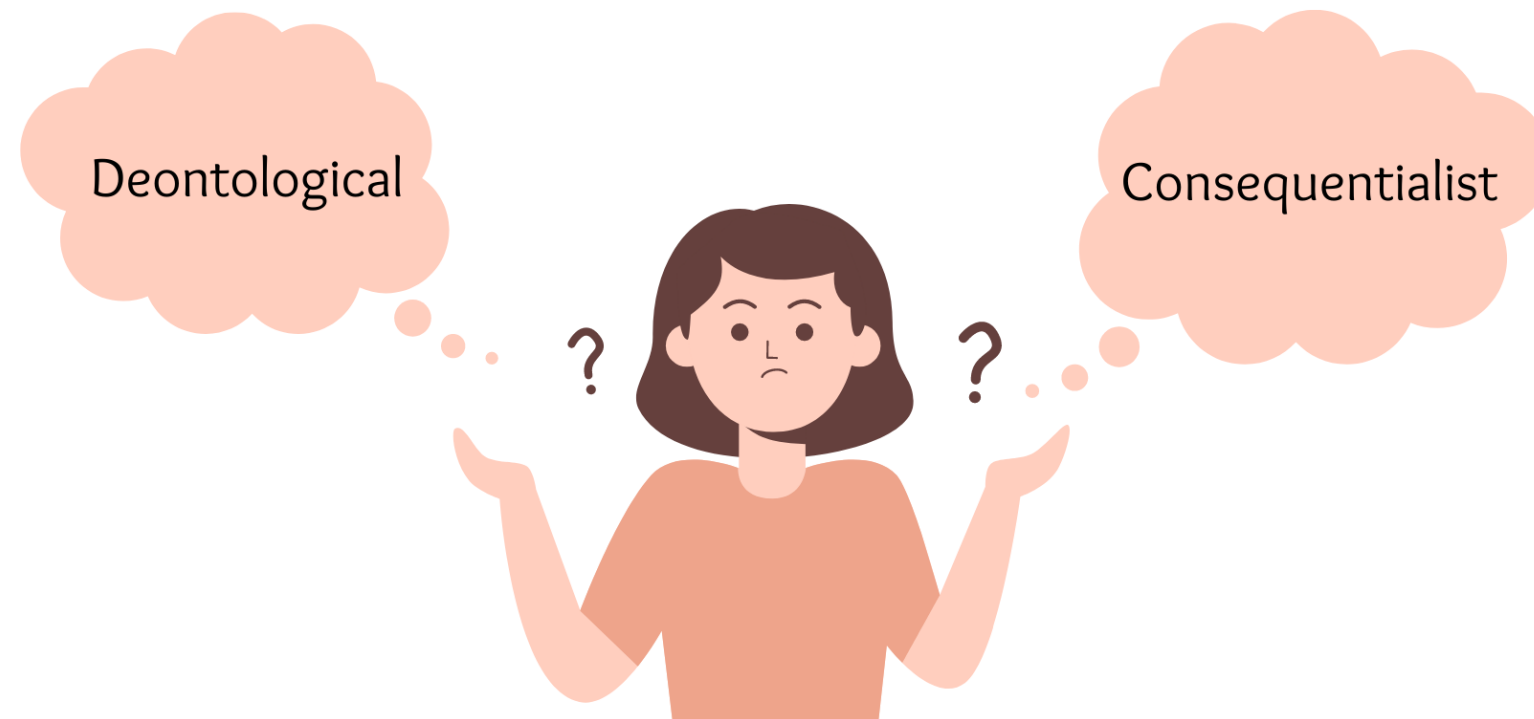# Ethical frameworks

AI ETHICS

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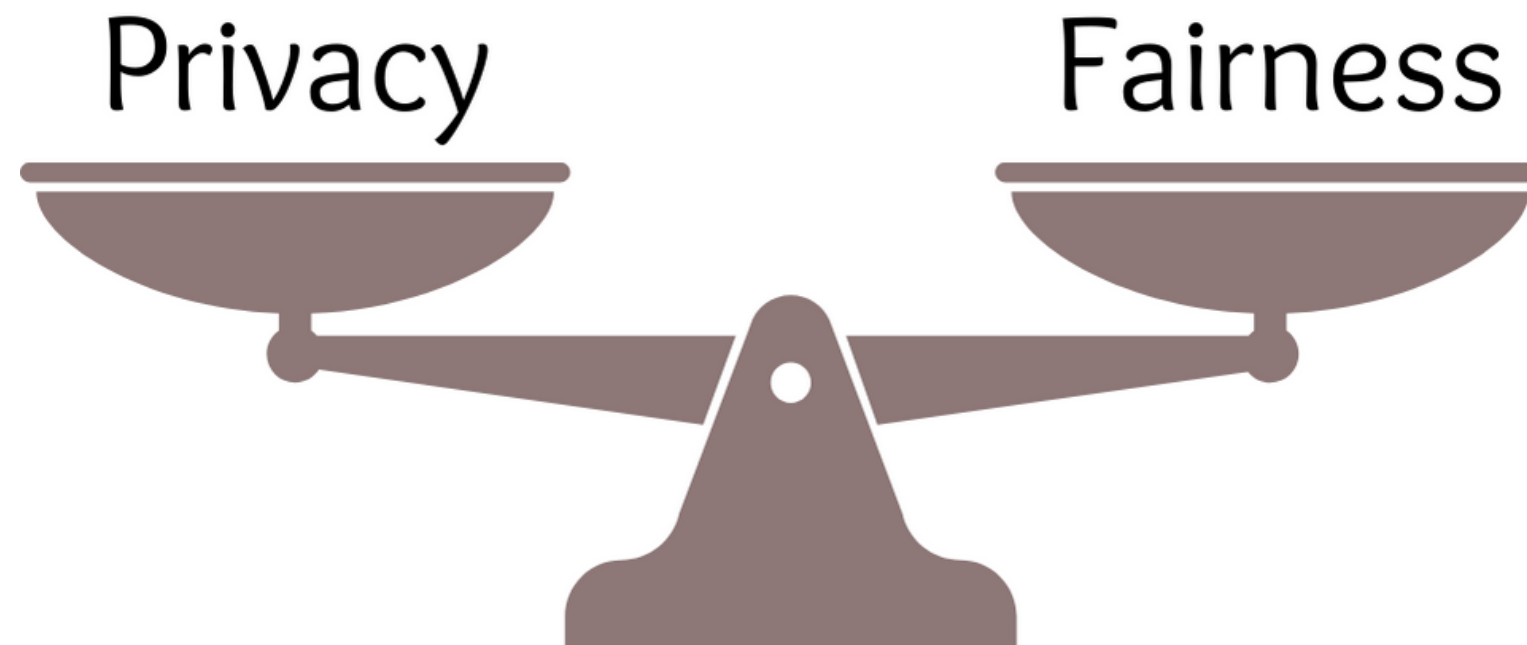Associate Data Literacy and Essentials Manager

The background story

- Numerous ethical frameworks guide AI decision-making

- Deontological vs. consequentialist approaches

- No universal framework for applying AI ethics

- The diversity is actually beneficial

Ethical framework defined

- Ethical frameworks provide scaffolding for ethical decisions

- Example: AI in healthcare needs to respect **privacy** and ensure **fairness**

Organizational benefits

- Benefits of ethical framework
  - Allows foresight in AI decision impact

  - Provides a clear starting point for AI usage

- Ethical frameworks & innovation
  - AI ethics no longer feared for stifling innovation

