunications Commission of Thailand to address digital access and policy
- + Submission to the Attorney-General's Department Consultation paper on ADM Reform
- + Victorian Law Reform Commission releases Australia's first inquiry into AI use in courts and tribunals

In addition to media releases, ADM+S researchers contributed to over 40 articles published in *The Conversation*, offering expert insights on the impacts of automated decision-making systems and AI on society. These included:

- + AI is moving fast. Climate policy provides valuable lessons for how to keep it in check
- + Australia is about to ban under-16s from social media. Here's what kids can do right now to prepare
- + Australia's national AI plan has just been released. Who exactly will benefit?
- + A weird phrase is plaguing scientific papers — and we traced it back to a glitch in AI training data
- + Can you tell the difference between real and fake news photos? Take the quiz to find out
- + Does AI really boost productivity at work? Research shows gains don't come cheap or easy
- + Don't rely on social media users for

fact-checking. Many don't care much about the common good

- + Do you talk to AI when you're feeling down? Here's where chatbots get their 'therapy' advice
- + Elections mean more misinformation. Here's what we know about how it spreads in migrant communities
- + Generative AI is already being used in journalism. Here's how people feel about it
- + Google's SynthID is the latest tool for catching AI-made content. What is AI watermarking and does it work?
- + How do AI detection tools actually work? And are they effective?
- + How do you stop an AI model turning Nazi? What the 'Grok' drama reveals about AI training
- + How people are assessed for the NDIS is changing. Here's what you need to know
- + How Starlink is connecting remote First Nations communities — and creating new divides
- + Is AI a con? A new book punctures the hype and proposes some ways to resist
- + Meta is abandoning fact-checking — this doesn't bode well for the fight against misinformation
- + Meta's shift to community notes risks hurting online health info providers more than ever
- + Microsoft cuts data centre plans and hikes prices in a push to make users carry AI 'costs'
- + Most Australian government agencies aren't transparent about how they use AI
- + New US directive for visa applicants turns social media feeds into political documents
- + Sexual health info online is crucial for teens. Australia's new tech codes may threaten their access
- + These 3 climate misinformation campaigns are operating during the election run-up. Here's how to spot them
- + This election disinformation is swirling on Chinese social media. Here's how it spreads
- + Tools like Apple's photo clean up are yet another nail in the coffin for being able to trust our eyes

- + Understanding the Slopocene. How the failures of AI can reveal its inner workings
- + Vibes are something we feel but can't quite explain. Now researchers want to study them
- + What makes a good search engine? These 4 models can help you use search in the age of AI
- + What political ads are Australians seeing online? Astroturfing, fake 'grassroots' groups and outright falsehoods
- + YouTube hosts a lot of garbage — but the government is right to let kids keep watching it

SOCIAL MEDIA

Traffic to the ADM+S website continued to grow significantly in 2025, reflecting increasing public and international interest in the Centre's research. Visitors came from more than nine countries, highlighting the global reach of ADM+S research and resources.

In 2025, we had 147,369 website views and 53,630 new users, a significant increase from 2024 (which had 116,996 website views and 36,743 new users).

Active users per country	
Australia	25,840
United States	9,784
China	4,482
Germany	2,888
Singapore	2,178
United Kingdom	1,201
India	1,082
Canada	593
Hong Kong	516
Other	5,066

SOCIAL MEDIA

The Centre's social media channels continued to grow as important platforms for sharing research, events and public commentary, helping connect ADM+S researchers with academic, policy and industry audiences.

Platform	Audience	% Increase compared to 2024
LinkedIn	4,630	32.7%
Bluesky	536	62.4%
Instagram	584	22.2%
Facebook	468	15.8%
YouTube	785	25.4%
Spotify	235	10.8%

NEWSLETTERS

The Centre's monthly newsletter, *ADM+S News*, showcases the latest news from the Centre to over 1,350 subscribers and features recent media appearances, publications, events and opportunities.

PODCAST SERIES

The *Automated Societies* podcast continued to translate ADM+S research for broader audiences, featuring conversations with researchers, policymakers and industry experts on the social implications of automated decision-making. In 2025, our podcast episodes received over 400 plays. The podcast has produced over 110 episodes and is available on *Spotify*.

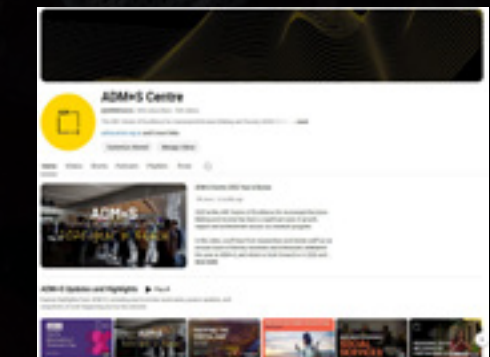


ADM+S ON YOUTUBE

In 2025, videos on the ADM+S YouTube channel received 26,174 views, with subscriber numbers increasing by 25.4% since 2024, reflecting continued growth in audience engagement.

This year we curated the ADM+S YouTube channel to include playlists for human-centred documentaries, which share lived experiences and personal perspectives connected to ADM+S work. These films focus on people's stories and the real-world contexts in which research and innovation take place.

We also created a dedicated education resources playlist that includes our *Ask Me Anything* and *Expert Explained* video series, designed to translate ADM+S research for broader public awareness and reach.



ADM+S IN THE MEDIA

HIGHLIGHTS

ADM+S IN THE MEDIA

JAN

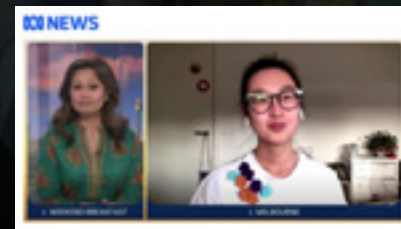
Meta is abandoning fact checking – this doesn't bode well for the fight against misinformation | The Conversation

8 January 2025

PhD Student Ned Watt, AI Michelle Riedlinger and AI Silvia Montaña-Niño warned that Meta's decision to abandon fact-checking does not bode well for the fight against the spread of misinformation and disinformation online.



JAN

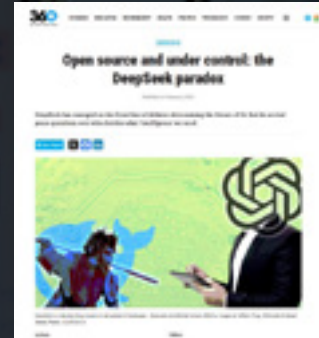


TikTok users flocking to Chinese-owned app RedNote amid ban | ABC News

18 January 2025

RF Fan Yang featured in this ABC News piece to analyse the move of users to Rednote. Fan highlights RedNote's reputation as one of the most female-friendly social media platforms and also a platform used by Australian politicians to broaden their reach.

FEB

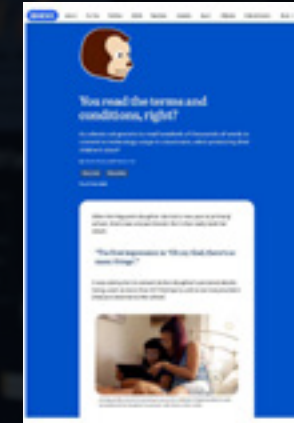


Open source and under control: the DeepSeek paradox | 360info

5 February 2025

This article written by CI Haiqing Yu highlights DeepSeek's global impact and how political and data constraints shape, and potentially limit, the kind of 'intelligence' AI systems can ultimately produce.

FEB



You read the terms and conditions, right? | ABC News

27 February 2025

Affiliate Tegan Cohen provides expert commentary in this explainer exploring the terms and conditions of online platforms produced by ABC Story Lab.

JAN

Meta is getting rid of factchecking. Should you leave Instagram – and what are the alternatives? | The Guardian

9 January 2025

ADM+S researchers including CI Axel Bruns, PhD Student Samantha Floreani and Affiliate's Jeannie Paterson, and Joanne Gray raised concerns about Meta's decision to replace professional factchecking with 'community notes'. They highlighted risks of increased misinformation and political manipulation, the weakening of protections for marginalised communities, and the broader societal impacts of shifting platform governance.



JAN

Why TikTok users are flocking to this app in a form of protest | SBS News

15 January 2025

RF Milovan Savic provides commentary for SBS article on why TikTok users are moving to Chinese-owned app Rednote.



FEB



'Dark ads' challenge truth and our democracy | 360info

25 February 2025

Drawing on insights from the Australian Ad Observatory project, this article by CI's Daniel Angus and Mark Andrejevic highlights that political inaction and big tech's reluctance to protect users leave Australians vulnerable to a murky world of digital misinformation going into the election.

FEB



AI-Generated video of Gaza shared by Trump | ABC World Today

27 February 2025

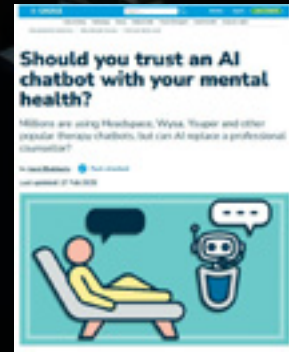
CI and Associate Director Jean Burgess shares her expert opinion on ABC World Today on an AI-Generated video of Gaza shared by Donald Trump. CI Jean Burgess frames the incident as an example of how AI-generated content, platform policy shifts, and provocative political communication intersect, raising concerns about moderation, responsibility, and the real-world impact of viral media.

ADM+S IN THE MEDIA

HIGHLIGHTS

ADM+S IN THE MEDIA

FEB



Should you trust an AI chatbot with your mental health? | CHOICE

27 February

Affiliate Jeannie Paterson provides commentary for this CHOICE article warning that there is a big difference between using the technology in collaboration with a professional and going to an app store to buy something we "know very little about".

MAR



What makes a good search engine? These 4 models can help you use search in the age of AI | The Conversation

26 March 2025

Affiliate Simon Coghlan, AI's Damiano Spina, Falk Scholer and Hui Chia (University of Melbourne) highlight how LLM-enhanced search tools influence what users see, using four models (Customer Servant, Librarian, Journalist, Teacher) to explore ethical trade-offs between accuracy, autonomy, and misinformation, emphasising the need for transparency and responsible design.

MAY



You and me, we gonna live forever... as avatars, at least | The Observer, UK

3 May 2025

AI Robert Sparrow provides his expert opinion on new 'grief tech' apps that allow grieving families to communicate with dead relatives via an AI afterlife.

JUL



Understanding the 'Slopocene': how the failures of AI can reveal its inner workings | The Conversation.

1 July 2025

In this article, AI Daniel Binns argues that deliberately pushing AI systems into glitches or "failures" can help reveal how they actually work and build critical AI literacy, especially in an era of widespread low-quality AI content known as the 'Slopocene.'

MAR

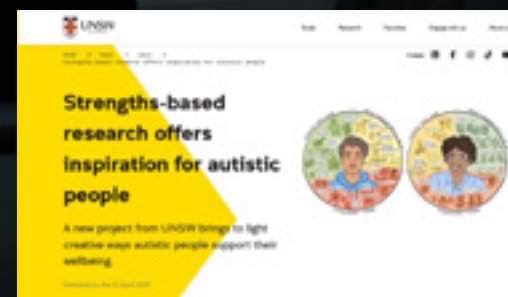


Young people's digital cultures & sexual health with Professor Kath Albury | Caddyshack Podcast

14 March 2025

CI Kath Albury features on the Caddyshack podcast to discuss digital cultures and sexual health of young people in Australia.

APR

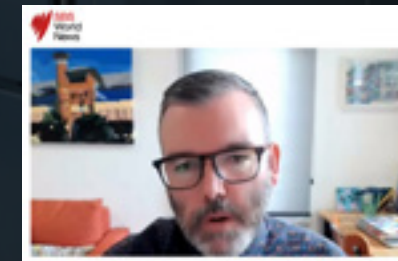


Strengths-based research offers inspiration for autistic people | UNSW Media

10 April 2025

Research findings shared by UNSW media highlight autistic-led research conducted by CI Deborah Lupton and RF Megan Rose. Their study 'Autism Supports for Comfort, Care and Connection' reveals the everyday and creative ways autistic adults use objects, services, and companions to support their wellbeing.

JUN

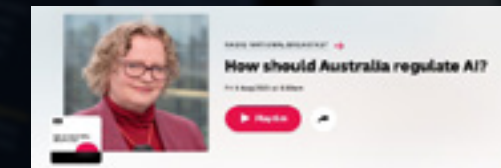


Age verification tool proves under-16s social media ban is viable | SBS World News

20 June 2025

CI Daniel Angus was featured as one of the expert commentators on SBS's News program 'Age verification trial proves under-16s social media ban is viable', covering the Australian Government's age verification trial of banning under-16s from social media. CI Angus warns that the general public has not been adequately informed about the likely impacts of these technologies when systems are built with both gender and racial biases.

JUL



How should Australia regulate AI? | ABC Radio National Breakfast

8 July 2025

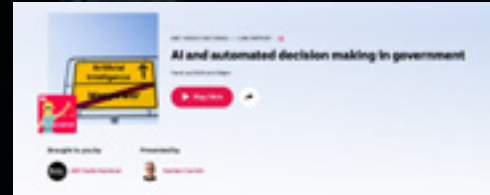
Appearing on ABC's Radio National Breakfast, CI Kimberlee Weatherall warned that current copyright frameworks are leaving both creators and AI developers in legal limbo.

ADM+S IN THE MEDIA

HIGHLIGHTS

ADM+S IN THE MEDIA

JUL



AI and automated decision making in government | ABC Radio Law Report

8 July 2025

A recorded panel discussion from the 2025 ADM+S Symposium, chaired by ABC Radio National's Damien Carrick, appears on the ABC Law Report on ABC Listen. The panel explored practical approaches to building stronger checks and balances for AI and automated decision-making in government services, policymaking and administration.

AUG



The amount of personal info Australian renters have to hand over is 'staggering' | Pursuit, Melbourne University

28 August 2025

RF Lina Przhedetsky discusses new legislation introduced by NSW to strengthen protections for renters' personal information, limiting excessive data collection and increasing accountability. Other states lag behind and key concerns, including AI-driven tenant assessments, remain inadequately regulated.

SEP

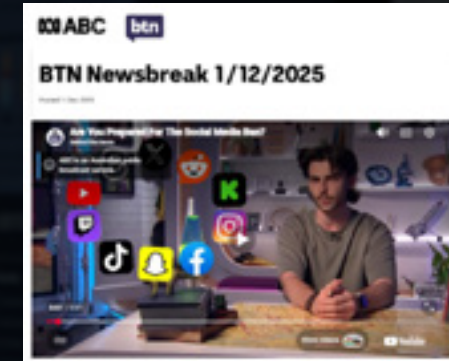


The AI chat encouraging you to kill your dad | ABC Triple J Hack

20 September 2025

AI Henry Fraser joined *Triple J Hack* to discuss regulatory frameworks and safety concerns surrounding artificial intelligence and chatbots.

DEC

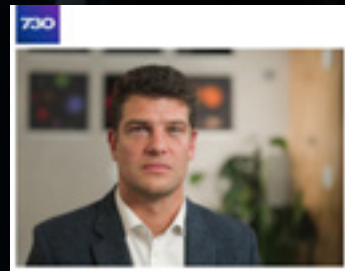


Social media ban tips | ABC's Behind the News

1 December 2025

In the lead-up to the introduction of the social media ban affecting school-aged users, CI Daniel Angus appeared on *Behind the News (BTN)* to provide guidance to young audiences. Speaking directly to school-aged viewers, he advised young people to back up content they may wish to keep rather than relying on platforms to store it during the ban period, and encouraged them to discuss their social media use with a trusted adult. He also highlighted that young people have played a significant role in shaping social media culture and emphasised that their creativity and self-expression should continue beyond these platforms.

AUG

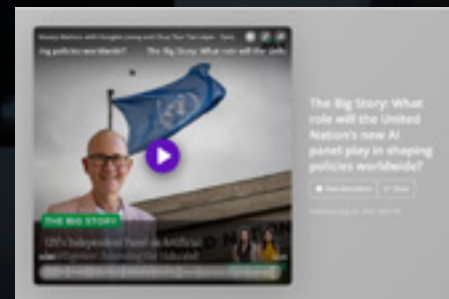


Hayley has been in an AI relationship for four years. It's improved her life dramatically but are there also risks? | ABC 7.30 Report

20 August 2025

This program explored the emotional and ethical complexities surrounding AI companionship, focusing on the Replika app and its impact on users. The program highlighted concerns about sudden platform updates or discontinuations and the potential psychological toll on users. AI Henry Fraser provided expert commentary in the segment, raising concerns about the broader social and ethical implications of AI companionship and the need for responsible development as reliance on these technologies grows.

AUG



What role will the United Nation's new AI panel play in shaping policies worldwide? | The Big Story

28 August 2025

On *The Big Story*, Hongbin Jeong speaks to CI Paul Henman, to learn more about the UN's new AI advisory panel and what it means for governments and societies worldwide.

