

Responsibility Dilemma: Whose responsible when Algorithms influence our choices?



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ABOUT ME

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Developing a Safe Generative AI Platform



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WORK HIGHLIGHTS



5000+

Individuals trained



19+

Years of experience



20+

Companies trained



IN HUMAN-AI COLLABORATIONS

Whose responsible when decisions go wrong?

Human?

AI?



WORKING ALONGSIDE AI

Changing nature of human machine interaction

From Decision Support to nudge .. persuasion ..influence

AI AS A PERSUASIVE ACTOR



AI products influence through the following social cues :

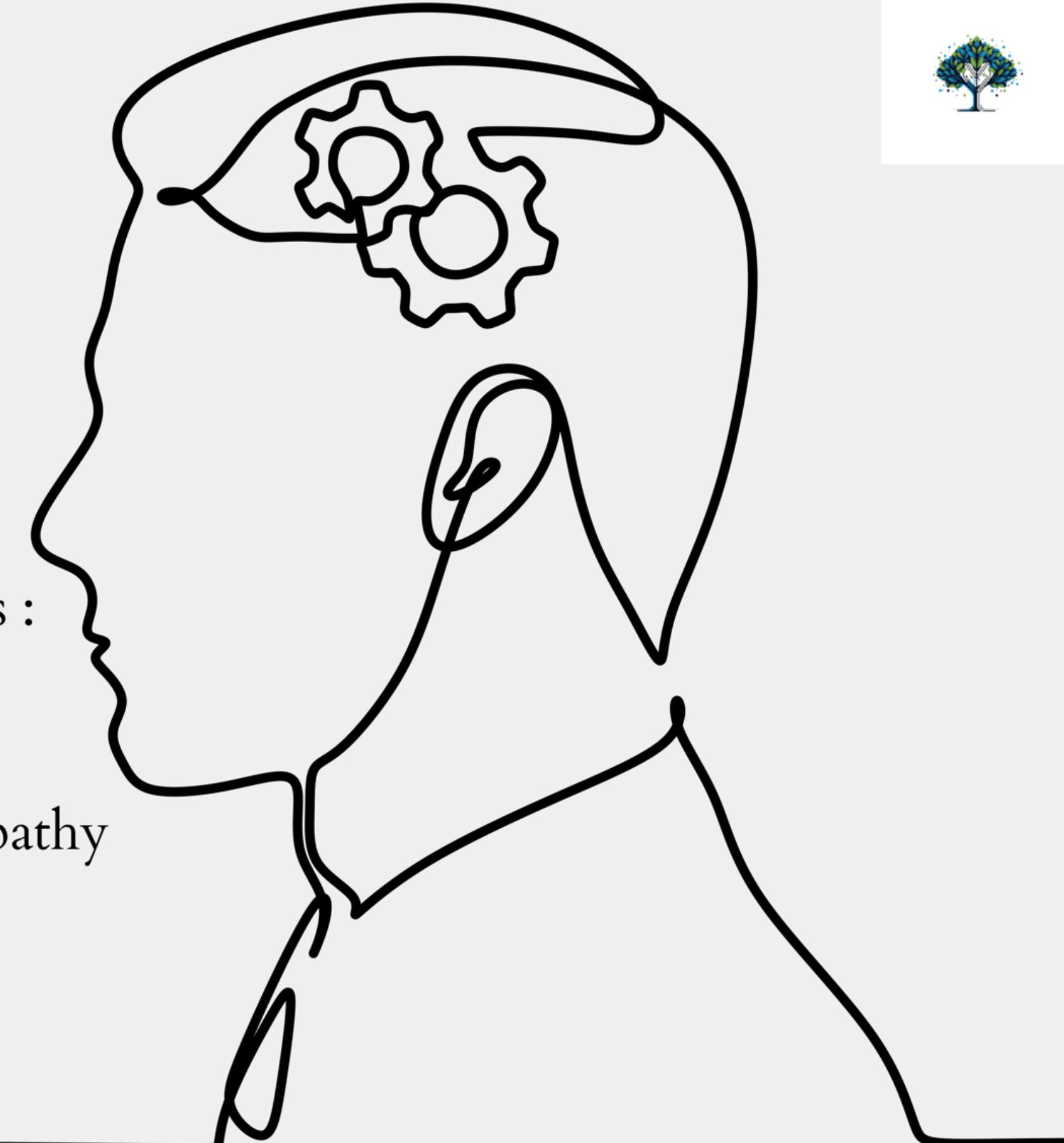
Physical Cues: human like embodiment

Psychological Cues: humor, personality, feelings, empathy

