



Nabilla Ramadhani Presented

# ARTIFICIAL INTELLIGENCE

*AI Ethics*

*What is data*

*Data types*

*Structured data*

*Unstructured data*



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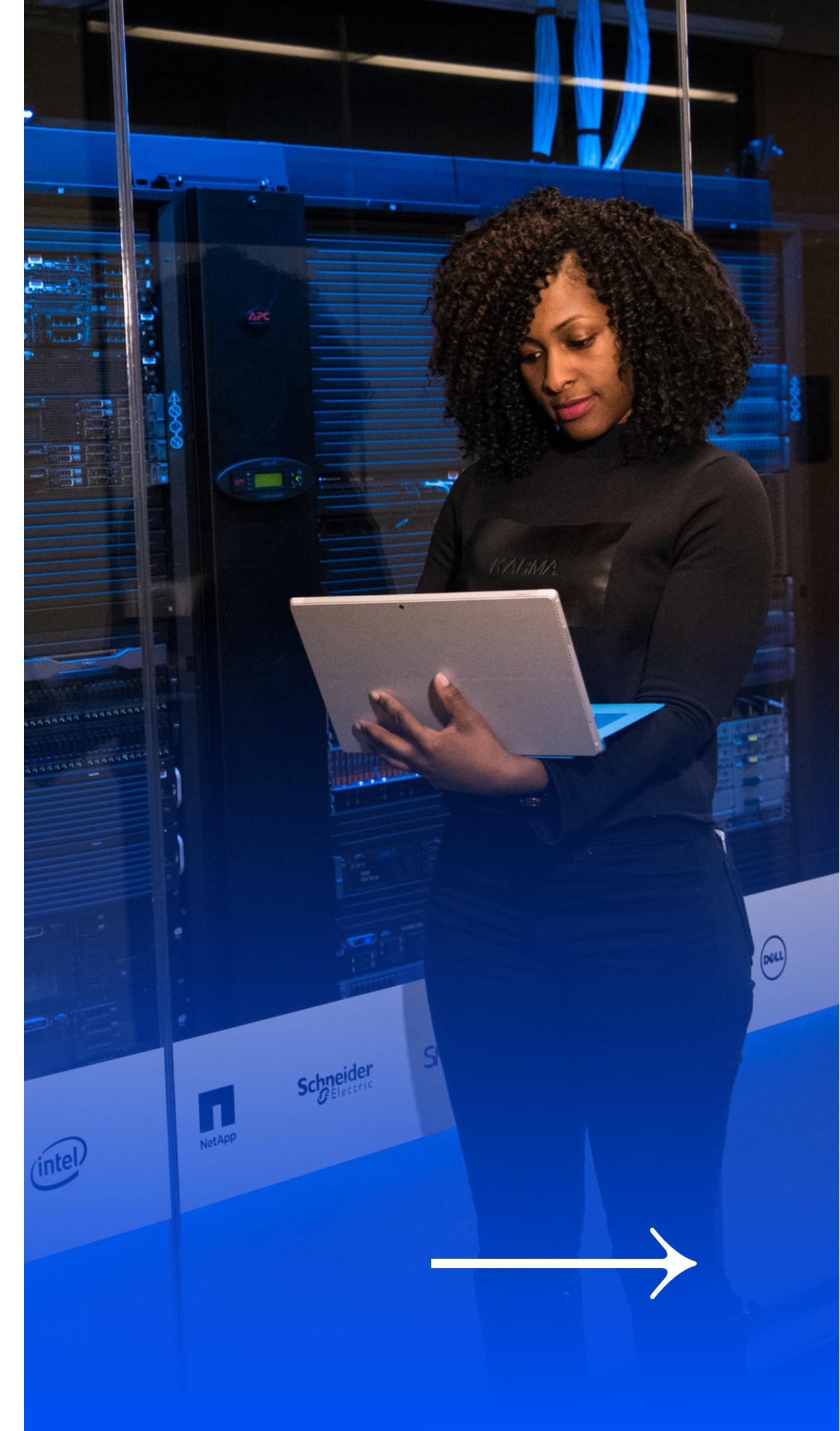