OCT



How people are assessed for the NDIS is changing. Here's what you need to know | The Conversation

1 October 2025

AI Georgia van Toorn alongside Helen Dickinson (UNSW) provide insights on changes to NDIS assessments and what people need to know.

NOV



Digital divide narrows but gaps remain for Australians as GenAI use surges | RMIT University Media

5 November 2025

Findings from the *Australian Digital Inclusion Index Outcomes Report for 2025* were shared in this RMIT University media release. This media release gained more than 500 media pickups, reaching an estimated audience of 54.4 million people with an advertising equivalent value of \$3.05 million.

ADM+S IN THE MEDIA

HIGHLIGHTS

ADM+S IN THE MEDIA

DEC



How Starlink is connecting remote First Nations communities – and creating new divides | The Conversation

3 December 2025

Based on ADM+S research in indigenous communities, RF's Daniel Featherstone and Kieran Hegarty discuss how Starlink is connecting remote First Nations communities and creating new divides.

DEC



Australia just banned teens from social media. Here's what they think | Wall Street Journal

10 December

CI Daniel Angus appeared in international media providing expert commentary on Australia's decision to ban under-16s from social media, reflecting on the policy from both an academic perspective and his personal experience as a parent.

NEW RESEARCH AND OUTREACH COLLABORATIONS IN 2025

- + Australian Institute of Health and Welfare
- + Australian Public Policy Institute
- + Australasian Science & Technology Studies Network
- + Bavarian Government
- + Bayerischer Rundfunk
- + Beijing Normal University
- + Berkman Klein Center for Internet & Society at Harvard University
- + Bitcoin Association of Hong Kong
- + Brawijaya University, Indonesia
- + University of Canberra
- + Centre for European Policy Studies Task Force
- + Chulalongkorn University
- + China Academy of Art
- + Chuo University
- + Commonwealth Attorney-General's Department
- + Concordia University
- + Department for Health and Wellbeing, South Australia
- + Department of Public Technical Service, China State Information Centre
- + Disability Advocacy Network
- + European Law Institute
- + Federal Court of Australia
- + Finthropology
- + Florida Atlantic University
- + Guangdong University of Foreign Studies
- + Hainan Normal University
- + Hong Kong Baptist University
- + Hong Kong Polytechnic University
- + Hong Kong Shue Yan University
- + Independent Commission Against Corruption (ICAC)
- + International Christian University
- + La Trobe University
- + Lingnan University, Hong Kong
- + Ludwig Maximilian University of Munich
- + Lund University
- + Malaysian Government
- + Manipal Institute of Communication, India
- + McGill University
- + Mob Strong Debt Help - Financial Rights Legal Centre
- + Monash University Malaysia
- + Music Industry Research Collective (MIRC)
- + National Communication Museum
- + National University of Laos
- + NSW Fair Trading
- + NYU Shanghai
- + Office of the National Broadcasting and Telecommunications Commission of Thailand
- + Otemon Gakuin University
- + Oxfam Vietnam
- + Peking University
- + People with Disability Australia
- + Platform Cooperativism Consortium
- + PwC Impact Assembly
- + Research Centre for Social Welfare, Villages and Connectivity, Indonesia
- + Ritsumeikan University
- + Shanghai Academy of Social Sciences
- + Simon Fraser University
- + Swansea University
- + Tamagawa University, Japan
- + Tasmanian Council of Social Service (TasCOSS)
- + Technical University of Munich
- + The Open University, UK
- + United Nations Development Programme (UNDP) Malaysia
- + University of Basel
- + University of Bath
- + University of Bristol, Digital Futures Institute
- + University of California, Santa Barbara
- + University of Chicago
- + University of Groningen
- + University of Hong Kong
- + University of Leiden
- + University of Nottingham, Ningbo
- + University of Otago
- + University of Technology Sydney
- + University of York
- + Victorian Law Reform Commission
- + Waseda University
- + Web3 Harbour
- + Wenzhou-Kean University
- + WEO
- + Xiamen University

EDUCATION

Research Training Program

Career Outcomes

Student and ECR Spotlights

2025 Summer School

2025 Hackathon: Recommender
Systems for Public Service Media

Key Activities

Equity, Diversity and Inclusion
Activities

Research Training Program Information
Sessions

International Research Visits

Research Placements

Internal Funding

Engagement with other ARC Centres of
Excellence

Work Experience

**RESEARCH
TRAINING
PROGRAM**

RESEARCH TRAINING PROGRAM

In 2025, the ADM+S Research Training Program continued to bring together HDR students, early career researchers, and Centre members to build skills, foster interdisciplinary collaboration, and prepare the next generation of researchers for globally engaged careers in automated decision-making and society. The program offered a wide range of hands-on opportunities, including the annual ADM+S Summer School hosted at the University of Melbourne Law School, a two-day Hackathon tackling ‘wicked problems’ in search systems, intensive bootcamps such as the Documentary Filmmaking for Researchers program, and peer-led reading, writing, and feedback groups. Across these activities, participants engaged with cutting-edge research methods, ethics, professional development, and mentorship, while building networks with peers, senior researchers, and international collaborators.

A strong focus on cross-institutional supervision remained an integral part of the Centre’s integrated research training approach. Cross-nodal supervision enhances HDR students’ research experience and supports the interdisciplinary and collaborative aims of ADM+S. In 2025, the Centre significantly exceeded its KPI target of nine cross-institutional or partner supervisory panels, supporting 18 ARC-funded HDR students with multi-institutional supervision arrangements. The Centre continues to work closely with collaborating universities to address barriers to

effective cross-supervision and, where formal arrangements are not possible, to ensure students benefit from cross-node mentoring, participation in milestone reviews, and opportunities for in-person engagement with supervisors across the network.

Throughout the year, ADM+S also supported international research visits, internal funding, and Equity, Diversity, and Inclusion initiatives, enabling HDRs and ECRs to gain global perspectives, access tailored research and professional development support, and embed inclusive and ethical practices in their work. Engagement extended across the broader ARC CoE network through collaborative conferences, Communities of Practice, and shared initiatives promoting knowledge exchange and inclusive research culture. Together, these activities strengthened the Centre’s research community, amplified participants’ skills and impact, and prepared graduates and research fellows to contribute meaningfully to academia, industry, government, and civil society worldwide.

In 2025, we expanded the ADM+S website’s main navigation to include a dedicated Research Training page. This new section provides a clear overview of the ADM+S Research Training program, highlighting the opportunities, support structures and professional development initiatives available to higher degree research candidates and early career researchers across the Centre.



Sally Storey
Manager, Research Training and Development



Mark Sanderson
Chief Investigator
Research Training and Capability Development Co-leader



Heather Horst
Chief Investigator



Mark Andrejevic
Chief Investigator
Research Training and Capability Development Co-leader

**CAREER
OUTCOMES**

In 2025, ADM+S continued to support HDR students and Research Fellows in developing the skills and experience needed for transdisciplinary and globally engaged research careers. Graduates and former research fellows have moved into a wide range of roles across academia, government, industry, and advocacy or civil society organisations.

Many alumni have taken up positions at leading universities both in Australia and internationally, including institutions in Europe, North America, and Asia. Graduates have also joined government agencies, major industry employers, and not-for-profit or advocacy organisations, reflecting the breadth of career pathways supported by the Centre.

These outcomes demonstrate the impact of embedding students and research fellows in collaborative research projects, international placements, mentorship, and professional development activities. Graduates leave the Centre with the skills, networks, and experience to contribute to research translation, industry engagement, and societal impact, well-prepared to make world-leading contributions in their chosen fields.

Our student and research fellow employers include:

Industry

- + Amazon, Alexa AI
- + Australian Centre for the Moving Image (ACMI)
- + Bain & Company, USA
- + Blindside Gallery, Australia
- + Cenitex (VPS), Australia
- + Coles Group, Australia
- + Endeavour Group, Australia
- + EY Assurance, Australia
- + Good Hood, Australia
- + Hive Technology Labs, Australia
- + IAG (Insurance Australia Group)
- + KPMG, Australia
- + Meta, London
- + Optus, Australia
- + Oracle, Australia

- + Pluralis Research, Australia
- + Rabobank, Netherlands
- + Seek, Australia
- + Vipac Engineers & Scientists, Australia
- + Volvo Car Group, Sweden
- + RMIT University

Government

- + Australian Bureau of Statistics
- + Department of Industry, Science and Resources, Australian Government
- + Primary Health Tasmania

Not-for-Profit or Advocacy Organisations

- + Australian Communications Consumer Action Network (ACCAN)
- + Dativist, France
- + The Commons Social Change Library
- + Mura Lagh, First Nations consulting firm, Meeanjin (Brisbane)

Academia

- + ARC Centre of Excellence for the Elimination of Violence Against Women (CEVAW)
- + Australian National University
- + Aarhus University, Denmark
- + Central Queensland University

- + Curtin University
- + Deakin University
- + ETH Zurich, Switzerland
- + European University Institute, Italy
- + King Mongkut’s University of Technology Thonburi, Thailand
- + Macquarie University
- + Monash University
- + Nankai University, China
- + Queensland University of Technology
- + RMIT University
- + Taibah University, Saudi Arabia
- + The University of Hong Kong
- + Tsinghua University, China
- + UC Berkeley School of Information, USA
- + Universitas Gadjah Mada, Indonesia
- + University of Barcelona
- + University of the Basque Country (UPV/EHU)
- + University of Colombo, Sri Lanka
- + University of Edinburgh, Scotland
- + University of Manchester, England
- + University of Melbourne
- + University of NSW (UNSW)
- + University of Queensland
- + University of Sydney
- + University of Technology Sydney
- + University of Western Australia



STUDENT AND ECR SPOTLIGHTS

Students

What is your research about?

My research explores how media platforms and our digital cultures are influencing the aesthetics of contemporary film and television content. Our evolving media technologies and digital cultures have given birth to new ways to interact with each other and express ourselves. The rise of multi-sided markets and creator cultures has triggered a new era of stylistic experimentation when it comes to designing screen stories. This experimentation includes using streaming and social media data to shape creative decisions, algorithmic production practices, designing “platform-agnostic” content engineered for circulation on social media, and finding creative ways to stylistically represent the experience of “being online” within our screen stories.

As a result, the film and television industry is currently in a process of negotiating and establishing new aesthetic conventions. I refer to these emerging sets of stylistic systems, elements, and patterns as “platform aesthetics.” I describe and classify these emerging aesthetic conventions in my project and critically interrogate how these new conventions challenge the ways we have previously appreciated film and television texts, demanding new criteria for evaluating artistic achievements.

What is your methodology?

In my research I adopt a “historical poetics” approach to the analysis of artworks, where a work’s structural, formal, stylistic, and semantic features are understood as a result of the decisions and actions of individuals embedded in a particular historical context and, as such, subject to various conditions and constraints of an artistic, cultural, industrial, and/or social nature. The value of an historical poetics approach is that, rather than imposing a pre-established theoretical or methodological framework, it takes artworks on their own terms, seeking evidence-based causal and functional explanations of how and why artworks have the features they do, and how those features are designed to achieve particular aims or effects.

Whilst traditionally used to study “fine art” mediums, historical poetics still offers a useful approach to the textual analysis of popular media and content creation outside of what we have historically recognised as art – including memes,

viral videos and other forms of user-generated content. These media texts, and their form and style, are still heavily shaped by regulative and industrial norms and the social, technical, and infrastructural contexts in which they are made. And this is why my research hinges on a combination of both textual analysis and industry research.

For the industry studies component of my research, I draw on a wide array of industry materials and fieldwork to understand how platformisation is reshaping production contexts in the film and television industry. This includes attending trade shows and other kinds of industry events such as masterclasses or awards festivals and industry conferences, as well as the critical analysis of a wide range of industry materials such as grey literature, trade press, awards categories, funding reports, and more.

How does being part of the Centre support your research?

Being a part of the ADM+S has opened up opportunities for me that really wouldn’t have been accessible to me otherwise. The centre functions as a large network of researchers, at all different stages in their careers, and you get to be a part of and benefit from that cross-institutional network.

Over the course of my PhD I have attended summer schools, boot camps, and symposia which have allowed me to access one-on-one mentoring with senior researchers outside my supervision team as well as networking and learning opportunities more broadly. Being a part of a large interdisciplinary network of researchers has encouraged me to think more creatively about both the applications of my own research and my methods.

Beyond the professional development opportunities that come along with being a part of the ADM+S, the community itself has also been a place of reassurance, sociality, and encouragement during what can sometimes be quite lonely and challenging undertaking a PhD. I don’t think those benefits should be understated or taken for granted, because having a support network — intellectually, professionally, and socially — makes a huge difference in the day-to-day of doing a HDR project.

The ADM+S has also supported my travel and registration for both research fieldwork and presenting at interstate conferences. An ADM+S HDR funding grant allowed me to travel from Brisbane to Melbourne to present work at AusSTS in 2025 as well as a key film and television industry event – Future Vision 2025. The industry fieldwork I conducted at Future Vision has become central to my thesis. And at AusSTS my co-presenter and I were approached by a publisher and now have a book based on that presentation now under contract and on the way. These outcomes and opportunities have been directly afforded by the ADM+S HDR Funding Grant.



MEG THOMAS

PhD Student,
The University of
Queensland

What is your research about?

My work sits within Information Retrieval and Human-Computer Interactions. It is multidisciplinary and focuses on how people interact with search engines, including generative AI search systems such as ChatGPT, Bing Chat, AI Overviews etc. It mainly investigates how Generative AI is changing digital information-seeking behaviour, aiming to inform the design of search engines that are more reliable and user-centred.

What is your methodology?

I use a combination of quantitative and qualitative methods in my research. Quantitatively, I collect physiological data using eye-tracking devices, while qualitatively, I gather insights through open-ended questions and interviews. I also conduct online crowdsourced studies to collect search behaviour data, either through data donations or by having participants complete specific tasks.

How does being part of the Centre support your research?

The Centre has provided extensive support throughout my PhD, including research training via the ADM+S Summer School, Symposium, and various online and in-person workshops. Being part of the Centre’s community allows me to connect with other researchers through community-building events like the annual hackathon and social activities. My PhD is part of the ADM+S signature project “The Australian Search Experience 2.0,” giving me the opportunity to work within a larger team and understand how my research fits into the broader project. The Centre has also helped me translate and communicate my research to the public through short videos and articles. I have also gained career growth opportunities by participating in the Centre’s HDR subcommittee, executive committee, and organising workshops. Being part of the Centre, I have received constant support from staff in person and online, as well as assistance with administrative tasks, including funding for conference travels and conducting user studies.



SARA ALLAWATI

PhD Student,
RMIT University



STUDENT AND ECR SPOTLIGHTS

Early Career Researchers

What is your research about?

Within the ADM, Ecosystems and Multispecies Relationships Project, I've been looking into at the opportunities and challenges that arise from the use of ADM systems to monitor, gather, use, and store environmental data. This work considers how data governance concerns - which range from the ecological impacts of new technologies to matters of data completeness, accuracy, ownership, durability, and access settings - are pre-empted, addressed, and managed in conservation contexts. In addition to its scholarly contributions, this project will offer practical resources to help organisations develop data governance practices that enable a praxis of environmental stewardship.



**DR LINA
PRZHEDETSKY**

What is your methodological approach to these questions?

Our project team - which is spread across UNSW and The University of Melbourne - has been interviewing a range of practitioners, researchers, policymakers, conservationists, and others who collect and use environmental data. Gathering this qualitative data has been invaluable - not only have we met some fabulous people, but we have greatly expanded our understanding of the opportunities and challenges that ADM systems pose in this space. It's been particularly exciting to hear support and enthusiasm for this project from people working in the field.

How does being part of ADM+S support your research?

ADM+S truly facilitates interdisciplinary collaboration. Being able to work with, and receive input from people from technical, legal, social and environmental science backgrounds has really pushed us to approach our research questions from different angles. The collaborative environment within the centre has challenged me to pursue bold and ambitious research: this has pushed me to grow personally and professionally.

What is your research about?

My research focuses on using agentic AI to build social simulations for multi-stakeholder policy decision-making. The goal is to model how different groups in a community are likely to react to proposed policies and interventions.

What is your methodological approach to these questions?

I use large language models (LLMs), generative AI, and multi-agent systems to simulate social scenarios, capturing heterogeneous behaviours, interactions, and emergent dynamics.

How does being part of ADM+S support your research?

ADM+S brings together researchers across multiple nodes and disciplines. Their diverse expertise and feedback provide valuable ideas, critique, and guidance that help us refine our methods and improve the fidelity and usefulness of our social simulators.



**DR DEVIN
YUNCHENG HUA**

Research Fellow,
UNSW

What is your research about?

My current research is a part of the *Australian Search Experience (ASE) 2.0 project*, and it examines how searching practices and search systems shape each other and relate to real-world events such as wars and crises, as well as social phenomena such as partisanship. Researching this topic has become an increasingly interesting challenge due to rapid changes in search systems and search practices with the introduction of AI-infused search engines and non-conventional interfaces, such as chatbots, voice assistants, and social media, becoming more common tools for information seeking.

What is your methodological approach to these questions?

