

Economic
and Social
Research Council



DomesticAI: AI's potential to transform unpaid domestic work

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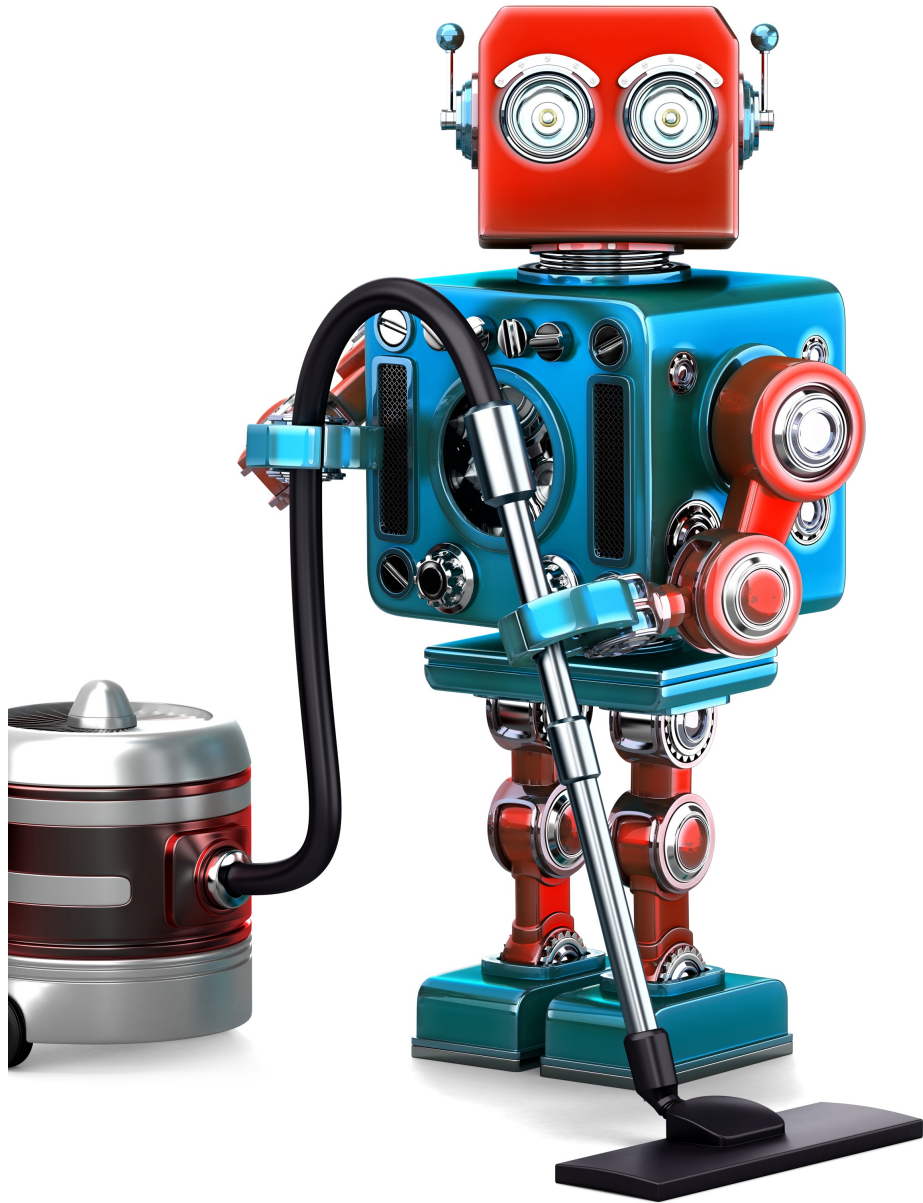
2 Ochanomizu University

3 National Institute of Population and Social Security Research

4 Yokohama National University

5 Hitotsubashi University





Project components

- Delphi survey – estimating the future supply of domestic automation
- Vignette survey – measuring the demand for robots or apps to help with housework and care work
- Combining findings with National Time Transfer Accounts

