



**DATA**  
**ETHICS**

# Ethical Pitfalls in Artificial Intelligence

  
**EDM Council**

**EMERGE**

  
INFORMATION ETHICS  
&  
EQUITY INSTITUTE

# Agenda

Today we'll cover:

- Welcome & introductions
- Ethical AI business case
- Accountability, values, & trust
- Common pitfalls
- Best practices

# Welcome & introductions



**Diana Ascher, PhD, MBA**

Founder, Information Ethics &  
Equity Institute

Senior Advisor for Data Ethics &  
Responsible AI, EDM Council

Director, UCLA IS Lab



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# Welcome & introductions



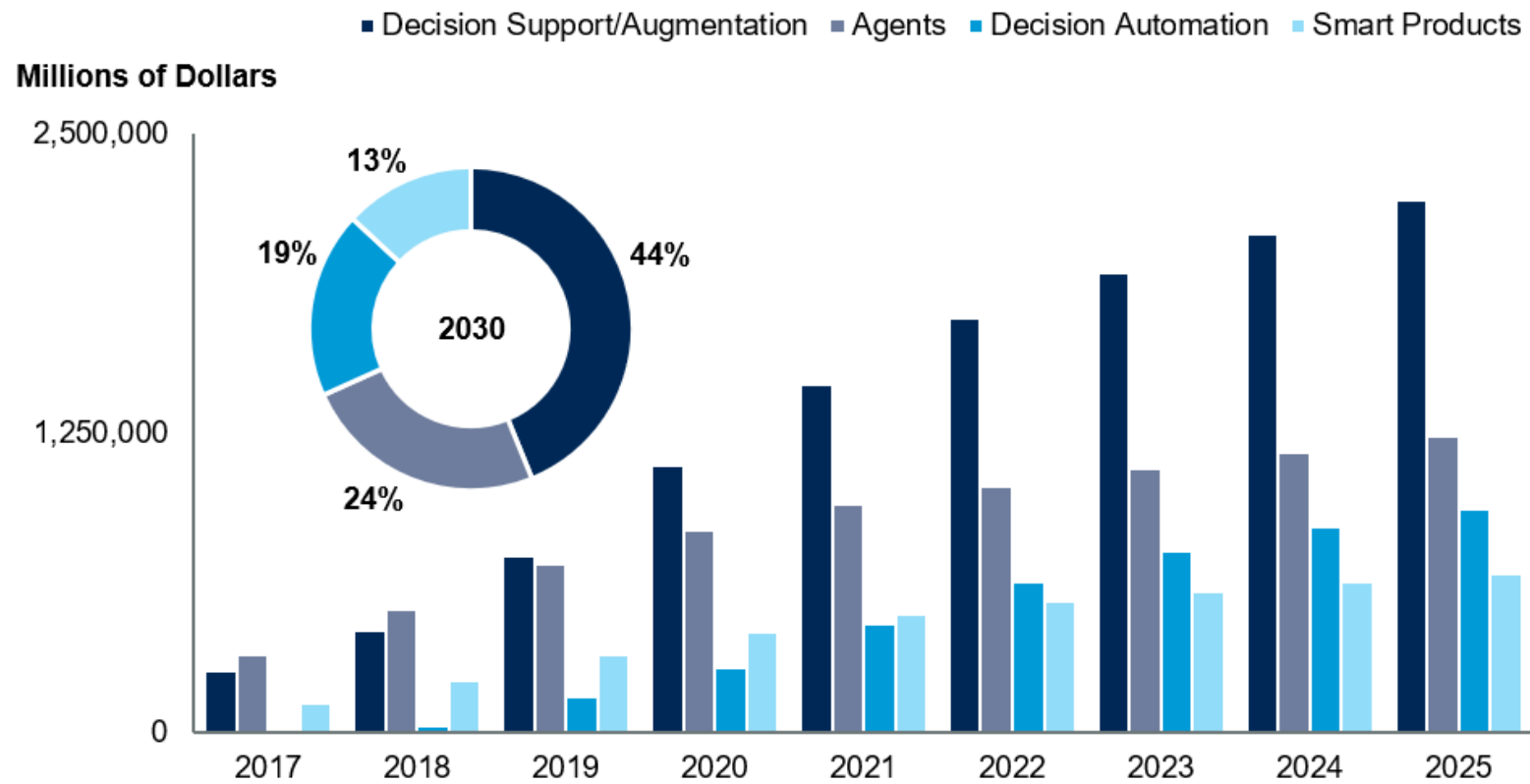
## **Danny Saksenberg**

Chief AI Officer of Emerge  
Lead of the EDM Council's AI &  
Analytics Special-Interest Group