# AI ETHICS

## What is ethics?

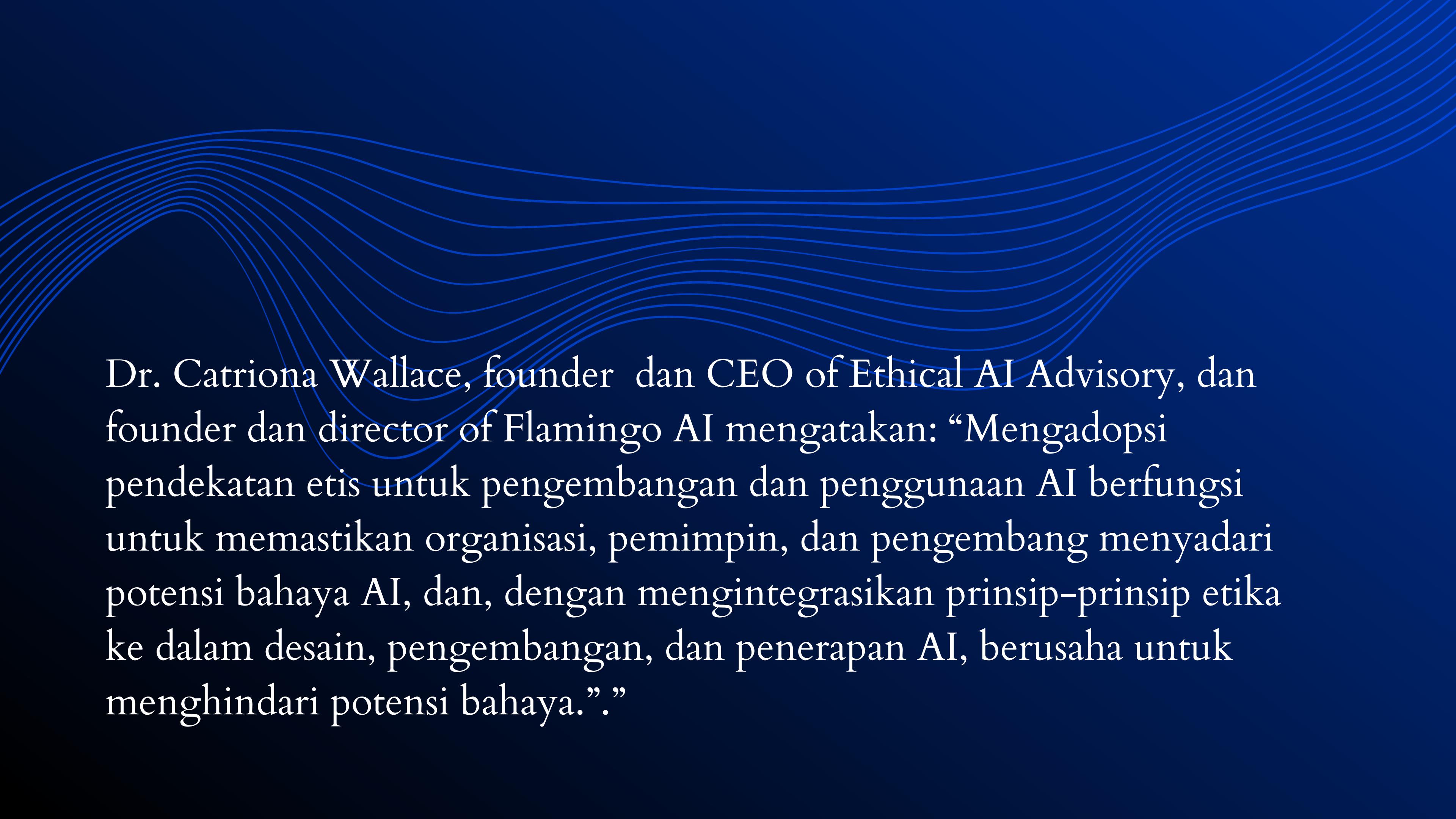
Secara sederhana, etika adalah sistem prinsip-prinsip moral. Mereka mempengaruhi bagaimana orang membuat keputusan dan menjalani hidup mereka. Etika berkaitan dengan apa yang baik bagi individu dan masyarakat dan juga digambarkan sebagai filsafat moral.





"GARTNER PREDICTS THAT 85  
PERCENT OF ALL AI PROJECTS IN THE  
NEXT TWO YEARS WILL HAVE  
ERRONEOUS OUTCOMES"

The kicker is that sometimes the error isn't the result of buggy code, but the result of unconscious bias.

