

MEMORY LANE HELPS SENIORS RECORD THEIR LIFE STORIES

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Memory Lane by Stockholm Exergi, Sweden

Watch this video at <https://www.lsnglobal.com/news/article/24084/memory-lane-helps-seniors-record-their-life-stories>

Stockholm –The **Memory Lane** project aims to spark deeply personal conversations between humans and artificial intelligence (AI).

The project, created by Accenture Interactive in collaboration with Stockholm Exergi, explores how voice assistants such as Google Home can become more conversational and improve the lives of those living in unwanted loneliness. In a bid to combat the harmful effects of isolation, Memory Lane invited elderly citizens in Stockholm to share their memories and life stories with a reverse-engineered voice assistant, which is able to ask personal questions and drive meaningful conversations.

The AI asks questions such as ‘where are you from?’ and ‘where did you grow up?’ in order to piece together a detailed account of participants’ lives. These conversations can either be turned into an audio recording, or a printed book that can be shared with family and friends. Highlighting technology’s potential to address societal issues, Memory Lane also suggests the extent to which **more fluid and complex forms of kinship** are emerging, with technology not only helping to run households, but also becoming part of it.