**EMERGE**

# AI market

## Business Value Forecast by AI Type



Source: Gartner  
ID: 386366

# AI market

## Technology is not neutral

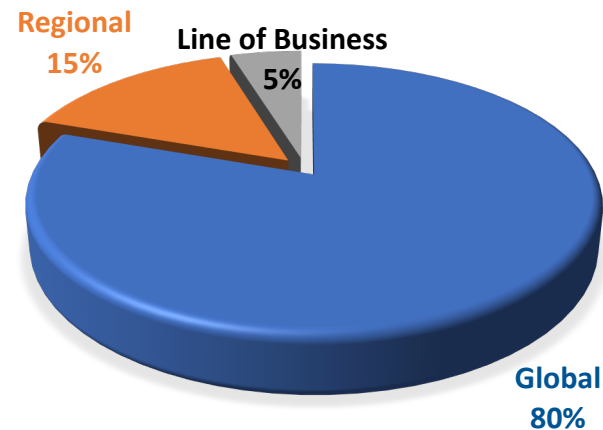
- Increases access to information
- Perpetuates existing power structures, causing disproportionate harm to under-represented groups



# Data Ethics responsibility

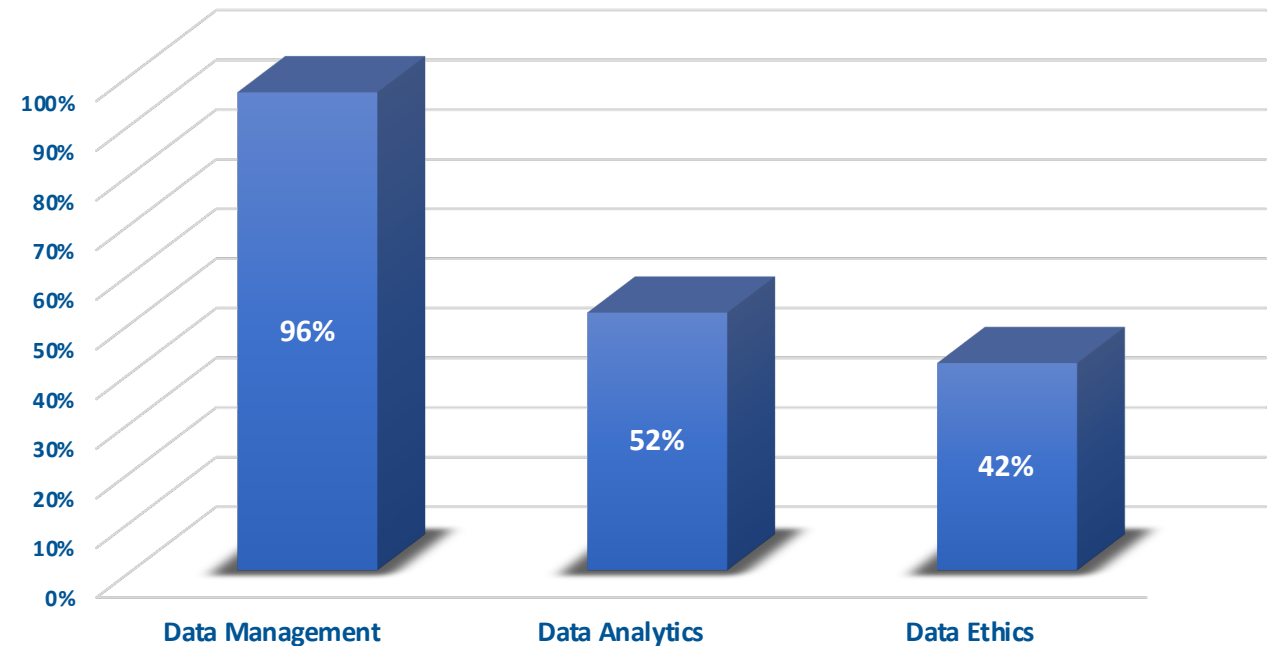
**DOES YOUR ORGANIZATION HAVE A CHIEF DATA EXECUTIVE (CDO OR EQUIVALENT)?**

## Scope of Responsibility



### 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

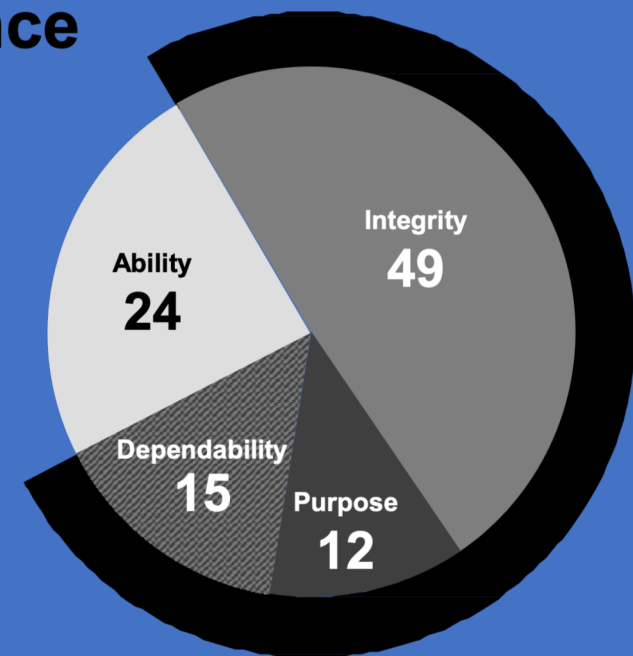
stakeholder

# 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

## Competence

**24%**



Key drivers of trust