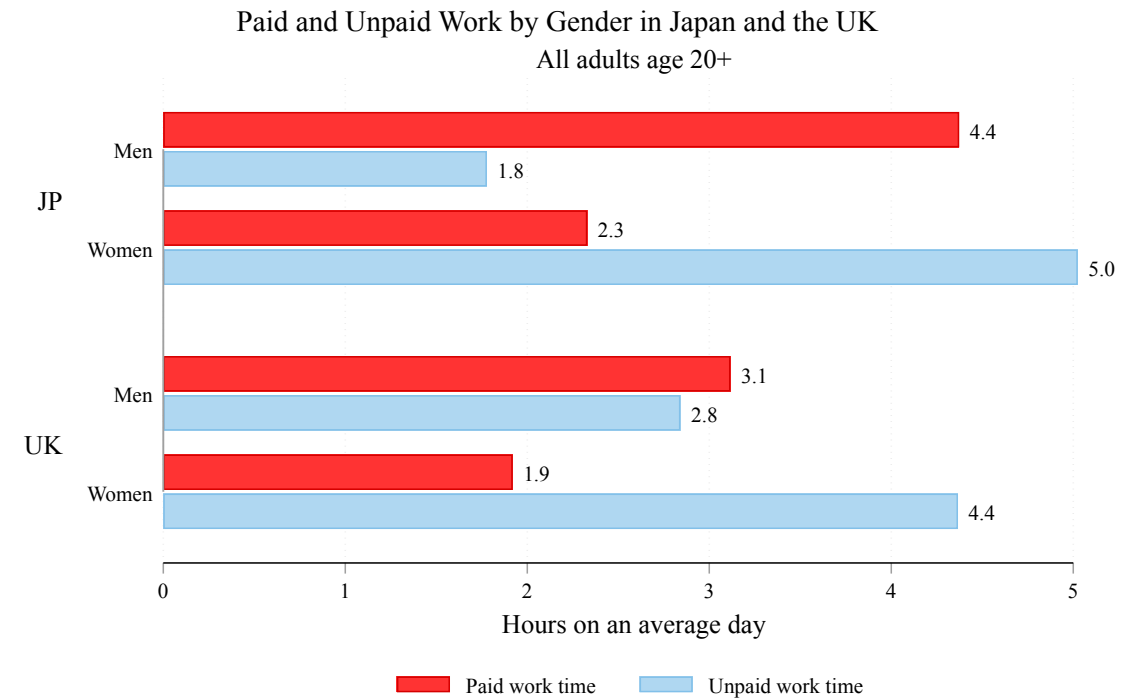
UK vs Japan

- Similarly developed
- Different social (esp. gender) norms
- Different population structures



