# How do we govern AI and machine learning?

Slides with notes

# Do we need to govern AI & ML?

**YES**

1. **AI & ML-based tools will happen**

   - People will build it (data, algorithm, tool)
   - People will use it
   - There will be unintentional and intentional harms

2. **The "rules of the game" are not sufficient to self-govern**

   - Not free consumer choice
   - Complex technical area with low user awareness and understanding
   - Vulnerable to "first mover dominance"
   - Big tech is dominated by walled gardens / closed source
   - We live in a biased world
   - Not clear who is funding, investing, profiting

Who

~~How do~~ we governs AI and machine learning?

# Business self-governs

**TikTok**

Purpose: "freedom of expression"
Algorithm: show you content
based on what you like.
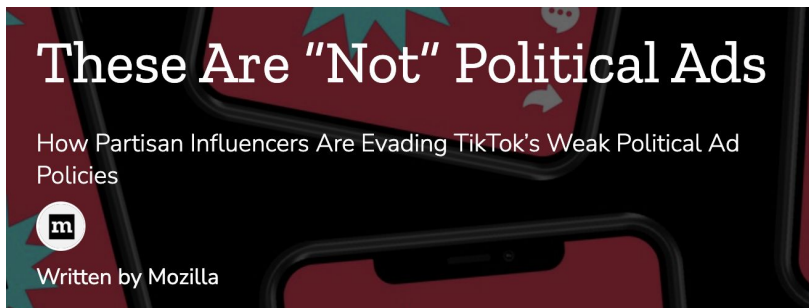
Safety & accountability:
- rules for younger users
- third-party review of code
- transparency reports (what's been moderated)



BE IN THE ROOM
WHERE IT HAPPENS
memegenerator.net

*Who can listen?*
*Who can speak?*
*Who decides?*

# Business self-governs

## Activists hold to account

### These Are "Not" Political Ads

How Partisan Influencers Are Evading TikTok's Weak Political Ad Policies

Written by Mozilla

"They say that they don't need ad transparency because they've banned political ads…"

**03** TikTok's political ad policies are easy to evade

**04** Research findings ⊖

TikTok doesn't seem to monitor influencer advertising

TikTok influencers are not disclosing paid relationships with political groups

**Business self-governs**

**Activists hold to account**



*"ethical hacking"
for bias not bugs*

*Who has access?
Who is empowered?
When & how can they act?*

**Business self-governs**

**Activists hold to account**

**States make policies**

- EU AI Act (proposal in 2021):
  - Risk categories
  - Control measures
- US following suit
- UK: "a pro-innovation approach to AI regulation" (March 2023)

*Who gets harmed first?*
*How to regulate globally?*

"It is our capacity to **doubt** that will determine the future of civilization." -- Richard Feynman

Monday, January 23, 2023

## Is this the future of humanity?

Season 1, Ep. 280

Hello! This week we're talking about ChatGPT, the artificial intelligence language model that's taken the world by storm. But is the hype justified? And what can it do beyond writing poems about your favourite podcast? We speak to Rory Cellan-Jones, whose dog is also an internet sensation, about what ChatGPT is and whether it's been trained on a pro-Ed dataset, to Dr Kate Devlin about what it means for education and whether we can trust AI, and finally to Andrew Strait about some of the ethical concerns surrounding ChatGPT. Can AI really make society better and fairer?

**Reasons to be cheerful**

with Ed Miliband and Geoff Lloyd

# hope

"It is our capacity to ~~doubt~~ that will determine the future of civilization." -- Richard Feynman



*Reduce harm?*
*Net zero AI?*
*Better practices?*