## Ethics

**76%**

# Business case for ethical AI

**CNN BUSINESS**

LIVE TV

## 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



Cambridge  
Analytica



EDM Council

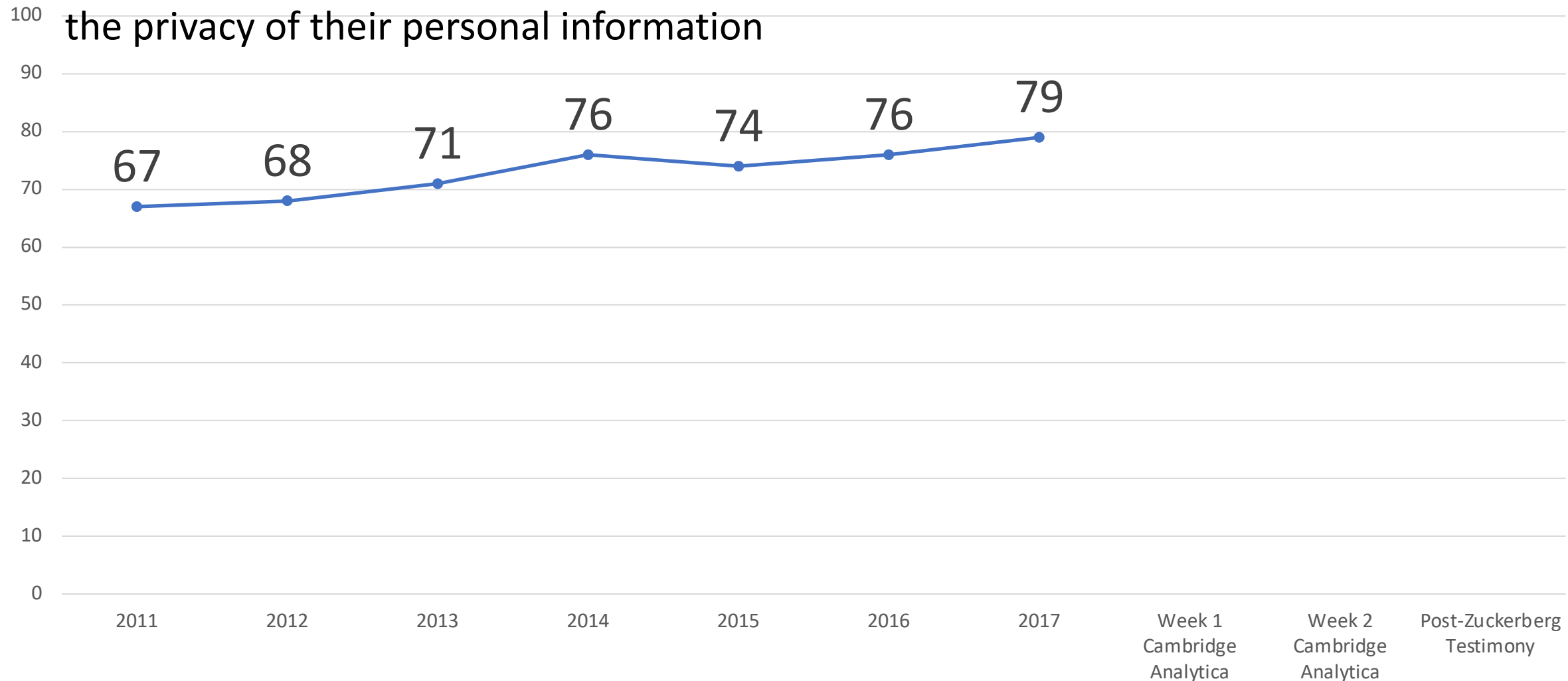
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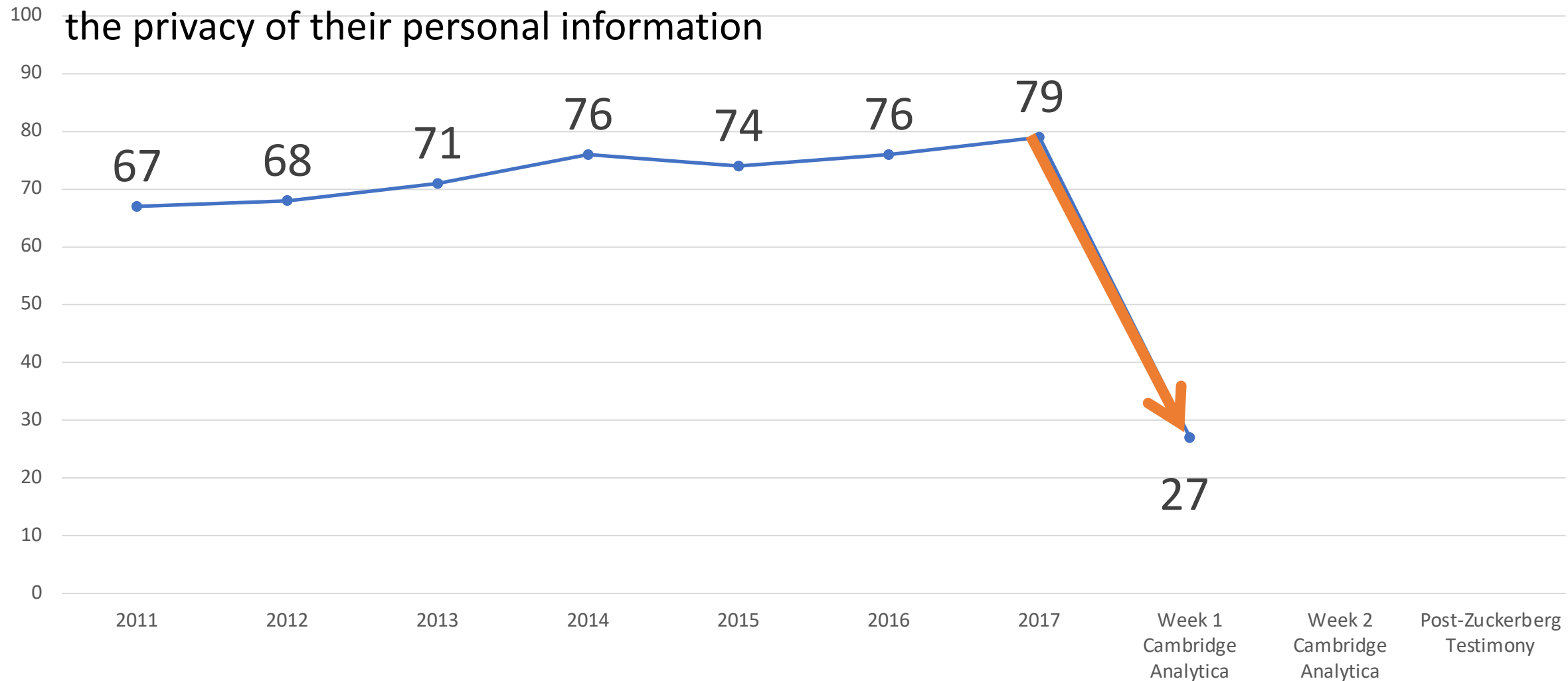
# Declining trust

