

ETHICS IN ARTIFICIAL INTELLIGENCE



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Chief Data Officer Programs

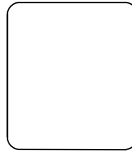


AI Solutions

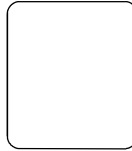
Marketing
Human Resources
Supply Chain
Mergers & Acquisitions
Customer Service
Finance
Legal

Retail
Insurance
Banking
Communications
Healthcare

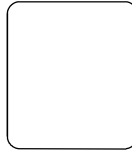
Contents



How does AI work?



Who is using it and for what?



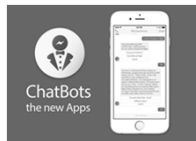
What to look out for?

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What is AI?

Human-like
intelligence
systems



Machine Learning
Alexa, Siri, Watson

Robots

Avatars

Chatbots

Google Duplex

Terminator



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Why do I care?

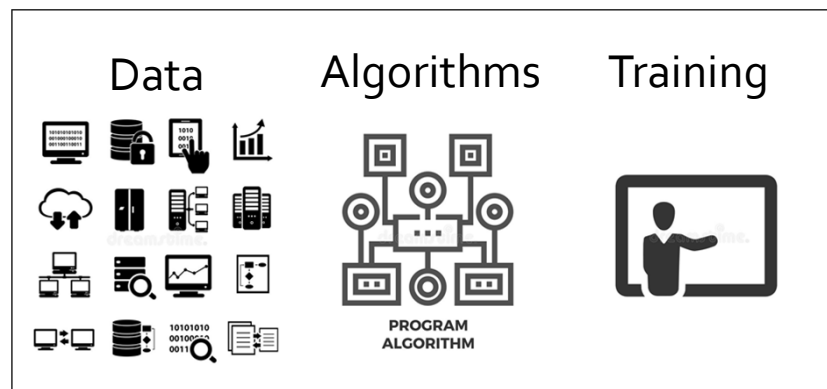


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How does AI work?

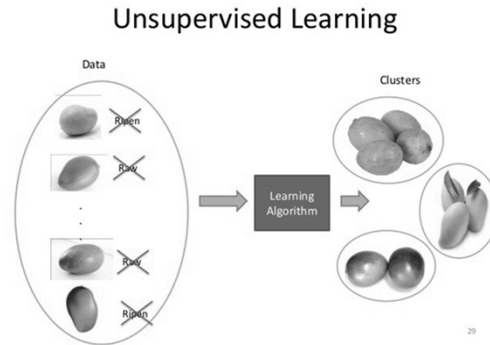
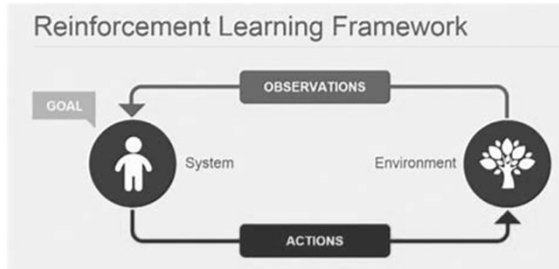
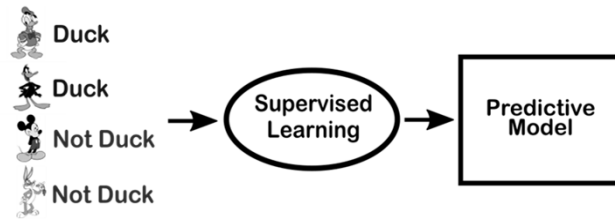
Understand, Learn and Act



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Training Methods



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What departments and for what purposes?

Personalization

CEOs
Marketing & Digital Offices
Sales
Operations
Innovation Office

Preserve, Augment Expertise

Operations
Financial Advisers
Actuaries
Industry Specialists
Rare or Retiring Professions

Questions & Support

IT Help Desk
Customer Service
Warranty desks
First line sales

Compare & Comply

Industry-based compliance
Legal
Procurement
Ledger-based departments
Contract-based departments

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*What to
look out
for?*

Data Algorithms Training

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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

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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

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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

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Bias Harms

Allocation Bias

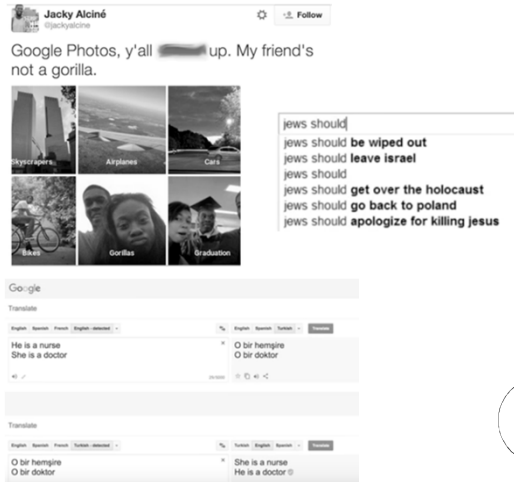
Resources are denied because of classification



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

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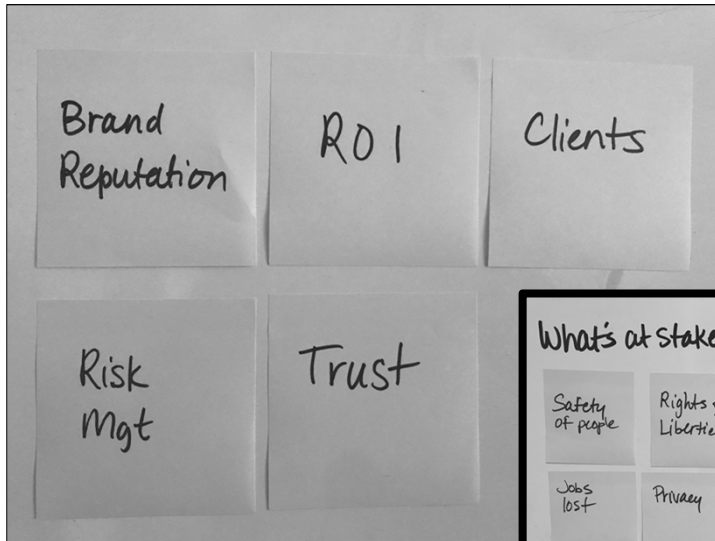
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What can you do?

- 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

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The Stakes are High



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Thank you

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

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