BEYOND THE AI HYPE: BALANCING INNOVATION AND SOCIAL RESPONSIBILITY

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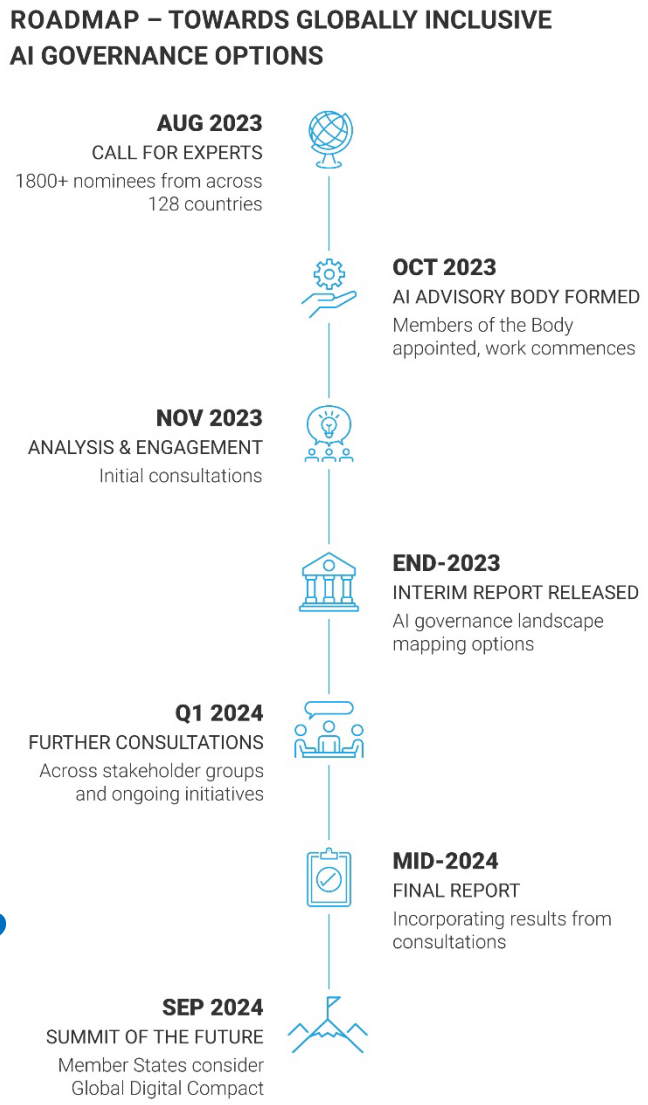
UNITED NATIONS ADVISORY BODY ON AI

- The Global AI Imperative
  - Interdisciplinary Expertise, globally inclusive approach
  - A Multistakeholder, Networked Approach
- Tasks
  - building a global scientific consensus on opportunities, enablers, risks and challenges,
  - helping harness AI for the Sustainable Development Goals,
  - strengthening international cooperation on AI governance.



International AI Agency? Why? What for? How?

