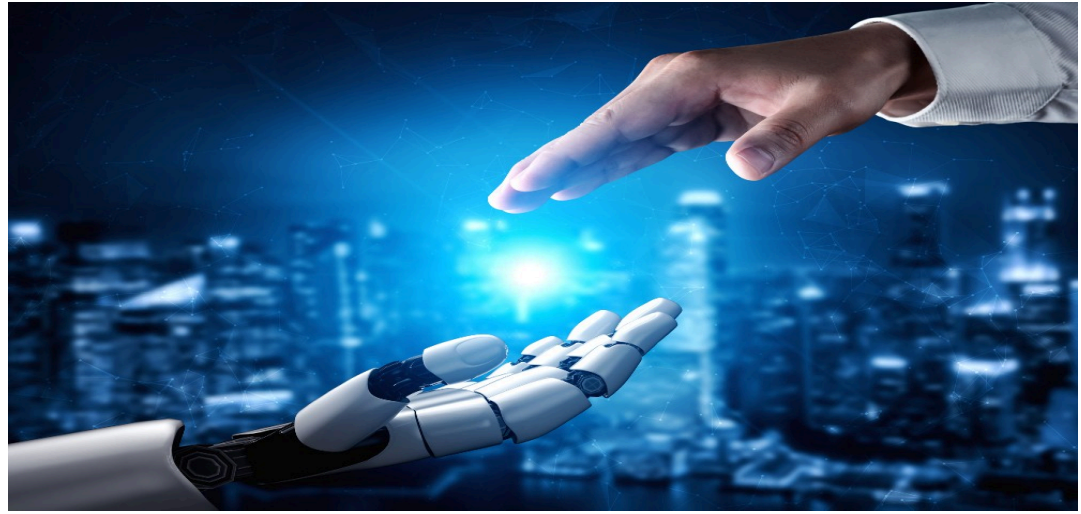


ETHICAL AI

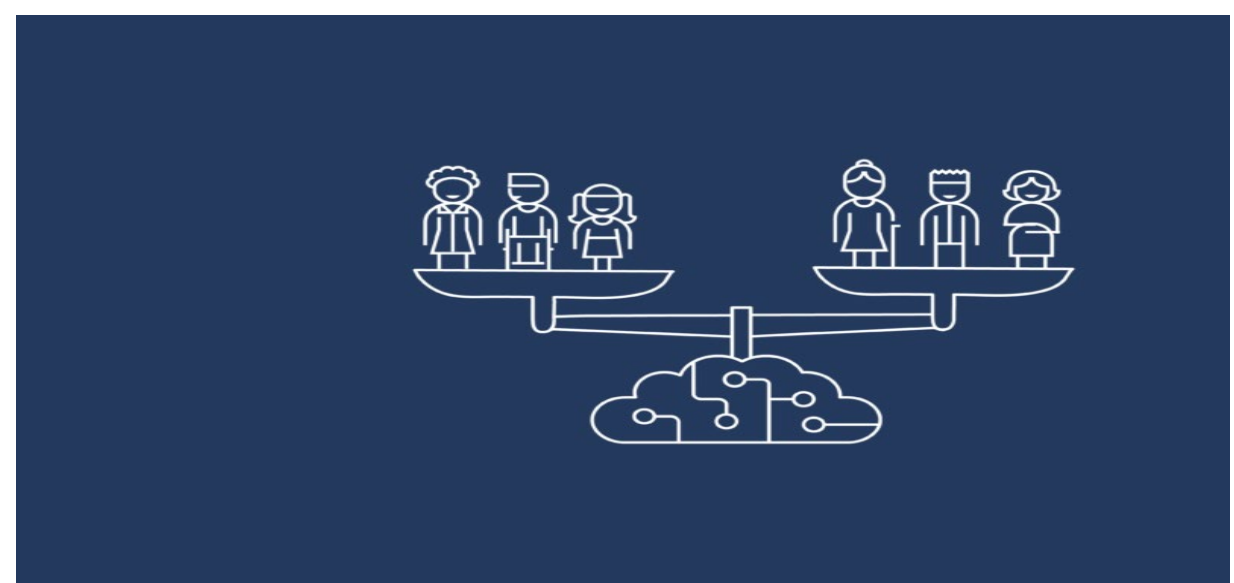
BY
MADUMATHI

What is Ethical AI?



