

ETHICS IN THE CLOUD

Safeguarding Responsible AI Development In Asia

Quiana Berry



KubeCon/
CloudNativeCon



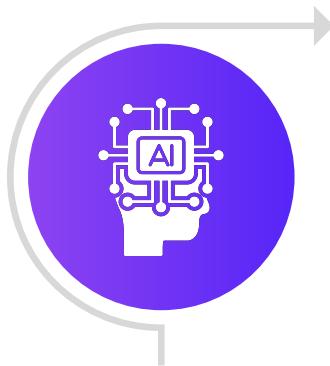
SPEAKER BIO.

About the Speaker:

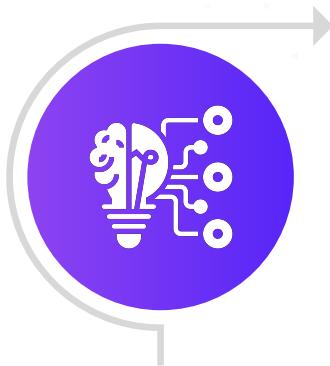
- Quiana B- Product Leader at Red Hat
- Background in Anthropology & Advocacy
- Lead Communities of hundreds of Diverse Professionals across the African & Latinx Diaspora, from NYC to globally
- **Passion:** Building technology for underserved consumers



OVERVIEW



AI innovation in Asia, led by China, in the Autonomous Vehicle (AV) Market



AV meets Cloud & Ethics



Ethical Regulation Comparison- (China vs US & Asia)



Group Discussion on AI Ethics for the Asian Market



WELCOME & *INTRODUCTION*

-

Story Time...



KubeCon



CloudNativeCon



China 2024



Story Time...



KubeCon



CloudNativeCon



OPEN
SOURCE
SUMMIT



AI Dev

THE LINUX FOUNDATION

China 2024



Story Time...



