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AI success factor: Build responsible and ethical principles into AI development

☆☆☆☆☆ Artificial Intelligence, Government & Public Services

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How are government agencies using artificial intelligence (AI), and what factors contribute to successful projects? "AI around the world," a project from the Deloitte Center for Government Insights, provides some details and a frame of reference. The study analyzes and presents 11 success factors (the one featured in this insight plus 10 others listed at the bottom of this insight), which are then illustrated through a variety of case studies.

This insight provides context to the study-identified success factor **"Build responsible and ethical principles into AI development"**.

Why this success factor helps	AI offers tremendous opportunities for government to improve services, cut costs, and overcome resource constraints. Agencies are increasingly using AI-based applications to make important and, sometimes, tricky decisions, such as whether to grant a loan, determine eligibility for services, or determine whom to target for family-strengthening programs. To help mitigate instances where AI usage may lead to errors and / or adversely impact underrepresented communities, agencies likely need a set of clear, ethical principles. Business processes built on fairness, transparency, explainability, privacy, and security can increase the likelihood that both citizens and government employees trust the technology.
What government organizations can do	- Embed ethical AI in organizational culture by building awareness of available guidance, encouraging diversity of thought, and cultivating trust between humans and machines. - Create an independent governance structure for AI governance akin to financial institutions' risk management function. - Validate AI-based systems through periodic audits of algorithms and outcomes. - Allow the option of human intervention or confirmation before AI implements decisions to mitigate the risk of bias.
Case studies tied to this success factor	- A Chinese science foundation uses AI to speed grant application review - AI-aided speech recognition helps improve emergency services - AI helps an urban housing authority mitigate prejudice against low-income renters - An electricity and water authority's chatbot answers customer queries on many platforms

Read insights on the other success factors from this study

- *Adjust business processes to take advantage of AI*

- *Collaborate with partners in other agencies, industries, and even the general public*
- *Continually reassess the cleanliness and accuracy of the data*
- *Cross-functional teams*
- *Ensure access to existing solutions (from external sources or elsewhere in the organization)*
- *Gather and implement feedback to improve models*
- *Human-machine teaming*
- *Implement data and model governance procedures*
- *Projects built with scale in mind*
- *Training and adoption support for users*

Go Deeper

Explore how government organizations use AI and what makes them successful by viewing this insight's source document:

AI around the world, Deloitte Insights, 2023.

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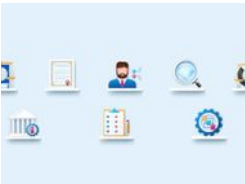
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