DePaul University, Fall 2022

Design and AI Ethics

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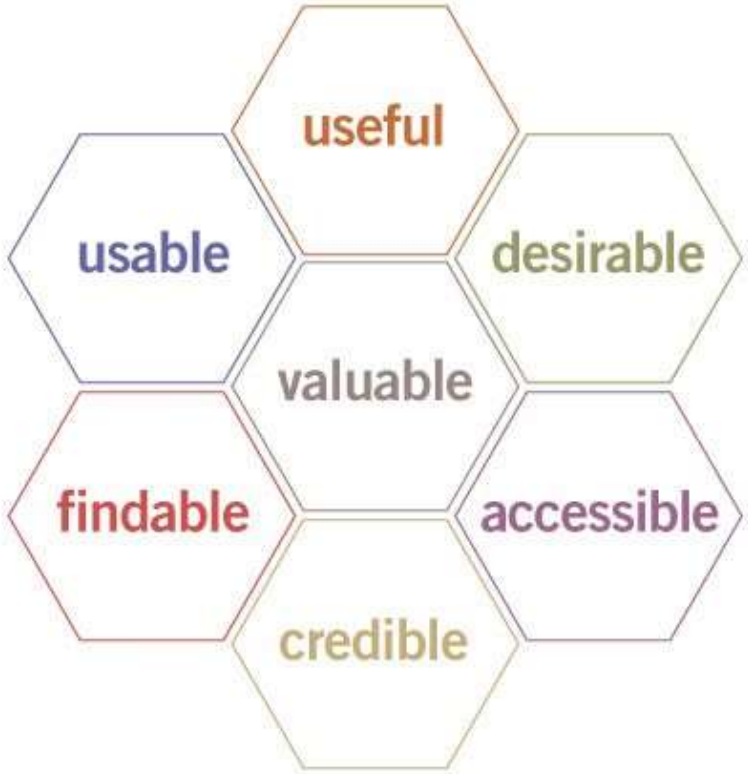
First Machines

Al-Jazari described a water-powered automaton orchestra on a boat in 1206

Making Responsible and Human-Centered AI



User Experience Honeycomb
Peter Morville, et al.

Responsible
and
Human-Centered AI

Broaden our Work

Is this an AI-friendly challenge?

What kind of improvements are expected?

What are the benefits and risks?

How will we know we've made improvements?

