To ensure there is governance surrounding the use and implementation of AI within a company or organisation, responsible AI is the framework which reviews and documents the responsibilities of said AI implementations. This is to ensure that AI is dealt with ethically, fair and that there is a clear understanding as to who is responsible should any issues occur. A few examples of where AI has gone wrong are as follows.

Facial Recognition Amazon -

As part of a test of Amazons “Rekognition” software which was being demonstrated to the police as to be used within investigations to catch criminals they accidently identified multiple New England athletes as criminals after their facial characteristics came as a match to their mugshot database. As such, government officials advised against the use of this solution.

Microsoft AI Chat Bot Tay

Microsoft had hoped to develop a user-friendly chat bot named Tay who could engage in conversations over social media with a younger teen demographic. It wanted to incorporate generic teen slang into conversations. Therefore, it reviewed actual conversations between 18-24 year olds and mimicked the conversational topics. This however, led to the chatbot making comments referring to Nazis and 9/11 as a hoax. Tay was taken offline within 16 hours of launch.

Whilst the use of AI can be a great addition to decision making issues like this that arise when AI goes wrong can lead to further negative implications for AI. The AI is only as good as the information it has learnt from. For instance when Amazon used AI in their recruitment processes it clearly showed to favour men and dismiss female candidates creating a sexual bias towards due to the language which was used.

To ensure that companies are compliant in regard to the use and development of AI within their organisation there are multiple processes they can incorporate. Ensuring there is a clear leader to review and ensure AI is responsibly distributed across a company leaves less risk of becoming misled with direction. There should be clear principles policies and training throughout the company to ensure people are aware of how not to deviate from best practise and responsible AI. Ensure there are consistent reviews regarding the AI as Logic may become outdated and unethical as society changes and adapts.