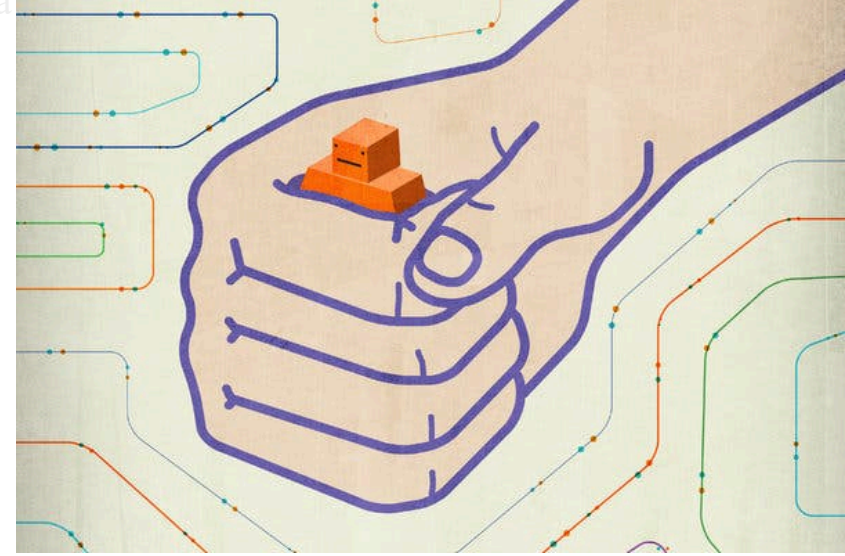
- Ethical AI is artificial intelligence that adheres to well-defined ethical guidelines regarding fundamental values, including such things as individual rights, privacy, non-discrimination, and non-manipulation.

Why is Ethical AI Important?



- *“AI is not just a machine in learning but it’s a human teaching”.*
- AI has the potential to be used for both good and evil purposes.
- The benefits from the ethical uses of AI are numerous and significant.
- But if used unethically – e.g., for purposes such as disinformation, deception, human abuse, or political suppression – AI can cause severe deleterious effects for individuals, the environment, and society.

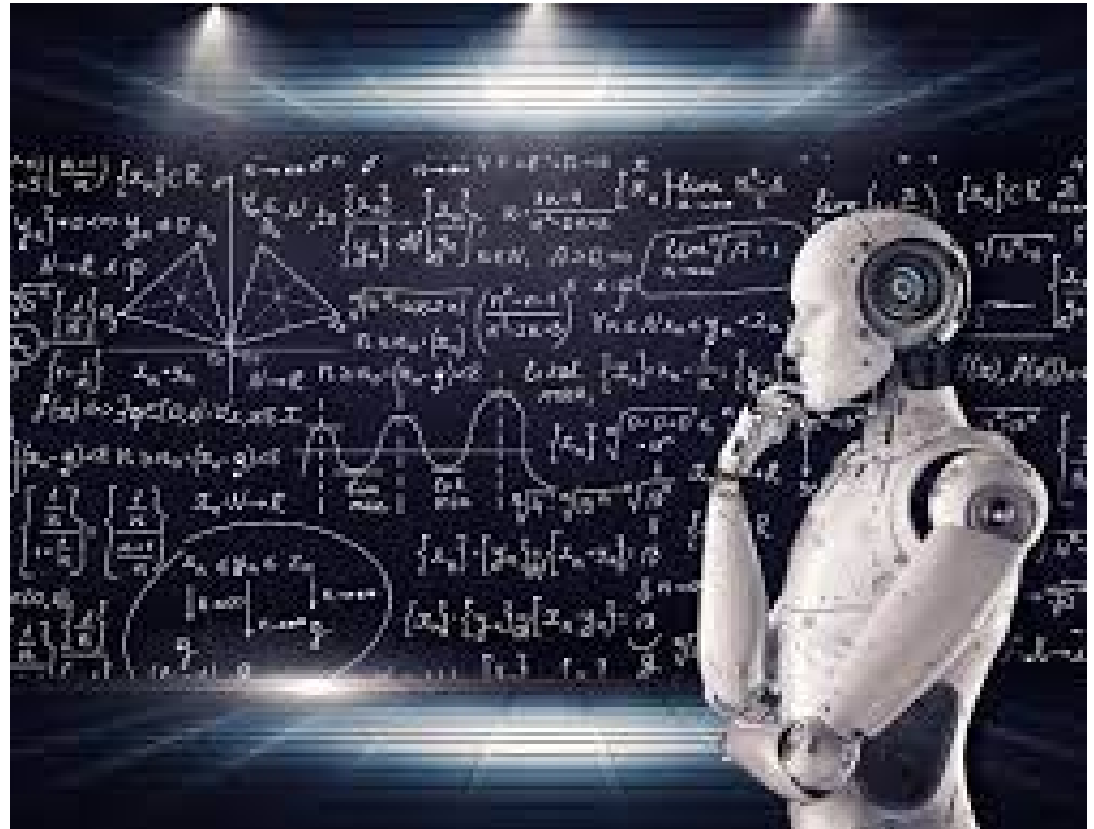
Are there real-world examples that highlight the need for ethical AI?