Language interaction Cues: Interactive language use

Social Dynamics Cues: Using praise, reciprocity

Social Rules Cues: Role of a doctor, teacher, authority





Humans knowingly or unknowingly assign a personality to the AI they are using based on social cues such as tone, authority , collaboration and others



Humans are more persuaded when the AI seems more similar to themselves in personality and affiliation



Example of a nudge: Offline world
salad before other dishes ...



Nudge from a Gaming Site:

What's the deal? You don't call,
you don't log in . . . Is it me?

Well, you could play without
logging in, but you won't win
anything. It's up to you.

You're outta here! Thanks for
playing!



Nudge from an e-commerce site:

Buy more and moredon't stop
now!



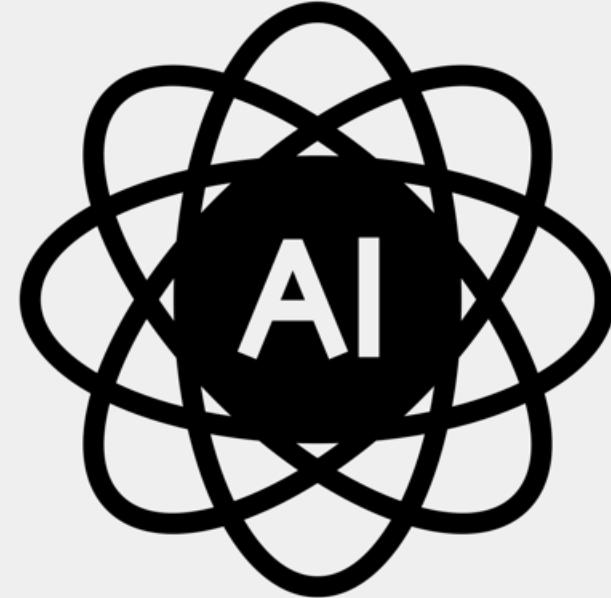
Now the ethical dilemma of
ascribing responsibility begins to
surface