Sense changes over time

Understand Complexity of Context

Sources of Complexity

Environmental

Human

AI system capabilities

Research to understand

- Environmental, human, and information complexity
- Changes over time

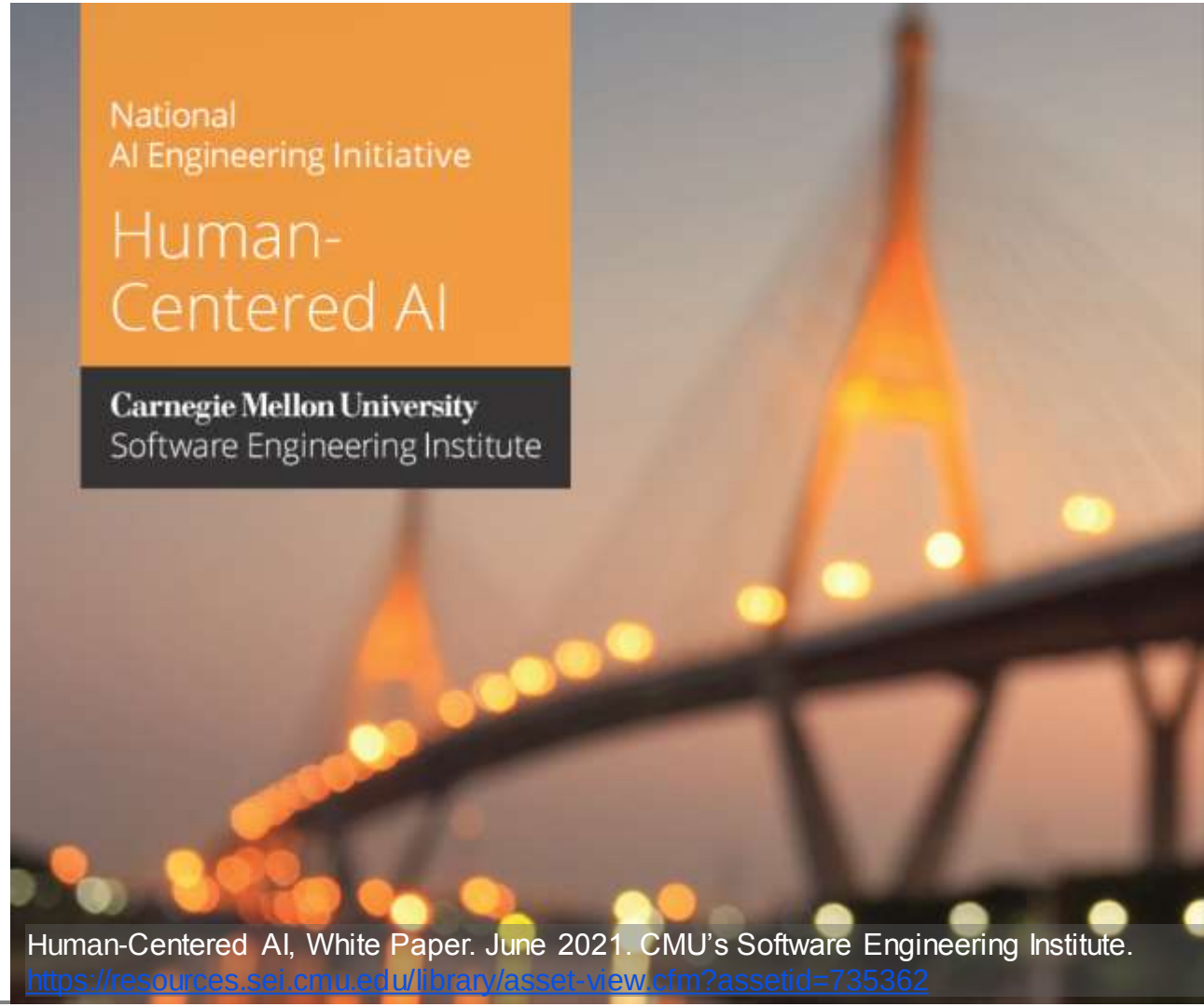
Understanding Context

Desired outcome, human's needs

Human and contextual factors

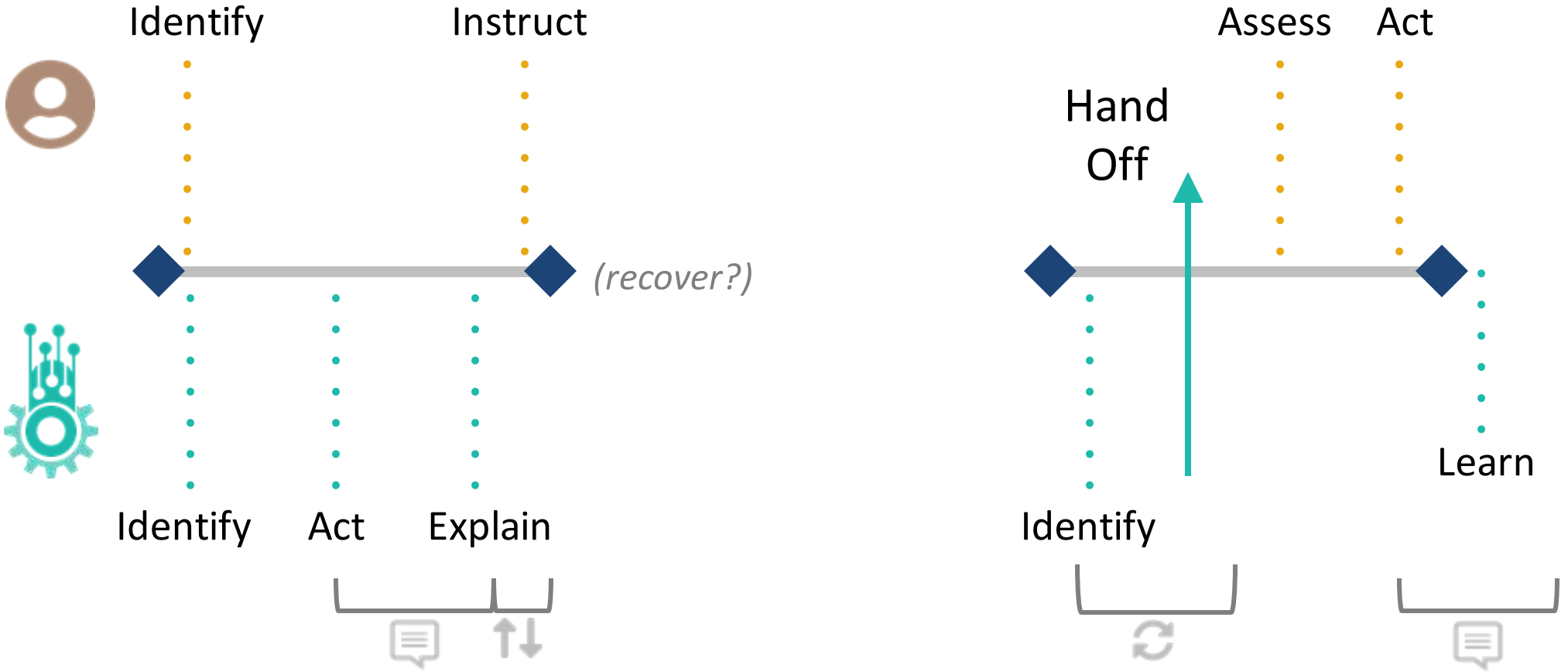
How do human and AI:

- learn when shifts in context have occurred?
- maintain clarity around operational intent?
- adapt and evolve based on dynamic contexts?



Human-Centered AI, White Paper. June 2021. CMU's Software Engineering Institute. https://resources.sei.cmu.edu/library/asset-view.cfm?assetid=735362

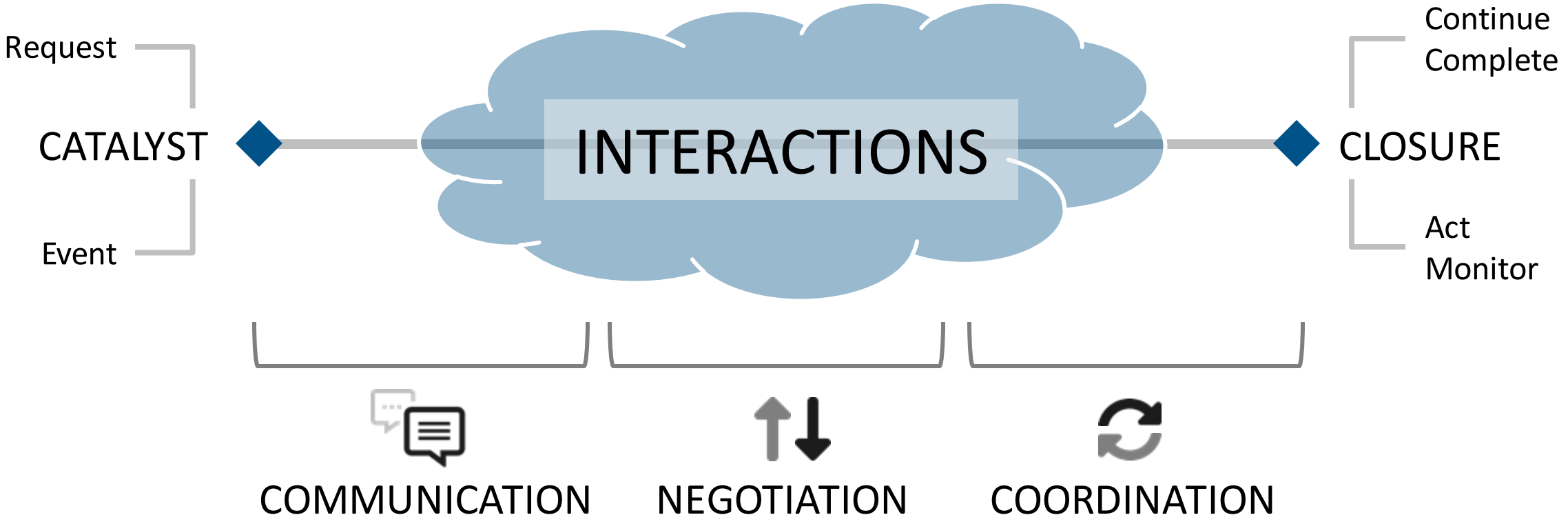
Scenario: Semi-Autonomous Vehicle Avoids Road Obstruction