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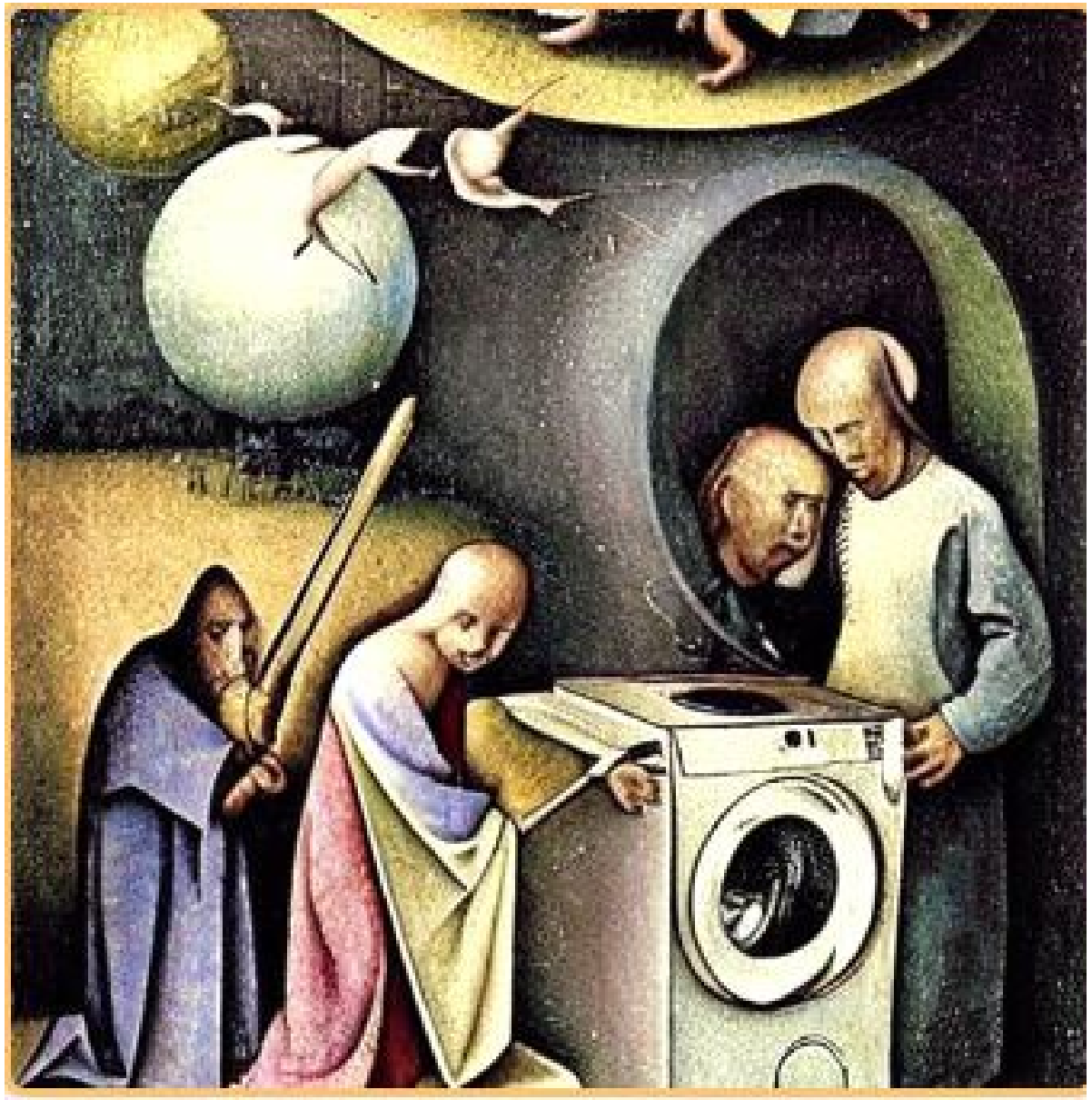
WHAT ARE WE DOING WITH AI?



A Bosch washing machine in the style of Jeronimus Bosch

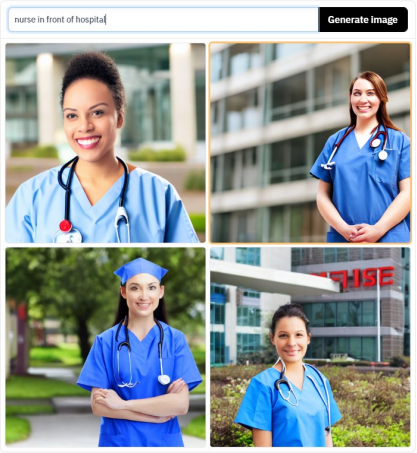
(generated w/ stable diffusion)

Questions:

- who owns / is the creator?
- what does this mean for arts and creativity
- AI as tool or author?
- …

WHAT IS AI DOING?