Ethical dilemma of ascribing
responsibility



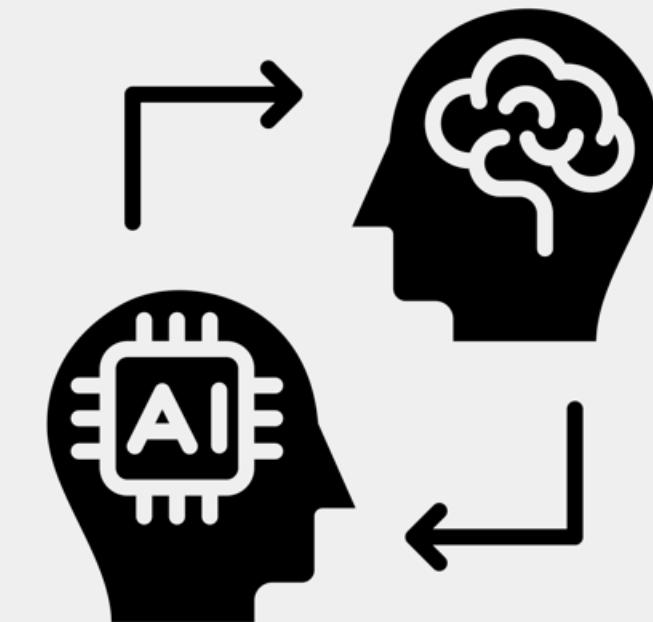
DECISION MAKING MECHANISMS



Decision Maker:
AI Automation



Decision Maker:
Human Expert

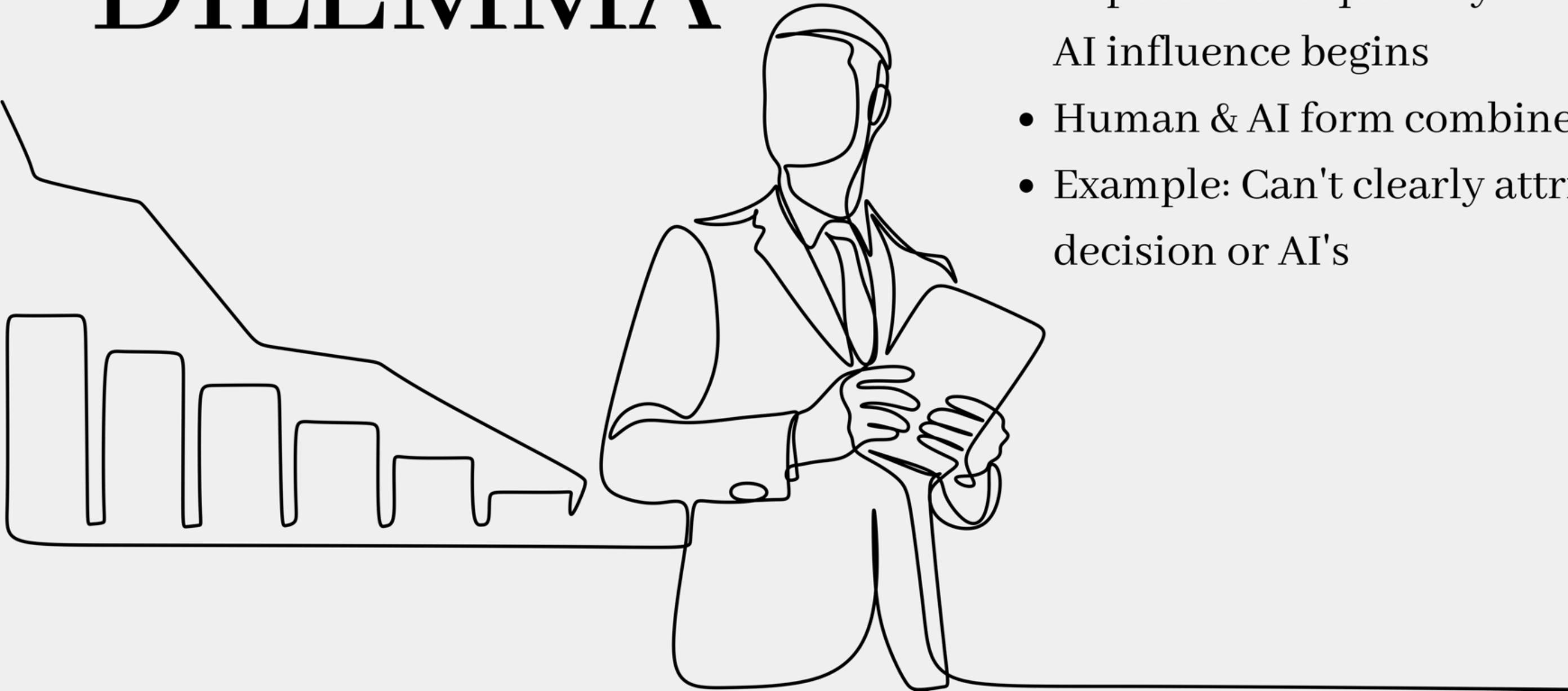


Decision Maker:
Human - AI Interaction

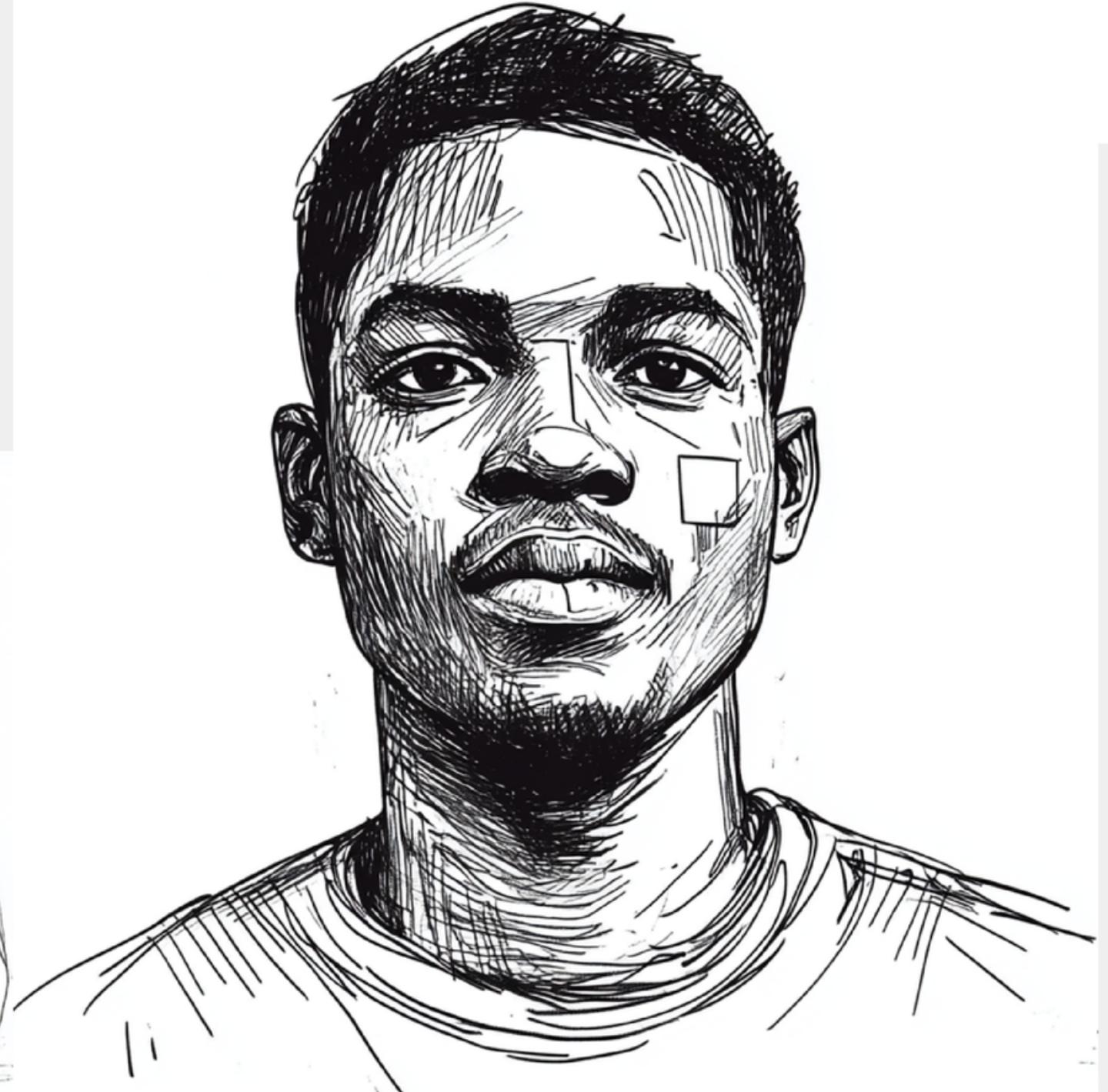


DECISION POINT DILEMMA

- Unintended AI influence prevents determining human decision point
- Impossible to quantify where human decision ends and AI influence begins
- Human & AI form combined decision
- Example: Can't clearly attribute judge's ruling to own decision or AI's



FACIAL RECOGNITION: AI CASE STUDY





HARD TO PROVE

- Hard to empirically pin down unintended AI influence
- Over-reliance, algorithmic appreciation hard to measure
- Given moral stakes, possibility of influence is problematic





HARD TO CONTROL

- AI influence means human agent may lose control over choice
- AI exerts a type of "force" over human user
- Over-reliance, AI becoming epistemic authority
- Challenges assumption of voluntary human choice