A decorative graphic at the top of the page consists of numerous thin, light blue curved lines that create a sense of motion and depth, resembling waves or ripples.

Dr. Catriona Wallace, founder dan CEO of Ethical AI Advisory, dan founder dan director of Flamingo AI mengatakan: “Mengadopsi pendekatan etis untuk pengembangan dan penggunaan AI berfungsi untuk memastikan organisasi, pemimpin, dan pengembang menyadari potensi bahaya AI, dan, dengan mengintegrasikan prinsip-prinsip etika ke dalam desain, pengembangan, dan penerapan AI, berusaha untuk menghindari potensi bahaya.”.”

# AI ETHICS PRINCIPLE

*The Ethical AI website includes eight noteworthy principles and guidelines for ethical AI:*

1. *Human, social, and environmental well-being*
2. *Human-centered values*
3. *Fairness*
4. *Privacy protection and security*
5. *Reliability and safety*
6. *Transparency and explainability*
7. *Contestability*
8. *Accountability*

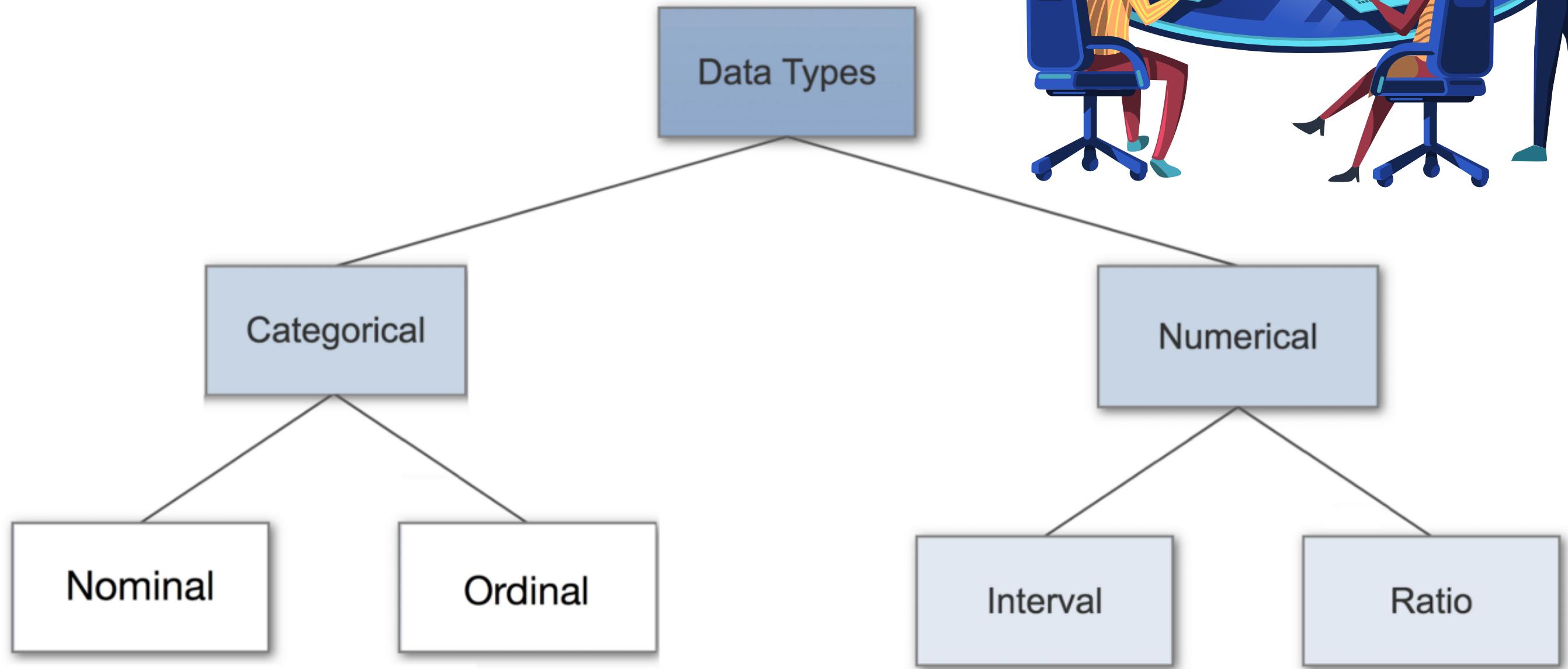


# WHAT IS DATA?

*information, especially facts or numbers, collected to be examined and considered and used to help decision-making, or information in an electronic form that can be stored and used by a computer.*

(Definition of **data** from the ***Cambridge Advanced Learner's Dictionary & Thesaurus*** © Cambridge University Press)

# DATA TYPES





## NOMINAL

What languages do you speak?

