Concept Note
AI Shaping Sexuality Education: Practices and Perspectives

Background

Comprehensive sexual education is an essential component of growing up, providing young people with the knowledge, skills, and mindset they need to make informed decisions about their sexual and reproductive health. Yet, numerous young individuals lack access to accurate and reliable information about sexuality. Conventional approaches to sexual education, whether through schools, communities, or families, might not effectively reach diverse populations.

Recent advances in generative artificial intelligence (GenAI) development offer new opportunities for delivering personalized, interactive, and engaging sexuality education programmes that can reach young people where they are – online and on their mobile devices. An invaluable advantage of AI-driven platforms in sexuality education lies in offering anonymity and privacy. Many individuals feel uneasy discussing sensitive sexual health topics, potentially resulting in misconceptions or a lack of understanding. AI-powered tools possibly alleviate this by creating a safe, non-judgmental space where users can ask questions and receive accurate information without fear of embarrassment or stigma.

AI-driven tools are accessible across various devices, serving as a convenient and reachable resource, especially for those in remote or underserved communities lacking sexuality education. By leveraging AI-driven platforms, individuals, irrespective of their location or background, might gain access to accurate and updated information. Furthermore, platforms, driven by AI, continually learn and enhance themselves with each user interaction. This iterative process allows these platforms to stay current with the latest research and data, offering users the most reliable information available.

Despite the potential advantages, it's crucial to acknowledge the associated risks and challenges of implementing AI-driven sexuality education. Ensuring the accuracy and reliability of information provided by these platforms is paramount, as misinformation could severely impact an individual's health. Privacy concerns also demand attention to safeguard users’ sensitive information and maintain platform trust. Moreover, AI-driven tools, reflecting the data they are trained on, carry the risk of perpetuating societal biases concerning gender and sexuality or stigmatizing these topics, potentially turning them taboo. Particularly, AI chatbots trained with online content pose a risk of amplifying mainstream discourses or conveying inaccurate information.

The rapid evolution of AI technology has led to the emergence of new tools and educational platforms for children and adolescents, offering information and counseling on issues related to growing up, puberty, sexuality, health, and relationships. Given the swift emergence of educational and awareness raising tools, it’s essential to analyze practical experience to identify good practices and potential risks, and benefit from synergies and shared experiences. This approach allows the creation of tools that immediately incorporate key recommendations, ethical principles, and the insights gained from others' experiences.
Key objectives

The objective of the project is to develop a comprehensive review of good practices in the use of AI for sexuality education and awareness raising. The review will provide guidance for educators, health professionals, tech companies and others who are interested in using AI to promote sexual health and well-being among young people. The review will cover a range of topics, including case studies of successful AI-based programs, ethical considerations, technical advice, best practices, and future directions.

Topics to be covered in the review:

1. Introduction: What is sexuality, health and well-being education? What are possible benefits of using AI for sexuality education?
2. Case studies: AI-based sexuality education programmes, including chat bots, apps, and digital tools, their target audience, content covered, and achieved outcomes.
3. Discussion on ethical considerations involving AI in sexuality education, focusing on privacy, data security, and consent.
4. Analysis of the current and evolving legal frameworks governing AI’s application in sexuality education, addressing any existing gaps or areas requiring further regulation.
5. Strategies to ensure inclusivity and accessibility in AI-based programs, specifically for individuals with disabilities and from marginalized communities.
6. Exploration of the psychological and emotional implications of AI in sensitive educational contexts, emphasizing strategies for ensuring positive impacts.
7. Technical considerations for designing effective AI-based sexuality education tools and programmes, such as user interface design, natural language processing, machine learning, and challenges associated with multi-language models.
8. Best practices for employing AI in sexuality education, encompassing recommendations for content development, user engagement strategies, and evaluation techniques.
9. Investigation of emerging trends and future directions in AI-based sexuality education, such as virtual reality, augmented reality, and immersive technologies.
10. Key insights and the potential transformative impact of AI on sexuality education.

The review will be conducted through a combination of desk research, expert and practitioners’ consultations. The desk research will involve a systematic review of the literature on AI-based sexuality, health and well-being education programmes, as well as an analysis of existing guidelines and standards related to ethics and data privacy. The expert consultations will involve interviews with leading experts in the fields of sexuality education, AI, and digital health. The review will be framed as a web-based project and will encompass a compilation of materials in various formats (interviews, narratives, storytelling, FAQs, etc.), ensuring a comprehensive exploration of the subject matter.