To study search practices more systematically, I am partially extending upon the theoretical model of digital practices developed in my doctoral research and consisting of six interrelated elements - action, collectivity, language, normativity, knowledge, and materiality. The ASE 2.0 team is developing diverse approaches to identify these elements of search empirically, such as conducting content or discourse analysis of search logs, social media, and open forum data, and complementing them with computational discourse modelling with Large Language Models. Together with the project team and partners, we develop diverse case studies that help us test these approaches. As the last but arguably most important step in our methodological pipeline, we evaluate search results returned in response to different search practices in terms of the similarity between results likely to be produced for different social groups, as well as other aspects, such as trustworthiness, visibility of particular types of sources, and more.

How does being part of ADM+S support your research? What is your methodological approach to these questions?

When I was just starting my PhD, I asked an established scholar about the complexities of being an interdisciplinary researcher. They mentioned that the only way to do quality interdisciplinary research is to work with the best scholars in their

respective fields. I would also add to that the importance of intellectual openness on behalf of all parties. ADM+S offers an environment where the two conditions are met, and I am grateful for the opportunity to be a part of the ASE 2.0 signature project and the centre.



**DR KATERYNA
KASIANENKO**

Research Fellow,
QUT

2025 ADM+S SUMMER SCHOOL

Supporting the next generation of researchers at the 2025 ADM+S Summer School

The 2025 ADM+S Summer School, hosted by the University of Melbourne Law School, brought together over 120 students, researchers and mentors for a curated program spanning research methodologies, ethics advice, writing and publishing, and more.

Bringing together higher degree research students and early career researchers from all eight ADM+S nodes, the annual Summer School provides a perfect opportunity for community members to ask questions, share concerns, learn from one another, and get the most out of their research journey in the ADM+S community.

ADM+S Manager of Research Training and Development and member of the Summer School working group Sally Storey, said 'This event would not be possible without the incredible generosity of our Centre's research community.'

'I want to say a huge thank you to all our presenters and mentors for sharing your knowledge and expertise with our attendees, and the time leading up to the Summer School preparing presentations, materials, wrangling, scheduling... the effort is outstanding!'

The program encourages PhD students to engage with topics across disciplines, learn about different research methods, and create connections with peers and mentors from across the national ADM+S network – an invaluable experience for all early career researchers.

PhD Student Tace McNamara from Monash University explained, 'I'm looking at AI and its capacity to understand art and music as an audience. It's been really interesting talking to people from other disciplines because I think what I'm doing is inherently interdisciplinary, so hearing about law, media, culture, that's something I don't do on a daily basis in my lab, and it's been really valuable.'

Sessions ranged from 'Ethical uses of GenAI in research', to 'Unpacking ideas animating technology governance', 'Interviewing with digital trace data', 'How to study socio-technical networks', 'Harnessing technology for remote research', and more.



2025 ADM+S Summer School participants in the GenAI Arcade workshop

'The Transformers Alive session, led by AI Aaron Snoswell, was such a didactic way of learning more about how generative AI operates and how people can embody the experience of how the information system operates in the background,' said PhD Student Miguel Looor Paredes from Monash University.

'It gave me another understanding of how artificial intelligence works and also how it relates to my research problem, and how to frame it from the humanities perspective.'

A highlight of the program was the closing plenary session hosted by the ADM+S Research Training and Capability Development Committee, inviting input from the HDR community on the design and delivery of the ADM+S Research Training Program.

The Summer School also provides an occasion for HDR's and ECR's to engage in our formal mentoring program, connecting with senior researchers from within, or outside their discipline, to share their research, ask questions, get feedback, and build their network across ADM+S institutions.

'A real highlight for me is seeing our students and research fellows from across the Centre, building that community spirit, getting involved, making new research connections and friendships that will see them over their career,' said Sally Storey.

Affiliate Sam Whiting from RMIT University said, 'I'm a new Affiliate at the Centre so I'm a bit out of my comfort zone, but that's been really interesting because I've been exposed to a lot of new ideas and meeting people, connecting, and thinking about future collaborations. I'm really looking forward to more events like this, opportunities to connect with people outside of my usual networks, opportunities to collaborate on projects.'

Many thanks to all speakers, mentors, and student participants for making this event possible, and especially the ADM+S Research Training and Capability Development Committee for their hard work behind the scenes in delivering this brilliant event.

2025 ADM+S HACKATHON

ADM+S Hackathon navigates the 'Wicked Problems' of Search

Five teams from the ARC Centre of Excellence for Automated Decision-Making and Society (ADM+S) members took part in the centre's annual Hackathon, this year exploring how search systems enable and constrain diverse social groups navigating complex, real-world challenges.

Participants focused on developing new methodological approaches to help gain a deeper understanding of how search systems enable and constrain diverse groups facing 'wicked problems'.

During the two-day challenge, participants worked in teams to select a 'wicked problem' and construct two to three concise personas representing individuals who might seek information related to that issue.

The Hackathon challenge was developed by RF Dr Kateryna Kasianenko, RF Dr Ashwin Nagappa and RF Dr Oleg Zendel and based on work from the Australian Search Experience 2.0.

'One of the goals behind the hackathon was to get the ADM+S community more comfortable with being uncomfortable in interdisciplinary settings, and we are confident that everyone, from participants to judges, has gotten at least one step closer to this goal,' said RF Kateryna Kasianenko.

'It was great to see how these perspectives not only co-existed but informed each other in several projects.'

RF Oleg Zendel said that the mix of perspectives made the work exciting and it was valuable to see search through new lenses.

'What stood out to me was how people from different fields approached the same search evaluation challenge in completely different ways,' he said.

On day one, teams were asked to identify a 'wicked problem' and produce 2-3 concise representations of people who may be searching for information related to it.

Using data from open online communities, discussions with peers, and insights from external stakeholders, teams generated 15-60 realistic search queries that reflected the behaviours and contexts of their personas.

The winners of the day one challenge were RF Khanh Luong (QUT), RF Kieran Hegarty (RMIT) and Affiliate Futoon Abushaqra (RMIT). The team highlighted the wicked problem of the disconnect between children's curiosity and the age-gated digital systems with search functionality. They proposed to classify children's search queries based on the level of risk they may present to the child and those around them, illustrating the typology through realistic examples, complemented with detailed examination of search results.

On day two, teams used the queries from day one to either develop an approach to evaluate the search results collected from Google for the queries they produced; or develop a prototype or an approach to collect and evaluate search results from other platforms relevant to the personas.

The winners of the day two challenge were PhD student Shuoqi Sun (RMIT), PhD student Fletcher Scott (RMIT), PhD student Rayane El Masri (QUT), Affiliate Utami Kusumawati (RMIT) and Application Developer Kun Ran (RMIT). Their project focused on the information needs around natural disasters, with particular attention to the global/local dimension in both queries and search results.

Through a mixed-methods approach, the team demonstrated that queries that strongly connect to a particular place still tend to return more general, globalised results. Such results focus on risk reduction strategies rather than enabling communication and decision making specific to a place. This finding highlighted an important gap in search engines' response to unfolding disasters.

Throughout the Hackathon, mentors and team leads from across the Centre provided support in areas including information retrieval, computational social science, and internet studies.

RF Ashwin Nagappa commented, 'I think there were several serendipitous moments when participants pivoted and explored new ideas, which led to organic bonding and ideas for publication. It was heartening to see how much everyone valued the two days together.'

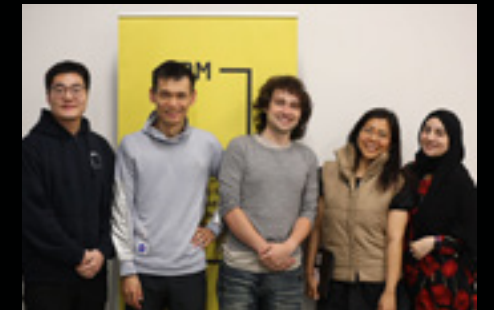
The findings, processes and methodological insights from the Hackathon will be documented in a collaborative paper. All participants have been invited to join as co-authors, offering a valuable

opportunity for contribution to shared research across the Centre.

The event was organised by the ADM+S Research Training Manager Sally Storey.



Day 1 Hackathon winning team (L-R): Affiliate Futoon Abushaqra, RF Kieran Hegarty and RF Khanh Luong



Day 2 Hackathon winning team (L-R): PhD student Shuoqi Sun, Affiliate Kun Ran, and PhD students Fletcher Scott, Utami Kusumawati and Rayane El Masri



2025 ADM+S Hackathon organisers (L-R): RF Kateryna Kasianenko, CI Daniel Angus, RF Ashwin Nagappa, CI Mark Sanderson, Sally Storey, and RF Oleg Zendel

KEY ACTIVITIES

In 2025, the Research Training Program delivered a wide range of activities for HDR students and early career researchers across STEM and HASS disciplines. The program supported participants to build research skills, explore interdisciplinary approaches, and develop career pathways through practical, hands-on learning. Career development was supported through sessions on grants and fellowships, feedback and performance reviews, alongside opportunities to connect with international researchers and learn from peers across the Centre.

- + A Methodology for Transformative Academic Practice with Prof Trebor Scholz
- + ADM+S Student Poster Competition
- + ADM+S Thesis Bootcamp
- + Application Strategies for Fellowships at the Berkman Klein Center and the Institute for the Cooperative Digital Economy with Prof Trebor Scholz
- + Beyond XAI: Explainable Data-driven Modelling for Human Reasoning and Decision Support
- + Consumer (Dis)Empowerment in the Age of Computational Advertising with A/Prof Joanna Strycharz

- + Documentary filmmaking with mobile and AI tools workshop with Stephen Quinn
- + 'Does the Algorithm Know Me Better Than I Know Myself?' Integrating Algorithmic Feeds into Research with Kelley Cotter
- + ETLab and ADM+S Documentary Filmmaking for Researchers Bootcamp
- + Giving and receiving feedback, featuring prep tools for performance reviews.
- + Manage tricky audiences, featuring tips to speak on the spot
- + Mapping with STS with Luna Secher Rasmussen (PhD, IT University of Copenhagen)
- + Practical Machine Learning Explainability: Surrogate Explainers and Fairwashing with Affiliate Kacper Sokol
- + Studying Digital Vulnerabilities through Data Donation with A/Prof Joanna Strycharz
- + Successful Grants Series: Insights from RF Ashwin Nagappa (AXA Post-Doctoral Fellowship) and Affiliate Sam Whiting (Churchill Fellowship)



Filmmaking bootcamp for ADM+S researchers



2025 ADM+S Summer School session: Into the Panelverse: Using Unfinished Comics as a Participatory Design Tool to Explore AI and ADM Futures



RF Chenglong Ma and PhD Student Nuha Abu Onq at the 2025 ADM+S Hackathon

ETLAB AND ADM+S DOCUMENTARY FILMMAKING FOR RESEARCHERS BOOTCAMP

In July 2025, ADM+S ran a four-day intensive Documentary Filmmaking for Researchers Bootcamp, led by documentary filmmaker RF Jeni Lee and film educator Ash Page, with additional insights from futures anthropologist and ethnographic filmmaker CI Sarah Pink. Thirteen HDR students and ECRs brought their own research projects and learned practical filmmaking skills, including narrative storytelling, camera work, audio, and editing techniques.

Over the course of the bootcamp, participants developed short films based on their ADM+S and ETLab research, with no prior filmmaking experience required. Following the intensive, attendees had two weeks to shoot and edit their films, supported by one-on-one mentoring sessions with the facilitators. The bootcamp concluded with a screening in late August, held both in-person and online, where participants shared their completed films and received feedback from peers and mentors. The program provided a hands-on, collaborative environment that strengthened participants' research communication skills, encouraged creative exploration of their projects, and fostered cross-disciplinary connections within the Centre.

Participants gave positive feedback, enjoying the friendly and supportive environment and the mix of hands-on learning with space to get creative. They found the way the bootcamp was organised—especially having time to film and edit before linking it to their research really helpful. Many said it boosted their confidence to bring filmmaking into their work, and they appreciated the welcoming, team-like atmosphere.

HDR AND ECR-LED READING, WRITING AND FEEDBACK GROUPS

Throughout 2025, HDR and ECR-led reading, writing and feedback groups provided regular, peer-driven spaces for researchers across the Centre to develop their work, share ideas, and support one another. These activities fostered a strong sense of collegiality and mutual learning, offering opportunities for constructive feedback, focused writing time, and collective engagement with key socio-technical research debates. Led by HDRs and ECRs, the groups supported participants at different stages of their research through informal, inclusive, and community-focused formats.

ÀI (AI): HDR/ECR PEER FEEDBACK SESSIONS FOR WORK-IN-PROGRESS

Leaders: RF Fan Yang (The University of Melbourne) and RF Kieran Hegarty (RMIT University)

Informal peer feedback sessions offered a generous and confidential space for HDRs and ECRs to share work-in-progress, discuss challenges, and receive thoughtful, guided feedback from peers in a supportive setting.

'BRIDGING THE SOCIO-TECHNICAL DIVIDE' READING GROUP

Leaders: Affiliate Sam Whiting (RMIT University) and AI Janet Roitman (RMIT University)

This monthly reading group brought together research that challenges the divide between the technical and the social, supporting interdisciplinary discussion on digital platforms, automated systems, and socio-technical methods.

FOCUSED WRITING DAYS AT ADM+S

Leaders: PhD student Stephanie Livingstone (RMIT University) and Affiliate Jenn Wilson (Monash University)

Weekly, in-person writing days provided structured time and a supportive shared environment for HDRs and ECRs to focus on thesis writing and other research outputs alongside peers.

MENTORING

In 2025, ADM+S provided a range of mentoring opportunities for HDR students and ECRs through the Summer School, annual symposium, and visits from international researchers. These sessions, offered in small group and one-on-one formats, gave participants the chance to connect with experienced researchers both within and beyond their usual supervisory teams, fostering professional networks and a sense of community within the Centre and the wider research field.

Across these activities, 29 mentors supported 22 mentees during the 2025 ADM+S Summer School, 5 mentors guided 17 mentees at the 2025 ADM+S Symposium, and visiting researchers Joanna Strycharz, Kelley Cotter, and Trebor Scholz ran 13 individual mentoring sessions. Students and ECRs received guidance on a wide range of topics, including research design and methods, goal setting, writing and publishing, career planning, working across disciplines, ethical practice, engagement with media, and navigating collaborations with government and other organisations, as well as advice on mental health, time management, and positioning themselves and their research effectively.

EQUITY, DIVERSITY AND INCLUSION ACTIVITIES

In 2025, ADM+S offered a diverse program of Equity, Diversity and Inclusion (EDI) activities and training for Centre members, ranging from professional development workshops to cultural and historical tours. These activities aimed to build awareness, understanding, and practical skills around accessibility, inclusion, mental health, and Indigenous and women's histories. They provided opportunities for hands-on learning, reflection, and engagement with communities and experts, supporting Centre members to embed EDI principles in their research and professional practice.

DOCUMENT ACCESSIBILITY ESSENTIALS WORKSHOP

Centre for Accessibility Australia

An online half-day workshop covering key accessibility requirements for Microsoft Word, PowerPoint, and PDF documents, with hands-on guidance for creating inclusive materials.

SHE SHAPES HISTORY: BADASS WOMEN OF MELBOURNE WALKING TOUR

She Shapes History, Melbourne

A guided tour exploring Melbourne's city landmarks and uncovering the overlooked contributions of women who shaped the city's cultural, social, and political life.

INDIGENOUS WALKING TOUR AT UNIVERSITY OF QUEENSLAND

The University of Queensland, Aboriginal Environments Research Collaborative

A guided tour exploring the St Lucia campus, learning about Aboriginal culture, history, and local ecology through a guided walk and discussion at the bush tucker gardens.

LIFELINE: ACCIDENTAL COUNSELLOR WORKSHOP

Lifeline Australia

This workshop provided participants with foundational skills to respond to mental health crises, including active listening, open questioning, and safe suicide intervention using the Recognise, Respond, Refer model.

EXHIBITION TOUR: 65,000 YEARS: A SHORT HISTORY OF AUSTRALIAN ART

Potter Museum of Art, The University of Melbourne

ADM+S researchers and staff explored Aboriginal and Torres Strait Islander art and history, highlighting Indigenous knowledge, culture, and agency. Participants engaged with over 400 works and complementary educational resources developed in partnership with Indigenous Knowledge Experts.

INTERNATIONAL RESEARCH VISITS

In 2025, ADM+S supported HDR students and Early Career Researchers (ECRs) to undertake international research visits and placements across a range of leading institutions, including the University of Amsterdam, Utrecht University, University of Edinburgh, Cornell Tech (New York), DIGS Lab (Toronto), Hans-Bredow-Institut (Hamburg), National Institute of Informatics (Tokyo), and the University of Bremen. These visits enabled participants to engage in collaborative research, gain exposure to global methodologies, and develop professional networks beyond Australia. Through these opportunities, students and ECRs enhanced their research skills, broadened their international perspectives, and strengthened the Centre's global connections. ADM+S continues to prioritise international engagement, providing pathways for researchers to access hands-on experience and foster long-term collaborations with established Partner Organisations.