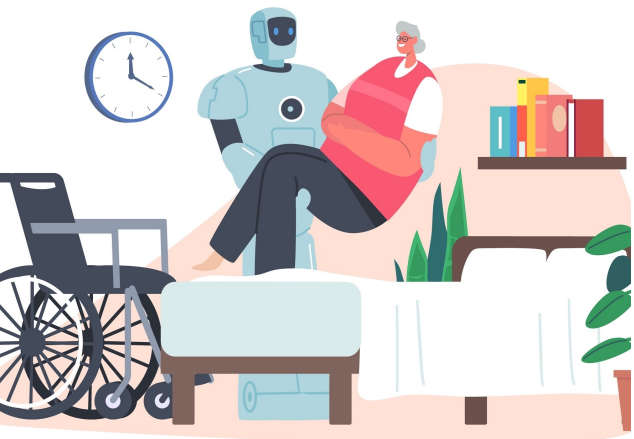
Domestic work

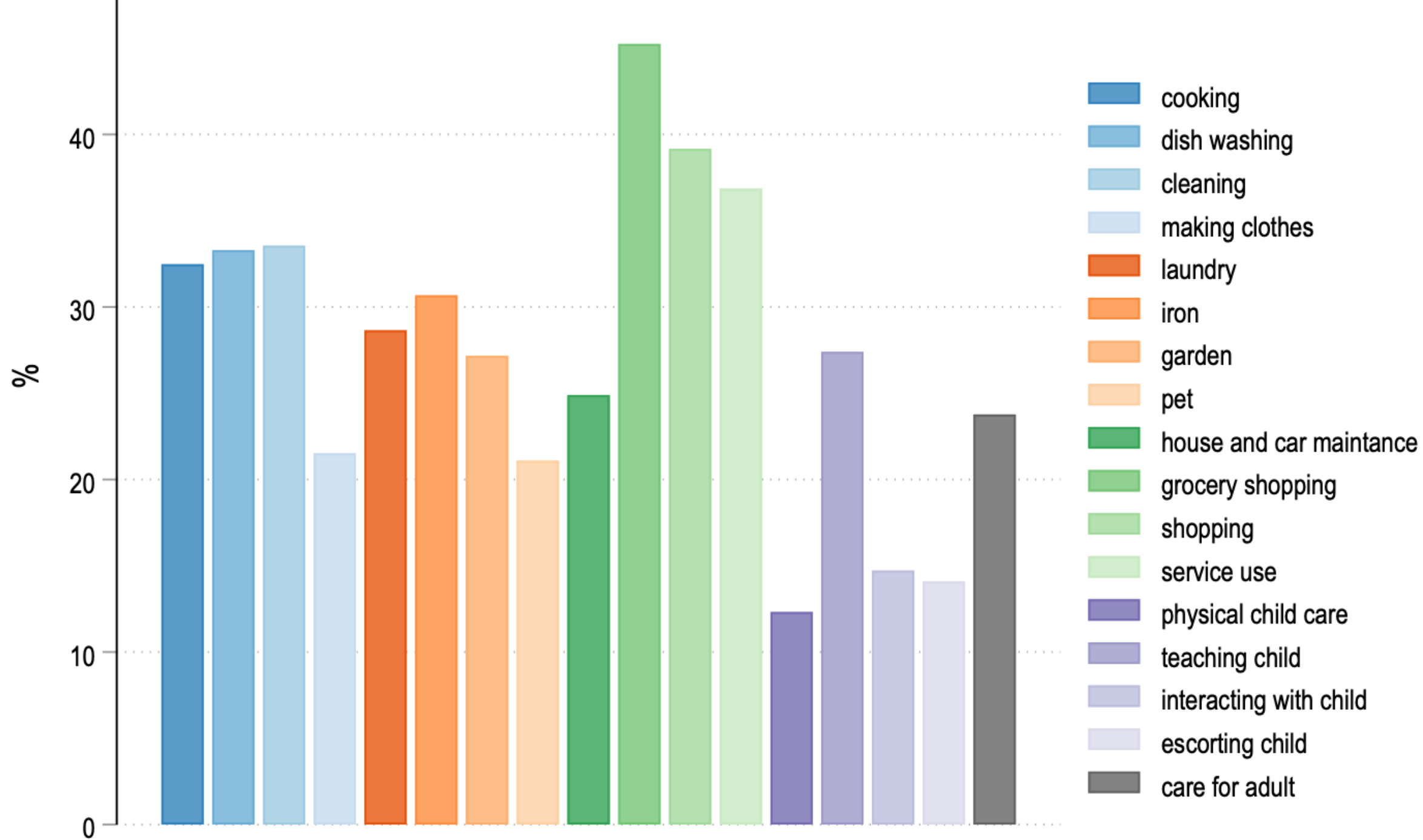
- Household labour is critical to health and well-being (Coltrane 2000)
- It is also very time consuming and shared unequally within and between households (Craig and Churchill 2019).
 - Caregiver penalty