How IAs Can Shape the Future of Human-AI Collaboration
Presented on April 28-30, 2021 at the Information Architecture Conference (IAC21)

Scenario: Medical Treatment Decision Support

Collaborative Activities and Interactions



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Safe Experiences

Actions to get into or maintain
a **safe state** should be **easy** to do.

Actions that can lead to
an **unsafe state** (hazard) should be **hard** to do.

N. G. Leveson. 2017. The Therac-25: 30 Years Later. In Computer, vol. 50, no. 11, (November 2017), 8-11. DOI: 10.1109/MC.2017.4041349
N. Leveson. 1995. Safeware: System Safety and Computers, Addison Wesley (1995).

Make Systems Effective Team Players

Easy to direct

- How observable is its behavior?
- How easily and efficiently allows itself to be directed?
- Even (or especially) during busy, novel episodes?

S. W. A. Dekker and D. D. Woods. 2002. MABA-MABA or Abracadabra? Progress on Human–Automation Co-ordination. Cognition Tech Work 4, (2002) 240–244. DOI: https://doi.org/10.1007/s101110200022 Note: MABA-MABA (Men-Are-Better-At/Machines-Are-Better-At lists)

Capitalize on Human Strengths

Humans are (still) better at many activities:

- Exposing Bias
- Identifying downstream impacts
- Judgment
- Recognizing Bias
- Responding to change
- Socio-political nuance
- Taking context into consideration