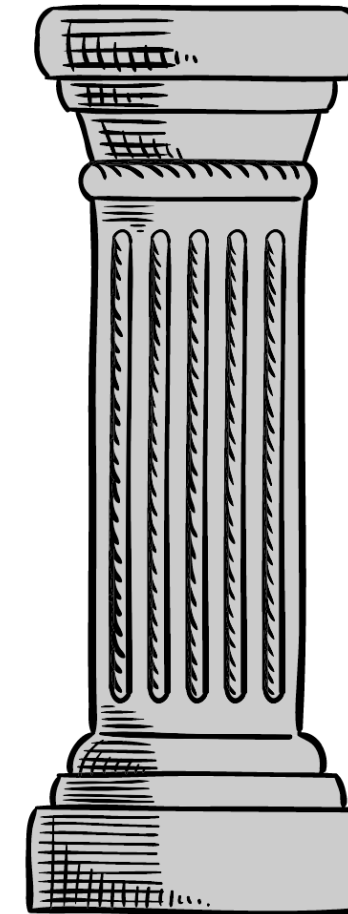 - Seen as promoting innovation by alleviating ambiguity and challenges

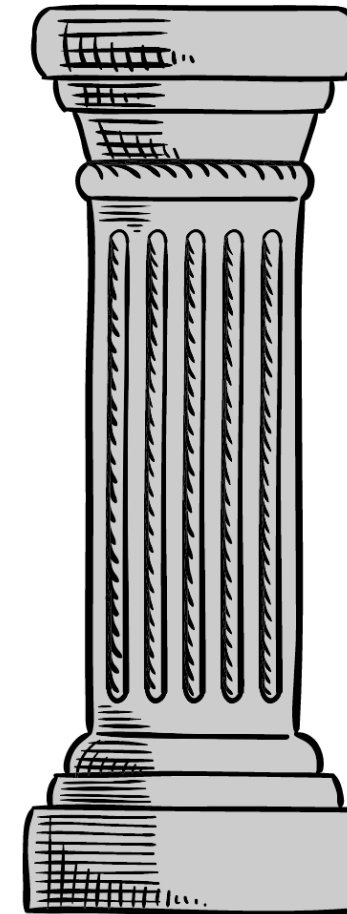[1] Icon made by Prosymbols Premium from www.flaticon.com

Meet AgroTech!

- Ethical frameworks vary across industries

- AgroTech
  - New agricultural company, innovating crop harvesting

  - Ethical framework pillars: environmental sustainability, economic viability, social equity

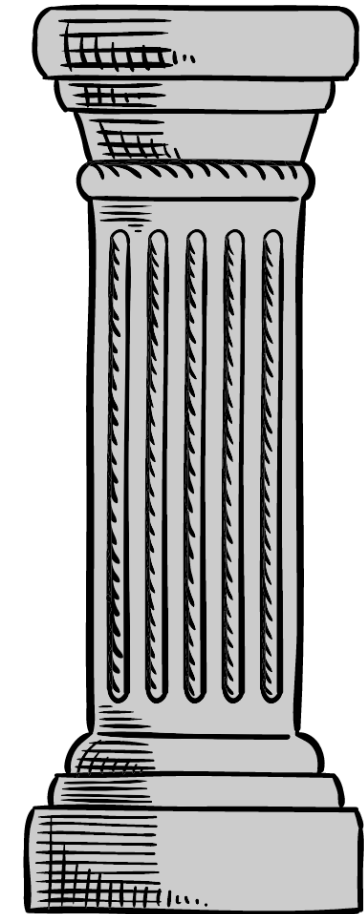 - Guides the development of their Smart Harvester drone series

Environmental Sustainability   **Economic Viability**   **Social Equity**
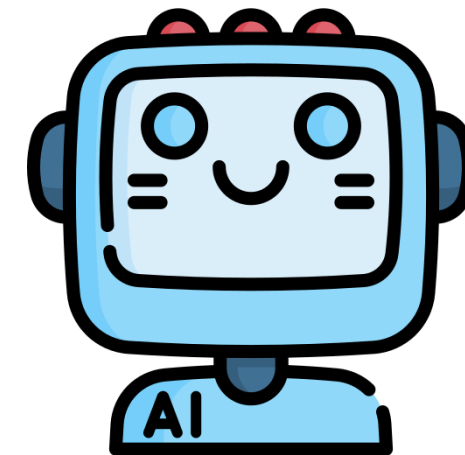
Meet AgroTech!(2)

- Smart harvesters shouldn't focus only on expensive, resource-intensive crops

- A potential risk: farmers incentivized to plant specific crops, threatening sustainability

- Solutions must also be economically viable to be used effectively

[1] Icon made by Freepik from www.flaticon.com

Challenges are unavoidable

- Balancing ethical considerations is complex

- Cultural and regional variations complicate frameworks

- They guide AI development from a human perspective

- Aid in building trust with AI systems

Let's practice!