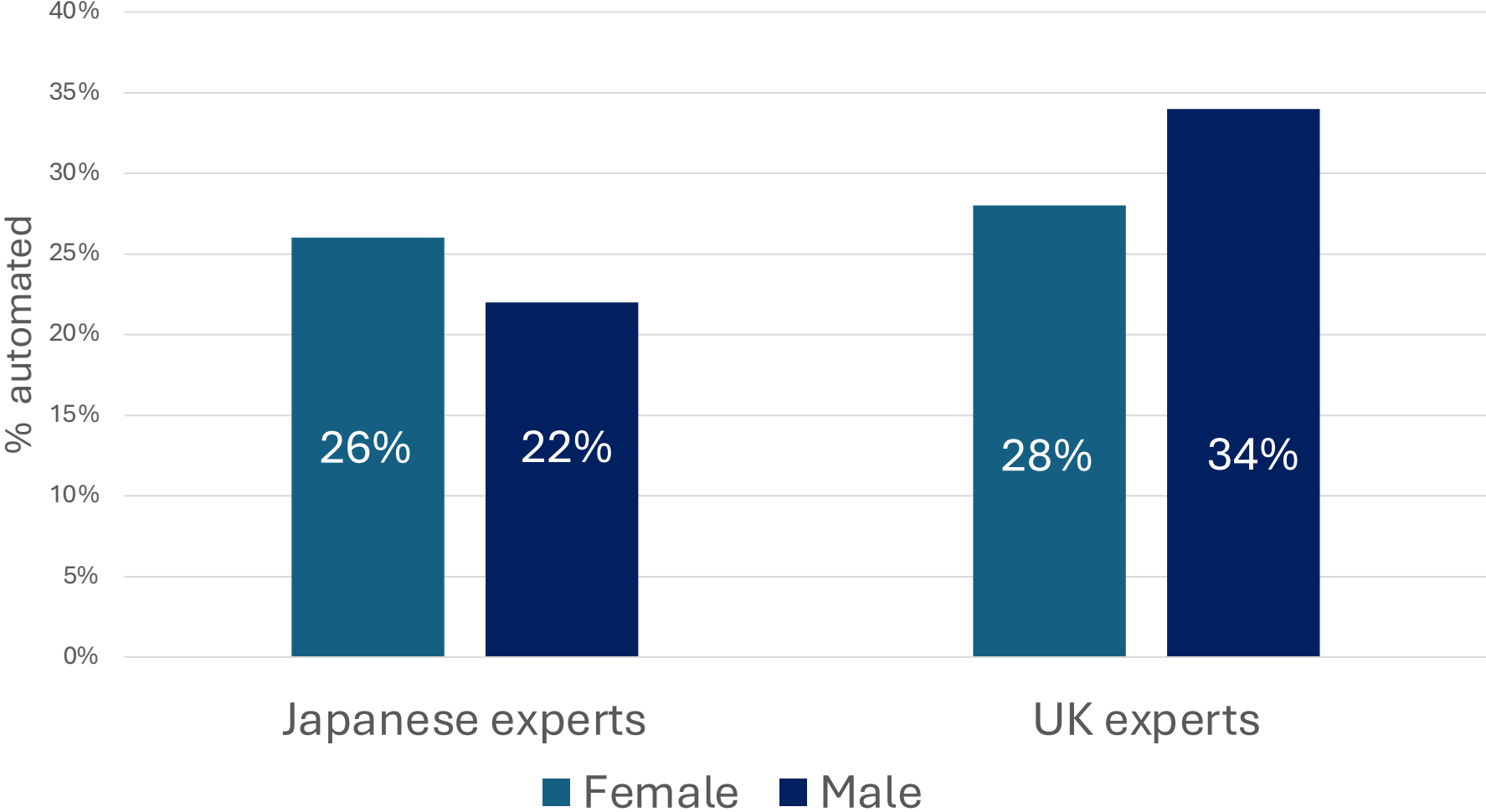


Digital technologies promise to lighten the domestic workload





Socially contingent nature of expert predictions



Socially contingent nature

- I know you said not to consider whether people would want the tasks automating... But... what sort of products/tools/whatever the market will bring to people [is] based on what they are likely and reasonably able to use... as well as what is technically possible.
- [Already] in the case of household appliances that are used every day and are effective for domestic tasks, such as vacuum cleaners and rice cookers, people tend to buy high-priced and high-performance appliances. (Japanese female expert)



Willingness to purchase domestic technology



Why does this matter?

- Unpaid work is automatable, especially housework
- Automation of unpaid work could increase everyone's discretionary time
 - Access inequality
- It could also have darker consequences
 - Change in domestic interactions
 - Loss of privacy
 - Monitoring technologies in care=> Careveillance?
 - Emotional attachment to caring technologies