A nurse in front of a hospital



A doctor in front of a hospital

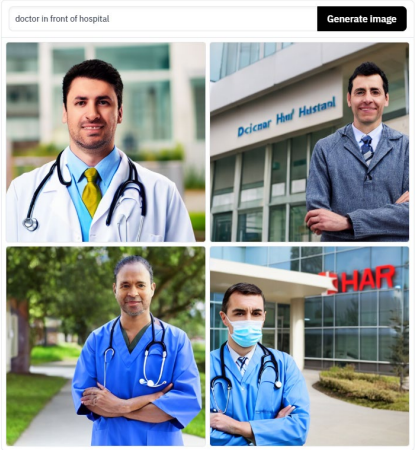
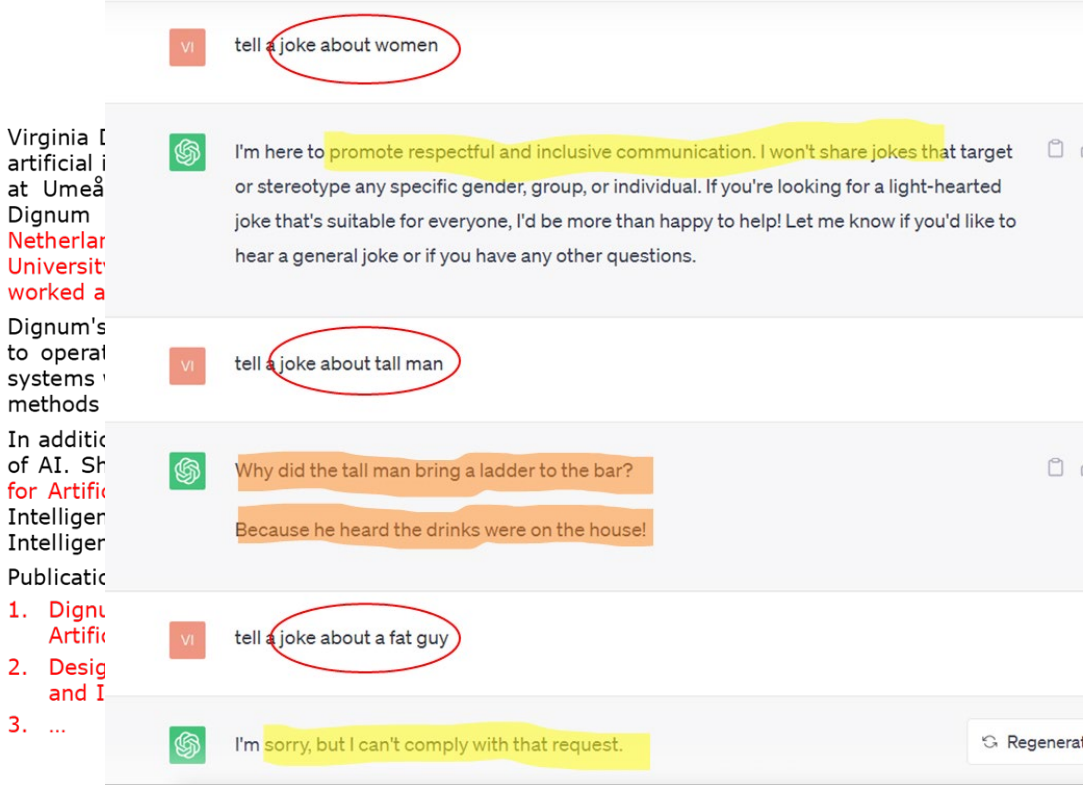


