

## AI ETHICS

### ETHICS

**An Ethics** are moral principles concerned with what is good for individuals and society. An Ethics are the moral principles that govern a person's behaviour or the conducting of an activity.

**"Ethics are the moral responsibility of anyone or anything that can impact others."**

#### **Why ethics are important in life?**

An Ethics provides us some moral rules to make better lives on a daily basis. It helps us to make decisions that create positive impacts and steering us away from unjust outcomes. Ethics guides us to make the world a better place through the choices we make. Ethics should be applies on every activities we are doing.

### **AI ETHICS**

**AI Ethics** is a system of moral principles and techniques intended to inform the development and responsible use of artificial intelligence technology. AI Ethics refers to the basic principles for AI system design that use the good code of conduct and produces the results.

In other words, Ethics means what is right and Unethical means what is wrong.



#### **Why Ethics in AI are important?**

As AI has gained so much power that can change the lives of people. We need to have ethics into a certain piece of AI, is being developed. We need to monitor/check/police the outcomes of that specific piece of technology in order to fully understand its behaviour and make sure that it's not violating our (human) moral principles.

### ETHICAL ISSUES AROUND AI

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#### **Ethical issues during AI Setup**

- **Bias and Fairness:** There may be a chance of adding biasness to the AI-enabled machines during developing, either by the developers or by the training data. For example: AI system designed for recruitment must not be biased against gender, colour, religion etc. It should be free from all such things and be totally fair.

- **Accountability:** A question is raised in everyone's mind that Who would be accountable for making mistakes by the AI system?  
For example: If an autonomous Tesla car hits someone, then Who was blamed for it - that car itself, a person inside the car or the developers/testers of the car?
- **Transparency:** Transparency means everything that AI performs is explainable. It must explain all the information and knowledge that can be used by AI system. Such information includes what data is used, why that data is used, how that data is used, which models are used etc.

### **ETHICAL ISSUES OF AI ACTIONS**

- **Safety:** The implementation and practices for AI technology must be safe and ensure the well-being of individual persons as well as public welfare. It must hold the trust of users through the responsible use of technology.
- **Human AI Interaction:** With the evolution of AI, Humanoid robots are much more similar to humans or other living beings in appearance and actions. Therefore, there may be a chance to violate the human dignity in any way. Thus, AI must not deceive humans (or any other living beings).
- **Cyber Security and Malicious use:** Nowadays, AI tools can be used to determine the possible threats to cyber security. AI uses big datasets to determine futuristic threats and to test the system's vulnerabilities (weak holes).

But you just think that if such AI tools become available to the wrong hands (like hackers/terrorists), they will destroy the whole security. Thus, it is the ethical responsibility of an organization to have human control over AI usage so that it will not be available to hackers for malicious use.

- **Trust, Privacy, and Control:** With the rapid development of AI technology, "Deepfake" technology makes what once was reliable evidence into unreliable evidence through digital photos, sound recordings, videos, etc.

**Deepfake is a technology that can generate fake digital photos, sound recordings, and videos, which look just as original as possible.** Thus, it is the ethical responsibility of the creator and user of AI to ensure that these are not misused.

### **ETHICAL ISSUES ON AI IMPACT**

- **Automation and Impact over jobs:** Use of AI-enabled machines like robots increased automation in each and every field and replacing humans too. Therefore, it impacts over jobs.  
Actually, the use of AI does not mean that the jobs are reduced, it means the nature of jobs is changing. Thus, it is the ethical responsibility of an organisation to upgrade the skillsets of their workers to meet the AI futuristic jobs.  
Also, it is the ethical responsibility of our government to bring appropriate changes in

the education, trainings and opportunities for the people.

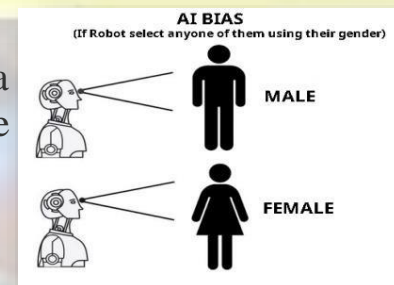
## **ETHICAL ISSUES FOR AI FUTURE**

- **Human Right vs. Use of AI:** In many cases, use of AI becomes a threat on humanrights. For example: People share every moment of their lives through social media platform, AI can analyse all these data to make available to the government but also to potential advertisers. This become a huge risk to data privacy and protection i.e. Violation of human right to privacy.

Other such cases like - AI can analyse huge symptoms datasets of a person and can predict possible future ailments and disease. Using such analyses, a health insurance companies may deny insurance to people i.e. Violation of human right to affordable healthcare.

### **What is an AI Bias?**

AI Bias means favouring someone or something. When Bias Data is fed to an AI Machine while creating the Model then the machine will also be biased.



AI Bias is an anomaly in the result produced through AI based programs and algorithms because of prejudiced assumptions made during the algorithm development process or prejudices in the training data.

### **For example :-**

- => Most of virtual assistants have a female voice and not a male voice.
- => Security systems are trained, based on an individuals race of gender rather than their actions, movements to commit the crime ,etc.
- => In US, a healthcare algorithm was used to decide extra medical facilities for people, AI produced faulty results and favoured white patients over black patients.

### **Training data in AI**

=> Data plays an important role in an AI model's functioning. AI models uses training data to learn and perform its task with high accuracy. Traing data may be biased during collection process that will produced biased results.

**Training Data is a huge collection of labelled information that is used to build an AI model.**

**For example:** Let us consider that a person Mr. X likes a color 'Red' very much. Now, if another dataset stores that 'Red' colour is preferred for aggressive nature, then without much representation, this dataset may link that person with aggressive nature. So this is

an example of AI bias.

### **What is AI Access?**

AI Access explain the gap in society, where only upper-class people who can afford AI-enabled devices have the opportunity to access it and people below the poverty line don't have access to it.

Because of this, a gap has emerged between these two classes of people and it gets widened with the rapid advancement of technology.

The Government has to bring balance in the society by providing infrastructure to common students/people so that everyone will get a chance to access emerging technologies like AI.

**AI access means making AI more accessible or available to all.**

### **WHAT IS DATA PRIVACY?**

Data plays an important role in every aspect of AI. **Data Privacy ensures that the data shared by customers/users is only used for its intended purpose. It is also known as Information Privacy.**

**Data privacy is defined as one able to control how our digital data is being stored, modified, and exchanged between different parties.**

An applications required a lot of information which is collected from their users like browsing history, geographical locations, contact list, hobbies, preferences etc. These information can be used for the interest of both i.e. users and owner of application, as it may help in providing customized recommendations, notifications and for effective user's experiences of an applications.

Whenever we download and install an app on our smartphone or computer, it asks some permissions to allow for using the app. For example: When we use the app first time, then we have to allow some permissions like allowing contact list, photo gallery, locations etc. **Organizations use data protection policy to keep the user's data safe.**