KubeCon



CloudNativeCon

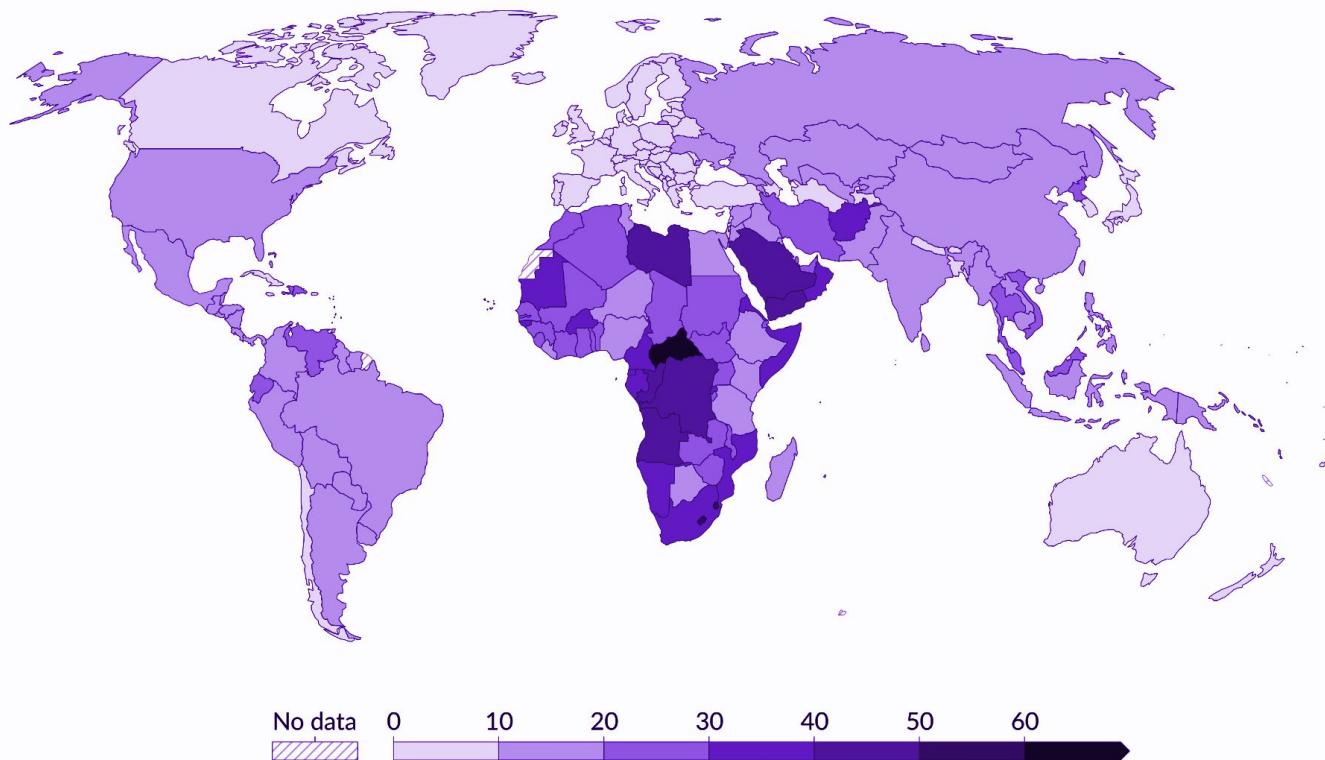


China 2024



Worldwide Traffic Deaths

The annual number of deaths from road injuries per 100,000 people. Deaths include those from drivers and passengers, motorcyclists, cyclists and pedestrians.



Data source: IHME, Global Burden of Disease (2024)

Note: To allow for comparisons between countries and over time, this metric is age-standardized¹.