- English
- German
- French
- Punjabi

What's your nationality?

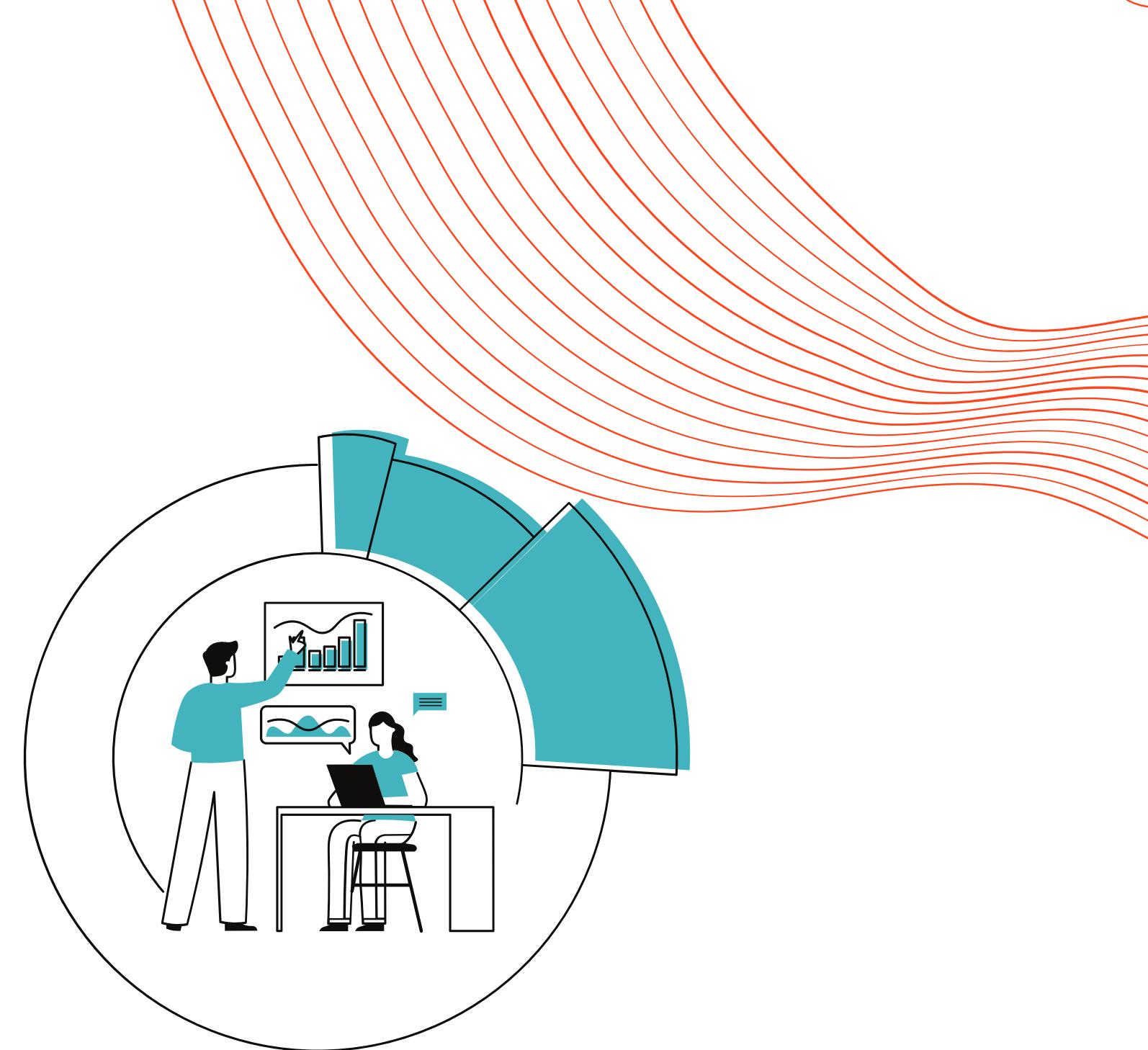
- American
- Indian
- Japanese
- German



## ORDINAL

- Opinion
  - Agree
  - Disagree
  - Mostly agree
  - Neutral
  - Mostly disagree
- Time of day
  - Morning
  - Noon
  - Night

In these examples, there is an obvious order to the categories.