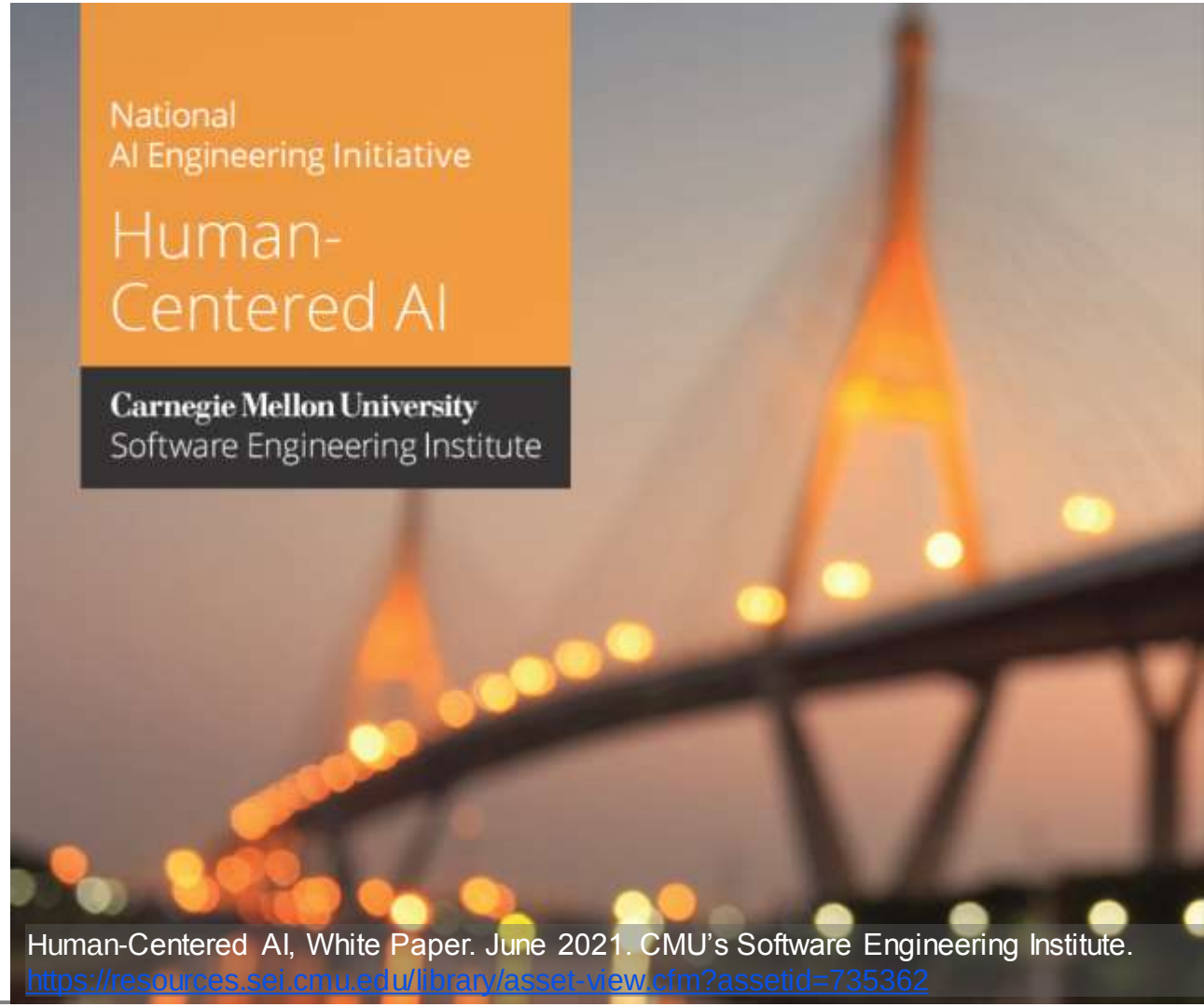
Amanda Muller and Carol Smith. 2022. Perceptions of Function Allocation between Humans and AI-Enabled Systems. UXPA 2022 (pre-print). https://uxpa2022.org/sessions/perceptions-of-function-allocation-between-humans-and-ai-enabled-systems/

Design for Interdependence

Human-Machine Teaming
- people and machines
- interacting with each other.

Design AI systems to provide transparency regarding limitations.

Humans will gain *calibrated* levels of trust.



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Trust is personal

Calibrated based on personal experiences, current context, and the available evidence of the system's capability and integrity.

Distrust
Trust falling short of system capabilities
- may lead to disuse.

Calibrated Trust
Trust matches system capabilities - leading to appropriate use.