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



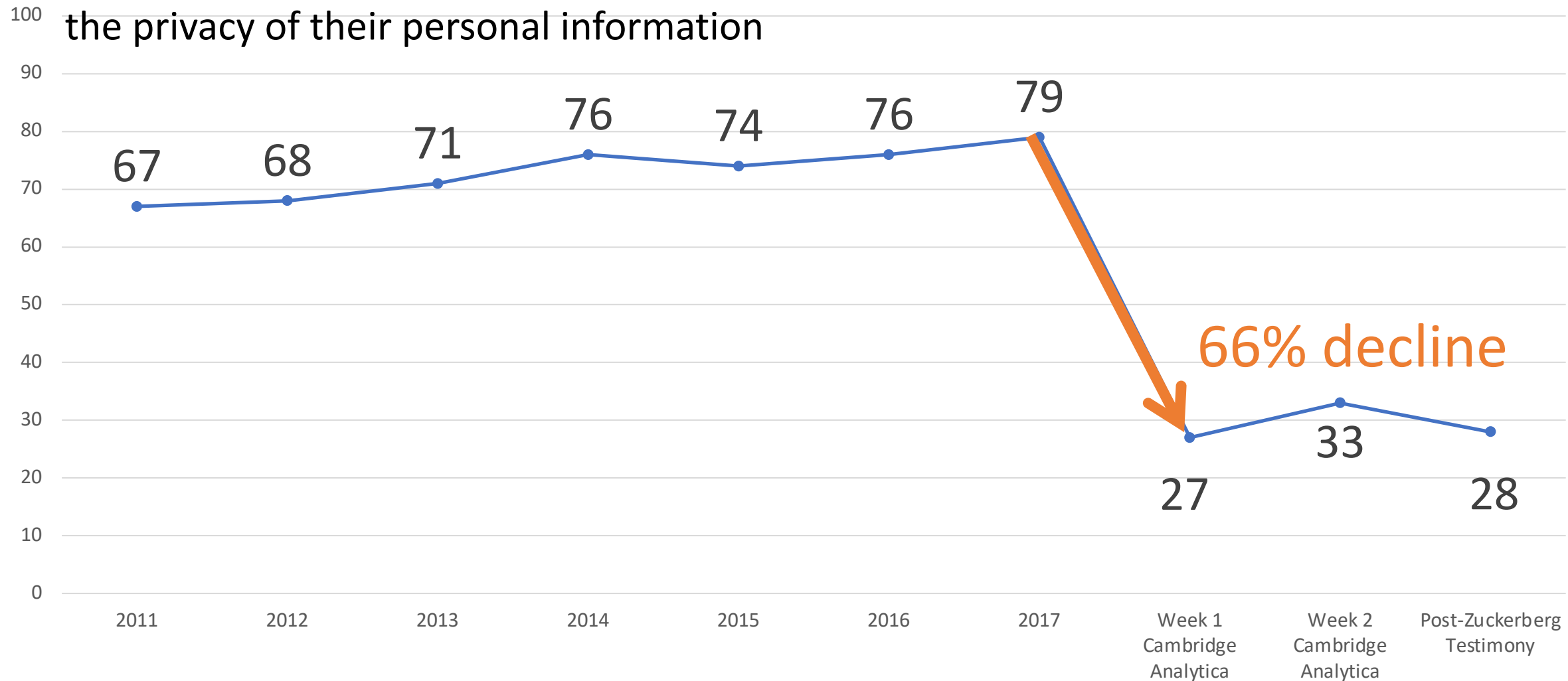
# Declining trust

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# 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