ADM+S students and early career researchers supported for research visits in 2025 include:

- + RF Alexandra Sinclair (UniSyd) and RF Lina Przhedetsky (UoM) undertook a research visit to Leiden University, TU Delft and University of Amsterdam, Netherlands
- + RF Ashwin Nagappa (QUT) undertook research visit to Hans-Bredow-Institut, Hamburg, Germany
- + PhD Student Brooke Coco (RMIT) to undertook research visit to Cornell Tech in New York, USA
- + PhD Student Caitlin Learmonth (Swinburne) undertook a research visit to DIGS Lab in Toronto, Canada
- + RF Chenglong Ma (RMIT), RF Kieran Hegarty (RMIT), PhD Student Nuha Abu Onq (RMIT), undertook a research visit to the University of Amsterdam, Netherlands
- + PhD Student Devi Mallal (RMIT) undertook a research visit to University of Utrecht, Netherlands
- + PhD Student Jiaman He (RMIT) undertook an internship at National Institute of Informatics in Tokyo, Japan
- + PhD Student Lauren Hayden (UQ) undertook research visits to the University of Amsterdam and Utrecht University, Netherlands, University of Edinburgh, Scotland
- + PhD Student Vish Padinjar (QUT) undertook a research visit to University of Bremen, Germany



RESEARCH TRAINING PROGRAM INFORMATION SESSIONS

In 2025, the ADM+S Research Training Program ran information sessions across seven Centre nodes in Melbourne, Sydney, and Brisbane, led by Sally Storey, Manager, Research Training and Development. HDR students and Research Fellows attended the information sessions which provided an overview of the Research Training Program and highlighted opportunities including the Summer School, hackathons, workshops, bootcamps, mentoring, and internal funding schemes for HDRs and ECRs. Participants also learned how training and EDI initiatives are communicated within the Centre, ways to get involved in program activities, and information about student and researcher representation across Centre Committees. The

sessions offered a friendly, interactive space for students and fellows to ask questions, explore opportunities, and connect with the Centre's support and leadership teams.

RESEARCH PLACEMENTS

CAITLIN LEARMONTH

Caitlin Learmonth, PhD Student at the Swinburne University node of the ADM+S, recently travelled to Montreal, Canada to share her research at two major events.

At the STI & HIV World Congress Caitlin presented a research poster on data frictions in the provision of clinical sexual health services.

Her work highlighted how current guidelines and funding mechanisms often fail to meet the needs of sexual health consumers who fall outside of population-based sampling categories, such as those in consensually non-monogamous (CNM) communities.

"Using my research's critical lens of consensually non-monogamous sexual health consumers, I showed how current guidelines and funding mechanisms fail to meet the needs of some sexual health consumers falling outside of population-based sampling categories." Caitlin said.

At the STI & HIV World Congress, Caitlin met with academics from the School of Public Health at the University of British Columbia, strengthening international research networks in her field.

In addition, Caitlin gave a presentation at DIGS Lab (Digital Intimacy, Gender & Sexuality Research Lab) at Concordia University. She provided an overview of her PhD project, which explores the data practices informing clinical sexual health services and the strategies used to navigate restrictions by CNM consumers and healthcare providers. Caitlin also presented the strategies used by consumers and healthcare providers for navigating digital health systems to access sexual health services and engaged with fellow PhD students, post-doctoral researchers, and senior academics engaged in related fields.

Caitlin notes this research trip provided her with a reminder of the value of social research in health sciences.

"Learning how to communicate my research to different audiences, health and medical at the conference, and media, communication and cultural studies at DIGS Lab, has helped me explain and conceptualise my research in my writing and other academic outputs." said Caitlin.

This research trip was co-funded by ADM+S Research Training and Swinburne University.



LAUREN HAYDEN

PhD Student Lauren Hayden and AI Nicholas Carah visited researchers in Europe to exchange ideas and insights on data donation research methods.

Data donation is an emerging research method where participants work with researchers to collect data from the digital platforms they use via screenshots, computational tools or data downloads provided by the platforms themselves (e.g., advertising targeting information or web browsing histories).

In Europe, data donation methods are flourishing because the European Union's General Data Protection Regulation (GDPR) entitles users to be able to access a copy of data that digital platforms collect about them. Researchers across the EU have developed novel tools, frameworks and applications for investigating data generated through data donation.

PhD Student Lauren Hayden and AI Nicholas Carah engaged with international leaders in data donation at the following institutions:

Utrecht University

At Utrecht University (UU), they met with Assistant Professor Laura Boeschoten and researcher Thijs Carrière for a discussion about best practice for data donation methods. Here, they presented the Australian Ad Observatory to UU's Data Quality Group, sharing insights on its methodology and findings.

University of Amsterdam

While in the Netherlands, they connected with Assistant Professor Felicia Loecherbach at the University of Amsterdam, who recently edited a special issue of Computational Communication Research about the potential of participant-centred behavioural traces.

University of Edinburgh

PhD Student Lauren Hayden and AI Nicholas Carah presented findings in a talk titled "Tuning, sequences, loops: Understanding the algorithmic flow of advertising on digital platforms" at an event at the University of Edinburgh. Hosted by Professor Donald Mackenzie and Dr Addie McGowan, the event shared findings from their recent project on AdTech. The presentations

and discussions highlighted key interrelations between the algorithmic ad models developed by digital platforms and the practices of marketing professionals managing digital advertising.

University of Naples Federico II

Observability of digital platforms also remained a key theme in two workshops held at the University of Naples Federico II, where PhD Student Lauren Hayden and AI Nicholas Carah were hosted by Professor Adam Arvidsson. Over four days, scholars shared perspectives on the incorporation of branding into everyday life throughout history, from domestic life in the Soviet Union, cultures of repair and innovation in Cuba, consumer activism in Italy to the broader global culture of consumption sustained by exploited labor. Lauren's presentation, "Stuck in a loop: how platform logics construct brand cultures", highlighted how participatory methods are useful approaches to examining the algorithmic functions of social media platforms. After the workshop, Lauren and Nic discussed the potential of data donation methods for critical research about brands and platforms with Associate Professor Massimo Airoldi who presented early findings from a donation study on brands and YouTube.

"These research visits to key institutions provided unparalleled opportunities to learn from scholars leading the way in data donation, discuss challenges, and bring new ideas for the application of data donation to the Australian context", said Lauren

"In-person discussion opens more room for dialogue and connection than online meetings and emails. As digital platforms remain opaque to users and researchers, data donation opens possibilities for understanding the influence of algorithmic systems and the power to hold them to account."

Lauren's research visits were supported by ADM+S and The University of Queensland School of Communication and Arts.



INTERNAL FUNDING

In 2025, ADM+S updated its funding guidelines to better support the needs of HDR students and Early Career Researchers (ECRs). The initiative continued as an open-call application process, enabling applicants to seek support for time-sensitive research activities. This year saw the highest number of successful applicants to date, with projects demonstrating strong planning, impact, and alignment with the ADM+S Impact Pathway Strategy. This strategy guided applicants in linking their activities to tangible outputs and outcomes. A range of eligible funding activities was offered to support professional development, research, and engagement opportunities.

HDR Funding – supporting research fieldwork, student conference presentations, targeted training opportunities, research visits to ADM+S Partner Organisations or institutions, editing and transcription services.

ECR funding – supporting new project ideas (individual or teams), research visits to ADM+S Partner Organisations or institutions, professional development training opportunities.

In 2025, 21 PhD students and seven early career researchers received funding support through our internal funding program, including:

HDR funded researchers:

- + PhD Student Anand Badola (QUT) – travel support to present and take part in workshops at ADM+S Partner Organisation University of Amsterdam
- + PhD Student Brooke Coco (RMIT) – travel support to present and attend the 2025 American Anthropological Association (AAA) annual meeting in New Orleans and undertake a research visit to ADM+S Partner Organisation the Digital Life Initiative (DLI) research lab at Cornell Tech, New York, USA
- + PhD Student Caitlin Learmonth (Swinburne) – travel support to attend and present her poster at the STI & HIV Conference at Toronto, Canada, and undertake a research visit to DIGS Lab, Toronto, Canada
- + PhD Student Devi Mallal (RMIT) – travel support to participate in a Doctoral Consortium at Aarhus University, Denmark and undertake a research visit to Utrecht University, Netherlands.

- + PhD Student Hiruni Kegalle (RMIT) – travel support to present and attend UbiComp Conference in Espoo, Finland
- + PhD Student Jiaman He (RMIT) – travel support for present at 48th International ACM SIGIR Conference on Research and Development in Information Retrieval in Padua, Italy, publication. Conference registration and publication to present at the 3rd International ACM SIGIR Conference on Information Retrieval in the Asia Pacific in Xi'an China in Xi'an, China. Travel support to undertake an internship at the National Institute of Informatics in Tokyo, Japan
- + PhD Student Kaixin Ji (RMIT) – travel support to present and attend UbiComp Conference in Espoo, Finland
- + PhD Student Lauren Hayden (UQ) – travel support to deliver workshops and participate in masterclasses at University of Naples Federico II, Naples, Italy. As well as undertake a research visit to Utrecht University, Netherlands and The University of Edinburgh, Scotland
- + PhD Student Lauren Kelly (RMIT) – travel support to present and attend the 4S Conference in Seattle, USA
- + PhD Student Maria-Gemma Brown (UQ) – travel support to deliver workshops and participate in masterclasses at University of Naples Federico II, Naples, Italy
- + PhD Student Meg Thomas (UQ) – travel support to present and attend the AusSTS Conference in Melbourne.
- + PhD Student Nuha Abu Onq (RMIT) – travel support to undertake a research visit to ADM+S Partner Organisation University of Amsterdam, Netherlands and present at the 48th International ACM SIGIR Conference on Research and Development in Information Retrieval in Padua, Italy
- + PhD Student Oliver Knight (RMIT) – travel support to undertake fieldwork research across Indonesia
- + PhD Student Paulina Noches Pareja (Monash) – travel support to present at TS Italia Conference in Milan, Italy and participate in the 2025

Society, Materiality and Technology (SoMaT) NTNU PhD Summer School in Trondheim, Norway. Additionally editing support for her thesis submission

- + PhD Student Samantha Floreani (Monash) – conference registration and travel support to present and attend AusSTS Conference, PropTech conference as well as participant payment for research thesis
- + PhD Student Sara Allawati (RMIT) – travel support to participate in The Web Conference, Sydney.
- + PhD Student Shuoqi Sun (RMIT) – travel support to present and attend the 3rd International ACM SIGIR Conference on Information Retrieval in the Asia Pacific in Xi'an China
- + PhD Student Wilson Wongso (UNSW) – travel support to present and attend the International Conference on Advances in Geographic Information Systems 2025 (ACM SIGSPATIAL 2025) in Minneapolis, USA
- + PhD Student Wynston Lee (RMIT) – travel support to present and attend the International Conference on Platform and AI Society in Asia, and the China Studies Association of Australia Biennial Conference 2025 in Melbourne
- + PhD Student Vish Padinjar (QUT) – travel support to participate in the Doctoral Colloquium and present at Association of Internet Researchers (AoIR) in Rio de Janeiro, Brazil. Research visit to University of Bremen, Germany
- + PhD Student Yueqing Xuan (RMIT) – travel support to present and attend The 34th ACM International Conference on Information and Knowledge Management (CIKM) in Seoul, South Korea

ECR funded researchers:

- + RF Ashwin Nagappa (QUT) – travel support to present at the ECREA Communication History 2025 workshop at CERN in Geneva, Switzerland, at and undertake a research visit to ADM+S Partner Organisation Hans-Bredow-Institut (HBI) in Hamburg, Germany
- + RF Awais Hameed Khan (UQ) – travel support to attend The ACM (Association for Computing Machinery) CHI conference on Human Factors in Computing Systems in Yokohama, Japan
- + RF Chenglong Ma (RMIT) – travel support to undertake a research visit to ADM+S Partner Organisation University of Amsterdam, Netherlands and present at the 48th International ACM SIGIR Conference on Research and Development in Information Retrieval in Padua, Italy.
- + RF Dang Nguyen (RMIT) – travel support to present and attend the International Association for Media and Communication Research (IAMCR) 2025 in Singapore. Travel support to undertake meetings and fieldwork research in Vietnam
- + RF Joel Stern (RMIT) – support for research project 'Environments 12' presentation activities across London, Warsaw, Brussels and Paris. Travel support to present workshops and attend at the 48th International ACM SIGIR Conference on Research and Development
- + RF Yufan (Tina) Kang (Monash) – travel support to present and attend the International Conference on Advances in Geographic Information Systems 2025 (ACM SIGSPATIAL 2025) in Minneapolis, USA



HDR FUNDING SPOTLIGHT

Brooke Coco

ADM+S PhD Student Brooke Coco from RMIT completed a research trip to the USA, where she met with ADM+S Partner Organisation Cornell Tech.

In New York, Brooke visited the Digital Life Initiative (DLI) research lab at Cornell Tech. While at the Roosevelt Island campus, she met with doctoral and postdoctoral fellows and attended a DLI Working Group meeting.

“Student groups shared progress on a range of projects, including experiments with automated purchasing agents designed to locate and buy items online, as well as the development of digital tools aimed at promoting healthier lifestyles,” said Brooke.

While in New York, Brooke also met with colleagues from Metagov, the primary field site of her PhD research. Metagov is an open, online collective committed to cultivating tools, practices and communities that enable self-governance in the digital age. Brooke’s ethnographic research within Metagov contributes to the co-development of the Knowledge Organisation Infrastructure (KOI), a sociotechnical system designed to enhance the coordination, sustainability, and discoverability of shared knowledge.

“This trip marked my first in-person meeting with the KOI project manager and only my second with the community manager.”

Brooke then travelled to New Orleans to attend the 2025 American Anthropological Association (AAA) Annual Meeting. Over the course of the conference, she attended a range of panels and workshops, including “Selling In, Selling Up, Selling Out and Shutting Up:” Examining These Myths via the Lived Experience of Business Anthropologists, where practitioners reflected on common critiques of business anthropology through their own industry experiences.

Brooke presented twice over the course of the meeting, firstly delivering a short flash presentation on her ethnographic research into the development and implementation of KOI.

Speaking to the conference theme of Ghosts,

Brooke explored how contemporary data infrastructures are haunted by the epistemic assumptions of their designers, by the data they privilege or ignore, and by the practices they render invisible.

“I discussed how KOI is creating the capacity to confront these ghosts by offering affordances that empower local communities with greater collective control over how their knowledge is curated, managed, and shared.”

“In doing so, it invites us to reimagine data infrastructures not as haunted, but as living systems that remember, respond to, and evolve with the communities they serve.” Brooke stated.

Brooke was a panellist in a roundtable discussion titled *Ghosts in the Machine: Reanimating Anthropological Engagement with AI*, which explored anthropology’s historical role in shaping AI. Together with other researchers engaging with AI, they discussed how the discipline might re-engage with AI in more practice-oriented ways to support the development of more situated and ethical systems.

During the roundtable, Brooke highlighted her current use of Telescope, a participatory digital ethnography tool co-developed by ADM+S AI and Metagov Research Director Ellie Rennie.

“Telescope addresses key challenges associated with ethnographic research in digital environments, by enabling researchers and community members to collaboratively flag forum posts relevant to ongoing research, which then trigger an automated, consent-based data collection workflow.”

Brooke discussed the team’s plans to reintegrate these enriched artefacts back into Metagov’s knowledge base, where they may seed new research, insights, and workflows.

Brooke highlighted a number of promising collaboration pathways after conversations with fellow panellists. For example, following the roundtable Brooke was invited to take part in a workshop on AI agents to be held at Monash University in 2026.

Brooke Coco’s research trip activities were supported by ADM+S Research Training Program funding, ADM+S RMIT node funding and the RMIT School of Media and Communication.



PhD Student Brooke Coco (left), and Metagov colleagues in front of the Brooklyn Bridge

Oliver Knight

ADM+S PhD Student Oliver Knight from RMIT University completed a fieldwork trip in Indonesia, conducting focus groups and surveys to inform his thesis on ‘Lesser Sunda, More Defaults? P2P Lending in East Indonesia’.

The objective of the trip was to investigate claims of digital financial inclusion by studying access to fintech and online credit strategies in Indonesia’s West Nusa Tenggara (NTB) and East Nusa Tenggara (NTT provinces), through qualitative focus groups and surveys.

The trip began with a presentation at Kantor Desa in Lingsar Indonesia, where Oliver gave an overview of his research topic and plans to the village leaders, and conducted focus groups with participants.

During the subsequent three-week trip, Oliver hosted focus groups in West, Central, and East Lombok regions, as well as conducting surveys with participants at two Universities in Kota Mataram.

“This field trip allowed me to deepen my connection with the areas of Indonesia that are relevant to my research by creating relationships with local FinTech users, industry, and academics,” said Oliver.

“It also provided the opportunity to develop critical contextual understanding of the important socio-cultural and community dynamics at play.”

This primary data collection across two regions will inform Oliver’s thesis and was strategically timed so that the analysis could be presented at his second milestone review in March.