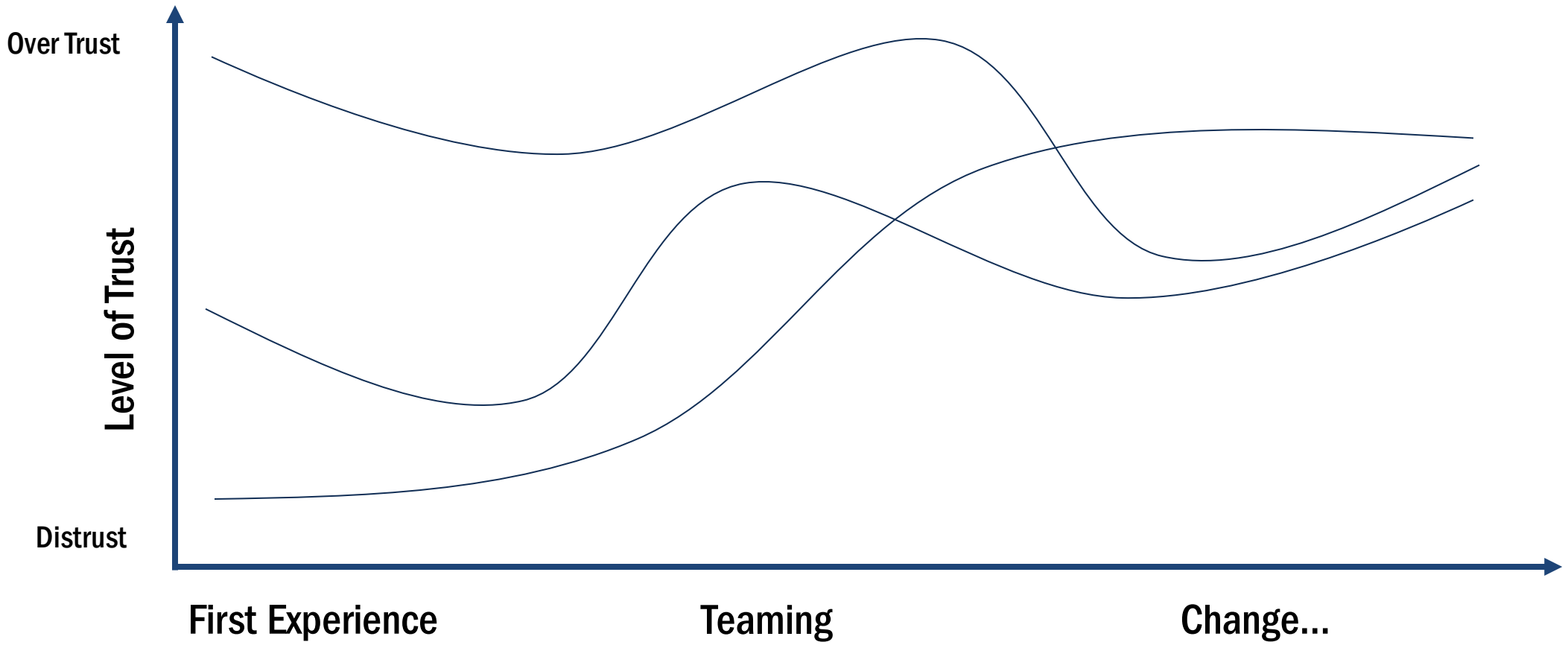
Over Trust
Trust exceeding system capabilities - may lead to misuse.

Rejection.

Automation bias.

Bobbie Seppelt and John Lee. 2012. Human Factors and Ergonomics in Automation Design. In Handbook of Human Factors and Ergonomics (Fourth Edition) Chapter 59. Wiley. DOI: https://doi.org/10.1002/9781118131350.ch59

Trust Changes Over Time



Kun Yu, Shlomo Berkovsky, Ronnie Taib, Dan Conway, Jianlong Zhou, and Fang Chen. 2017. User Trust Dynamics: An Investigation Driven by Differences in System Performance. IUI 2017 (March 2017), 307-317. DOI: http://dx.doi.org/10.1145/3025171.3025219

Speculation keeps people safe - Activate Curiosity

Conversations for Understanding

Difficult Topics

- What do we value?
- Who could be hurt?
- What lines won't our AI cross?
- How are we shifting power?*

*"Don't ask if artificial intelligence is good or fair, ask how it shifts power." Pratyusha Kalluri.
https://www.nature.com/articles/d41586-020-02003-2

Photo by Pam Sharpe https://unsplash.com/@msgrace?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText On Unsplash - https://unsplash.com/s/photos/business-woman-smiling?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText

New uncomfortable work

“*Be uncomfortable*”

- Laura Kalbag

Ethical design is not superficial.

