

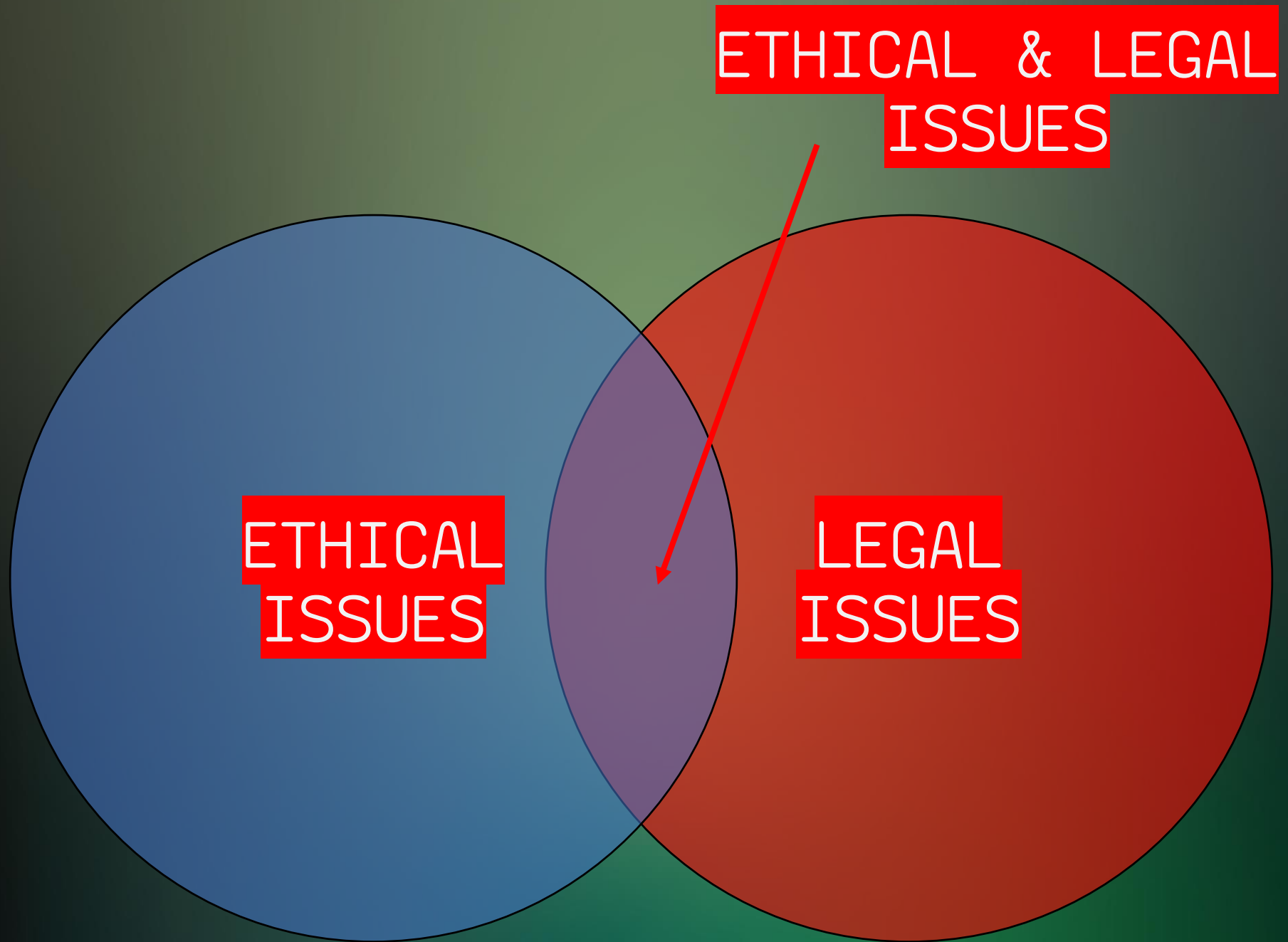


LS 190

YOU MUST BUILD A BOT

What is an “ethics?”

- Based on “right” and “wrong”
- What humans ought to do
- A study of one’s personal orientation to the world
- Continuous personal, professional & community effort to understand & improve that position



Bot ethics

- A bot is an extension of its creator
- A bot's creator is responsible for its content
 - No hiding behind "the bot did it!"
 - "...if your bot is racist, [or] can be taught to be racist, that's a design flaw."
- Someone who is hurt...is still hurt.
- Don't include people who haven't "opted in" to the experience

Bot ethics cont'd

- Anticipate misuse
 - Microsoft's "Tay" is *the* flagship case
- Don't pollute conversation on a given medium
- Be sure that readers understand what your bot does
- Bots should not attempt to be human
- "Punch 'up,' not 'down.'

How to demonstrate bot ethics

- Include fail safes
 - Word ban lists
 - Monitor and fix cases of unintended, hurtful behavior
- Write clear bot bios
- Do not use extant hashtags
- Do not tag users who don't "opt in"
- Don't make the bot at all

So, who administers bot ethics?

- Well, no one really
 - Not all unethical bot behavior violates ToS
- Making a bot joins you to a community of folks doing it
 - For example, #botALLY
- At worst, your bot is banned
- At best, your bot is ignored
 - Or cited as a bad example