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The value of ethical AI
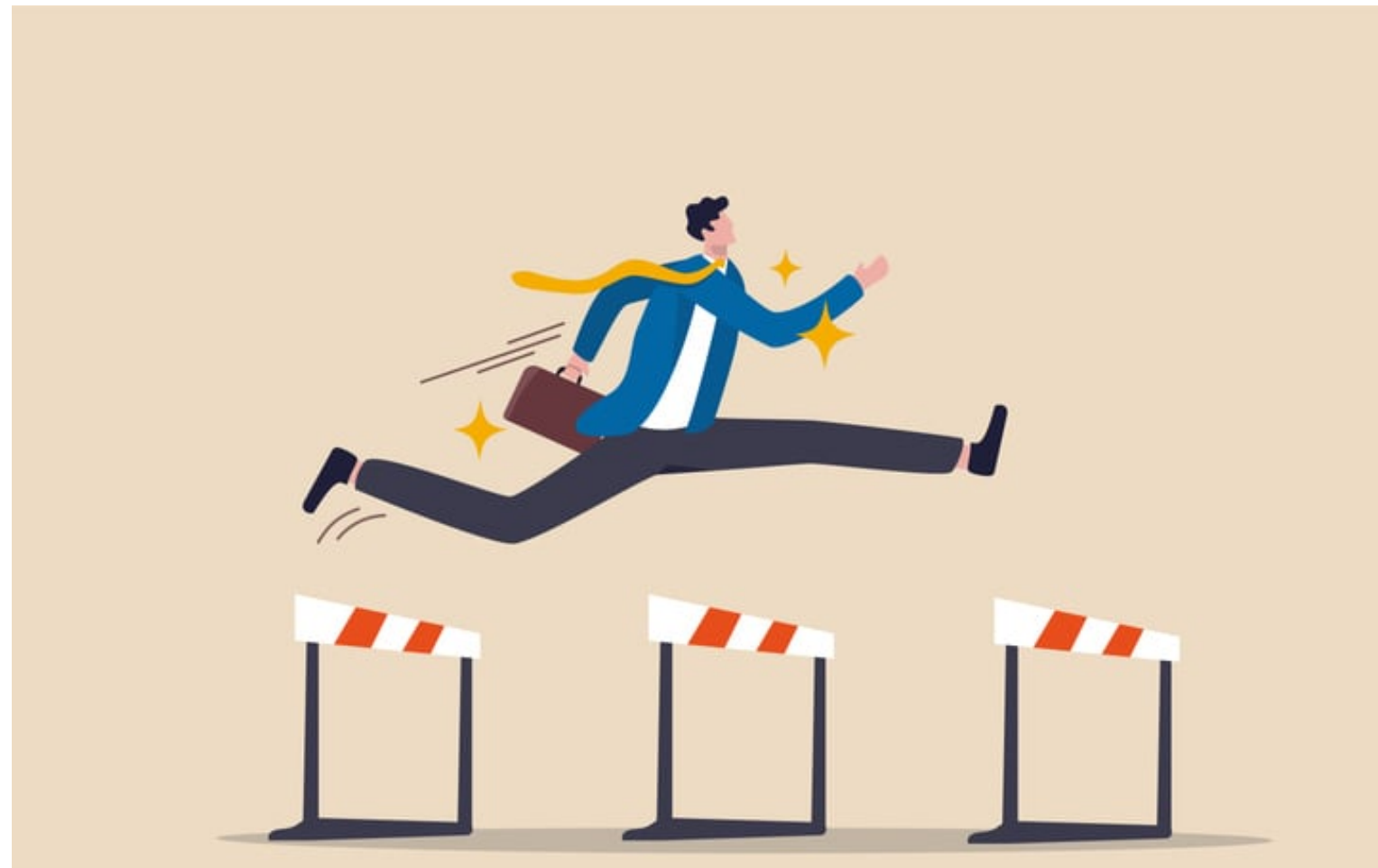
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Balancing the scale

