Ethical Pitfalls in Artificial Intelligence
Today we’ll cover:
• Welcome & introductions
• Ethical AI business case
• Accountability, values, & trust
• Common pitfalls
• Best practices
Welcome & introductions

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Welcome & introductions

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Al market

Business Value Forecast by AI Type

Source: Gartner
ID: 386366
AI market

Technology is not neutral

• Increases access to information

• Perpetuates existing power structures, causing disproportionate harm to under-represented groups
More Chief Data Executives are assuming global or enterprise roles
80% of organizations with a Chief Data Executive classify their roles as ‘global’

Chief Data Executive’s Expanded Role
While traditional data management (Data Governance; Data Quality) ranked the highest (96%), new responsibilities have fallen to the Chief Data Executive. 52% of respondents include “Data Analytics” as part of their role and 42% are responsible for “Data Ethics” – neither of these functional responsibilities appears in previous surveys (2017 or 2015).
How do businesses generate value while avoiding liabilities?

Friedman fallacy

• Only morally obligated to maximize shareholder profit
• Ignore the impact of actions on the public interest
• Anathema to the foundations of capitalism, the legitimacy of which is tied to the public good

.shareholder

 stakeholder
How do businesses generate value while avoiding liabilities?

Existential threat if you get the ethics wrong, yet tremendous advantages when you get the ethics right.
Business case for ethical AI

Facebook will pay an unprecedented $5 billion penalty over privacy breaches

By Brian Fung, CNN Business

Updated 1:08 PM ET, Thu July 25, 2019
Declining trust

Percentage of respondents who agree that Facebook is committed to protecting the privacy of their personal information

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>2011</td>
<td>67</td>
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<tr>
<td>2012</td>
<td>68</td>
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<td>2013</td>
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<td>2016</td>
<td>76</td>
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<td>2017</td>
<td>79</td>
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Week 1: Cambridge Analytica
Week 2: Cambridge Analytica
Post-Zuckerberg Testimony
Declining trust

Percentage of respondents who agree that Facebook is committed to protecting the privacy of their personal information

- 67% in 2011
- 68% in 2012
- 71% in 2013
- 76% in 2014
- 74% in 2015
- 76% in 2016
- 79% in 2017

27% in a post-Zuckerberg testimony.
Declining trust

Percentage of respondents who agree that Facebook is committed to protecting the privacy of their personal information

67 68 71 76 74 76 79


Week 1 Cambridge Analytica
Week 2 Cambridge Analytica
Post-Zuckerberg Testimony

66% decline

27 33 28
How do businesses generate value while avoiding liabilities?

Companies actively sponsoring & supporting causes they deem good for society

Political & social pressure catalyzed by financial divestiture & exchange control

26 years post-apartheid
How do businesses generate value while avoiding liabilities?

Companies actively sponsoring & supporting causes they deem good for society

“As a purpose-led company, our values are the foundation of our success and essential to achieving our ambition of making sustainable living commonplace.”

Unilever
Accountability, values, & trust

Professionals secure a vital public good

Trust is an inherent aspect of professional identity
Accountability, values, & trust

- Access
- Algorithmic decision making
- Breach
- Consent
- Erasure
- Objection
- Portability
- Rectification
- Security
Common pitfalls

New capabilities
- Ubiquity
- Interconnectivity
- Dynamism

New problems
- Re-identification
- Complex ownership issues
- Abuse, misuse, & corruption
Harms

- Diminished privacy & security
- Barriers to transparency & autonomy
- Inequitable outcomes
Inevitability of human error

- 2017
- 2018
- 2019
- 2020

8.5B records breached in 2019
Inevitability of human error

To reduce the loss of customers following a data breach, preserve consumer trust

Lost business
$1.42 M
36%

Detection & escalation
Lost business
Notification
Post-breach
Inevitability of human error

To reduce the loss of customers following a data breach, preserve consumer trust

Waited 39 days to reveal breach to the public

Lost business
$1.42 M
36%

- Detection & escalation
- Lost business
- Notification
- Post-breach
Solutions

Diversity    Materiality    Transparency    Purpose
Diversity
Materiality

How art helps us make sense of COVID-19's incomprehensible toll

As the United States reaches 250,000 deaths, people are finding creative and symbolic ways to come to terms with the tragic milestone.
Transparency

Annals of Internal Medicine

Ethics, Transparency, and Public Health at the Intersection of Innovation and Facebook’s Suicide Prevention Efforts

Ian Barnett, PhD, and John Torous, MD

Ideas and Opinions

The New York Times

To Be Sued Less, Doctors Should Consider Talking to Patients More

By Aaron E. Carroll
“The difference was, Orville and Wilbur were driven by a cause, by a purpose, by a belief.”

~ Simon Sinek
Purpose

Facebook's mission is to give people the power to build community and bring the world closer together.

...Some of your most personal moments are shared with WhatsApp, which is why we built end-to-end encryption into our app. Behind every product decision is our desire to let people communicate anywhere in the world without barriers.
WhatsApp scrambles to explain as users migrate to Signal and Telegram

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Let’s discuss!

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