

ETHICS IN ARTIFICIAL INTELLIGENCE



Cortnie Abercrombie
Founder, AITruth.org
Cortnie@AITruth.org
@Cortnie_CDO
@AITruthOrg

Chief Data Officer Programs



AI Solutions

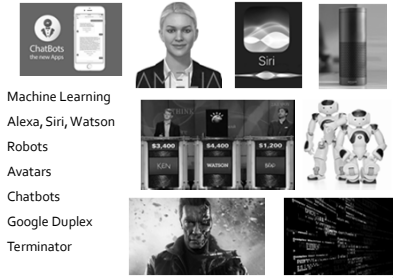
- Marketing
- Human Resources
- Supply Chain
- Mergers & Acquisitions
- Customer Service
- Finance
- Legal
- Retail
- Insurance
- Banking
- Communications
- Healthcare

Contents

- How does AI work?
- Who is using it and for what?
- What to look out for?

What is AI?

Human-like intelligence systems



Curtis Abercrombie, AI Trust.org, 2018

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Brand Reputation

ROI

Clients

Why do I care?

Risk Mgt

Trust

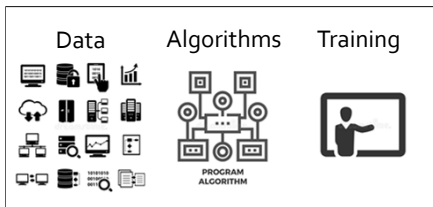


Curtis Abercrombie, AI Trust.org, 2018

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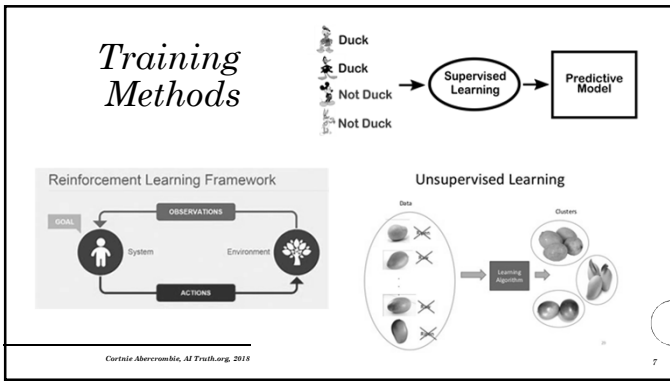
How does AI work?

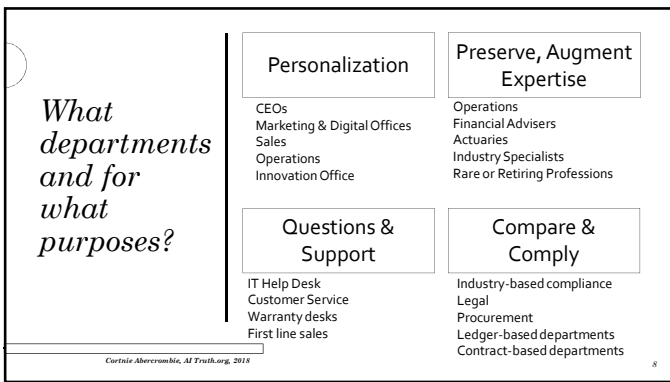
Understand, Learn and Act

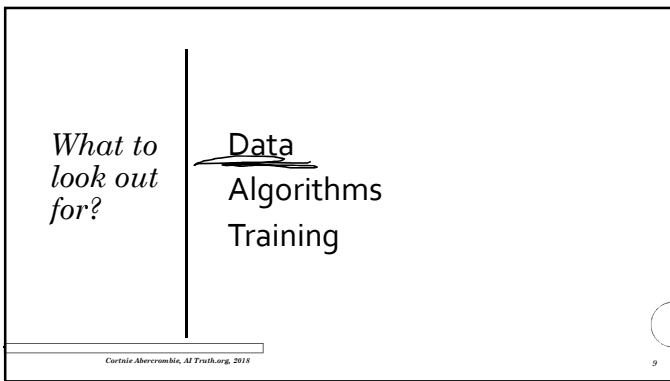


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Data Cautions

- An algorithm is only as good as its data, so an AI is only as good as the data it was built from
- Everyone assumes their data is perfect
- Lots of assumptions get made about it
- Using the past to predict the future
- Its easy to get creepy when you have too much, especially personally sensitive info
- GIGO: Garbage In, Garbage Out
- Old Data <-> New Outcomes
- Wrong data proxies

Data Hormones

Setting aside credible data practices due to the frenzied excitement of releasing an AI prototype

- Web Scraping**
Don't do it
- Open Data & Data Brokers**
Vet sourcing & collection methods
- Business Partner Data**
check, validate, provide customers with options
- don't be creepy
- Internal Data Bartering**
check data policies and regulations

Algorithms and Training

- Bias Harms
- Overwriting policies in key systems
- Transparency of how it works
- Explainability of decisions
- High stakes false negatives and false positives
- Systems not being trained by fully experienced personnel
- Gaps between the Business Leader in charge of the project and the data scientists developing the AI solution or system
- Re-purposing the algorithm

Bias Harms

Allocation Bias

Resources are denied because of classification



Redlining picture of Philadelphia in 1936, source: Wikipedia

Representational Bias

Identity-based: cultural, race, gender, socioeconomic, religious, political



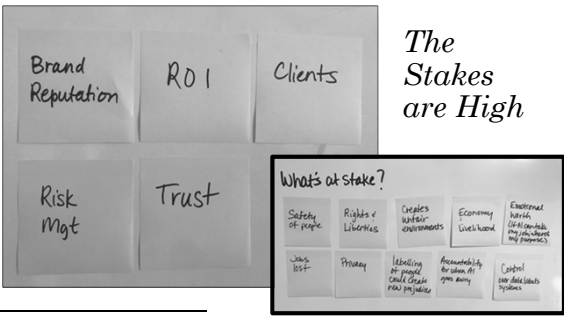
Source: [The Trouble with Bias](#), Kate Crawford, NIPS 2017
Cortnie Abercrombie, AI Trust.org, 2018

What can you do?

- Partner and compare notes with other AI SafeKeepers: Chief Data Officers, CISO, Chief Privacy Officers, CIOs, Chief Legal Officers
- Keep a pulse on AI projects and their intended purposes
- Develop AI data, algorithm and training policies and guidelines
 - Explainable
 - Transparent
 - Fair
- Insist on AI Ethics training as a pre-cursor to purchasing AI services or solutions – work with procurement and finance to collaborate on enforcement

Cortnie Abercrombie, AI Trust.org, 2018

The Stakes are High



Cortnie Abercrombie, AI Trust.org, 2018

Thank you

Please don't hesitate to reach out with any questions.
You can find many of these pointers on AI Truth.org

Cortnie@AITruth.org
www.AITruth.org
