Hayden Wood

Ethical and Societal Implications of AI

**Introduction:**

AI is doing some pretty amazing stuff like automating tasks, helping doctors catch diseases early, and improving customer service, but it also comes with a bunch of ethical and social concerns. Who’s in control of the data? Can AI make fair decisions? Is it replacing people’s jobs? As the tech gets more advanced, it’s super important to stop and think about how it's affecting people’s lives. In this case study, I’ll go over how facial recognition tech has caused controversy, and then I’ll share my own idea for how to make AI systems more transparent and trustworthy for everyone.

**Case Study Analysis:**

Facial recognition has been used by police departments around the world to identify suspects, monitor crowds, and help with investigations. But it’s also been called out for being biased, especially against people of color. Some AI systems have misidentified Black and Brown individuals way more often than white individuals, which obviously leads to serious problems like wrongful arrests or increased surveillance in certain communities.

Many of these systems use deep learning models trained on large image datasets. But if those datasets are mostly made up of lighter-skinned faces (which they often are), the model won’t be as good at recognizing people with darker skin tones. Companies like Clearview AI and even government agencies have used these tools, sometimes without clear rules or transparency.

There have already been real cases where people were wrongly arrested based on bad facial recognition matches. That’s a huge issue, not just legally but socially too. It creates distrust between communities and law enforcement and raises questions about privacy and fairness. Some cities, like San Francisco and Boston, ended up banning facial recognition for law enforcement use.

One of the main challenges is balancing public safety with personal privacy. Police argue that facial recognition helps catch criminals faster, but critics say the tech is unreliable and too invasive. There's also not enough regulation around how the data is collected and used. Basically, the tech moved faster than the laws did.

**My Idea:**

My idea is to create an “AI Nutrition Label” that goes with every public-facing AI system. Just like food labels tell you what’s in your cereal, these AI labels would show what data the model was trained on, who made it, how accurate it is across different groups (race, gender, age), and who’s responsible if something goes wrong.

Right now, a lot of AI systems are black boxes. People have no clue how they work or what they’re doing with their data. If we had simple, readable labels, it would make the tech way more transparent and help users (and even government officials) understand if the system is fair or safe to use. It could also help companies be more accountable for their models.

Of course, companies might not want to share all that info, especially if they think it gives away secrets or makes them look bad. There’d have to be some kind of standard regulation or law to make it happen. And the labels would need to be readable for regular people, not full of technical jargon.

**Conclusion:**

AI has a ton of potential, but if we don’t deal with the ethical and societal issues now, it could do more harm than good. The case of facial recognition in policing shows how biased data and poor oversight can lead to real-world damage. My idea of using an “AI Nutrition Label” could be a step toward making AI systems more understandable and trustworthy. At the end of the day, tech should work for everyone, not just the people who build it.

**References:**

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