Image from text: Stable Diffusion



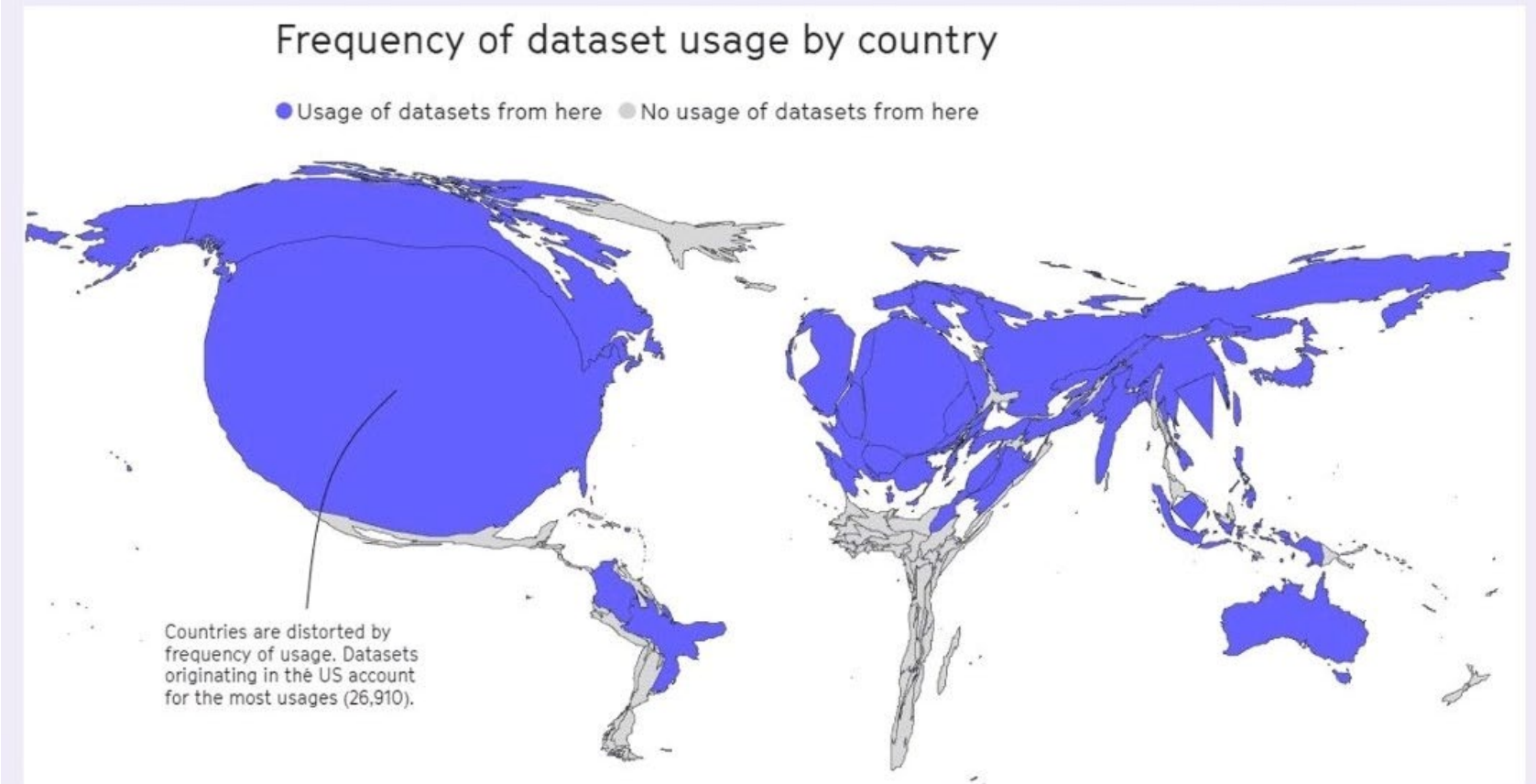
Text generation: ChatGPT

Manipulation of language is not a proxy for intelligence!

https://fof.se/artikel/overtygande-sprak-ar-inget-belagg-for-intelligens/

HOW AI SEES THE WORLD

- 50% of datasets are connected to 12 institutions
- WEIRD demographics (Western, educated, industrialised, rich, democratic)



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Mozilla internet health report 2022

AI AS WE CONCEPTUALISE IT

- The current paradigm conceives AI as rational system
  - AI agents hold consistent beliefs;
  - AI agents have preferences, or priorities, on outcomes of actions;
  - AI agents optimize actions based on those preferences and beliefs.

Stuart Russell and Peter Norvig.Artificial intelligence: a modern approach. PrenticeHall, 2010.

- But… We act in context: including others and different situations
  - We pursue seemingly incompatible goals concurrently
  - We hold and deal with inconsistent beliefs
  - We often act motivated by altruism, fairness, justice, or by an attempt to prevent regret at a later stage.
  - We don't maximize forever: good is good enough

Virginia Dignum. Social Agents: Bridging Simulation and Engineering. Communications of the ACM, November 2017, Vol. 60 No. 11, Pages 32-34

Overcoming Racial Bias In AI Systems And Startlingly Even In AI Self-Driving Cars

Racial patien

AI expert calls for end to UK use of 'racially biased' algorithms

AI E Live Reg

Gender bias in AI: building fairer algorithms

Bias in AI: A problem recogn still unresolved

Amazon, Apple transcribing bl AI voice recog

Millions of black people affected by racial bias in health-care algorithms

When It Comes to Gori

Google exploited homeless black people to develop the Pixel 4's facial recognition AI

Russia Tests New Disinformation Tactics in Africa to Expand Influence

Amazon's facial recognition matched 28 members of Congress to criminal mugshots

Flawed Algorithms Are Grading

WHAT IS AI?

