# Artificial Intelligence Problem Statement By Emilia Marcus

#### **Problem Statement:**

• While many companies are increasingly using ethical AI practices, few are focused on developing ethically based models that proves to still be a useful tool to the public.

# Who is experiencing the problem?

• Anyone who uses AI in any capacity can experience and explore how many ethical problems it raises. However, many people can be affected by this problem without ever once using artificial intelligence, such as people who have had their artistic licenses and likeness used by it.

### What is the problem?

• AI is constantly being developed to be smarter than ever. The more people use it, the more it learns and builds on top of itself. However, no companies have truly focused on training a model that is built to not only have ethically sound core values, but to also have limits to its knowledge while still being a useful tool for most needs.

# Where does the problem present itself?

• This problem presents itself mostly on social media using certain AI models. For example, many public figures have found explicit images using their likeness on the internet without having ever consented. Artists will find their songs or other media reused, repurposed, and modified.

# Why does it matter?

• Although artificial intelligence can usually be a useful and helpful tool, it needs to have limits and only be available at a civilian level if it cannot be used to commit crimes or create ongoing, serious issues in the lives of humans.