# Artificial Intelligence ethics

AI ethics is a system of moral principles and techniques intended to inform artificial intelligence technology's development and responsible use. As AI has become integral to products and services, organizations are starting to develop AI codes of ethics.

An AI code of ethics, also called an AI value platform, is a policy statement that formally defines the role of artificial intelligence as it applies to the continued development of the human race. The purpose of an AI code of ethics is to provide stakeholders with guidance when faced with an ethical decision regarding the use of artificial intelligence.

Isaac Asimov, the science fiction writer, foresaw the potential dangers of autonomous AI agents long before

their development and created The Three Laws of Robotics to limit those risks. In Asimov's code of ethics, the

first law forbids robots from actively harming humans or allowing harm to humans by refusing to act.

The second law orders robots to obey humans unless the orders are not by the first law. Finally, the third law

orders robots to protect themselves insofar as doing so is following the first two laws.

The rapid acceleration in AI adoption across businesses has coincided with and, in many cases, helped fuel two significant 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. Therefore, responsible use is necessary to ensure a positive impact. In addition to consumers, employees want to feel good about the businesses they work for.

AI has become increasingly inherent in facial and voice recognition systems, for instance. Some of these

systems have real business applications and directly impact people. These systems are vulnerable to biases

and errors introduced by its human creators. Also, the data used to train these AI systems itself can have

biases.

Bias can creep into algorithms in many ways. For example, Friedman and Nissenbaum identify three categories

of bias in computer systems: existing bias, technical bias, and emergent bias. Large companies such as IBM,

Google, etc., have made efforts to research and address these biases. Process mining can be an essential tool

for organizations to achieve compliance with proposed AI regulations by identifying errors, monitoring

processes, identifying potential root causes for improper execution, and other functions.

The problem of bias in machine learning is likely to become more significant as the technology spreads to

critical areas like medicine and law, and as more people without a deep technical understanding are tasked

with deploying it. Some experts warn that algorithmic bias is already pervasive in many industries and that

almost no one is making an effort to identify or correct it.