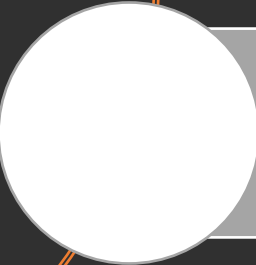
Unilever

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

# 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

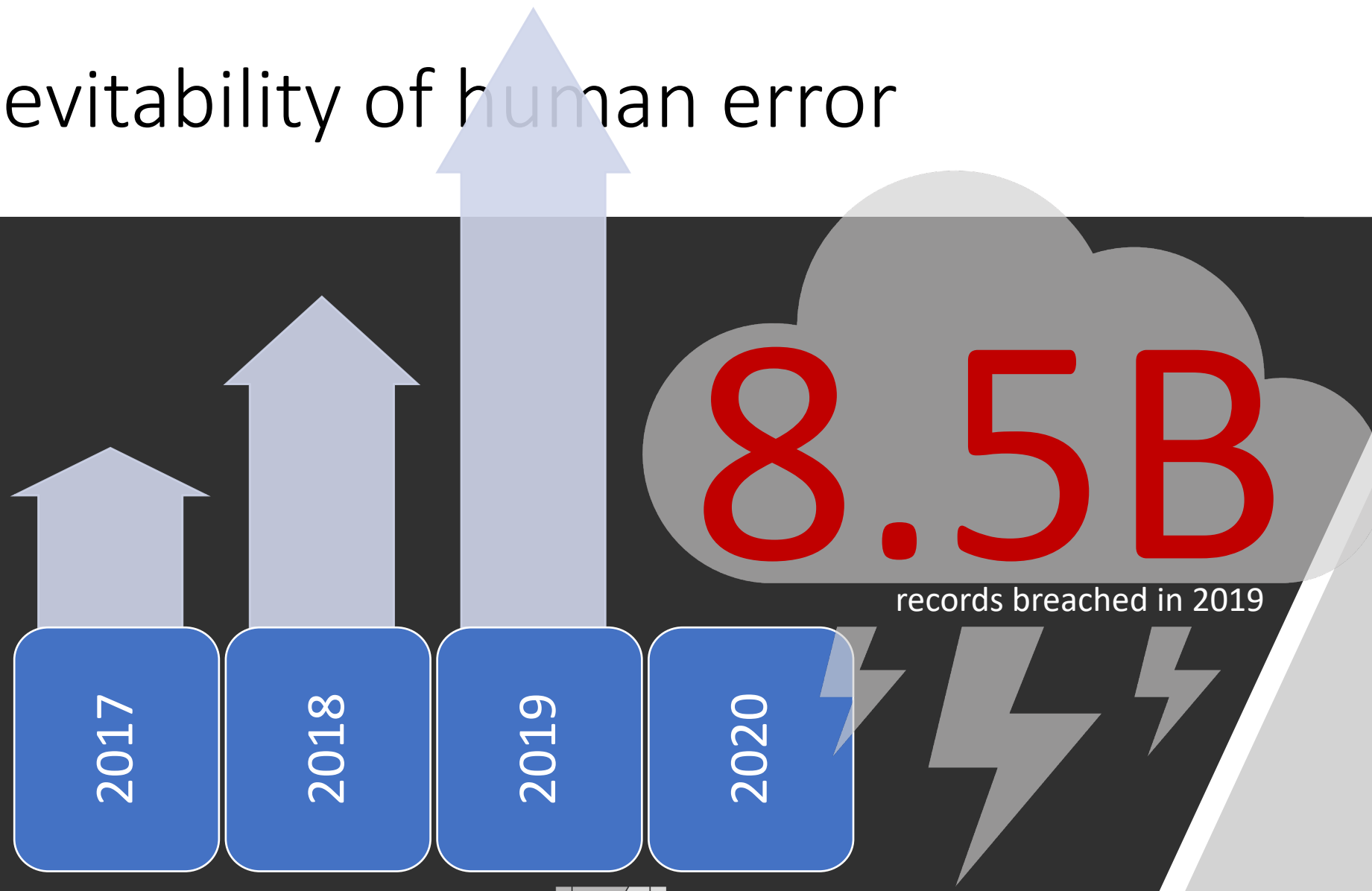


Barriers to transparency & autonomy



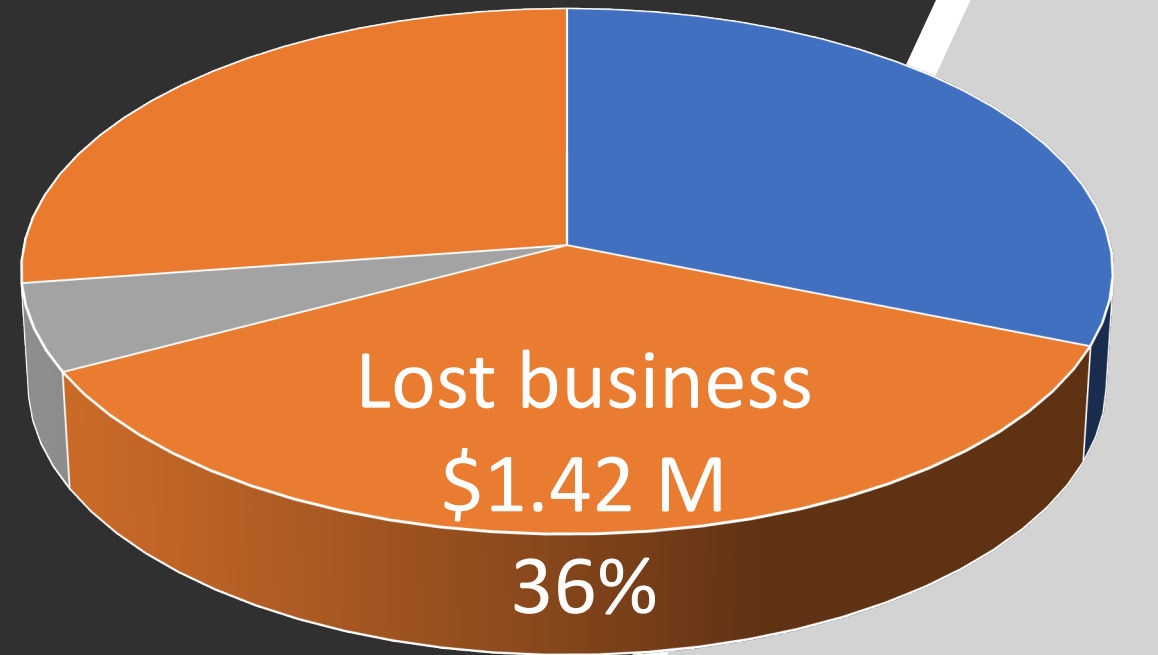
Inequitable outcomes