- In March 2016, Microsoft released a chatbot named Tay. Tay could interact and learn from real users on social platforms. Soon Tay was exposed to nasty tweets and ended up becoming mean and racist on her own.
- In March 2018, an Uber self-driving vehicle killed a pedestrian. Who is responsible: the distracted driver, the pedestrian, Uber, developers who wrote the code, or a sensor manufacturer? It's unrealistic to expect AI systems to be perfect but determining liability isn't trivial.

What are the ethical challenges of AI?

- Explainability
- Responsibility
- Fairness
- Misuse





Benefits of Ethical AI

- The rapid acceleration in AI adoption across businesses has coincided with -- and in many cases helped fuel -- two major trends: the rise of customer-centricity and the rise in social activism
- AI plays a huge role in how consumers interact with and perceive a brand.(This is an example for Responsible AI)

Examples for codes of Ethical AI



- An ethical AI system must be inclusive, explainable, have a positive purpose and use data responsibly.
- <https://www.youtube.com/watch?v=aGwYtUzMQUk>

Perspectives on an AI code of ethics



ARIJIT SENGUPTA
founder and CEO, Aible

.....

“The fundamental problem with an AI code of ethics is that it’s reactive, not proactive. We tend to define things like bias and go looking for bias and trying to eliminate it—as if that’s possible.”



SUDHIR JHA
senior vice president,
head of the
Brighterion unit,
Mastercard

.....

“Responsible AI can go a long way in retaining talent and ensuring smooth execution of a company’s operations.”



JASON SHEPHERD
vice president,
ecosystem, Zededa

.....

“Ultimately, consumers’ willingness to proactively take control of their data and pay attention to potential threats enabled by AI is a complex equation based on a combination of instant gratification, value, perception and risk.”



ADAM WISNIEWSKI
CTO and co-founder,
AI Clearing

.....

“Asimov’s Laws of Robotics have to be practically applied in this new AI-powered reality. ... AI needs to have a strong degree of traceability to ensure that if harms arise, they can be traced back to the cause.”



KELLY COMBS
director, Digital
Lighthouse, KPMG

.....

“[When developing an AI code of ethics] it’s imperative to include clear guidelines on how the technology will be deployed and continuously monitored.”

Beneficial

Biased or not?

Safety (Freedom
from Risk)