Expected outcomes

The review will provide practical guidance for educators, health professionals, tech companies, and others who are interested in using AI to promote sexual health and well-being among young people. The review will highlight best practices in content development, user engagement, and evaluation, as well as ethical considerations related to privacy and data security. The review will also identify emerging trends and future directions in AI-based sexuality education, such as the potential for virtual reality and other immersive technologies.
Terms of Reference

Individual Consultancy: Russian-speaking Editor and Translator – AI-Based Sexuality Education Project

Overall goal: The Russian-speaking Editor will be responsible for translating Russian-sourced data into English, editing translations of the review’s content in Russian, and coordinating the publication of the content in the Russian language on the review webpage.

Based on specific guidance by UNESCO, and working closely with the responsible team of the UNESCO IITE, the contractor’s tasks include to:

1. Guiding Research and Interviews Phase
   a. Participate in a virtual kick-off meeting with UNESCO staff, the researcher and the editor to learn about interaction modalities within the project team, and submission timelines.
   b. Translate and adapt guiding questions into Russian for discussions with experts specializing in AI applications within sexuality education, counseling, youth services, gender studies, HIV prevention, and related topics.
   c. Translate and adapt guiding questions into Russian for interviews with representatives (developers, content creators, educators, etc.) of existing AI-driven tools and platforms in sexuality education, gender awareness, relationships, HIV prevention, and related subjects for young people.

2. Translation and Adaptation of the Review Content
   a. Perform translation, journalistic editing, and adaptation of all key content items (materials) of the review intended for the website publication in Russian (10 items * 2-4 pages / ~320 words per page). Ensure the content maintains clarity, aligns with journalistic standards, and effectively communicates essential insights.
   b. Conduct translation, journalistic editing, and adaptation of all cases related to AI tools and platforms for publication on the website in Russian (12-13 items *1 page / ~320 words per page). Ensure clarity, adherence to journalistic standards, and effective communication of critical insights.
   c. Translate all navigation elements of the web-platform from English to Russian (or vice versa), such as section headings, navigation buttons, copyright information, etc. (1-2 pages / ~320 words per page).
   d. Provide translations of content for supplementing multimedia materials (infographics) in Russian (max 6 pages / ~320 words per page).

3. Publishing and Review
   a. Collaborate with the project's web designer, graphic designer, and AI illustrator/animator to ensure the adaptation of multimedia content that complements the project in Russian.
   b. Upon the web-platform's development, closely work with UNESCO IITE, the project's graphic designer, and AI illustrator/animator to ensure the accurate publication of all content items and multimedia materials in Russian, aligning with the initial concept plan.

The contractor will submit the following deliverables:

1. Finalized guiding questions in Russian for discussion with experts specializing in AI application within sexuality education, psychological counseling, service delivery to young people, gender studies, HIV prevention, and related subjects;
2. Finalized guiding questions in Russian for interviews with representatives (developers, content creators, educators, etc.) of existing AI-driven tools and platforms in sexuality education;
3. Translated and adapted 10 key content items (materials) in a journalistic or popular science writing style in Russian (10 items * 2-4 pages / ~320 words per page);
4. Translated and adapted case descriptions for AI tools and platforms to be published on the website in Russian (12-13 items * 1 pages / ~320 words per page).
5. Translation of navigation elements of the web-platform from English to Russian (or vice versa): headings of the sections, navigation buttons, copyrights information, etc. (1-2 pages / ~320 words per page).
6. Translations of the content for supplementing multimedia materials (infographics) in Russian (max 6 pages / ~320 words per page).

**Timeline:**
The overall work under the assignment is scheduled to take place from December 2023 to April 2024.

**Contractor profile:**
Experience:
- Minimum 5 years of experience in translation and editing for digital media, preferably in journalistic formats.
- Experience in writing, editing, and translating materials about digital technologies, AI, or related fields are highly desirable.

Education:
- Advanced degree in Linguistics, Journalism, Communications, or a related field;
- Additional qualifications in Education or Technology are advantageous.

Skills:
- Exceptional written and verbal communication skills in English and Russian are essential;
- Cultural sensitivity and the ability to engage respectfully with diverse stakeholders;
- Collaborative abilities to work effectively with UNESCO staff and various stakeholders in executing research.

Languages:
- Fluent written and oral proficiency in English and Russian is mandatory.

Qualified candidates are encouraged to submit their applications to Olga Okhotnikova at o.okhotnikova@unesco.org by December 8, 2023.

The application should consist of the following documents:
- Candidate’s Curriculum Vitae, indicating education and professional background;
- Portfolio: Compilation of links showcasing translations, editorial work, and adaptation of journalistic materials, previously undertaken (in Russian);
- A brief statement illustrating how the candidate’s qualifications and experience align with the requirements of the assignment;
- Anticipated remuneration: A clear breakdown of the anticipated expenses related to the assignment.