

WEBINAR



AI

# Surging AI Are Ethical Considerations Being Left Behind?

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■ STAYING AHEAD OF THE CURVE

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**Surging AI – Are  
Ethical  
Considerations  
Being Left  
Behind?**

Surging AI and Ethics: Hot Topics

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- This amazing technology offers virtually limitless opportunities and potential to solve many of the world's problems faster than once thought
- BUT AI can also have equal potential for harmful consequences
- Is AI surging so fast today so that ethical considerations are left behind?
- "How do we use AI responsibly" is THE hot topic in AI today



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## Surging AI and Ethics: Hot Topics



- Ethics definition- culturally agreed upon morals and standards of action (decisions impact others)
- AI ethics is a multi-disciplinary field that investigates how to maximize AI's benefits while reducing risks and adverse impacts
- Ethics is not a "one and done" activity
- Ethics must be **considered** throughout the life of the entire AI cycle
- AI ethics is a "team sport" and everyone in an organization should be made aware of AI's potential benefits and harms

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## AI Ethical Hot Topics: Facial Recognition



- Facial Recognition detects the human face in an image- can be used to open an iPhone, a house or a car
- Provides 1:1 authentication, matching a single face image to another to uniquely identify an individual from a database of images
- Harm could result – for example, identifying faces in a crowd without consent; mass surveillance must be off-limits because it raises concerns about privacy, civil rights and human rights
- Facial recognition could be used by the wrong people for the wrong purposes

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## AI Ethical Hot Topics: Marketing and Social Media



- AI has completely transformed how brands interact with their audiences on social media platforms
- AI can create ads and social media posts, target the ads to specific audiences and identify new audiences to target
- AI increases the effectiveness of marketing campaigns while reducing costs



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## AI Ethical Hot Topics: Marketing and Social Media



- However, this marketing is dependent on data collected from users but it is not always explicit what data has been collected or if users have consented to having their data collected
- The same capabilities that make marketing more successful on social media can also contribute to the creation and spread of misinformation



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## AI Ethical Hot Topics: Workplace Progression



- AI is being used in every stage of workplace progression:
  - hiring
  - onboarding
  - career progression
- AI helps companies rank and prioritize job candidates, but there must be guardrails in place to ensure that bias does not permeate AI as to factors such as gender, ethnicity, or zip code



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## AI Ethical Hot Topics: Healthcare



- AI can predict who will need care, enabling providers to offer interventions or preventative care
- We must put guardrails in place to ensure that recommendations for care are not inequitable as to age, gender, and ethnicity and to ensure that AI is trustworthy when it comes to private healthcare data
- Virtual assistants like chatbots help healthcare providers to reach more people
- Unlock insights
- Improve patient experiences

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## What Makes AI a Socio-Economic Challenge?



- AI is pervasive in all aspects of our daily lives
- The pervasiveness of AI transforms our lives as well as the structure and equilibrium of our society
- AI has significant social impact, making it a socio-tech challenge
- AI's impact on society raises questions about how it should be designed, developed, deployed, used and regulated
- Everyone needs to be involved in defining the vision of the future with AI. Inclusion is critical.

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## Ethical Adoption Requires Inclusion



- Everyone must be involved in defining the vision of the future with AI
- Cannot build trustworthy AI with tech tools alone – must utilize principles, guardrails and governance
- Ethics must be **embedded** into the design and development of AI life cycle



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## AI Ethical Principles



IBM's Three AI ethics principles is a place to start:

- The purpose of AI is to augment — not replace — human intelligence
- Data and insights belong to their creator
- New technology must be transparent and explainable

BUT these are not enough: We must have the right tools and people in place to **continuously** monitor

## Steps in Adopting AI in your Organization



- Develop AI **awareness** and understanding through training
- Put a governance **structure** in place that works at scale for entire organization
- **Operationalize** AI – make sure there is clarity around the principles and pillars of AI ethics above



## AI Ethical Principles



### IBM's Five Pillars of AI Ethics:

- **Explainability:** The ability of an AI system to provide insights that humans can use to understand the causes of the system's predictions.
- **Fairness:** The equitable treatment of individuals or groups of individuals.
- **Robustness:** The ability of an AI system to effectively handle exceptional conditions, such as abnormal input or adversarial attacks.
- **Transparency:** Sharing appropriate information with stakeholders on how an AI system has been designed and developed.
- **Privacy:** AI systems must prioritize and safeguard consumers' privacy and data rights.

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## Bias and AI



- Bias is all about unwanted behavior in AI systems
- Bias gives systemic disadvantages to certain groups or individuals
- Biases may be implicitly/explicitly reflected in training data or by designers/developers
- Sampling of data and data processing can introduce bias or even the way a problem is conceptualized
- AI models only as fair as training data



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## High-Level Actions to Mitigate Bias



- Assemble diverse teams
- Search for high level quality data sets
- Utilize tech approaches to mitigate bias
- Organization should have a goal to ensure tech makes a positive impact on society

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## AI Regulation – What is it?



- A government rule enforceable by law
- Precision regulation
- Targeted policies
- Precision regulation aims to be risk-based and context-specific and allocate responsibility to the part closest to the risk, which might shift throughout the AI cycle

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## AI Governance in an Organization



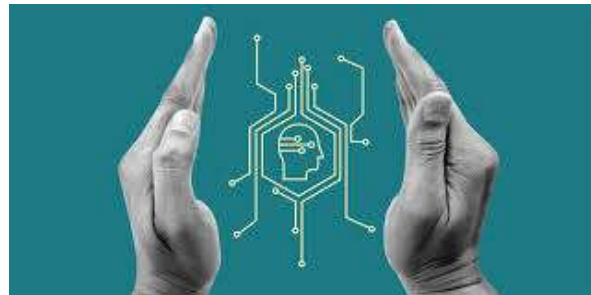
- Governance is an organization's act of governing, through its corporate instructions, staff, processes and systems
- Object is to deliver trustworthy AI by establishing requirements for accountability, responsibility and oversight

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## Benefits of AI Governance



- Trust
- Efficiency
- Compliance
- A successful program accounts for people, processes and tools



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## Efforts to Regulate Generative AI: State, Federal, and International



- **Regulatory Efforts:** Various jurisdictions are working on regulations to address the unique challenges posed by generative AI, aiming for clear guidelines and safeguards. Major efforts at crafting regulations are underway in the EU, UK, China and the US.
- **Importance of Regulation:** Clear regulations help establish ethical boundaries, promote responsible AI development, and ensure accountability.
- **Impact:** Appropriate regulatory efforts encourage innovation while managing potential risks such as discrimination, bias, safety and accountability gaps.

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## Intellectual Property Risks at Prompt Input and IP Rights of AI-Generated Content



- **IP Risks:** AI-generated content poses challenges in determining ownership, authorship, and potential infringements of existing AI rights related to prompt inputs. Current IP laws may not clearly delineate human contributions/involvement in creating AI-generated content.
- **Legal Frameworks:** Evolving legal frameworks address IP rights in AI-generated works, requiring clarification of responsibilities and attribution. Unlicensed use of personal data must also be addressed.
- **Mitigating Risks:** Compliance with copyright laws, proper documentation, and implementing transparent practices help mitigate IP risks in AI-generated content.

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## Conclusion



- AI is transforming industries on a global scale and improving efficiency and accuracy
- Ethical and legal concerns must be addressed through regulation
- Clients must be advised of risks in using AI
- AI Large Language models can be customized for accuracy and relevance



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## A Final Word



*Stephan Talty and Jules Julien paint a fiction picture of how life might be in a society where AI is almost everywhere. The full article can be read here: [What Will Our Society Look Like When Artificial Intelligence Is Everywhere?](#)*

“We’re not going to get the AI we dream of or the one that we fear, but the one we plan for. AI is a tool, like fire or language. (But fire, of course, is stupid. So it’s different, too.) Design, however, will matter.

If there’s one thing that gives me pause, it’s that when human beings are presented with two doors—some new thing, or no new thing—we invariably walk through the first one. Every single time. We’re hard-wired to. We were asked, nuclear bombs or no nuclear bombs, and we went with Choice A. We have a need to know what’s on the other side. But once we walk through this particular door, there’s a good chance we won’t be able to come back. Even without running into the apocalypse, we’ll be changed in so many ways that every previous generation of humans wouldn’t recognize us.”

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## Articles co-authored by Stratton Horres



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**THANK YOU!**



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