OurWorldInData.org/causes-of-death | CC BY

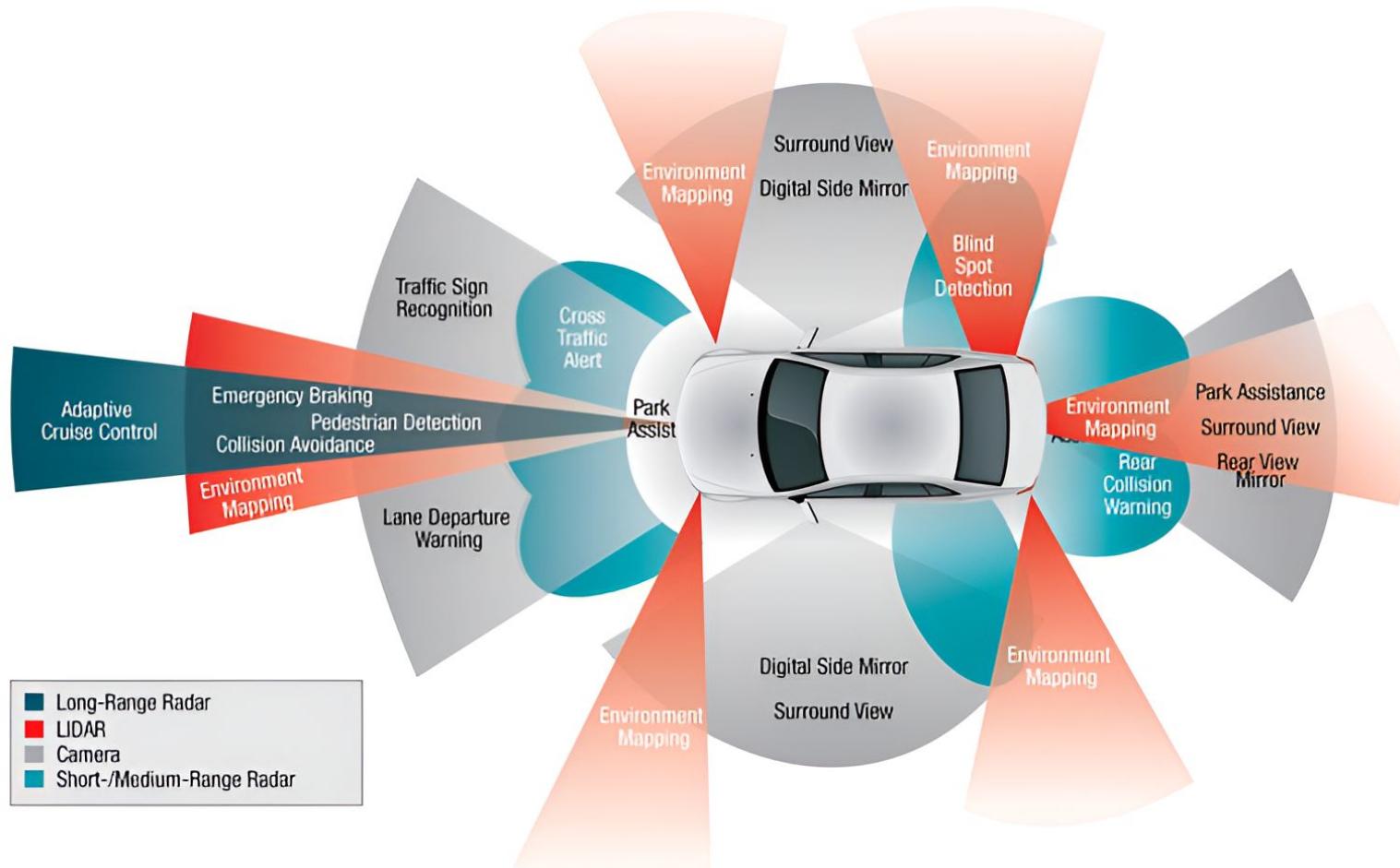
AI + AUTONOMOUS VEHICLES