While in Indonesia, Oliver worked closely with Reza Arviciana Sakti, Abdul Basit and Dr Vegalyra Novantini Samodra from the Universitas Islam Al-Azhar (Unizar), who assisted with recruitment, data analysis, and translation during his stay.

“The staff and broader community at Universitas Islam Al-Azhar have always been so welcoming, and share a deep passion and excitement for my research, which I find so motivating,” he said.

“On a personal level, the opportunity to develop my public speaking skills, Indonesian language, and the way I frame my research, will help me tremendously as I continue my career in research.”

Oliver received a speaker certificate for sharing his experience studying in Australia with students at Universitas Islam Negeri – Mataram.

When asked about a highlight of his trip, Oliver declared the many “aha!” moments he experienced during the data collection and analysis process.

“Each of these moments felt like finding a jigsaw piece that fits into my research puzzle/problem and showed how valuable the fieldwork has been.”

This fieldtrip was supported by ADM+S Research Training Program funding.



ADM+S PhD Student Oliver Knight (RMIT) with focus group participants who discussed financial practices including digital and informal lending.

ECR FUNDING SPOTLIGHT

Awais Hameed Khan

RF Awais Hameed Khan, from the University of Queensland node of the ADM+S, presented his work at the Association for Computing Machinery (ACM) CHI conference on Human Factors in Computing Systems, (CHI 2025) in Yokohama, Japan.

As part of the conference program, Awais presented his research at invitation-only workshop sessions: *Emerging Practices in Participatory AI Design in Public Sector Innovation*, and *Access InContext: Futuring Accessible Prototyping Tools and Methods* to a cohort of leading academics, industry practitioners, and global thought leaders, working on participatory design for AI.

At these workshops, Awais showcased key outcomes from the Critical Capabilities for Inclusive AI signature project, including:

- + developed in collaboration with researchers at the University of Queensland and Central Queensland University, the Trauma-Informed AI Assessment Toolkit;

- + research on the wicked problem of AI policy design, developed in collaboration with industry partners Google and Canva; and
- + a creative method using unfinished comics to explore AI futures, developed collaboration in partnership with ADM+S partners at NYU, and collaborators from the University of Toronto and the World Bank.

In the main conference program, Awais presented his paper titled 'Household Watch: Exploring Opportunities for Surveillance and Consent through Families Household Energy Use Data'. The presentation introduced the *Bootleg Design Cards Toolkit* — previously featured in the ADM+S In conversation podcast episode *Watt's Up With Privacy? Energy Data and Household Surveillance*.

In addition to these presentations, Awais used the opportunity to network with industry practitioners and global academics, sharing ongoing work at the ADM+S. He was able to meet up with both existing collaborators and colleagues, as well as expand his network and explore new collaboration possibilities.

"What really stood out throughout the conference was the overall interest in exploring genuine and

meaningful participatory and collaborative design tools, methods, and approaches to design better AI systems," said Awais.

Since his return, Awais has been exploring avenues to expand the global reach and impact of the work being done at the ADM+S, already working on conducting a next step of research with a collaborator he caught up with at the conference. Awais was taken by the overall Japanese culture, and how they approach technology design by centring humans.

This research visit was supported by funding from the ADM+S ECR support scheme and the ADM+S node at UQ.



RF Awais Hameed Kahn (3rd from left) pictured with fellow presenters at the CHI 2025 Conference hosted in Japan

Chenglong Ma & Nuha Abu Onq

PhD Student Nuha Abu Onq and RF Chenglong Ma visited the Information Retrieval Lab (IRLab) at the University of Amsterdam, Netherlands, organised by ADM+S Partner Investigator Prof Maarten de Rijke. Nuha and Chenglong attended a series of research conferences and collaborative meetings, creating a valuable opportunity for cross-institutional exchange.

On 11 July, both Nuha and Chenglong gave invited talks at IRLab:

- + Chenglong Ma presented "PUB: An LLM-Enhanced Personality-Driven User Behaviour Simulator for Recommender System Evaluation," introducing a simulator that infers personality traits from user behaviour logs and uses those to produce synthetic interaction data that better mirrors real user diversity.
- + Nuha Abu Onq presented "Classifying Term Variants in Query Formulation," analysing how users formulate diverse search queries, especially how cognitive complexity of underlying information needs affects query variation and the strategies people employ.

During the visit, Nuha and Chenglong had productive discussions with other researchers about topics like Large Language Models (LLM) for Evaluation in IR. They both attended the SIGIR (Special Interest Group on Information Retrieval) 2025 conference, including participating in the LLM4Eval workshop

"At SIGIR'25, we considered several approaches for designing prompts to apply LLMs to categorisation tasks, aiming both to simplify future research and to support the training of models for automated categorisation," Nuha said.

"Additionally, we discussed extending our work on personality traits to investigate how these traits might influence variations in user search behaviour." Nuha and Chenglong mention that one of the key takeaways was exploring the value of open, reproducible and user-centred research practices. The IRLab team's emphasis on making code and data publicly available and combining technical methods with user studies provided important insight.

Chenglong and Nuha have plans to apply these approaches in their own work. Smaller, well-designed user studies were shown to be highly

valuable for informing the development of trustworthy AI systems.

"Carefully designed small-scale user studies can provide valuable insights for future LLM-based search systems, as they can be validated against real user search interactions." Nuha said.

Nuha and Chenglong recognised the need to bridge academic research with real-world applications, especially when it comes to fairness and evaluation in commercial search and recommendation systems.

This visit was funded by the ADM+S Research Training Program.



PhD Student Nuha Abu Onq and RF Chenglong Ma at Retrieval Lab (IRLab) at the University of Amsterdam, Netherlands

ENGAGEMENT WITH OTHER ARC CENTRES OF EXCELLENCE

CROSS-CENTRE COLLABORATION

In 2025, ADM+S continued to strengthen connections across the ARC Centres of Excellence, engaging in a range of collaborative events and initiatives. From co-organising the inclusive inSTEM conference to contributing to the annual CoE Summit, facilitating Communities of Practice on Training and EDI, and supporting the Pride Network, these activities promoted knowledge-sharing, professional development, and inclusive practices. Together, they fostered a supportive and connected research community across the ARC CoE network.

inSTEM 2025: Building a More Inclusive Future in STEM

ADM+S played a key role in organising the 2025 inSTEM conference on 27–28 May, aimed at advancing equity, inclusion, and career development across STEM. The event brought together researchers from nine ARC Centres of Excellence to create a welcoming, inclusive space for networking, reflection, and learning. Participants explored topics such as inclusive leadership, allyship, and navigating structural barriers in academia and industry, while building professional connections across centres. Contributing centres included the Centres for Dark Matter Particle Physics, Engineered Quantum Systems, Synthetic Biology, Gravitational Wave Discovery, Optical Microcombs for Breakthrough Science, Quantum Biotechnology, Transformative Meta-optical Systems, and Electrochemical Transformation of Carbon Dioxide.

ARC Centres of Excellence Summit 2025

From 23–25 July, leaders and professional staff from 24 ARC Centres of Excellence gathered in Melbourne for the annual summit, a professional development forum fostering cross-centre collaboration and a shared vision. ADM+S contributed through panel discussions on career pathways, cross-centre collaboration, and diversity and inclusion, with insights from staff across communications, training, and outreach. The program featured keynote presentations, networking, and communities of practice sessions, highlighting the collective impact of ARC Centres on research, capability building, and real-world outcomes.

CoE Community of Practice: Training and EDI Workshops

On 23 July, ADM+S co-facilitated Community of Practice workshops on training and equity, diversity, and inclusion (EDI) with staff from multiple ARC Centres. These sessions provided a forum to share experiences, problem-solve challenges, and explore collaborative opportunities in delivering meaningful training for HDR students and ECRs, as well as embedding inclusive practices across Centres. Attending Centres included ADM+S, Carbon Science and Innovation, Dark Matter Particle Physics, Elimination of Violence Against Women, Gravitational Wave Discovery, Green Electrochemical Transformation of Carbon Dioxide, Innovations in Peptide and Protein Science, Mathematical Analysis of Cellular Systems, Optical Microcombs for Breakthrough Science, Plants in Space, Quantum Biotechnology, and Transformative Meta-optical Systems.

ARC CoE Pride Network

Established in 2024 by ADM+S Outreach and Partnerships Officer Matt Warren in collaboration with the Digital Child Centre, the Pride Network provides a supportive community for LGBTIQ+ staff across ARC Centres of Excellence. The network enables discussion, resource-sharing, and collaboration on initiatives, fostering inclusion, visibility, and connection for researchers and professional staff alike.



Professional staff (L-R): Sally Storey (ADM+S), Ruth Waterman (COMBs), and Mathew Warren (ADM+S)



ARC Centres of Excellence Summit 2025



CoE Community of Practice: Training and EDI Workshops



ARC CoE Pride Network logo

WORK EXPERIENCE

Work experience student gains insights on research management at ADM+S

In June 2025, the professional staff team at ADM+S welcomed Faolan Whitehead, a year 10 student from Greensborough College, for a week-long work experience placement.

Over the course of the week, Faolan had the opportunity to collaborate with the ADM+S team across a range of disciplines, gaining hands-on experience in research management, media production, communications, governance and research training.

“Faolan was immersed in the Centre’s operations”, said Nicholas Walsh, ADM+S Chief Operating Officer.

“He worked alongside different team members to

gain insight into the wide range of careers available in the world of research management.”

Faolan’s time at ADM+S offered him a unique view of the intersection of research and innovation. He contributed to various projects while learning about the systems that drive the Centre’s work.

“The placement provided an excellent opportunity for us to share our research with a highly capable student possessing a strong interest in artificial intelligence, science, and tech cultures,” said Walsh.

Faolan said the placement brought him new perspectives on the world of research.

“This work experience taught me new skills I didn’t know I would enjoy.” Faolan said.

“When I was challenged there was always someone there to help me, everyone on the team



Faolan Whitehead visiting the ‘Signal to Noise’ exhibition co-curated by Al Joel Stern

PEOPLE

Our People

All Members and Visitors

OUR PEOPLE

Chief Investigators

22

Partner Investigators

12

Associate Investigators

42

Affiliates

121

Alumni

56

Research Staff

34

Students

95

Professional Staff

25

Total members

230

Visitors and Visiting Fellows

9

ALL MEMBERS AND VISITORS

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Malavika Jayaram	Digital Asia Hub
Peter Mercieca	Cypher Advisory Group
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Peter Waters	Gilbert and Tobin

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Prof Axel Bruns	Queensland University of Technology
Prof Jean Burgess	Queensland University of Technology
Dr Jake Goldenfein	The University of Melbourne
Prof Paul Henman	The University of Queensland
Prof Heather Horst	The University of Sydney
Prof Jackie Leach Scully	The University of New South Wales
Prof Christopher Leckie	The University of Melbourne
Prof Deborah Lupton	The University of New South Wales
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Prof Sarah Pink	Monash University
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Assoc Prof Michael Richardson	The University of New South Wales
Prof Flora Salim	The University of New South Wales
Prof Mark Sanderson	RMIT University
Prof Nicolas Suzor	Queensland University of Technology
Prof Julian Thomas	RMIT University
Prof Kimberlee Weatherall	The University of Sydney
Prof Haiqing Yu	RMIT University

Partner Investigators

Prof Maarten de Rijke	University of Amsterdam
Prof Vaïke Fors	Halmstad University
Lauren Ganley	Telstra
Prof Melissa Gregg	The University of Bristol
Prof Wiebke Loosen	The Leibniz Institute for Media Research / Hans-Bredow-Institut
Craig McCosker	ABC
Prof Frank Pasquale	Cornell University
Prof Cornelius Puschmann	The Leibniz Institute for Media Research / Hans-Bredow-Institut
Prof Wolfgang Schulz	The Leibniz Institute for Media Research / Hans-Bredow-Institut
Assoc Prof Julia Stoyanovich	New York University
Prof Ouri Wolfson	University of Illinois
Prof Karen Yeung	University of Birmingham

Associate Investigators

Prof Kath Albury	Swinburne University of Technology
Dr Adrian Athique	The University of Queensland
Dr José-Miguel Bello y Villarino	The University of Sydney
Dr Reihaneh Bidar	The University of Queensland
Dr Daniel Binns	RMIT University
Assoc Prof Nicholas Carah	The University of Queensland
Prof Terry Carney	The University of Sydney
Prof Jeffrey Chan	RMIT University
Dr Kari Dahlgren	Monash University
Dr Anjalee de Silva	The University of Melbourne
Dr Sarah Erfani	The University of Melbourne
Prof Jane Farmer	Swinburne University of Technology
Dr Henry Fraser	Queensland University of Technology

Prof Gerard Goggin	Western Sydney University
Assoc Prof Timothy Graham	Queensland University of Technology
Dr Danula Hettiachchi	RMIT University
Assoc Prof Jenny Kennedy	RMIT University
Prof Andrew Kenyon	The University of Melbourne
Dr Debora Lanzeni	Monash University
Assoc Prof Ramon Lobato	Swinburne University of Technology
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Dr Silvia Montaña-Niño	The University of Melbourne
Dr Robert Mullins	The University of Queensland
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Dr Georgia Van Toorn	The University of New South Wales
Prof Patrik Wikström	Queensland University of Technology
Dr Scarlet Wilcock	The University of New South Wales
Assoc Prof Rowan Wilken	RMIT University
Dr Hao Xue	The University of New South Wales

Research Fellows

Dr Bronwyn Bailey-Charteris	The University of New South Wales
Dr Dominique Carlon	Swinburne University of Technology
Dr Shirley Xue Chen	Monash University
Dr Udiana Dewi	The University of Sydney
Dr Elif Buse Doyuran	Queensland University of Technology
Assoc Prof Daniel Featherstone	RMIT University
Dr Rebekah Harms	The University of New South Wales
Dr Kieran Hegarty	RMIT University
Dr Jiayi Hou	RMIT University
Dr Yuncheng (Devin) Hua	The University of New South Wales
Dr Hanxun (Curtis) Huang	The University of Melbourne
Dr Yong-Bin Kang	Swinburne University of Technology
Yufan Kang	Monash University
Kateryna Kasianenko	Queensland University of Technology
Dr Awais Hameed Khan	The University of Queensland
Jeni Lee	Monash University
Assoc Prof Heron Loban	RMIT University
Dr Khanh Luong	Queensland University of Technology
Dr Chenglong Ma	RMIT University
Dr Isabella Mahoney	Monash University
Dr Phoebe Matich	Queensland University of Technology
Dr Kelsie Nabben	RMIT University
Dr Ashwin Nagappa	Queensland University of Technology
Dr Giselle Newton	The University of Queensland
Assoc Prof Lyndon Ormond-Parker	RMIT University
Lina Przhedetsky	The University of Melbourne
Sonia Qadir	The University of New South Wales
Dr Zafaryab Rasool	Swinburne University of Technology

Dr Megan Rose	The University of New South Wales
Dr Milovan Savic	Swinburne University of Technology
Dr Mardi Reardon-Smith	Monash University
Dr Alexandra Sinclair	University of Sydney
Dr Fan Yang	The University of Melbourne
Dr Oleg Zendel	RMIT University
Students	
Nuha Abu Onq	RMIT University
Ayesha Akbar	The University of New South Wales
Chathurika Akurugoda	The University of Melbourne
Sara Allawati	RMIT University
Hmdh Alknjr	RMIT University
Dante Aloni	Monash University
Lilia Anderson	The University of Melbourne
Hesam Asadollahzadeh	The University of Melbourne
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Angela Blakston	RMIT University
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Seamus Byrne	The University of New South Wales
Will Cesta	The University of Sydney
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Brooke Ann Coco	RMIT University
Joel Cooper	Queensland University of Technology
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Tracy De Cotta	Swinburne University of Technology
Sean Di Lizio	Queensland University of Technology
Ha Do	The University of Melbourne
Rhea Erica DSilva	Monash University
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Rayane El Masri	Queensland University of Technology

Paria Eskandarpour	Monash University
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Emma Finlay	The University of Melbourne
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Laura Gartry	RMIT University
Miguel Gomez-Hernandez	Monash University
Klaus Groebner	Queensland University of Technology
Chenxue Guo	Queensland University of Technology
Afsaneh Hasanebrahimi	The University of Melbourne
Lauren Hayden	The University of Queensland
Jiaman He	RMIT University
Zoe Horn	Western Sydney University
Mohammadmahdi (Meti) Jafari	The University of New South Wales
Jessica Kahn	RMIT University
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Lauren Kelly	RMIT University
Madhurima Khirbat	RMIT University
Samuel Kininmonth	RMIT University
Oliver Knight	RMIT University
Berwyn Kwek	Monash University
Caitlin Learmonth	Swinburne University of Technology
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Peibo Li	The University of New South Wales
Lihuan Li	The University of New South Wales
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Miguel Loor Paredes	Monash University
Lesley Luo	Swinburne University of Technology
Devi Mallal	RMIT University
Robert Morsillo	RMIT University
Lucinda Nelson	Queensland University of Technology

