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Data-553 Lab 4

Fairness is a crucial element in society and should be given the same importance as other business values. Typically, fairness in business is associated with treating customers equitably, however, it is equally important to extend fair treatment to potential candidates as one would to customers.

With the increased use of artificial intelligence in business, it is increasingly being used to evaluate and even filter out candidate profiles. However, the significant implications that come with using AI for candidate selection, the accuracy of the model must also be considered. Although it is difficult to anticipate unintentional bias in a model, it is the responsibility of the engineering teams to implement routine checks to ensure the model is performing as expected and that no hidden biases have been introduced.

Taking the example of PARiS, Strategeion initially believed their new system was doing a great job, however, after Hara's experience of being rejected despite her being qualified for the role, exposed a hidden bias which was introduced into the model. The model, trained on existing employee profiles, associated success with a history of playing sports. This did not apply in Hara's case, leading to her rejection [1]. Although, this particular bias was unintentional and difficult to detect, it should have been the responsibility of the model engineers to not only analyze factors influencing model decisions but also do routine checks on rejected applicants to identify and rectify biases. Proactive measures, such as introducing a more diverse set of profiles during training, could have ensured a higher level of fairness in evaluating candidate profiles.

While AI models were introduced to increase efficiency, giving an algorithm complete authority to reject candidates may lead to organizational homogeneity. Although desirable in

some cases, more often than not, a heterogenous workforce allows for more creativity, differing opinions, ideas, and broader points of view ultimately producing better results. With the example of PARiS, the model used existing employees, who had very similar backgrounds, to create a template of what to look for in future employees. This essentially promoted homogeneity and is a fundamental reason why Hara, and potentially other candidates were rejected, because they did not have a history of sports or other qualities/experiences shared by existing employees [1].

AI can be a very powerful tool that increases efficiency across the organization. However, in the context of hiring and HR, it should be used as an aid to assist recruiters in making informed decisions rather than being given complete control. Allowing recruiters to assess other qualitive skills, such as social EQ, which can go beyond the scope of an algorithm. Furthermore, having a recruiter review the results of a candidate evaluation algorithm, the organization is creating another layer of protection against unfairly rejecting qualified candidates, mitigating situations like Hara's.

References:

[1] "Hiring by Machine - Princeton Dialogues on AI and Ethics."
Https://Aiethics.Princeton.Edu/, Princeton University: University Center for Human Values, aiethics.princeton.edu/wp-content/uploads/sites/587/2018/12/Princeton-AI-Ethics-Case-Study-5.pdf. Accessed 10 Nov. 2023.