## ORDINAL



## INTERVAL

Interval Data are measured and ordered with the nearest items but have no meaningful zero.

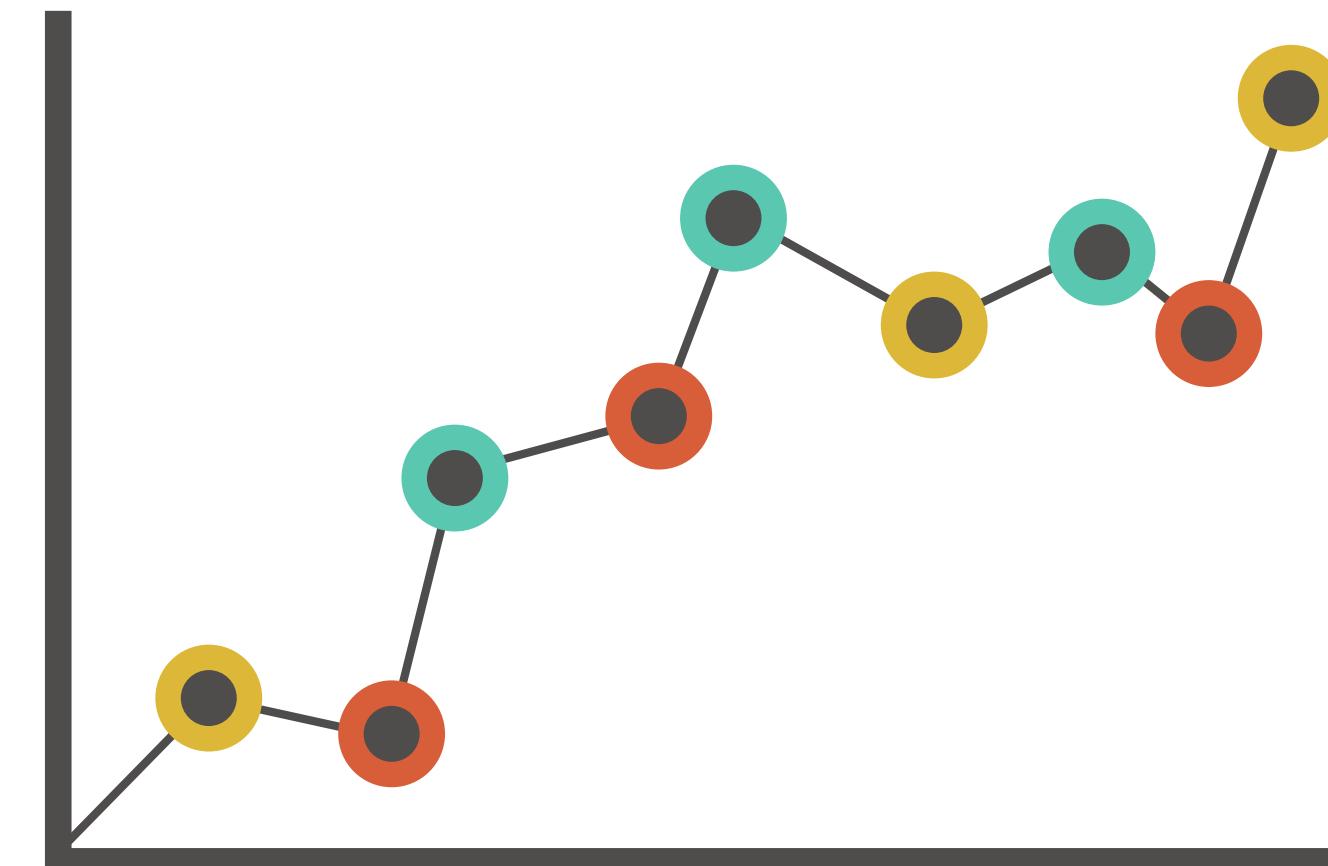
- Temperature ( $^{\circ}\text{C}$  or  $\text{F}$ , but not Kelvin)
- Dates (1066, 1492, 1776, etc.)
- Time interval on a 12-hour clock (6 am, 6 pm)