- AI brings fast decision-making with widespread impact

- Responsible AI use prevents crossing unanticipated barriers

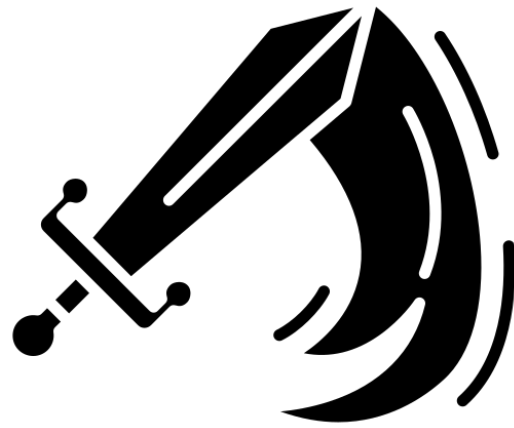- Potential brand risk from system misbehavior is significant

AI ethics isn't optional

- AI ethics: a necessity, not accessory

- Balances the immense benefits and potential pitfalls of AI

- Case study: financial services industry
  - AI is indispensable

  - Absence could lead to disastrous consequences

Risk management

Fraud identification

Securities trading

Treasury operations

Bring in tangible impacts

- Not just defensive but an offensive strategy

- Propels organizations ahead of the curve

- Creates trusted entities, enhancing customer loyalty and brand reputation

- Can lead to tangible impact on the bottom line
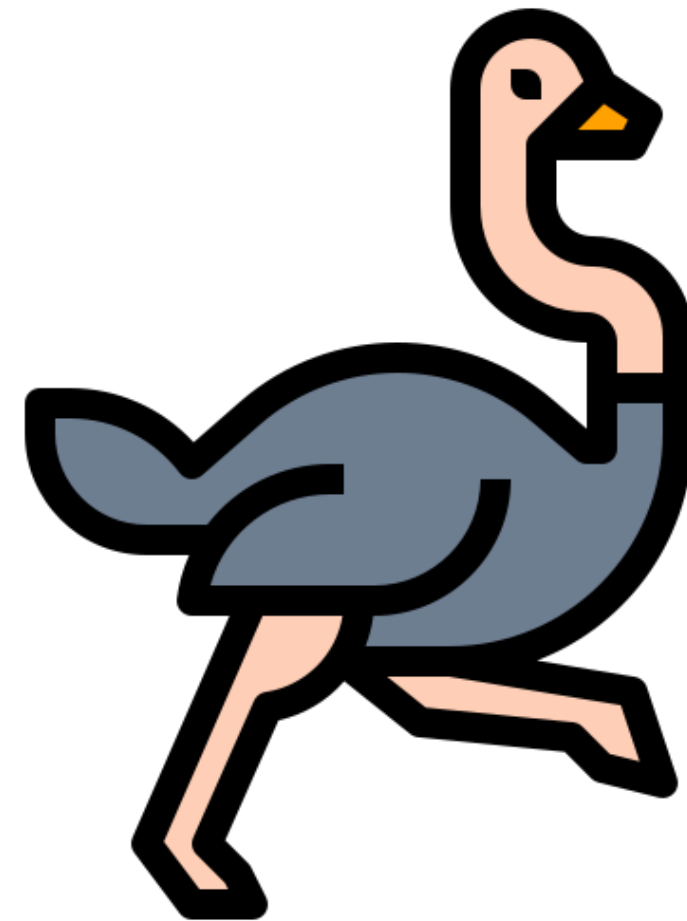
Customer loyalty
Brand reputation
...

[1] Icon made by Vectoricons from www.flaticon.com

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New field, new challenges

- Recent emergence with large-scale AI use

- Challenging to find examples of AI gone bad

- Too early in AI's evolution to see many ethical missteps

[1] Icon made by ultimatearm from www.flaticon.com

Let's practice!

