

**AI and Ethics, Jobs, Bias****Video:** Issues and Concerns around AI

4 min

**Video:** AI and Ethical Concerns

4 min

**Video:** AI and Bias

2 min

**Video:** AI: Ethics, Bias, and Trust

4 min

**Hands-onLab:** Detect the Bias

15 min

**Video:** Jobs and AI

4 min

**Video:** Employment and AI

3 min

**Reading:** AI working for good

15 min

**Reading:** Principles for ethical AI

10 min

**Practice Quiz:** Review Questions for Readings (Not Graded)

3 questions

**Reading:** Lesson Summary

10 min

**Discussion Prompt:**

Concerns with AI

10 min

**Week 3 Quiz**

# Principles for ethical AI

At the World Economic Forum in 2017, IBM CEO Ginni Rometty spoke about the three guiding principles that IBM follows to ensure that the AI and cognitive systems it develops are ethical, trustworthy, and socially responsible.

## Purpose

AI systems developed by IBM are designed to augment human intelligence, not to replace it. IBM refers to these systems as cognitive, rather than AI. Cognitive systems will not become conscious, or gain independent agency, but will always remain under the control of humans. Cognitive systems will be embedded in systems used to enhance human capabilities. Cognitive systems must be built with people in the industry.

"We say cognitive, not AI, because we are augmenting intelligence," Rometty said. "For most of our businesses and companies, it will not be man or machine... it will be a symbiotic relationship. Our purpose is to augment and really be in service of what humans do."

## Transparency

Cognitive systems must be transparent to be fully accepted as a normal part of people's everyday life. Transparency is required to gain public trust and confidence in AI judgments and decisions, so that cognitive systems can be used to their full potential.

For IBM, this has three parts:

- People must be aware when they come into contact with AI and for what purposes it is used