Adopt Technology Ethics

- Harmonize cultural variations
- Balance to pace of change, industry pressure
- Explicit permission to consider and question breadth of implications

Association for Computing Machinery

AI NOW INSTITUTE

Microsoft

Google

Montréal Declaration Responsible AI_

An initiative of Université de Montréal

U.S. DEPT OF DEFENSE

Prompt conversations

Pair technical ethics with checklists

- Bridge gaps between "do no harm" and reality
- Reduce risk and unwanted bias
- Support inspection and mitigation planning

Carnegie Mellon University
Software Engineering Institute

Designing Ethical AI Experiences: Checklist and Agreement

USE THIS DOCUMENT TO GUIDE THE DEVELOPMENT of accountable, de-risked, respectful, secure, honest, and usable artificial intelligence (AI) systems with a diverse team aligned on shared ethics. An initial version of this document was presented with the paper *Designing Trustworthy AI: A Human-Machine Teaming Framework to Guide Development* by Carol Smith, available at https://arxiv.org/abs/1910.03515.

We will design our AI system with the following in mind:

- ☐ Designated humans have the ultimate responsibility for all decisions and outcomes.
  - Responsibilities are explicitly defined between the AI system and human(s), and how they are shared.
  - Human responsibility will be preserved for final decisions that affect a person's life, quality of life, health, or reputation.
  - Humans are always able to monitor, control, and deactivate systems.
- ☐ Significant decisions made by the AI system will be
  - explained
  - able to be overridden
  - appealable and reversible

We work to speculatively identify the full range of risks and benefits:

- ☐ Harmful, malicious use and consequences, as well as good, beneficial use and consequences
- ☐ We will be cognizant and exhaustively research unintended consequences.

We will create plans for the misuse/abuse of the AI system, including the following:

- ☐ communication plans to share pertinent information with all affected people
- ☐ mitigation plans for managing the identified speculative risks

We value respect and security:

- ☐ incorporating our values of humanity, ethics, equity, fairness, accessibility, diversity, and inclusion
- ☐ respecting privacy and data rights (Only necessary data will be collected.)
- ☐ providing understandable security methods
- ☐ making the AI system robust, valid, and reliable

We value transparency with the goal of engendering trust:

- ☐ The purpose, limitations, and biases of the AI system are explained in plain language.
- ☐ Data sources have unambiguous, respected sources, and biases are known and explicitly stated.
- ☐ Algorithms and models are appropriate and verifiable.
- ☐ Confidence and context are presented for humans to base decisions on.
- ☐ Transparent justification for recommendations and outcomes is provided.
- ☐ Straightforward and interpretable monitoring systems are provided.

We value honesty and usability:

- ☐ Humans can easily discern when they are interacting with the AI system vs. a human.
- ☐ Humans can easily discern when and why the AI system is taking action and/or making decisions.
- ☐ Improvements will be made regularly to meet human needs and technical standards.