## RATIO

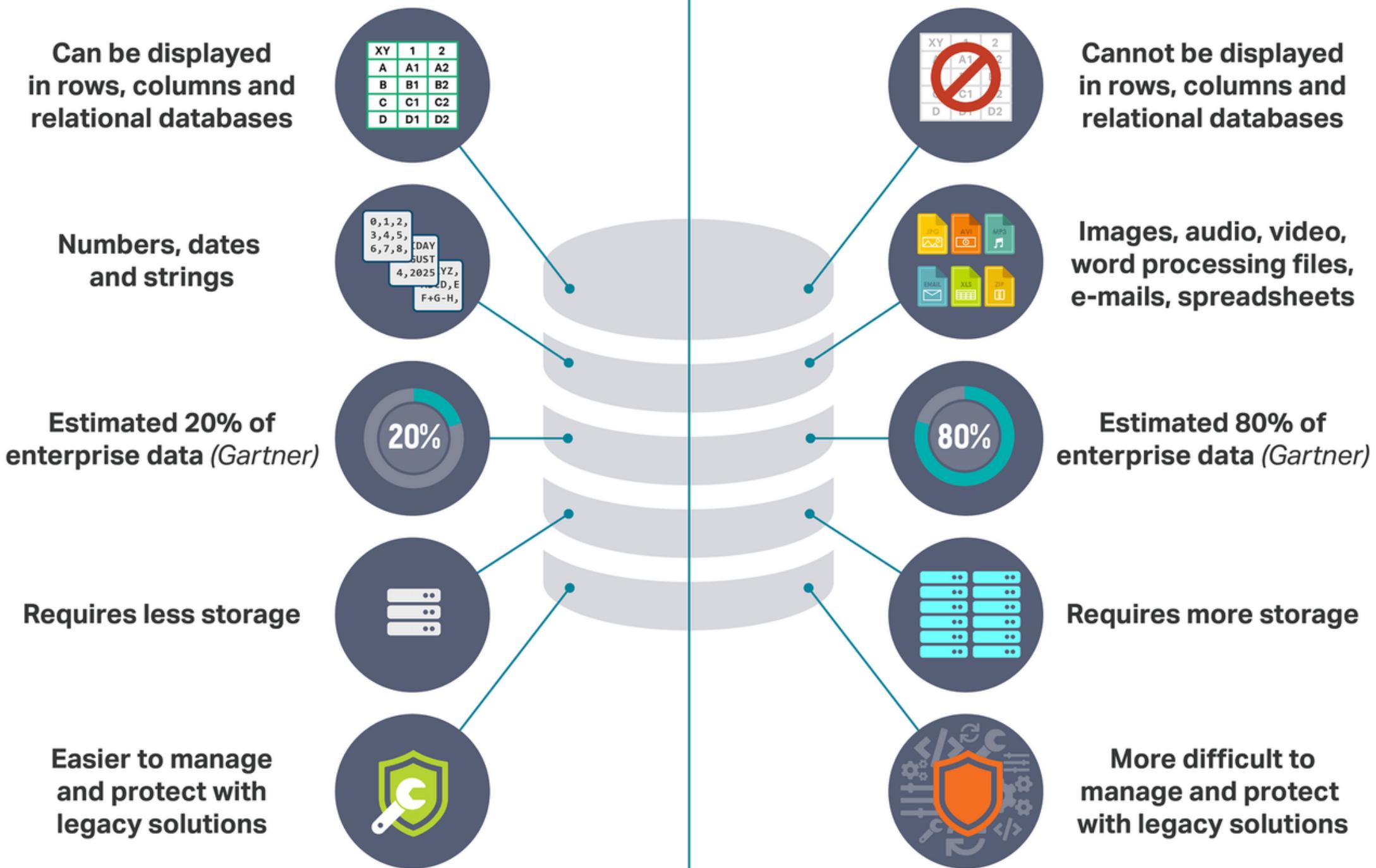
Ratio Data are also measured and ordered with equidistant items and a meaningful zero.

- Age (from 0 years to 100+)
- Distance (measured with a ruler or any other assessing device)



## NUMERICAL

## Structured Data vs Unstructured Data



# STRUCTURED AND UNSTRUCTURED DATA



Thank  
you