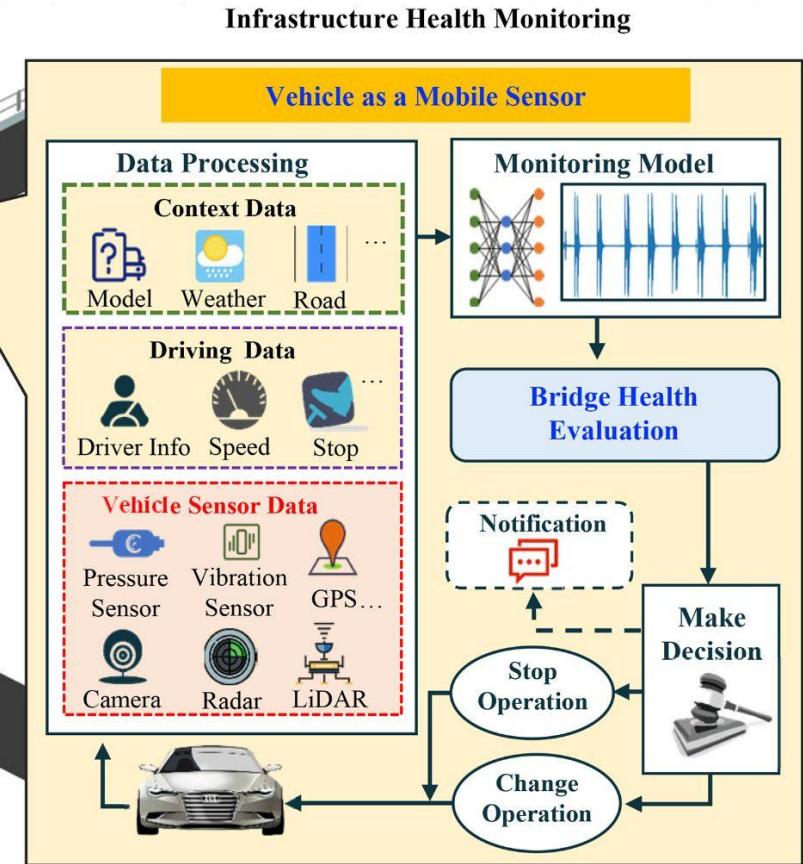
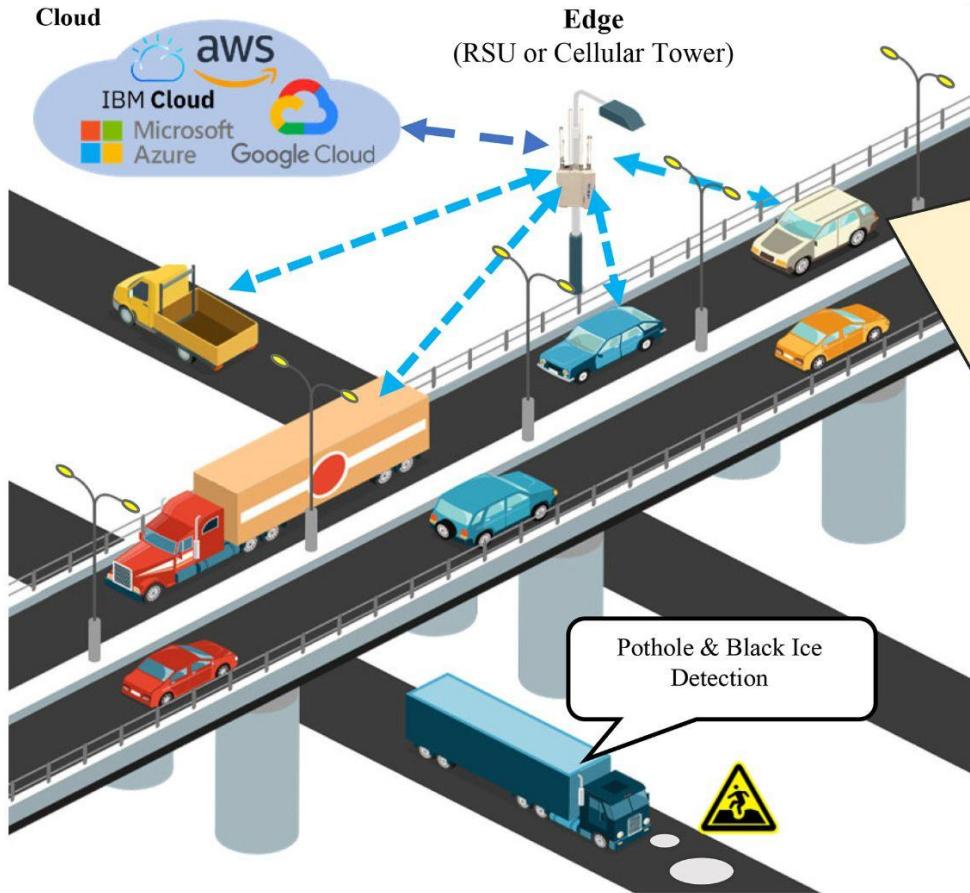
POTENTIAL TO MITIGATE ACCIDENTS

