Ethical Development of AI Applications
Answers to Questions

<u>Question 1: Could you please share your own recipe how to integrate your ethical principle into your future AI application?</u>

In the field of "AI in marketing", some tactics to integrate "fairness and bias" into its future application, and there are listed afterwards:

1. Reasonable data collecting: it is essential to make sure that the process of collecting data is representative and unbiased because the biased data may lead to discriminatory outcomes and stereotypes;
2. Segmented marketing: marketers should avoid discriminated or biased marketing strategies. Instead, segments should be built according to users' interests, demographical information or preferences to make sure that every customer is being targeted;
3. Fairness based on algorithm: advanced algorithms could be used to identify and address biases that may arise during all the marketing processes like user's historical data. A continuous improvement to the algorithm in the system or website can let the service provider "Know Their Customers" better. Then to provide a better experience to the consumers.

<u>Question 2: How you see the future of AI in terms of empowering humanity and protecting planet?</u>

First, in terms of empowering humanity: the generative AI will continuously be improving to assemble the intelligence of all human beings. In the future, less time will be spent on mechanical works such as data verify and documents editing; besides, the application of robotic arms in factories have enhanced working efficiency in manufacture industry, and in the future, it will probably be applied to clinical treatments in hospitals massively – robots can independently finish an operation only with the algorithms written by human and continuous monitoring.

As for protecting planet: some advanced AI companies like Hua Wei has used AI with models to predict some climate situations worldwide. They announced a technology in a paper published on "Nature" that they have the ability to predict the weather during a certain period in any location in the world, and this technology has accurately predicted the hurricane in Taiwan in 2022, which saved the government a large amount of money and people's lives [1]. In the future, technologies like this will protect our planet. For instance, to predict other disasters like tornados, earthquakes, and tsunamis in the world. It will save not only the humans' lives and economic losses, but also the ecological balance as with the predicted results, local government can have enough time to do some measures to respond to the disasters.

Reference:
[1]   Bi, K., Xie, L., Zhang, H. *et al.* Accurate medium-range global weather forecasting with 3D neural networks. *Nature* (2023). https://doi.org/10.1038/s41586-023-06185-3