Michelle Gay Nidoy	Queensland University of Technology
Paulina Noches Pareja	Monash University
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Vish Padinjar	Queensland University of Technology
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Frederic Rauturier	RMIT University
Mohana (Mona) Rayaprolu	Queensland University of Technology
Sara Roetman	The University of Queensland
Ciaran Ryan	Swinburne University of Technology
Fletcher Scott	RMIT University
Sadia Sharmin	Queensland University of Technology
Edward Small	RMIT University
Shuoqi Sun	RMIT University
Avantik Tamta	The University of Melbourne
Wenqi Tan	The University of Sydney
Jiaru Tang	Queensland University of Technology
Ye (Claire) Tao	RMIT University
Meg Thomas	The University of Queensland
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Brett Tweedie	Queensland University of Technology
Imalsha Ubayawickrema	RMIT University
Nguyen Khoi Vo	RMIT University
Laura Vodden	Queensland University of Technology
Xinye Wanyan	RMIT University
Edward (Ned) Watt	Queensland University of Technology
Sion Weatherhead	The University of New South Wales
Shir Weinbrand	Queensland University of Technology
Daniel Whelan-Shamy	Queensland University of Technology

Margaret Wilson	The University of Melbourne
Gabriel Wong	The University of New South Wales
Wilson Wongso	The University of New South Wales
Yueqing Xuan	RMIT University
Yunus Yigit	The University of Queensland
Du Yin	The University of New South Wales
Libby Young	The University of Sydney
Weinan Yuan	RMIT University
Canaan Yung	The University of Melbourne
Alumni	
Dr Futoon Abushaqra	RMIT University
Chathurika Akurugoda	The University of Melbourne
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Dr Lisa Archbold	The University of Melbourne
Dr Anand Badola	Queensland University of Technology
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Vidhi Bhalodia	RMIT University
Dr Dominique Carlon	Queensland University of Technology
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Dr Sachin Pathiyan Cherumanal	RMIT University
Dr Tegan Cohen	Queensland University of Technology
Dr Dan Dai	Queensland University of Technology
Dr Sam Freeman	Monash University
Dr Phoebe Galbally	The University of Melbourne
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Dr Joshua Hatherley	Monash University
Dr Kiah Hawker	The University of Queensland
Dr Kaixin Ji	RMIT University
Dr Nadia Jude	Queensland University of Technology

Dr Yufan Kang Tina	RMIT University
Dr Hiruni Kegalle	RMIT University
Dr Yonchanok Khaokaew	The University of New South Wales
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Ben Shaw	Swinburne University
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Dr Rhyle Simcock	Queensland University of Technology
Dr Ekaterina Tokareva	RMIT University
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Dr Pratiwi Utami	Monash University

Dr Brydon Wang	Queensland University of Technology
Dr Joanna Williams	Swinburne University
Dr Sichen Zhao	RMIT University
Dr Guangnan Rio Zhu	Queensland University of Technology
Affiliates	
Dr Futoon Abushaqra	RMIT University
Dr César Albarrán-Torres	Swinburne University of Technology
Dr Jessica Balanzategui	RMIT University
Dr Sarah Ball	The University of Queensland
Dr Zofia Bednarz	University of Malaga
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Dr Tegan Cohen	Queensland University of Technology
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Dr Aitor Jiménez	The University of Melbourne
Dr Aditya (Adi) Joshi	The University of New South Wales
Jigyaa Khabar	RMIT University
Bjoern Komander	RMIT University
Joanne Kuai	RMIT University
Utami Diah Kusumawati	RMIT University
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Lexie Liu	Queensland University of Technology
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Suvradip Maitra	The University of Queensland
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India Read	Monash University
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Alexa Scarlata	RMIT University
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Dr Xiaofang Yao	University of Hong Kong
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Mag Lukas Faymann	University of Vienna (UNIVIE)
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Kevin Schott	University of Duisburg/Essen
Luna Secher Rasmussen	IT University of Copenhagen
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Alison Barton	RMIT University
Shane Bawden	RMIT University
Hanne Bjellaanes	The University of New South Wales
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Leah Hawkins	RMIT University
Matilda Knowles	Monash University
Astari Kusumawardani	The University of Melbourne
Dr Dorothy Kwok	The University of New South Wales
Dr Yee Man Louie	RMIT University
Shuxuan (Annie) Luo	The University of Sydney
Katy Morrison	RMIT University
Kathy Nickels	Queensland University of Technology
Rebecca Ralph	Queensland University of Technology
Miranda Ramsay	RMIT University

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Madeleine Stirling	The University of Melbourne
Sally Storey	RMIT University
Julie Stuart	RMIT University
Dr Yasmin Tambiah	The University of Sydney
Bianca Vallentine	Monash University
Saskia Velcek	RMIT University
Nick Walsh	RMIT University
Matt Warren	RMIT University



PERFORMANCE

Books

Book Chapters

Reports and Working Papers

Conference Keynotes

Refereed Conference Papers

Conference Presentations and Papers

Conference Proceedings

Journal Articles

Awards, Prizes, and Recognition

Selected Grants

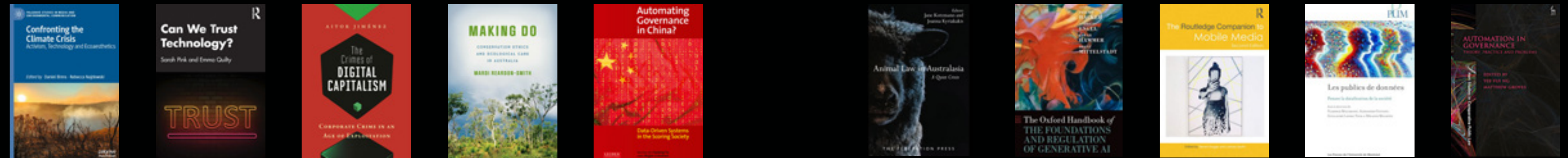
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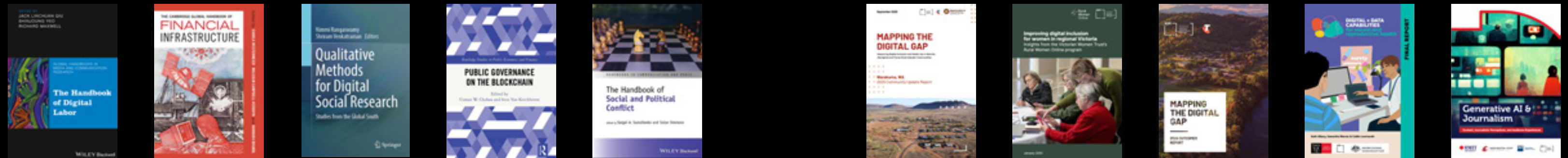
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31. Fraser, H. (2025). Locating fault and responsibility in the AI value chain. CEPS Taskforce on AI Liability, 26 November.
32. Goggin, G., & Przhedetsky, L. (2025). AI governance presentation. NTU Digital Media Governance, University of Sydney, Australia, 3 December.
33. Goldenfein, G. (2025). AI regulation panel. UN Global Geospatial Data Conference, Melbourne, 1 March.
34. Goldenfein, G. (2025). AI is a mushroom. Econormativities Workshop, University of Hong Kong, 1 May.
35. Goldenfein, G. (2025). The judicial configuration of data value. Data Value and Sovereignty Conference, York University, 7 May.
36. Gomez-Hernandez, M. (2025). Using GenAI images to rewrite alternative ageist futures. International Society for Ethnology and Folklore (SIEF), Aberdeen, UK, 6 June.
37. Gomez-Hernandez, M. (2025). Exploring future making and trust through the perspective of futures and design anthropology. International Symposium on Future Making: Imagining and Crafting Futures in a Diverse World, Tonji University, 6 November.
38. Hawkins, L. (2025). Panel member: Career development. CoE Summit: Professional Staff Day, Melbourne, 24 July.
39. Hayden, L., Carah, N., & Brown, M. (2025). The social life of branding. University of Naples Federico II, 16 June.
40. He, J., Leng, Z., McKay, D., Trippas, J. R., & Spina, D. (2025). Characterising topic familiarity and query specificity using eye-tracking data. SIGIR 2025. Padua, Italy, 13 July.
41. Hegarty, K., Thomas, J., & McCosker, A. (2025). Public libraries as agents of AI inclusion and participation. AlgoSoc International Scientific Conference 2025, Amsterdam, Netherlands, 10 April.
42. Hegarty, K. (2025). Web archiving after platformisation: double binds at two deposit libraries. Born Digital Collections Archive & Memory Conference 2025, University of London, 2 April.
43. Hegarty, K. (2025). Digitalisation of libraries panel. 2025 Media Sociology Symposium of Communication, Information Technologies, and Media Sociology section of the American Sociological Association, Chicago, 7 August.
44. Hegarty, K. (2025). Automated archives: The ethics and politics of Australia's web archives. 14th Australian Media Traditions Conference, RMIT University, 4 September.
45. Henman, P., Goodall, J., Khan, A. H., Korte, J., & Van Toorn, G. (2025). Co-designing innovative AI/ADM in social services. 2025 ADM+S Symposium on Automated Social Services: Building Inclusive Digital Futures, The University of Queensland, Brisbane, Australia, 3 July.
46. Horst, H., Yu, H., & Dewi, U. (2025). Play to earn and stake to lose: Convolved risks of gamified fintech for Chinese underclass. International Conference on Platform and AI Society in Asia, Melbourne, 25 November.
47. Horst, H., Yu, H., Goggin, G., & Baulch, E. (2025). Panel on 'AI for social good'. International Social Sciences and Humanities Conference, Brussels, Belgium, 14 August.
48. Hou, J. (2025). Researchers as mediators: Reflecting controversies, epistemologies of studying blockchain and other politically charged technologies. 11 September.
49. Huang, H. (2025). Understanding adversarial and backdoor vulnerabilities in CLIP. Melbourne-RIKEN AIP Joint Workshop, University of Melbourne, 4 July.
50. Huang, H., Matich, P., & Doyuran, E. B. (2025). Authenticity as a social service in the age of generative AI. 2025 ADM+S Symposium, The University of Queensland, Brisbane, Australia 3 July.
51. Kaixin, J. (2025). Panel of doctoral graduates and candidates. RMIT STEM Doctoral Colloquium, RMIT University, Melbourne, Australia, 10 December.
52. Kenyon, A. (2025). OSA, DSA and regulating discourse online: Current UK and EU policy and practice. Society of Legal Scholars (SLS) Conference 2025, 3 September.
53. Khan, A. H. (2025). Participatory design tools for public engagement in AI technology discourse. Emerging Practices in Participatory AI Design in Public Sector Innovation, CHI'25 Conference on Human Factors in Computing Systems, Yokohama, Japan, 27 April.
54. Khan, A. H. (2025). Materiality matters: Exploring how participatory design tools, methods, and approaches can be made more accessible. Access InContext Workshop at CHI'25 Conference on Human Factors in Computing Systems, Yokohama, Japan, 26 April.
55. Scully, J. L., & Van Toorn, G. (2025). Artificial intelligence and disability: How can AI promote inclusion and equity for disabled people? Hong Kong University's Centre for Medical Ethics and Law, Hong Kong, 30 April.
56. Scully, J. L., & Van Toorn, G. (2025). Artificial intelligence and disability: How can AI promote inclusion and equity for disabled people? Nordic Network of Disability Research Biennial Conference, Helsinki, Finland, 5 May.
57. Jeni, L. (2025). Automating Oz: AI and everyday Australians panel. SXSW Sydney, Sydney, Australia, 16 April.
58. Lobato, R. (2025). Materialities of television seminar. University of Amsterdam Library Seminar, Amsterdam, Netherlands, 29 October.
59. Ma, C. (2025). An LLM-enhanced personality-driven user behaviour simulator for recommender system evaluation. SIGIR 2025, Padua, Italy, 15 April.
60. De Paula, A. F. M. (2025). The effects of demographic instructions on LLM personas. SIGIR 2025, Padua, Italy, 15 April.
61. Matich, P., & Watt, E. (2025). AI slop, hurricanes, and the "machine learning worldview": Emerging politics and practices of generative artificial intelligence in communication. 2025 Australian and Aotearoa New Zealand Communication Association (AANZCA) Conference, Sunshine Coast, Australia, 25 November.
62. Matich, P. (2025). War of the worlds: AI, misinformation, journalism, and legitimacy discourse. International Communication Association's 75th Annual International Conference, Colorado, USA 15 June.
63. McCosker, M. (2025). Literacy in an age of misinformation and AI panel. Future of the Book, State Library Victoria, Melbourne, Australia, 31 July.
64. McCosker, M. (2025). Responsible tech and digital equity. Unshakable: 2025 Shared Value Summit Asia Pacific, University of Melbourne, Australia, 1 August.
65. McCosker, A., & Carlon, D. (2025). Building collective capabilities into 'AI solutions' to address rural climate risks. International Association for Media and Communications Research (IAMCR) Conference, Singapore, 13 July.
66. McCosker, A., & Carlon, D. (2025). AI: A critical capabilities framework for bridging theory and practice. Association of Internet Researchers (AoIR), Niteroi, Brazil, 16 October.
67. Nagappa, A. (2025). Decentralised media and emergent cultures in web history: Narratives from blockchain integration to social media. 2025 ECREA Communication History Workshop, Geneva, Switzerland, 5 February.
68. Pareja, P. N. (2025). Entangled theories and practices: Navigating relational ontologies in and through design, HCI, STS, and philosophy of technology panel. 10th STS Italia Conference, Politecnico di Milano, Italy, 13 June.
69. Pareja, P. N. (2025). Making & doing: Co-working with automation: Between signals and noises in the supermarket of the future. AusSTS 2025 Conference, Melbourne, Australia, 9 July.
70. Ormond-Parker, L. (2025). 2025 ADM+S Symposium on Automated Social Services: Building Inclusive Digital Futures. The University of Queensland, Brisbane, Australia, 1 July.
71. Ormond-Parker, L. (2025). Connectivity / internet access and usage in remote communities. Australian Digital Health Agency Council for Connected Care Meeting, Alice Springs, Australia, 12 June.
72. Ormond-Parker, L., & Featherstone, D. (2025). First digital media and digital technologies preserving First Nations heritage. World Archaeological Congress 10, Darwin, Australia, 23 June.
73. Ormond-Parker, L. (2025). A roadmap to First Nations digital inclusion. Developing Northern Australia Conference, Cairns, Australia, 23 July.
74. Ormond-Parker, L. (2025). Update from the First Nations Digital Inclusion Advisory Group. First Nations Media Australia Converge Conference, Darwin, Australian, 23 July.
75. Ormond-Parker, L., & Ganley, L. (2025). Mapping the digital gap. Northern Australia Food Futures Conference, Darwin, Australia, 8 April.
76. Parker, C. (2025). Improving the observability of platform-based advertising: How the Australian Ad Observatory helps examine and address the healthiness of digital advertising. University of Auckland, New Zealand, 23 January.
77. Parker, C. (2025). Algorithmic greenwashing: Green vibes and affective capitalism in tuned social media advertising. Frontiers in Environmental Law, University of Waikato, Tauranga, New Zealand, 30 January.
78. Parker, C. (2025). Co-regulation and digital platform-based advertising: Lessons from the Australian Ad Observatory. International Workshop on Co-Regulation in the Digital Platforms Era, University of Bayreuth, Germany, 9 April.
79. Parker, C. (2025). Regulating online platform-based advertising: From transparency to observability to accountability - lessons from the Australian Ad Observatory. School of Regulation and Global Governance (RegNet), Australian National University, 13 May.
80. Parker, C. (2025). Regulating online platform-based food advertising: From transparency to observability to accountability - lessons from the Australian Ad Observatory. FSREWG (Food Standards Regulation Economics Working Group) and ISSLG (International Social Sciences Liaison Group) Presentation Series, Canberra, Australia, 23 July.
81. Parker, C. (2025). Environmental impacts of AI. Environmental Futures Series, Political Ecology Research Centre, Massey University, New Zealand, 20 August.

82. Parker, C. (2025). The right to a healthy online environment? Food advertising, algorithmic determinants of health and a duty of care for digital platforms? Digital Law Symposium, Monash University, Melbourne, Australia, 14 November.

83. Parker, C. (2025). Regulating algorithmic determinants of health in online advertising. Australian Consumer Law Roundtable, University of Wollongong, Sydney, Australia, 4 December.

84. Parker, C. (2025). Doctoral graduates and candidates panel. RMIT STEM Doctoral Colloquium, RMIT University, Melbourne, Australia, 10 December.

85. Parker, C., & Cellard, L. (2025). Beyond AI as an environmental pharmakon: Principles for reopening the problem-space of machine learning's carbon footprint. Exploring the Materialities of AI: Geographies, Infrastructures, Numbers, Paris, France, 31 January.

86. Parker, C., & Cellard, L. (2025). Academic writing 101: Understanding the basic outlines. Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia, 24 December.

87. Parker, C., & Coglan, S. (2025). Animals, AI, ethics and the law global workshop. Animals, AI and the Law Conference, George Washington University Law School, USA, 7 November.

88. Pink, S. (2025). Futures ethnography. IIQM Pushing the Boundaries of Qualitative Inquiry virtual speaker series, University of Alberta, Canada, 3 April.

89. Pink, S. (2025). Futures anthropology for the polycrisis. Centre for Socio-Digital Futures, Bristol University, UK, 3 June.

90. Pink, S. (2025). Anticipatory briefing on futures research. Geneva Science and Diplomacy Anticipator (GESDA) Summit, Geneva, Switzerland, 15 October.

91. Potts, J. (2025). Governing hyperobjects: New economics of AI regulation. Law & Economics Conference, Hong Kong University, Hong Kong, 25 May.

92. Potts, J., & Rennie, E. (2025). An AI theory of the firm. The Ethereum Community Conference (EthCC), Cannes, France, 3 July.

93. Przhedetsky, L. (2025). Big data, big opportunities: Navigating AI and data governance in citizen science for environmental conservation. Australian Citizen Science Association (ACSA) National Conference, Melbourne, 13 October.

94. Przhedetsky, L. (2025). Past behaviour, predicted futures, and privacy harms: Critically evaluating the potential of European approaches for regulating automated background screening in Australia. Privacy Law Scholars Conference, Los Angeles, USA, 24 October.

95. Przhedetsky, L. (2025). Trust issues: Why the pursuit of public trust in AI could undermine effective governance, and what we can learn from the privacy paradox. Digital Law Symposium, Melbourne, Australia, 14 November.

96. Przhedetsky, L. (2025). RentTech and other provocations. Workshop: Non-personal data - opening a Pandora's box?, UNSW, Sydney, 3 December.

97. Rennie, E., Yu, H., Roitman, J., & Hou, J. (2025). The labor of border-crossing: Chinese from the margins forging passage to a purportedly decentralized crypto ecosystem. Symposium on Decentralized Technologies and Global Chinese Communities, Hong Kong, 26 October.

98. Richardson, M. (2025). Computing the planet. Starling Centre, Western University, Canada, 26 March.

99. Richardson, M. (2025). Computing the planet. Institute for Technoscience + Society, York University, Canada, 24 May.

100. Salim, F. (2025). Modeling and simulating complex behavior in dynamic cyber-physical-social systems. Trillion Parameter Consortium (TPC), California, USA, 1 August.

101. Sun, S., Hettiachchi, D., & Spina, D. (2025). ISMIE: A framework to characterize information seeking in modern information environments. 2025 ACM SIGIR Conference, Padua, Italy, 10 December.

102. Spina, D., & Zendel, O. (2025). LiveRAG challenge results presentation and panel. LiveRAG Challenge, SIGIR Conference, Padua, Italy, 17 July.

103. Storey, S. (2025). Design and delivery of cross-disciplinary research training initiatives that support the next generation of researchers. ARMS VIC and ACT Chapters joint event, Melbourne, Australia, 28 November.

104. Storey, S., & Warren, M. (2025). Panel member: Cross CoE collaborations. CoE Summit: Professional Staff Day, Melbourne, Australia, 24 July.

105. Sun, S. (2025). Neural signatures of query variations. NeuroPhysIIR Workshop at ACM SIGIR CHIIR 2025, Melbourne, 27 March.

106. Suzor, N. (2025). Digital Law Annual Symposium. Monash Law School and Deakin Law School, Monash University, Melbourne, Australia, 14 November.

107. Suzor, N., & Nelson, L. (2025). Beyond toxicity: From platform governance to generative AI: Concepts, methods, and data for studying tech governance 2025. AoIR Flashpoint Symposium, University of Bremen, Germany, 3 June.

108. Tang, J. (2025). Behind the 'AI slop': How AI-driven viral content production is changing creator-audience relationships. 2025 Australian and Aotearoa New Zealand Communication Association (AANZCA) Conference, Sunshine Coast, Australia, 25 November.

109. Thomas, J. (2025). Rethinking public values and AI governance in the algorithmic age. AlgoSoc International Scientific Conference 2025, Amsterdam, Netherlands, 10 April.

110. Thomas, J. (2025). Australian Digital Inclusion Index presentation. Australian Academy of Technological Sciences and Engineering Victorian Chapter and the Lyceum Club Technology Circle, Melbourne, Australia, 2 September.

111. Thomas, J. (2025). Annual Symposium of the HASS and Indigenous Research Data Commons, Sydney, Australia, 10 November.

112. Thomas, J. (2025). The Humanities & Creative Practice. Australian Academy of the Humanities (AAH) 56th Annual Academy Symposium, Sydney, Australia, 13 November.

113. Thomas, J., McCosker, A., & Hegarty, K. (2025). Public libraries as social infrastructure for inclusive AI? Emerging challenges and opportunities. AlgoSoc International Scientific Conference 2025, Amsterdam, Netherlands, 10 April.

114. Weatherall, K. (2025). Accountability gap: Does all the apparent policy activity address government automation failures? AI, Law and Society Conference, Macquarie University, 13 February.

115. Weatherall, K. (2025). The opportunity of AI. Panel discussion with Google's Vice President, Government Affairs & Public Policy, Sydney, Australia, 19 February.

116. Weatherall, K. (2025). New frontiers in IP in the digital landscape. New Frontiers in Intellectual Property Conference, UTS Sydney, Australia, 7 March.

117. Weatherall, K. (2025). Automated social services: Building inclusive futures. ADM+S Symposium 2025, The University of Queensland, Brisbane, Australia, 1 July.

118. Weatherall, K. (2025). The AI liability gap. Asian Law Schools Association Law & Technology Conference, UNSW, Sydney, Australia, 9 July.

119. Weatherall, K. (2025). The need for sensible regulation of the digital economy. Australian Regulatory Summit, Sydney, Australia, 27 August.

120. Weatherall, K. (2025). The benefits for LawTech of a proactive approach on AI governance and compliance. LawTech Summit and Awards, Gold Coast, Australia, 11 September.

121. Weatherall, K. (2025). AI sovereignty. Committee for Economic Development of Australia (CEDA) 2025 AI Leadership Summit, Brisbane, Australia, 21 October.

122. Weatherall, K. (2025). Content futures. Copyright Society of Australia End of Year Event, Sydney, Australia, 6 November.

123. Weatherall, K. (2025). Navigating change, building resilience. Attorney-General's Department International Law Colloquium, Canberra, Australia, 7 November.

124. Weatherall, K. (2025). AI in the courts. Australian Legal Convention, Canberra, Australia, 21 November.

125. Weatherall, K. (2025). Women leading in privacy. International Association of Privacy Professionals (IAPP) Conference 2025, Sydney, Australia, 2 December.

126. Weatherall, K., & Luo, S. (2025). Authentic interaction with the state in an age of simulation. 2025 Asian Law Schools Association Law & Technology Conference, UNSW, Sydney, Australia, 9 July.

127. Weatherall, K., & Sinclair, A. (2025). A citizen's practical guide to creating algorithmic transparency registers. ACM FAccT Conference 2025, Athens, Greece, 23 June.

128. Whelan-Shamy, D. (2025). Communication, automation, imitation: Simulation as an integral logic of the machine learning worldview. 2025 Australian and Aotearoa New Zealand Communication Association (AANZCA) Conference, Sunshine Coast, Australia, 25 November.

129. Yang, F., & Przhedetsky, L. (2025). AI systems and consumer data. AI & Crime Symposium, Brisbane, Australia, 13 November.

130. Yao, X., & Kang, Y. B. (2025). Transforming text analysis with NLP and generative AI: From fundamentals to advanced techniques. University of Hong Kong, Hong Kong, 25 March.

131. Yu, H. (2025). Digital transactions in Asia conference, Malang, Indonesia, 22 January.

132. Zendel, O. (2025). Applying large language models to interactive information retrieval: A practical exploration. CHIIR Conference 2025, Melbourne, 29 April.

133. Zendel, O. (2025). LLMs + IR: What could possibly go wrong? ACM SIGIR International Conference on the Theory of Information Retrieval (ICTIR), Padua, Italy, 18 July.



CONFERENCE PROCEEDINGS

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1. Allawati, S. F. D. (2025). I Am Not a Caveman: An Eye-tracking Study of How Users are Influenced to Search in the Era of GenAI. Companion Proceedings of the ACM on Web Conference 2025, 681–684. DOI:10.1145/3701716.3715284
2. Chamma, D., Ahmadpour, N., Ishtiaque Ahmed, S., Jahan Mim, N., Zhang, W. Q., Di Bona, K., Sachathep, T., Horst, H., & Imad Harb, J. (2025). Epistemic Injustice in and through AI. Proceedings of the 37th Australian Conference on Human-Computer Interaction, 1020–1025. DOI: 10.1145/3764687.3767279
3. Chen, B., Wongso, W., Hu, X., Tan, Y., & Salim, F. (2025). Multi-Stage Verification-Centric Framework for Mitigating Hallucination in Multi-Modal RAG. ACM International Conference on Knowledge Discovery and Data Mining. DOI: 10.48550/ARXIV.2507.20136
4. Choube, A., Le, H., Li, J., Ji, K., Swain, V. D., & Mishra, V. (2025). GLOSS: Group of LLMs for Open-ended Sensemaking of Passive Sensing Data for Health and Wellbeing. Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies, 9(3), 1–32. <https://doi.org/10.1145/3749474>
5. Dietz, L., Zendel, O., Bailey, P., Clarke, C. L. A., Cotterill, E., Dalton, J., Hasibi, F., Sanderson, M., & Craswell, N. (2025). Principles and Guidelines for the Use of LLM Judges. Proceedings of the 2025 International ACM SIGIR Conference on Innovative Concepts and Theories in Information Retrieval (ICTIR), 218–229. DOI: 10.1145/3731120.3744588
6. He, J., Leng, Z., McKay, D., Spina, D., & Trippas, J. R. (2025). Can We Hide Machines in the Crowd? Quantifying Equivalence in LLM-in-the-loop Annotation Tasks. Proceedings of the 2025 Annual International ACM SIGIR Conference on Research and Development in Information Retrieval in the Asia Pacific Region, 426–436. DOI: 10.1145/3767695.3769508
7. He, J., Leng, Z., McKay, D., Trippas, J. R., & Spina, D. (2025). Characterising Topic Familiarity and Query Specificity Using Eye-Tracking Data. Proceedings of the 48th International ACM SIGIR Conference on Research and Development in Information Retrieval, 2602–2606. DOI: 10.1145/3726302.3730174
8. Ji, K., Hettiachchi, D., Scholer, F., Salim, F. D., & Spina, D. (2025). SenseSeek Dataset: Multimodal Sensing to Study Information Seeking Behaviors. Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies, 9(3), 1–29. <https://doi.org/10.1145/3749501>
9. Kang, Y., Zhang, J., Shao, W., Tang, R., Andrejevic, M., Chan, J., & Salim, F. D. (2025). Dynamic Budgeted Reinforcement Learning for Fairness in Spatial-Temporal Resource Allocation. Proceedings of the 33rd ACM International Conference on Advances in Geographic Information Systems, 660–669. DOI: 10.1145/3748636.3762782
10. Kegalle, H. N., Hettiachchi, D., Chan, J., Salim, F. D., & Sanderson, M. (2025). 'Nuisance is Better Than Nothing?': Exploring How Pedestrians and Cyclists Perceive Automated E-Scooter Alerts in Shared Spaces MHC1023. Proceedings of the ACM on Human-Computer Interaction, 9(5), 1–30. DOI: 10.1145/3743732
11. Kegalle, H. N., Hettiachchi, D., Chan, J., Sanderson, M., & Salim, F. D. (2025). Watch Out! E-scooter Coming Through!: Multimodal Sensing of Mixed Traffic Use and Conflicts Through Riders' Ego-centric Views. Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies, 9(1), 1–23. DOI: 10.1145/3712284
12. Khan, A.H. (2025). Materiality matters: exploring how participatory design tools, methods, and approaches can be made more accessible. Conference on Human Factors in Computing Systems, Yokohama, Japan, 26 April–1 May 2025.
13. Khan, A. H., Pendharkar, P., & Sabie, S. (2025). Positionality as a Participatory Design Tool: Reflections from a Pilot Study. Proceedings of the ACM SIGCAS/SIGCHI Conference on Computing and Sustainable Societies, 739–745. DOI: 10.1145/3715335.3736320
14. Khan, A.H., Wijenayake, S., Allawati, S. F. D., Spina, D., & Hettiachchi, D. (2025). Design Patterns for AI Curated Content. Congress of the International Association of Societies of Design Research.
15. Lee, C., Khan, A. H., Viller, S., & Vyas, D. (2025). Serious Games: Charting Refugee Entrepreneurial Journeys Through Novel Analytic Mapping. Proceedings of the 2025 ACM Designing Interactive Systems Conference, 2607–2618. DOI: 10.1145/3715336.3735443
16. Lupton, D. & Bailey-Charteris, B. (2025). Creative approaches to eliciting public understandings and imaginings of the impacts of generative AI on the environment. Conference paper, Cultural Studies Association of Australasia Conference.
17. Ma, C., Xu, Z., Ren, Y., Hettiachchi, D., & Chan, J. (2025). PUB: An LLM-Enhanced Personality-Driven User Behaviour Simulator for Recommender System Evaluation. Proceedings of the 48th International ACM SIGIR Conference on Research and Development in Information Retrieval, 2690 - 2694. DOI: 10.1145/3726302.3730238
18. Ran, K., Alaofi, M., Sanderson, M., & Spina, D. (2025). Two Heads Are Better Than One: Improving Search Effectiveness Through LLM-Generated Query Variants. Proceedings of the 2025 ACM SIGIR Conference on Human Information Interaction and Retrieval, 333–341. DOI: 10.1145/3698204.3716468
19. Rennie, E., Nabben, K., Zargham, M., Potts, J., Coco, B. A., Miller, L., & Green, M. (2025). Building the Loop: The Role of Ethnography in Artificial Organisational Intelligence. Ethnographic Praxis in Industry Conference Proceedings, 2025(1), 223–235. DOI: 10.1111/epic.70009
20. Snow, S., Khan, A. H., Day, K., & Matthews, B. (2024). Household Watch: Exploring Opportunities for Surveillance and Consent through Families' Household Energy Use Data. ACM Transactions on Computer-Human Interaction, 31(4), 1–30. DOI: 10.1145/3673228
21. Spina, D. (2025). Responsible AI From the Lens of an Information Retrieval Researcher: A Hands-On Tutorial. Proceedings of the 2025 ACM SIGIR Conference on Human Information Interaction and Retrieval, 407–409. DOI: 10.1145/3698204.3716479
22. Sun, S., Hettiachchi, D., & Spina, D. (2025). ISMIE: A Framework to Characterize Information Seeking in Modern Information Environments. Proceedings of the 2025 Annual International ACM SIGIR Conference on Research and Development in Information Retrieval in the Asia Pacific Region, 385–395. DOI: 10.1145/3767695.3769509
23. Trippas, J. R., Zendel, O., & Roegiast, A. (2025). Applying Large Language Models to Interactive Information Retrieval: A Practical Exploration. Proceedings of the 2025 ACM SIGIR Conference on Human Information Interaction and Retrieval, 405–406. DOI: 10.1145/3698204.3716478
24. Wanyan, X., Hettiachchi, D., Ma, C., Xu, Z., & Chan, J. (2025). Temporal-Aware User Behaviour Simulation with Large Language Models for Recommender Systems. Proceedings of the 34th ACM International Conference on Information and Knowledge Management, 5335–5339. DOI: 10.1145/3746252.3760878
25. Wilcock, S., Singh, E., Khan, A.H., Tran, D.K., Carney, T., Henman, P., Obeid, A.K. & Casey, S. (2025). Bricks and Mortar: Collaborative Design of Automated Tools for Welfare Rights Advocacy. 2025 ALSA Law and Technology Conference. Sydney, Australia.
26. Wongso, W., Xue, H., & Salim, F. (2025). GenUP: Generative User Profilers as In-Context Learners for Next POI Recommender Systems. Proceedings of the 33rd ACM International Conference on Advances in Geographic Information Systems, 436–439. DOI: 10.1145/3748636.3762754
27. Xuan, Y., Sokol, K., Sanderson, M., & Chan, J. (2025a). Evaluating and Addressing Fairness Across User Groups in Negative Sampling for Recommender Systems. Proceedings of the 34th ACM International Conference on Information and Knowledge Management, 3720–3729. DOI: 10.1145/3746252.3761263
28. Xuan, Y., Sokol, K., Sanderson, M., & Chan, J. (2025b). Leveraging Complementary AI Explanations to Mitigate Misunderstanding in XAI. 2025 IEEE Swiss Conference on Data Science (SDS), 174–177. DOI: 10.1109/SDS66131.2025.00034
29. Yung, C., Dolatabadi, H. M., Erfani, S., & Leckie, C. (2025). Round Trip Translation Defence Against Large Language Model Jailbreaking Attacks. In S. Yuan, F. Malliaros, & X. Zheng (Eds), Trends and Applications in Knowledge Discovery and Data Mining (Vol. 15835, pp. 286–297). Springer Nature Singapore. DOI: 10.1007/978-981-96-8197-6_21
30. Zendel, O., Allawati, S. F. D., Rashidi, L., Scholer, F., & Sanderson, M. (2025). A Comparative Analysis of Linguistic and Retrieval Diversity in LLM-Generated Search Queries. Proceedings of the 34th ACM International Conference on Information and Knowledge Management, 4014–4023. DOI: 10.1145/3746252.3761382