- AI-powered advanced driver assistance systems (ADAS) and autonomous vehicles (AVs) have the potential to reduce crashes caused by human error.
- AI can enable smarter traffic signal control, dynamic speed limits, and congestion pricing to reduce speeding and improve traffic flow.
- AI-based road monitoring and predictive maintenance can identify hazards and optimize infrastructure investments.

Anatomy of AV



AV in Action



AV Ethics



Where AVs Go Wrong

- Trolley Problem & Culture Based Design
- Bias & Discrimination
- Hacking AVs
- Liability
- Security
- Consumer Trust & Adoption

AV Advancements in China



SET TO DOMINATE AV MARKET

- China is testing AVs more than any other country
- Government going all in: subsidies & large tech collaborations: Baidu, Alibaba, and Tencent
- Home to Largest data center in the world
- Hong Kong taking more moderate approach

RACE FOR AI DEVELOPMENT



RACE FOR ETHICAL REGULATIONS



Algorithmic Bias



Privacy &
Data Security



Liability &
Accountability

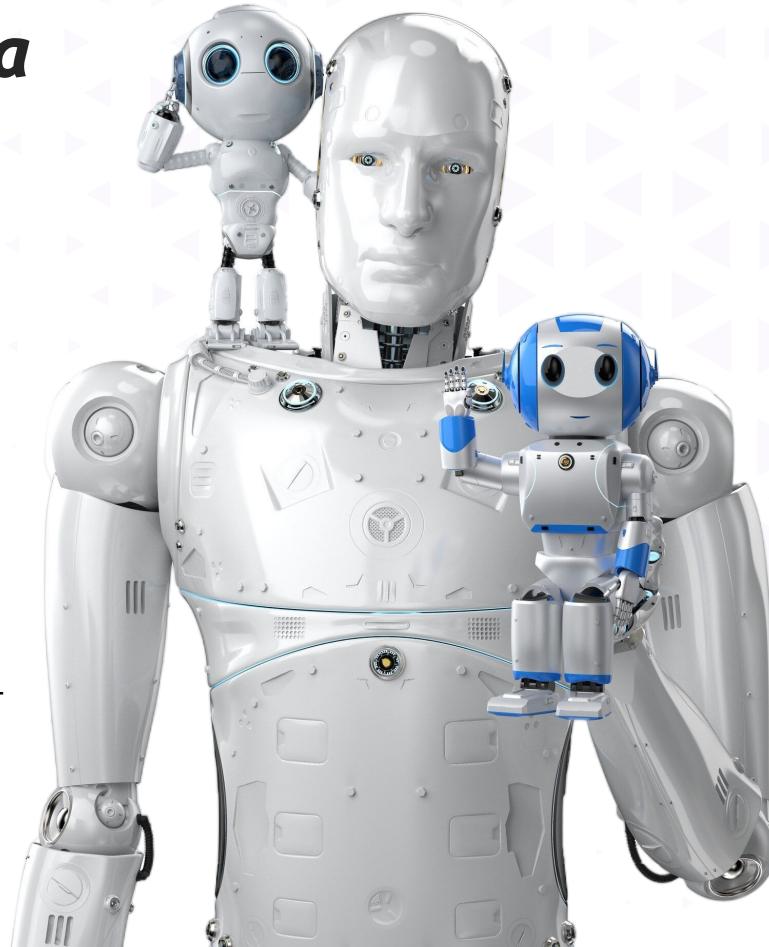


Transparency &
Explainability

AI Regulations across Asia

Real-World Examples of Ethical AI Practices

01. Singapore Model AI Governance Framework.
02. ASEAN Guide to AI Governance & Ethics
03. Taiwan Semiconductor Leader is drafting Regulations
04. Korea is investing to become another chip making hub + is developing guidelines



Community Reflection

Leading the Way for Ethical AI Together

(3 mins - 3 questions)



CONCLUSION & TAKEAWAYS

AI IN CONTEXT



Establish Tailored Ethical Guidelines, Update and Embrace ethical AI practices in your organization.



Collaborate with global and local partners to promote responsible AI in: governments, academics & civil society

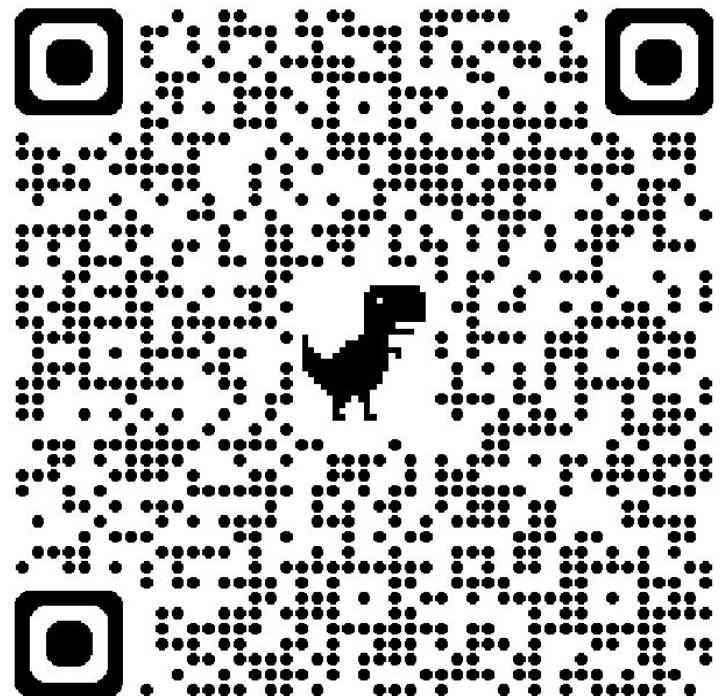


Conduct Bias Audits & Implement practical strategies for data privacy, cybersecurity, and compliance.



Foster a culture of integrity, inclusivity, and innovation in your teams and projects. Invite diverse collaborators and perspectives

CONNECT WITH ME



THANK YOU

谢谢大家

By Quiana, Product Lead At Red Hat/IBM

▶ KubeCon Asia



QUESTIONS & ANSWERS

Q&A: