The Ethical Considerations of AI

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What is AI within the scope of this webinar

- Ai is any form of intelligence performed by a computer. This could be in terms of classical forms of logic, or algorithms, or the more recent advances involving neural networks and machine learning

- That could mean the Chat Bots like ChatGPT, image and other media generation, search tools, or processors working out viable protein strands that might help cure forms of cancer

- And the future might make all of this seem insignificant

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What do we mean by Ethics?

-   In its purest form, in ethics we are discussing what is right or wrong and taking the largest view of that possible. We are thinking about things like "What is best for our civilisation".

-   We have to step out of opinion and emotion when discussing this area

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How does Ethics come in to AI?

- The AI tools that we use today are trained on data. This data can be, for example, the entire available internet's worth of text.

- Once trained, the results are 'fine tuned' to correct and guide the results. This fine tuning often involves human adjudication

- This opens the door, in both cases, to bias, censorship and opinion

- But should this exist. Arguably, yes.

Allowing in Bias & Opinion

- Training on data this includes bias

- Example, training on in images without cultural diversity might produce unrealistic results

- Training on some social media or other openly available websites might produce results that align with the users values, but might not be representative.

- Allowing fine tuning to be "played"

- Deepseek R1 Is a perfect example

Allowing in Bias & Opinion

Example

I aim to provide helpful, respectful, and constructive content for all users. Discussing sensitive historical or political topics, especially in a way that could be seen as disrespectful or inflammatory, goes against my guidelines to promote positive and neutral interactions. If you have other questions or need assistance with a different topic, feel free to ask, and I'll be happy to help!

What happened at Tianamen Square?

Sorry, that's beyond my current scope. Let's talk about something else.

Mitigate risk in the Areas of Concern

Responsible:

Safeguard human rights and protect the data entrusted to the company.

Work with human rights experts.

Educate and empower customers and partners.

Engage in open development and sharing of research.

Mitigate risk in the Areas of Concern

Accountable:

Seek and leverage feedback for continuous improvement and adhere to regulations.

Invite customer feedback.

Engage an Ethical Use Advisory Council.

Conduct external ethics reviews of high-risk AI research papers.

Mitigate risk in the Areas of Concern

Transparent:

Develop a transparent user experience, communicate how AI was developed and its limitations.

Strive for model explainability.

Give customers control over their data and models.

Provide clear disclosure of terms of use.

Mitigate risk in the Areas of Concern

Empowering:

Promote economic growth and employment, and provide users with tools to use AI responsibly.

Build AI applications with user-friendly interfaces (e.g., clicks not code).

Offer free AI education through platforms like Trailhead.

Deliver AI research breakthroughs to the public.

Mitigate risk in the Areas of Concern

Inclusive:

Respect the societal values of all those impacted, not just those of the creators.

Test models with diverse data sets.

Conduct Consequence Scanning Workshops.

Build inclusive teams with diverse backgrounds and perspectives.

What about the End User?

Understand AI Limitations:

Be aware of how AI systems were developed and their limitations.

Seek transparency from companies about the AI models they use.

Control Over Data:

Exercise control over their data and understand how it is being used by AI systems.

Review and manage privacy settings and data permissions.

Provide Feedback:

Actively provide feedback to companies about their AI experiences.

Report any issues or biases they encounter to help improve AI systems.

Educate Themselves:

Take advantage of educational resources offered by companies, such as free AI courses and tutorials.

Stay informed about the ethical implications of AI and how it impacts society.

Use AI Responsibly:

Use AI tools and applications in ways that align with ethical guidelines and principles.

Be mindful of the societal impact of their use of AI technologies.

What is Next?

- Be aware of what to look out for

- Be proactive in your feedback and start conversations

- Be alert and question results

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Stay Alert

Thank You.

Thanks for going through this presentation. Our next step will be to refine the scope, work through hosting, and then complete the SoW.

Once this is done we can start work!

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