**What is Responsible AL?**

As AI decisions have a greater influence and impact on people's lives, so does the enterprise's responsibility to manage the potential ethical and socio-technical consequences of AI adoption. Responsible AI is the practice of designing, developing, and deploying AI with the goal of empowering employees and businesses while also having a fair impact on customers and society, allowing businesses to build trust and scale AI with confidence.

**Instance Where AL Failed**

**Fail: Amazon Axes their AI for Recruitment Because Their Engineers Trained It to be Misogynistic**

Bias is a major issue in artificial intelligence and machine learning. Or, more accurately, they have a major issue with bias. And Amazon's AI for recruitment launch, drama, and subsequent abandonment is the perfect poster-child.

Amazon had lofty goals for this project. "They literally wanted it to be an engine where I'm going to give you 100 résumés, it'll spit out the top five, and we'll hire those," one Amazon engineer told The Guardian in 2018.

However, the Amazon engineers eventually realized that they had taught their own AI that male candidates were inherently superior. How did this AI failure occur? In short, Amazon's AI was trained on engineering job applicant résumés. They then compared that training data set to current engineering employees.

Consider who applies for software engineering jobs now. And who is the most likely to be working in software engineering right now? That's right: white men.

So, based on its training data, Amazon's AI for recruitment "learned" that candidates who appeared whiter and more male were more likely to be good fits for engineering jobs.

**AI for recruitment hated women**

Amazon wanted to automate their recruitment process in order to shorten the candidate selection process for thousands of open positions. "They literally wanted it to be an engine where I'll give you 100 résumés, it'll spit out the top five, and we'll hire those," says Amazon. - stated one of Amazon's engineers regarding the plan.

Everything ended up in a PR disaster because the system was found to be misogynistic, favoring white males. The training data used to build the model was most likely unbalanced, resulting in candidate selection bias.

**A win for AI that resulted in a loss**

This one is a little different in that the AI was successful but on the wrong side of the law.

A UK-based energy company's CEO received a call from his German boss instructing him to transfer €220,000 ($243,000) to a Hungarian supplier. The 'boss' stated that the request was urgent and directed the UK CEO to transfer the funds as soon as possible.

Unfortunately, the boss was a 'deep fake' voice generation software that accurately imitated the real human's voice. According to The Wall Street Journal, it used machine learning to become indistinguishable from the original, including the "slight German accent and the melody of his voice."

**Steps to ensuring that AI is used responsibly**

* **Establishing internal governance,**
* **Providing the necessary technical safeguards**
* **Investing more in internal AI education and training to ensure that all stakeholders – internal and external – are aware of AI capabilities as well as potential pitfalls**