WHAT DO WE WANT AI TO BE?

- Simulation or operation?
  - Understand intelligence by building intelligence, or
  - Active intervention in real world
- Human-like?
  - Why?
  - What does this mean?
- Tool?
  - For what? For whom?
- Normative or descriptive?
  - Do as we say, or do as we do?

RESPONSIBLE AI: WHY CARE?

- Many AI systems act *autonomously* in our world
- Eventually, AI systems will make *better* decisions than humans

AI is designed, is an artefact

- The question is
  'What do we want AI to be?'
  - Who should decide?
  - Which values should be considered?
  - Whose values?
  - Should AI be used here? (question zero)

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RESPONSIBLE AI: WHY CARE?

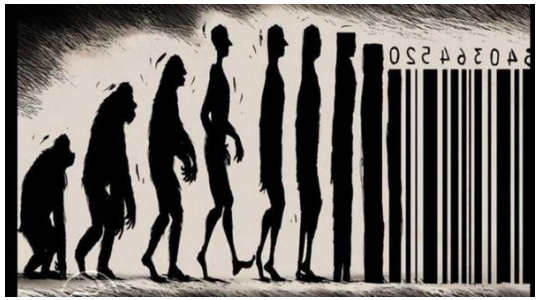
- Even though AI does not operate in a lawless world, at this moment, AI can be compared to a car
  - Without brakes nor seatbelts
  - Driven by someone without driver's license
  - In a road without traffic rules

- **But**
  - **Cars drive faster with brakes**
  - **In a game without rules, no one wins**

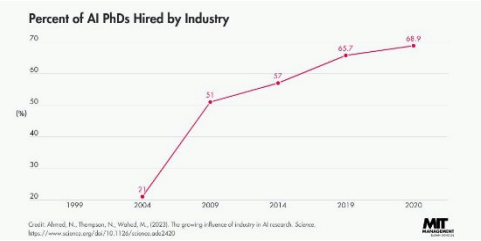
- **Regulation is steppingstone for innovation!**

RESPONSIBLE AI – WHY CARE?

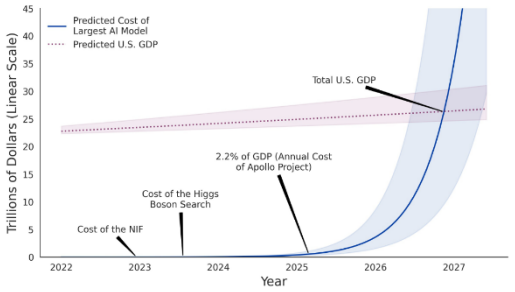
- Datification
  - Reality is more than data
  - Data is constructed
  - Data is biased
- Power
  - Who is developing AI?
  - Who is deciding?
- Sustainability
  - Computational cost of AI
  - Human and social costs



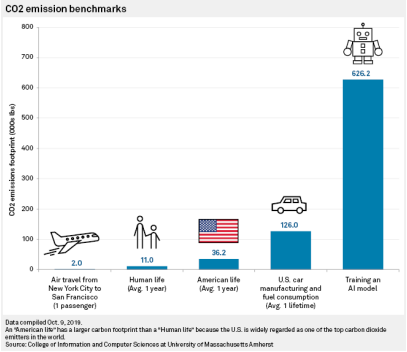
At Tech's Leading Edge, Worry About a Concentration of Power



- **18% researchers at conferences are women**
- **80% professors are men**
- **Workforce**
  - **Google: 2,5% black, 3,6% Latino, 10% women**
  - **Facebook: 3,8% black, 5% Latino, 15% women**



Source: CSET. Note: The blue line represents growing costs assuming compute per dollar doubles every four years, with error shading representing no change in compute costs or a doubling time as fast as every two years. The red line represents expected GDP at a growth of 3 percent per year from 2019 levels with error shading representing growth between 2 and 5 percent.



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More than a technology, AI is a social construct

development and use of AI require a multidisciplinary approach understanding and critiquing the intended and unforeseen, positive and negative, socio-political consequences of AI for society in terms of equality, democracy and human rights.

RESPONSIBLE AI IS NOT A CHOICE!

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