

**Incentives**




Financial backers




Governments

**Construction**




Owners




Engineers/Designers

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Data suppliers



Data sources

**Misuse / Abuse**

Trolls / Deceivers / Influence operators



**Explaining responsibility, impact and power in AI**

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November 2023 • version 1 • [axbom.com/aipower](https://axbom.com/aipower)

**Use**



Procurers



Profession

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Beneficiaries



Sufferers


**New data**



Text



Image/video




Sound




Behavior/biometrics

**Content**




Creators


**Regulation**



Lawmakers




Laws/Rules




Oversight keepers

**Omission**




The forgotten

**Data maintenance**




Classification workers


**Human rights / Climate / Sustainability**



Activists




Researchers




Interest organisations

**Social influence**



Behavior and values



Rule of law