Trustable /
Explainable

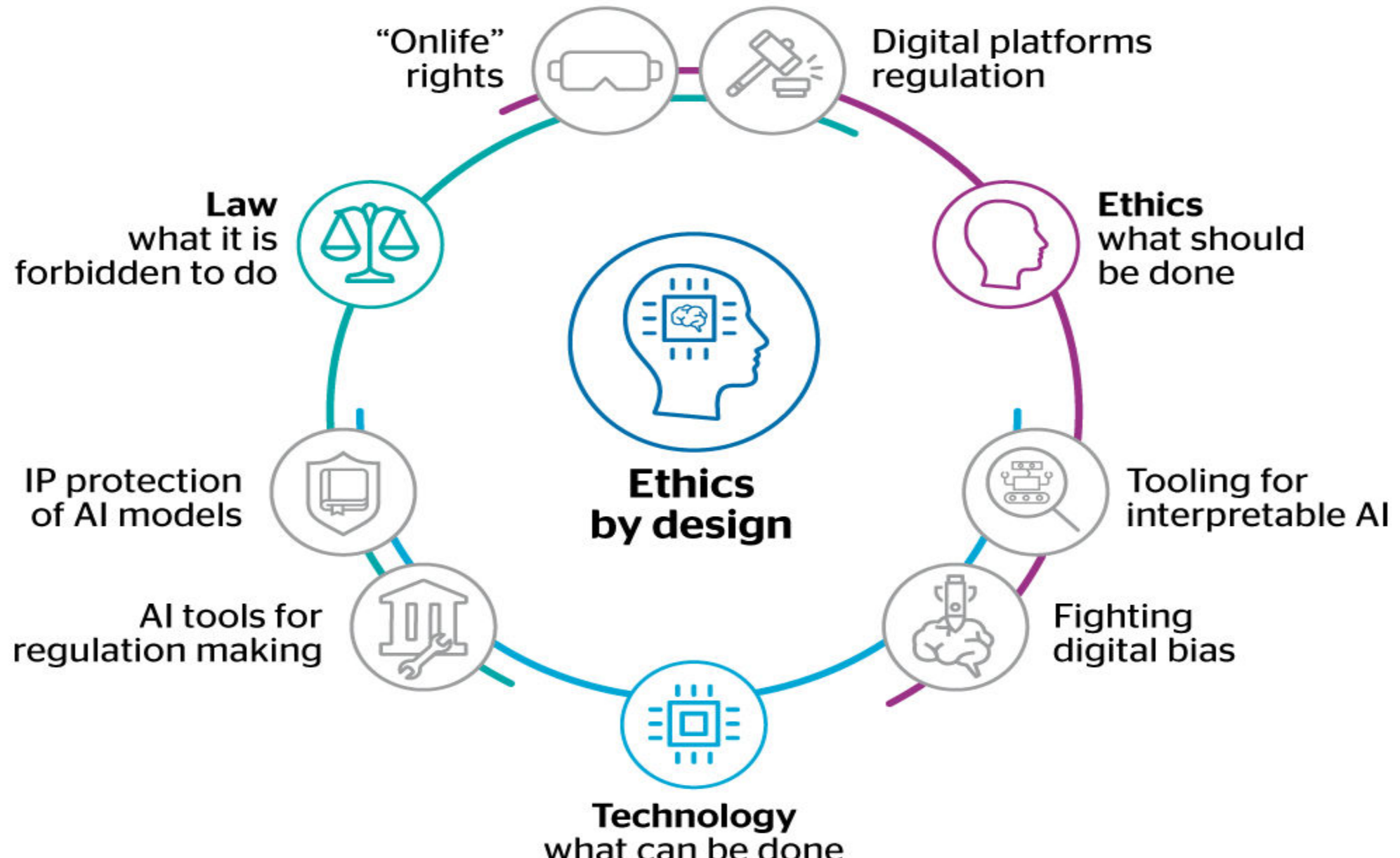
Data Privacy

Continuous
Governance

Best of AI
Technologies

AI Guiding Principles for Ethical AI

Steps to make Ethical AI Possible



Resources

- <https://c3.ai/glossary/artificial-intelligence/ethical-ai/#:~:text=Ethical%20AI%20is%20artificial%20intelligence,discrimination%2C%20and%20non%2Dmanipulation.>
- <https://digital-strategy.ec.europa.eu/en/library/ethics-guidelines-trustworthy-ai>
- <https://www.techtarget.com/whatis/definition/AI-code-of-ethics#:~:text=AI%20ethics%20is%20a%20system,develop%20AI%20codes%20of%20ethics.>
- <https://devopedia.org/ethical-ai>
- <https://www.cxotoday.com/ai/ethical-ai-the-next-big-thing-for-enterprises-in-2021/>
- <https://www.nytimes.com/2019/03/01/business/ethics-artificial-intelligence.html>

**THANK YOU
FOR YOUR
ATTENTION**