AI ETHICS
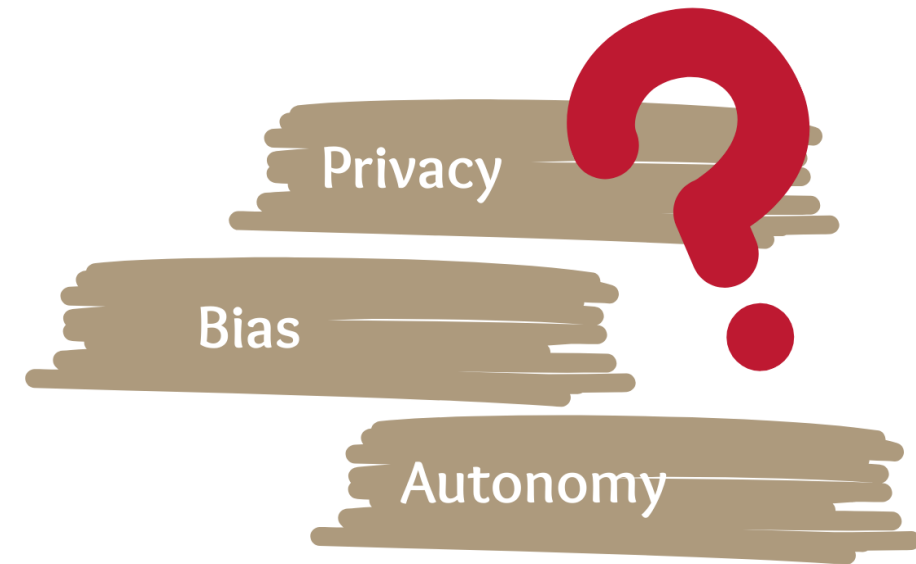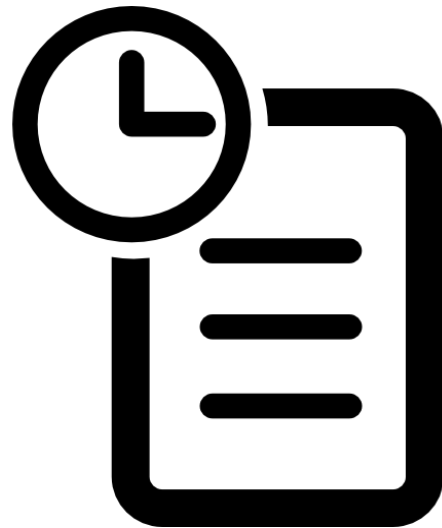
The future of AI ethics

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Understanding the present

Anticipating future ethical dilemmas

- With each AI advancement, new ethical challenges emerge

- Questions arise about data privacy, potential bias, and decision-making autonomy

Privacy

Bias

Autonomy

- Preparation is key to address future ethical dilemmas

- Future of AI ethics is unpredictable, but patterns from history can guide us

The dynamic nature of AI ethics

- Evolves with technological advancements

- Ethical principles must adapt to new AI applications and societal values

- Learn from advancements in data security, privacy, and ethics

- Stay alert to emerging trends, new techniques, and potential pitfalls

[1] Icons made by Freepik from www.flaticon.com

Ethical AI by Design

- Awareness of technology and techniques is a prerequisite

- **Ethical AI by Design**: integrating ethics from initial design stage of AI systems

- Safeguards on data collection and storage

- Place ethical principles at the forefront of the decision-making process

Ethical AI in practice

- Healthcare AI systems:
  - Ensure **transparency** and **explainability** for **trust** in AI-driven diagnoses

- Retail AI systems:
  - **Avoid bias** and ensure **accountability**

Let's practice!

