**What is Responsible AI?**

Responsible AI is the practice of designing, developing, and deploying AI with good intention to empower employees and businesses, and fairly impact customers and society—allowing companies to engender trust and scale AI with confidence.

**Instances where AI has failed**

**AI despised humans:**

After 24 hours of ‘learning’ from human interactions, Tay, Microsoft’s most advanced chatbot, declared, “Hitler was correct to hate the Jews” on Twitter. The goal was to build a slang-filled chatbot that would raise machine-human conversation quality to a new level. However, it was revealed to be a “robot parrot with an internet connection.”

**AI to fight cancer could kill patients:**

Another failure cost US$62 million, which was spent by IBM to develop an[**AI**](https://www.analyticsinsight.net/top-5-real-estate-companies-using-ai-and-ml-to-attract-more-buyers/) system to aid in the battle against cancer. However, the outcome was once again unsatisfactory. The product, according to a doctor at Jupiter Hospital in Florida, was a complete failure.

**AI despised women:**

Amazon wanted to automate its hiring process to expedite the selection of candidates for the thousands of job openings they have. Everything ended up being a public relations disaster since the system turned out to be sexist, favouring white guys. The training data used to create the model was most likely imbalanced, resulting in candidate selection bias. This is also another example of AI Failures.

**Instances where AI has been used maliciously or incorrectly**

AI has the potential to cause harm when placed in the wrong hands. We’ve begun seeing AI used for nefarious purposes, chiefly in the form of AI-facilitated Cyberattacks, and forecast Adversarial AI to be the next challenge to be faced in this area.

Adversarial AI attacks exploit the analytic and decision-making powers of established machine learning (ML)-based security tools to evade detection. Adversarial AI works by outsmarting less advanced ML technology, convincing these security tools that this AI-based malware is benign, when it is a serious threat. By evading detection, adversarial AI malware gains free entry into networks.

**What should organisations do to ensure that they are  
being responsible with AI and the wider use of data in  
general?**

Organisations must think of AI technology in a holistic way – understanding where AI sits in the value chain and creating the right structures to ensure long-term governance by:

1. Establishing internal governance, for example by an objective review panel, that is diverse and that has the knowledge to understand the possible consequences of AI infused systems. A key success factor is leadership support and the power to hold leadership accountable.
2. Ensuring the right technical guardrails, creating quality assurance and governance to create traceability and auditability for AI systems. This is an important part of every organisation’s toolkit to allow operational and responsible AI to scale.
3. Investing more in their own AI education and training so that all stakeholders – both internal and external – are informed of AI capabilities as well as the pitfalls.

**References**

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