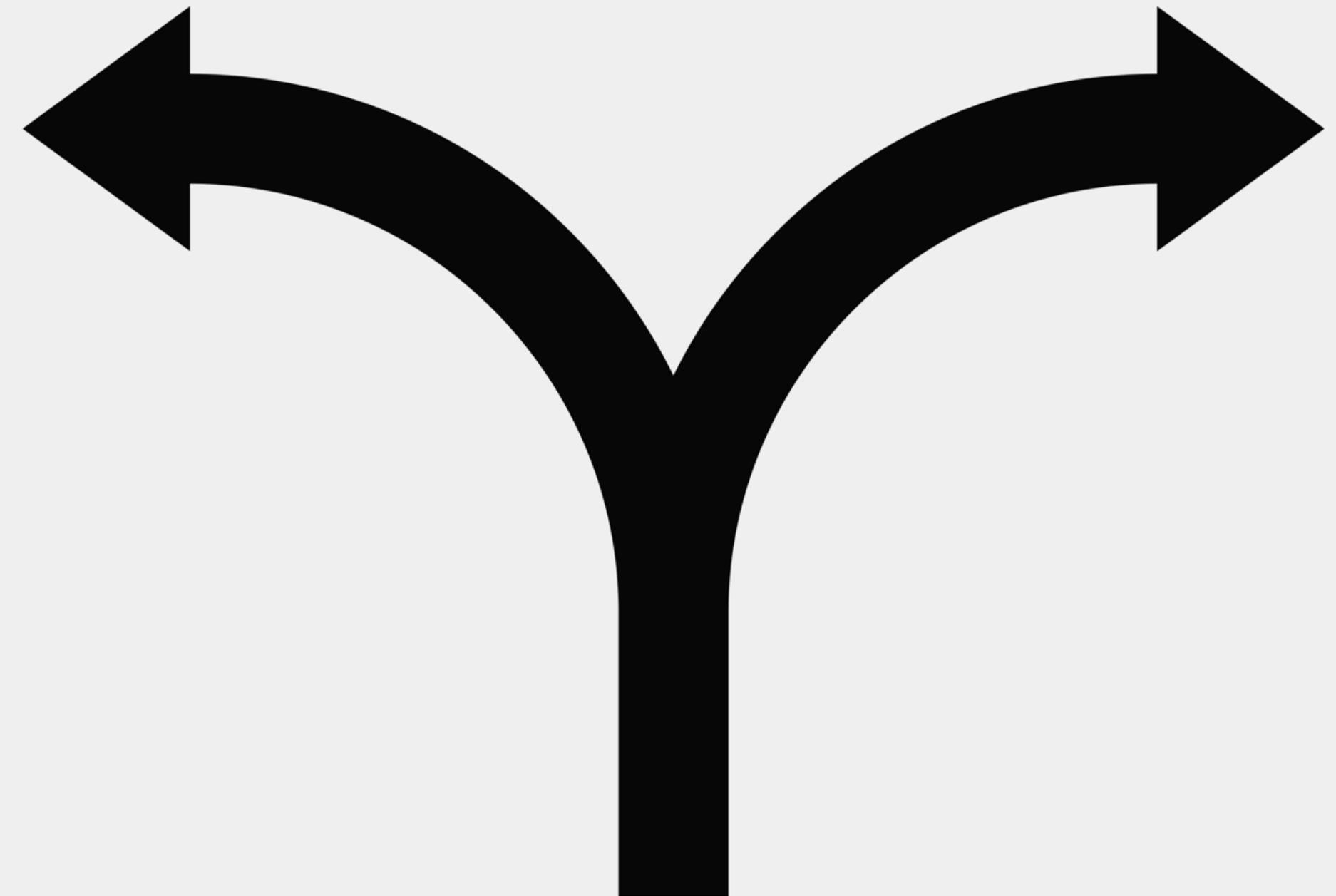
LACK OF TRANSPARENCY

- Human agent often unaware they are being influenced
- Black box AI means agent can't understand how AI got the output
- Ex: Judge can't know if AI risk score reasonable
- So agent lacks key knowledge about factors driving their choice