# Inevitability of human error



# Inevitability of human error

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



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

# Inevitability of human error

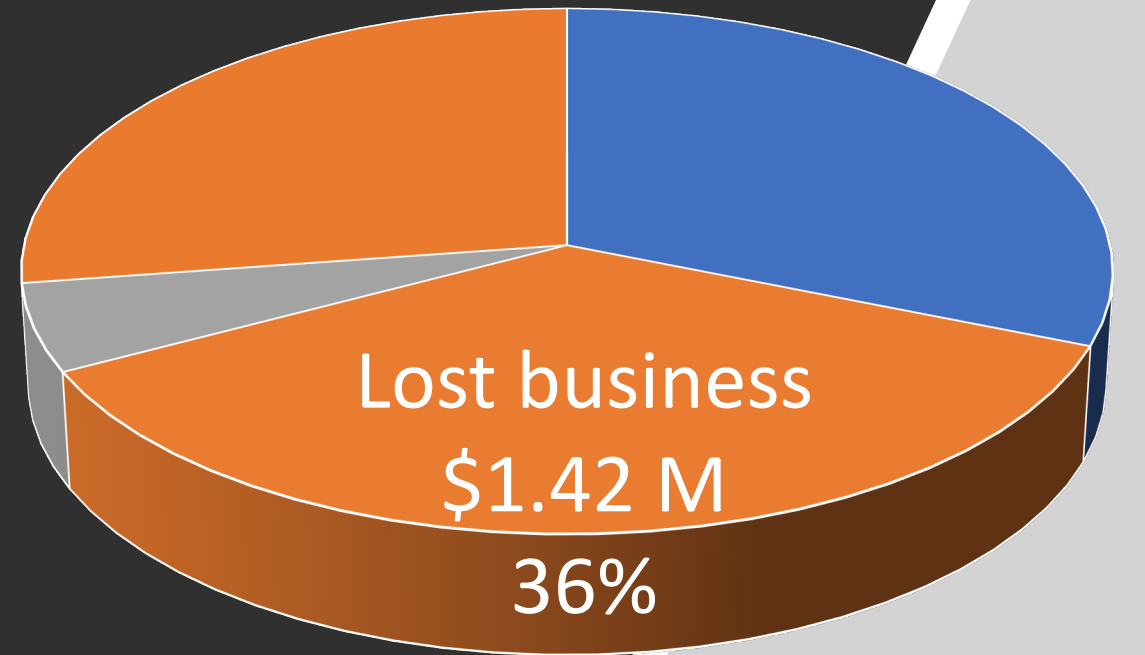
To reduce the loss of customers following a data breach, **preserve consumer trust**