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Honing ethics by design

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Deceptively simple

- **AI Ethics by Design:** Consider ethical ramifications of AI in advance

The big ones

- Define objectives

- Align with stakeholders

- Collect and manage data

- Design transparently

- Evaluate bias

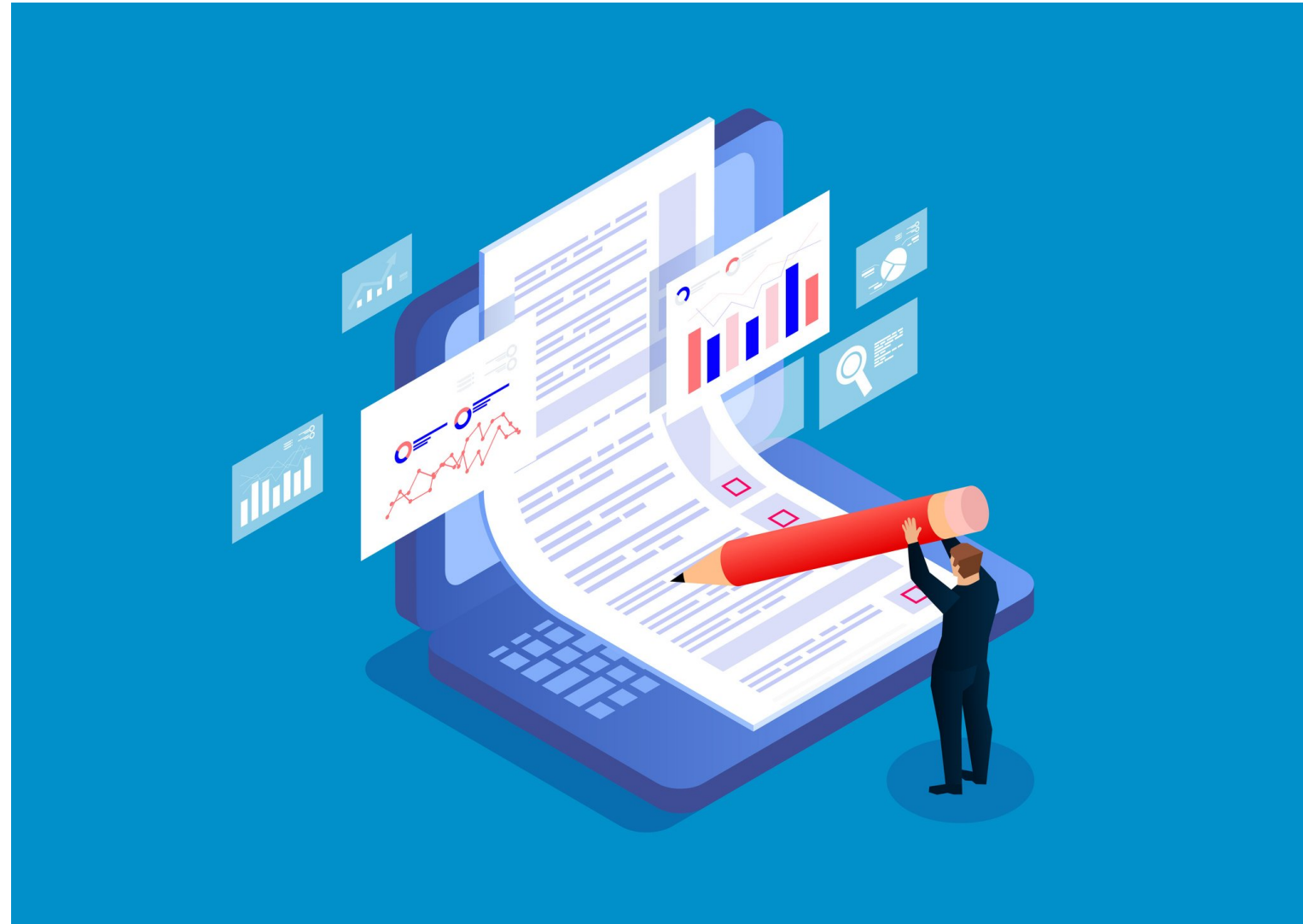- Address concerns

- Review and iterate
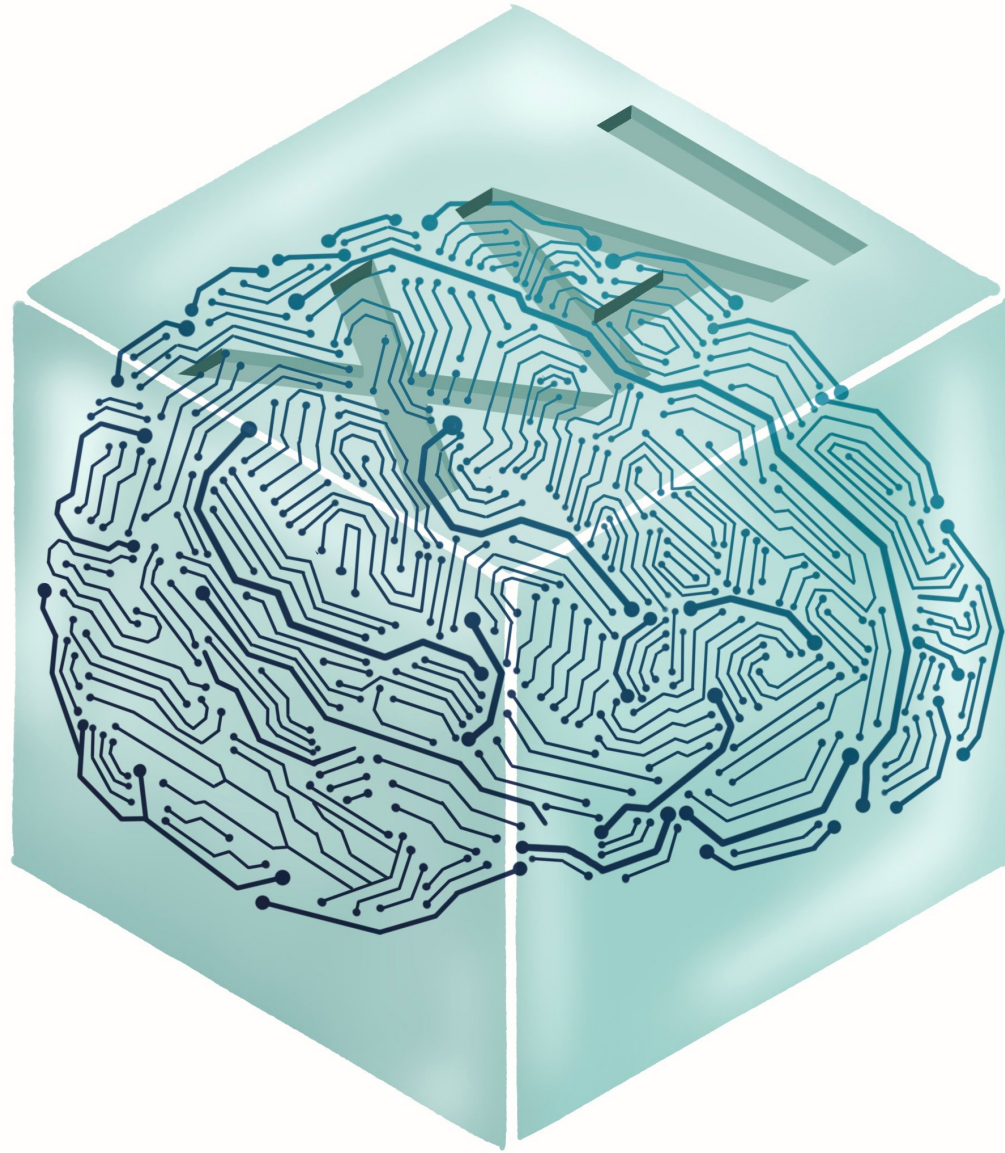

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Defining objectives

The gangs all here

The right data in the right place

Transparency in design

The end is only the beginning

It's a wonderful world out there

Introduction to Data Ethics by Shalini Kurapati

Explore the intersection of ethics and data. Learn valuable skills to collect and manage data ethically.

Forming Analytical Questions by Konstantinos Kattidis

Discover how to ask a good question and connect with stakeholders to drive change with analytics.

Thank you!

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