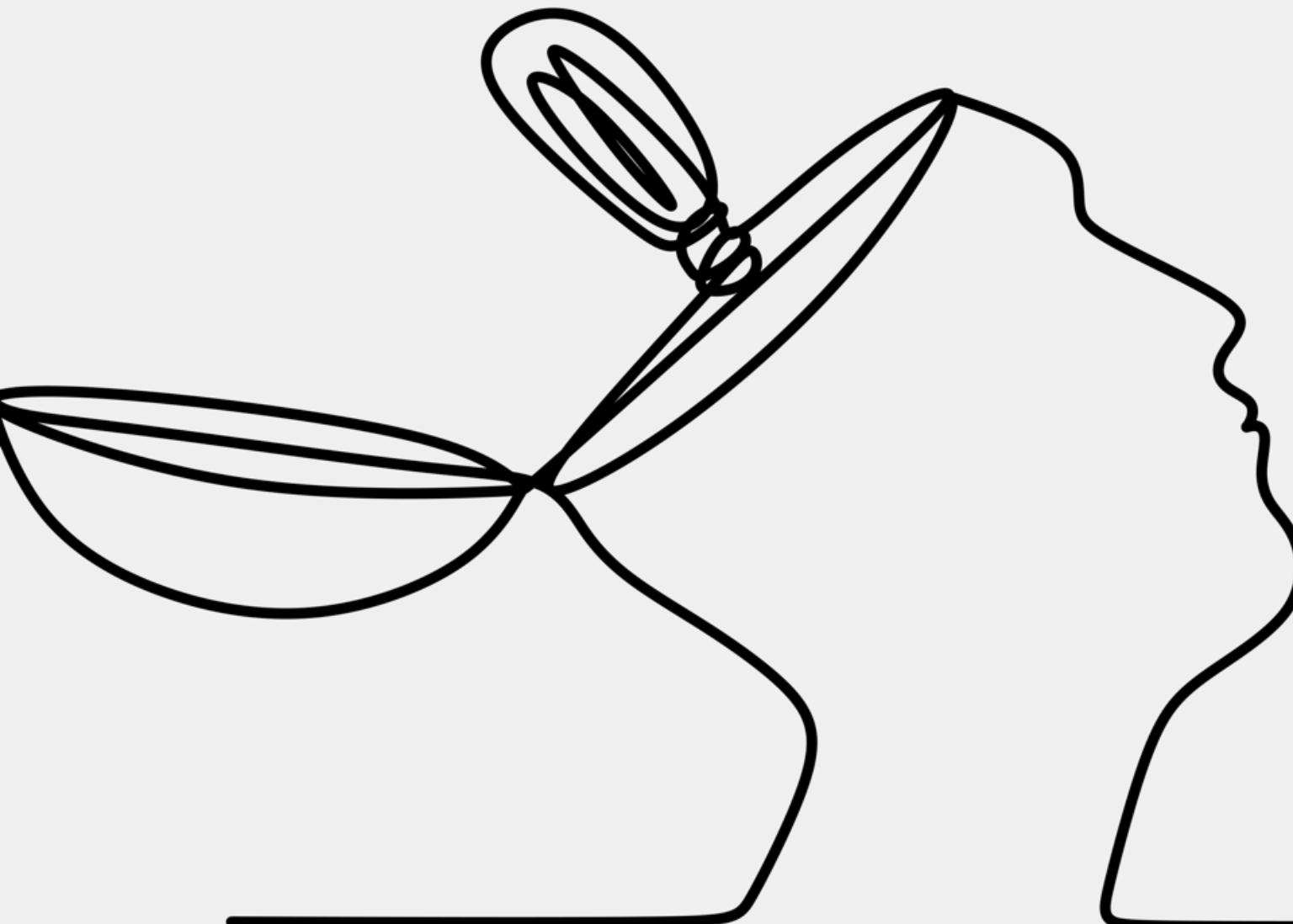


DECISION POINT DILEMMA: ASCRIBING OF RESPONSIBILITY





RETHINKING HUMAN - AI INTERACTION



- Societal Implications
- The Need for Regulation & Transparency
- Rethinking Human-AI Interaction



QUESTIONS

I will be happy to answer your questions



REACH OUT:

1-1 COACHING
CORPORATE WORKSHOPS ON AI
INVITE AS A SPEAKER

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Contact us for more details to
discuss the specifics