Waited **39 days** to reveal breach to the public



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

# Solutions



Diversity



Materiality



Transparency



Purpose

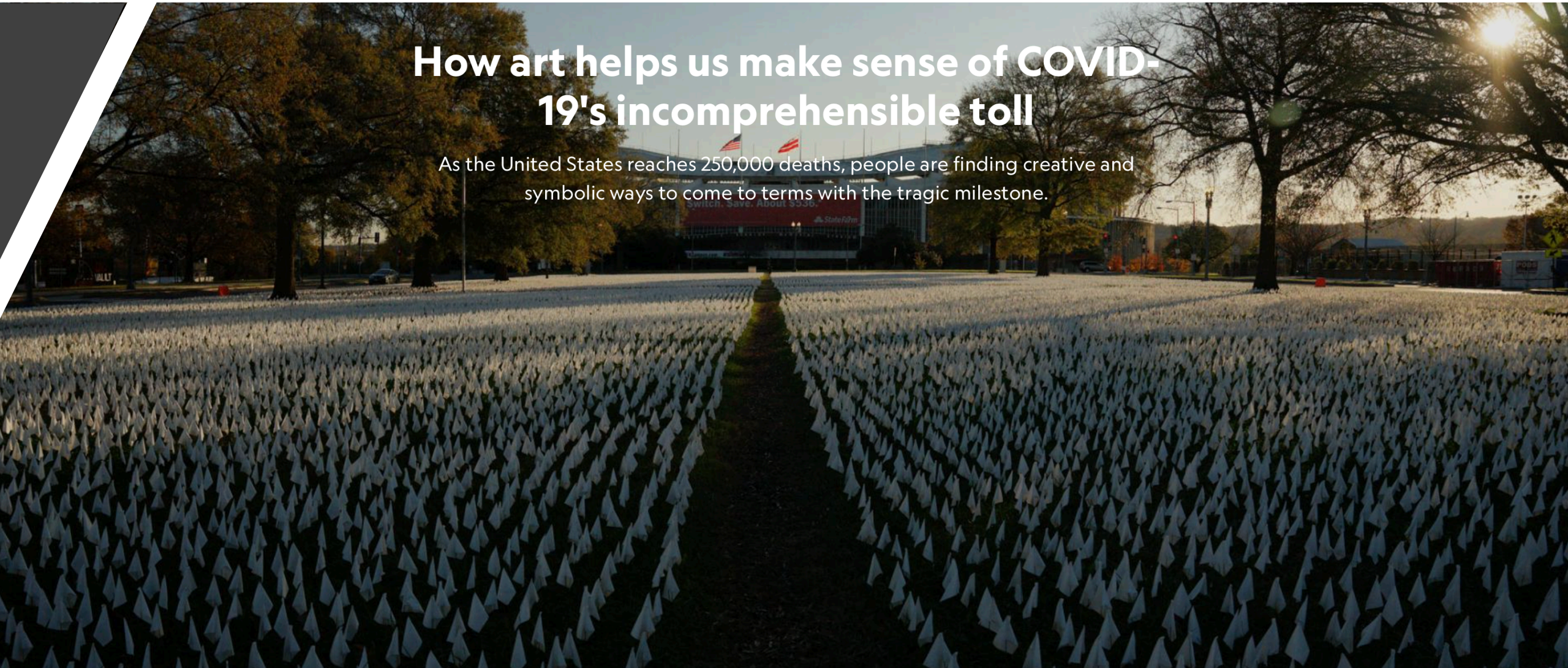
# Diversity



# 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**

IDEAS AND OPINIONS

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

Ian Barnett, PhD, and John Torous, MD



# Purpose



“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.

# Purpose



# Let's discuss!

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