# 5 ethical questions that give product managers a responsible AI solution

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✦ I could give you an AI strategy blueprint.
I could give you an AI solution.
I could give you an AI assessment.

I could even tell you how to "discover" and "deliver" your responsible AI solution.

But none of this will get you past the complex part....

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…creating your responsible AI solution with others.

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✦ There is no cookie cutter.

It's a team decision.
Relies on customer insight.
You can't just ask for it.

It requires continuous feedback loops to learn from. It has to incorporate purpose from diverse perspectives, and I can't tell you what this is.

There is something though.....

✦

Although a *quick win* would be nice, there is another way of making this flow more naturally.

And the key to unlocking this?

By asking ethical questions.

✦ This is the AI product managers biggest craft that few have.

They don't keep asking to copy other types of strategy.

They look through a different lens at information *already in play*.

✦ These mean asking different questions.

Questions to:

- Break assumptions
- Flip perspectives
- Shake up insights

Try these 5 on for size, to help you unleash a responsible AI solution.....

Get your note pad ready.

✦ # 1. What harm could this possibly cause?

Your AI solution isn't just another 'shiny toy'. Like your competitors in the target market you are playing in.

Your AI solution is going to affect someones life who will make a decision with it.

And this could create risks you have not foreseen.

✦ When you ask this hard question, you change your teams *steer of innovation*.

When the steer of innovation changes, you change moral *behaviours*.

And when you change behaviours, you begin to question harm, together.

✦

✦ *An example of harm caused:*

*In November 2021, online real estate marketplace Zillow told shareholders it would wind down its Zillow Offers operations and cut 25% of the company's workforce — about 2,000 employees — over several quarters. The result of the error rate was due to the machine learning algorithm it used to predict home prices.*

# ✦ 2.Who might this exclude?

Every AI solution does this.

Follows the latest feature trend being produced by competitors without any clear understanding of *"why"*.

The AI product managers job? Flipping the perspective.

✦ If you expose the bias, this will spur creativity with your team to design inclusively from the start.

What if this divides people?
What if we didn't do this?
What if we did do this?
How do we stop it excluding?

You may just save yourself from scrutiny in the public eye when you reveal the unexplored.

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✦ *An example of excluding:*

*In 2018, Amazon scraps its secret AI recuriting tool as it showed bias against women, because it used the same algorithm where shoppers rated products from one to five. On this occasion, spitting out the top five candidates of 100 applications to quickly hire, excluded diverse talent.*

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# 3.How could this be misused?

We've all heard of dark UX patterns.

But have you heard about dark scenario simulations?

You want to build a set of guardrails to minimise harm, and then follow up with...

# What if we encourage misuse?

What behaviours would this cause?

What discomfort would this create if we did nothing about it?

Asking discomfort questions, leads to breakthroughs - perhaps ones that educate others to not misuse information.

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✦ *An example of misuse:*

*In May 2023, Samsung banned its use of AI like ChatGPT from every employee after the chatbot misued employee personal and company information related to information into their services they sold to customers.*

✦ 4.If we had to make this open source, how would we design it?

Probably the ultimate moral challenge for an AI solution.

Because it's going to be governed by a community, not commercial instinct.

Users think A, commercial think B. Commercial think C, users think D.

Both disagreeing.

✦ AI product managers need to find the middle ground to *agree*.
So users think A, where commercial thinks A.

Such act is the source of radical transparency.

It enables you and your team to address the moral challenge.

✦

*Actually you can....

✦ *An example of open source:*

*In 2020, IBM realised its closed technology infrastructure supporting railroad tracks, ink-jet printers, and nutrition label printing needed ramping up to help with innovation. So, it changed its DNA to open source by aquiring Red Hat and establishing The Linux Foundation, The Apache Software Foundation and Eclipse Foundation.*

✦ 5.Does this align with our ethical and sustainable north star?

Every company will be responsible for meeting AI acts and ESG targets to show their bit for GreenIT.

Good AI product managers are already being compliant.

They check every decision against a guiding moral purpose.

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✦ They provide the wisdom breakthrough that an AI product strategy requires.

They ask the impossible to get inventing for the future.

Find a way to do this, and you won't just set your team up for success with your target users - you'll set the tone for your competitors as well.

✦

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✦ *An example of getting compliant:*

*Google leads the way on cutting its energy consumption by 40% in data centers today. It's enormous daily search of 63,000 search per second needs efficiency managed around its water cooling of compute.*

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So why are you still wondering what to do - just do it, right?

✦ These questions are not guarantees. They aren't perfect.

This is not the goal of them.

The point is to talk about how these questions can unlock your team's inner AI solution genius.

Because this is the only way AI product managers are going to be able to think differently....

✦ ....and the only way their going to get a responsible AI solution.

Want more workshop secrets to help mitigate being blindsided by your AI Product Strategy?

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