JOURNAL ARTICLES

1. Abushaqra, F. M., Xue, H., Ren, Y., & Salim, F. D. (2025). ODE Stream: A buffer-free online learning framework with ODE-based adaptor for streaming time series forecasting. *Transactions on Machine Learning Research*.
2. Albury, K., & Mannix, S. (2025a). Digital determinants of sexual and reproductive health—Workforce perspectives on digital and data literacies. *Health Promotion International*, 40(2). <https://doi.org/10.1093/heapro/daaf013>
3. Albury, K., & Mannix, S. (2025b). From Digital Health Literacy to a Digital and Data Capabilities Approach to Sexual Health. *Sexuality Research and Social Policy*. <https://doi.org/10.1007/s13178-025-01110-x>
4. Andrejevic, M., Horn, Z. E., & Richardson, M. (2025). Value from digital twins. *Platforms & Society*, 2. <https://doi.org/10.1177/29768624251358648>
5. Andrejevic, M., O'Neill, C., & Mahoney, I. (2025). "The scandal that shocked the world": Conspirator and online scam ads. *Journal of Information Technology & Politics*, 1–15. <https://doi.org/10.1080/19331681.2025.2453920>
6. Andrejevic, M., & Volcic, Z. (2025). Automated parasociality: from personalization to personification. *Television & New Media*, 26(4), 421–437.
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AWARDS, PRIZES AND RECOGNITION

- + 2025 Outstanding Book Award, American Society of Criminology (winner)
Affiliate Aitor Jimenez (UoM)
- + AoIR 2025 Annual Dissertation Award - Honourable Mention
Alumni Louisa Bartolo
- + Best Presentation Award at the Next Generation Responsible AI Symposium
AI Aaron Snoswell (QUT), CI Jean Burgess (QUT), Affiliate William He (QUT), & Affiliate Kevin Witzemberger (QUT)
- + Chinese Government Award for Outstanding Self-Funded International Student Scholarship
PhD Student Kaixin Ji (RMIT)
- + Gary Marsden Travel Award 2025, ACM Special Interest Group on Computer-Human Interaction (SIGCHI)
PhD Student Kaixin Ji (RMIT)
- + Google Research Award for Human-Computer Interaction
AI Danula Hettiachchi (RMIT) & Affiliate Kacper Sokol (ETH)
- + KDD Cup 2025, ACM Special Interest Group on Knowledge Discovery and Data Mining, Meta CRAG-MM Challenge (third place)
CI Flora Salim (UNSW), PhD Student Wilson Wongso (UNSW), & PhD Student Breeze Chen (UNSW)
- + LA New Media Film Festival STEAM Award
RF Jeni Lee (Monash) & Affiliate Thao Phan (ANU)
- + LiveRAG (Retrieval Augmented Generation) Challenge, 2025 ACM SIGIR Conference on Research and Development in Information Retrieval (winner)
AI Damiano Spina (RMIT), Affiliate Kun Ran (RMIT), RF Oleg Zendel (RMIT), & PhD Student Shuoqi Sun (RMIT)
- + Massive Multi-Modal User-Centric Retrieval Augmented Generation (MMU-RAG) Competition, NeurIPS (Neural Information Processing Systems) 2025 (winner)
AI Falk Scholer (RMIT), AI Damiano Spina (RMIT), AI Danula Hettiachchi (RMIT), PhD Student Marwah Alaofi (RMIT), PhD Student Chenglong Ma (RMIT), Alumni Sachin Cherumanal, Affiliate Kun Ran (RMIT), RF Oleg Zendel (RMIT), PhD Student Shuoqi Sun (RMIT) & Masters Student Khoi Vo Nguyen (RMIT)
- + Presidential Early Career Award for Scientists and Engineers (PECASE)
PI Julia Stoyanovich (NYU)
- + QUT Executive Dean's Commendation - Outstanding Doctoral Thesis
RF Ashwin Nagappa (QUT)
- + RMIT Dean's Award for Diversity and Inclusion 2025
RF Lyndon Ormond-Parker (RMIT), Affiliate Heron Loban (RMIT), RF Daniel Featherstone (RMIT), CI Julian Thomas (RMIT), RA Alison Barton (RMIT), AI Sharon Parkinson (Swinburne), RF Kieran Hegarty (RMIT), Yee Man Louie (RMIT), Leah Hawkins (RMIT), Yasmin Johnson (RMIT), AI Jenny Kennedy (RMIT), & RA Shane Bawden (RMIT)
- + RMIT Research Service Award for Individual Service Excellence.
Mathew Warren (RMIT)
- + The ACM Web Conference 2025 - Student Travel Award
PhD Student Sara Allawati (RMIT)

SELECTED GRANTS

NEW GRANTS

- + Burgess, J. & Snoswell, A. (2025). Personalised News: Balancing Editorial and Audience Values in AI Alignment. Queensland-Bavaria Collaborative Research Program Development Grant.
- + Hettiachchi, D. & Sokol, K. (2025). Addressing Misunderstanding of AI Explanations Through Follow-up Interactions and Multi-modal Explainers. Google Research Scholar Program.
- + Richardson, M. (2025). VoxID – Voice identification and attribution. The UNSW-UTS Trustworthy Digital Society.
- + Scholer, F., & Zendel, O. (2025). RACE Merit Allocation Grant.

ARC GRANTS

- + Munn, L. (2025). ARC Future Fellowship Grant.
- + Phan, T. (2025). ARC Discovery Early Career Researcher Award.
- + Roitman, J., Rennie, E., Mattioli, F., & Tomassetti, J. (2025). ARC Discovery Grant. (with Dancy, T., Harris, C., & Birch, K.)
- + Sadowski, J. (2025) ARC Future Fellowship Grant.
- + Stardust, Z. (2025). ARC Discovery Early Career Researcher Award.



2025 FINANCIAL STATEMENT

The ARC Centre of Excellence for Automated Decision-Making and Society (ADM+S) formally commenced operations on 28 August 2020. The Centre's financial affairs are conducted within the established procedures, controls and delegations of the relevant universities, and as set out by the Australian Research Council (ARC). This statement provides a summary of the income and expenditure of the ARC Centre.

Income

ADM+S receives funding from three main sources: the ARC, Eligible Organisations (Australian universities), and Partner Organisations. The Australian universities and Partner Organisations also provide significant in-kind contributions, which are primarily personnel-related and consist of the apportioned salaries and on-costs of faculty members who contribute towards the Centre.

Expenditure by the Centre in 2025

Personnel accounted for the highest proportion of expenditure, followed by scholarships, research fieldwork, travel for collaboration with research partners and the dissemination of research, the research training program, and professional services (primarily funds for our research partners in remote indigenous communities for our Mapping the Digital Gap project, funded by Partner Organisation Telstra).

Financial Management and Performance

Quarterly financial reporting monitors institutional income and expenditure against the Centre-wide budget. The Centre's Chief Operating Officer prepares consolidated financial statements for review by the Director. The Centre meets its annual reporting requirements to the ARC and meets all other reporting obligations set by Partner Organisations that provide financial support.

	2025 Actual (\$)
Income	
Carry forward from 2025	10,353,628.46
ARC grant	5,484,928.46
University contributions	1,156,257.92
Partner contributions	640,000.00
Total income	7,281,186.38
Expenditure	
Salaries and oncosts (specify name and FTE)	5,570,099.3
Scholarships (specify name and scholarship type)	664,279.44
Research training and professional development	63,241.64
Outreach	20,345.66
Travel - Fieldwork	416,458.48
Travel - Collaboration, engagement & translation	359,998.39
Software, cloud computing, data storage, systems and platforms (for research)	67,388.01
Staff administrative costs	18,892.84
Consumable materials	135,886.16
Minor equipment, repair and hire	41,509.96
Professional services	340,908.67
Equity, diversity and inclusion expenses	0
Communications	44,197.33
Capital	0
Total expenditure	7,743,205.88
Net surplus	-462,019.5
Carry forward	9,891,608.96

	2025 Actual (\$)
In-kind contributions	
Australian Universities	4,586,005.38
Partner Organisations	660,239.43
Total in-kind contributions	5,246,294.81
Additional research income secured by Centre staff between 2020 and 2025	\$30,633,119

KEY PERFORMANCE INDICATORS

These measures reflect the cross-disciplinary composition of the Centre, and therefore the need for performance indicators which are sensitive to disciplinary context, and to the different values attributed to research outputs such as books (valued more highly in most HASS disciplines), conference papers (valued more highly in the computer and data science disciplines) and book chapters (valued more highly in law).

Targets are not cumulative totals across the years. Each target reflects the total number of outputs produced, activities conducted, or researchers active within that calendar year.

In 2025, the Centre exceeded all of our KPI targets with the following exceptions:

- + We currently have only 56 postgraduate completions but a current total of 108 students and 21 alumni members, so on track to meet our final target of 150 by the end of the Centre;
- + While our target for indigenous pre-doctoral appointments was not achieved, the Centre launched a major recruitment drive to appoint First Nations Researchers and a new First Nations Project Manager to manage our Digital Inclusion projects, ensuring First Nations leadership and governance at every stage of the projects while also strengthening Indigenous Data Governance capacity within the Centre;

- + In comparison to 2024, 2025 saw a shift toward non-traditional outputs, such as reports, policy submissions, datasets, and engagement activities, rather than academic publications. While the total number of cross-node publications decreased (63 in 2025 compared to 93 in 2024), their proportion relative to total publications increased significantly, from 18% (93 of 518) in 2024 to 50% (63 of 125) in 2025. This indicates a stronger concentration of cross-node collaboration, despite a lower overall volume of academic outputs.

Performance Measure	2025 target	2025 outcome
1. Number of research outputs		
Journal articles	125	125
Books	12	12
Book chapters	20	23
Conference publications	50	51
Datasets	5	7
Interactive software/systems/platforms	5	6
Films/videos	1	1
Creative works	1	3
2. Quality of research outputs		
Percentage of books published through highly ranked book publishers	60%	100%
Percentage of journals published through Scimago Quadrant 1 journals	60%	85%
Percentage of conference publications published through CORE A*/A conference rankings	60%	91%

Performance Measure	2025 target	2025 outcome
3. Number of workshops/conferences held/offered by the Centre		
Annual conferences and symposiums	1	6
Major public-facing exhibitions and fairs	0	2
Public awareness and outreach activities such as lectures, seminars, forums and events	30	42
Research and engagement workshops	20	49
4. Number of training courses held/offered by the Centre		
HDR and ECR workshops, masterclasses and hackathons	10	16
Major HDR and ECR summer/winter schools	2	2
Interactive gender equality and diversity training courses and workshops	2	6
5. Number of additional researchers working on Centre research		
Postdoctoral Researchers	30	34
Undergraduate Students participating in Centre related coursework	20	1,320
Phd Students under Centre supervision	50	108
New PhD Students	14	22
New Masters Students	5	5
Associate Investigators	40	41
Indigenous Pre-doctoral appointments	3	0
6. Number of postgraduate completions	100	56
7. Number of mentoring programs offered by the Centre	3	3

Performance Measure	2025 target	2025 outcome
8. Number of presentations/briefings		
Government, industry, business and community forums and briefings	40	50
Invited talks/papers/keynote lectures given at major national and international meetings and industry conferences	50	147
Media coverage - media releases	20	111
Media coverage - unique media items	300	398
Website unique visits	30,000	53,630
9. Number of new organisations collaborating with, or involved in, the Centre		
New organisations collaborating with, or involved in the Centre	35	81
International visitors and Visiting Fellows	15	27
Visits to overseas laboratories and research institutions	50	71
Memberships of national and international professional bodies and committees	70	102
Interactions with other CoEs such as exchanges, joint outputs and events	3	6
10. Number of female research personnel	45	169
Centre-specific KPIs		
11. Benefits, outcomes, impact		
Citations in policy papers	30	31
Submissions to major inquiries	10	10
Membership of policy and industry advisory committees	25	32
12. Governance		
Advisory Board meetings per year	2	4
Advisory Board attendance per meeting	70%	80%
Stakeholder satisfaction surveys with the majority of stakeholders 'satisfied' or above (every two years)	0	3

Performance Measure	2025 target	2025 outcome
Centre-specific KPIs		
13. Effectiveness of the Centre in creating an effective and cohesive research team		
Number of cross-program events	25	100
Number of staff participating in annual Centre symposiums	150	157
Number of cross-node publications	110	63
Number of multi-institutional supervisors	9	18
14. Organisational Support		
Additional research income secured by Centre staff	2.0m	3.5m

ACTIVITY PLAN FOR 2026

RESEARCH

- + Progress our new Phase 2 Signature Projects to sharpen the Centre's collaborative and applied focus on ADM and Generative AI
- + Unite ADM+S researchers with technologists, health sector professionals, policymakers and end users at our fourth Focus Area Symposium 'Automated Human and Planetary Health' and deliver a series of activities to support our Health Focus Area year
- + Continue our workshops with the International Advisory Board and Project Teams to enhance our translation and impact strategy for each project
- + Continue to implement the agreed actions in response to the ARC Mid Term Review recommendations, with a strong focus on international impact and engagement
- + Strengthen collaborative research partnerships with our new ARC Partner Organisation Bristol Digital Futures Institute and other collaborating research institutes

IMPACT

- + Continue our support for the Australian Internet Observatory, a new national research facility, to refine the Centre's unique tools and make them widely available to researchers everywhere
- + Expand our partnership with the Australian Broadcasting Commission (and work closely with other international public service news networks) to develop a public service news algorithm for ABC News
- + Prioritise legacy planning to ensure the ongoing uptake of the Centre's research beyond the end of the ARC Grant
- + Extend our work with remote First Nations communities to produce the first comprehensive national study of Indigenous digital inclusion: an essential step in evaluating progress towards Australia's Closing the Gap targets.

OUTREACH & ENGAGEMENT

- + Renew the Centre's outreach and engagement strategy and continue to grow our partnerships with key Australian journalists and media outlets
- + Develop new education programs and teaching materials for primary and high school students to improve understanding of automated decision-making
- + Continue to grow the ADM+S Working Paper series and promote ADM+S research through the Australian Policy Observatory and other outlets
- + Improve our website and repositories to ensure all publications and resources are open access, fostering equitable knowledge sharing, increasing the visibility of our work, and supporting global collaboration

EDUCATION & TRAINING

- + Continue to support our postdoctoral research fellows and HDR students across the ADM+S multidisciplinary research community via cross-institutional research projects, networking and research training activities
- + Deliver our comprehensive research training program including annual hackathons, monthly workshops and masterclasses, summer schools and placements
- + Continue to promote the ADM+S Fellowship Program and number of international fellowships, placements and study opportunities with our Partner Organisations
- + Continue to ensure cross-node supervision for all PhD students

GOVERNANCE, PEOPLE AND RESOURCING

- + Continue tracking progress against our comprehensive EDI Strategy and Action Plan and promote a strong culture of equity, inclusion, accessibility and diversity across the Centre
- + Continue the process of renewing our leadership team via new appointments to the Chief and Associate Investigators group
- + Strengthen HDR and ECR representation on our Executive Committee and subcommittees to increase participation in our governance and decision-making processes
- + Continue to collaborate with other ARC CoEs to share resources, knowledge and skills

ABOUT THIS REPORT

REPORT DESCRIPTION

This 2025 Annual Report covers the activities of the ARC Centre of Excellence for Automated Decision-Making and Society from 1 January 2025 to 31 December 2025. Our reporting period aligns with the requirements of the Australian Research Council, our primary source of funding, and the report forms part of our official reporting (and accounting) requirements.

ANTICIPATED READERSHIP

The primary audiences for this report are our funders and stakeholders, and we also hope it will be of interest to the broader community in both Australia and overseas. Subject matter has been selected in line with our vision and Strategic Plan and in accordance with the expectations of the Australian Research Council.

Unless otherwise stated, the use of the words 'we', 'us', 'our' and 'the Centre' refers to the ARC Centre of Excellence for Automated Decision-Making and Society, also known as the ADM+S Centre.

You will find this report and other ADM+S publications on our website at admscentre.org.au/publications

Design

Saskia Velcek,
Leah Hawkins

Editing

Kathy Nickels, Nick
Walsh, Sally Storey, Matt
Warren, Julie Stuart,
Saskia Velcek,
Miranda Ramsay

Photography

Leah Hawkins, Matt
Warren, Miranda Ramsay,
Saskia Velcek, Natalie
Campbell, Daniel
Featherstone



Australian Government
Australian Research Council

**ARC Centre of Excellence for
Automated Decision-Making and
Society**

Building 97
RMIT University
106-108 Victoria St
Carlton VIC 3053

adms@rmit.edu.au