Team Signatures and Date

About the SEI

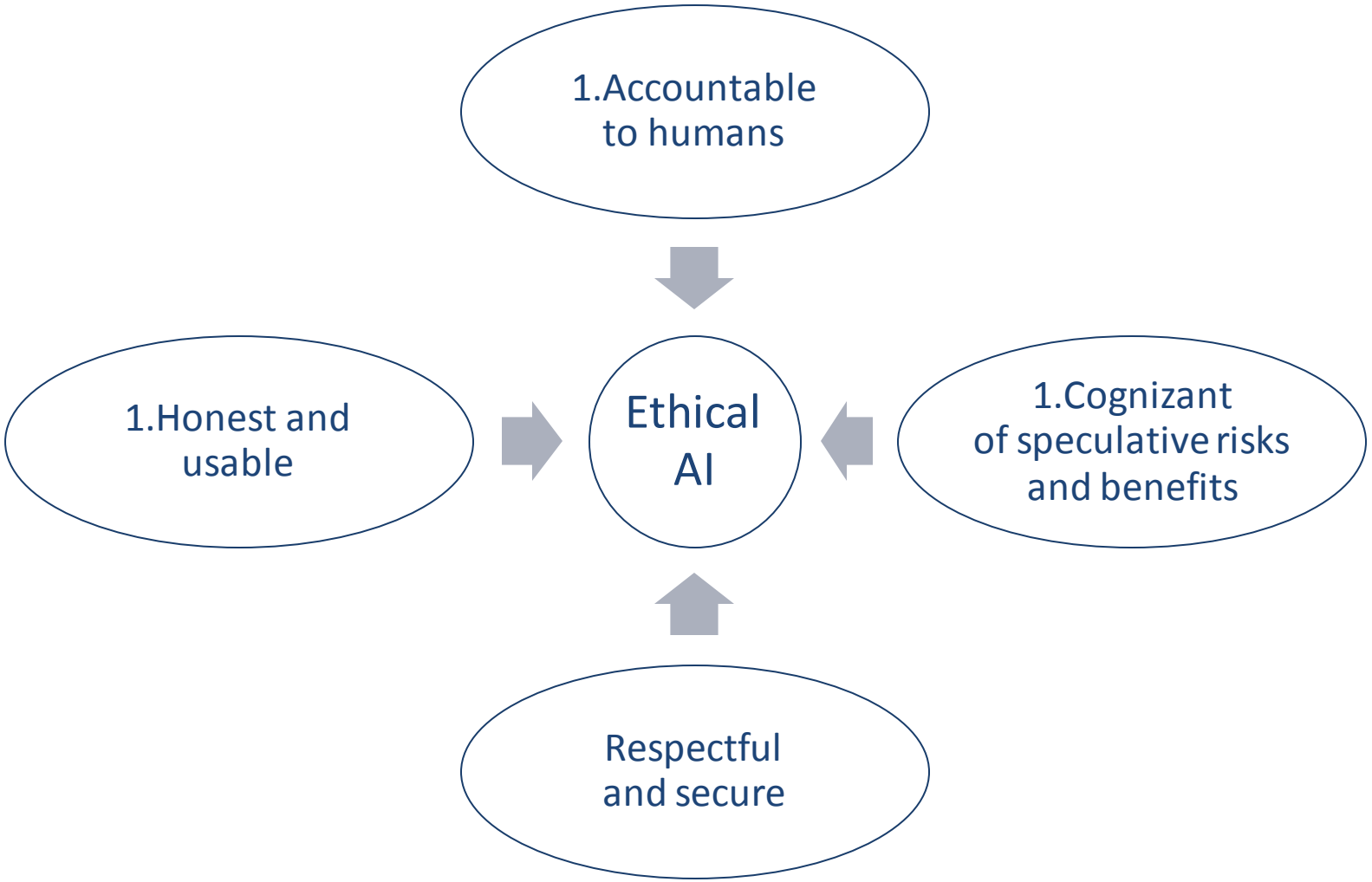
Contact Us

Designing Trustworthy AI for Human-Machine Teaming. By Carol Smith. Software Engineering Institute Blog. March 9, 2020. Checklist and Agreement - Downloadable PDF: https://resources.sei.cmu.edu/library/asset-view.cfm?assetid=636620

UX Framework

Designing Trustworthy AI

Framework for Designing Trustworthy AI



Designing Trustworthy AI for Human-Machine Teaming. By Carol Smith. Software Engineering Institute Blog. March 9, 2020.

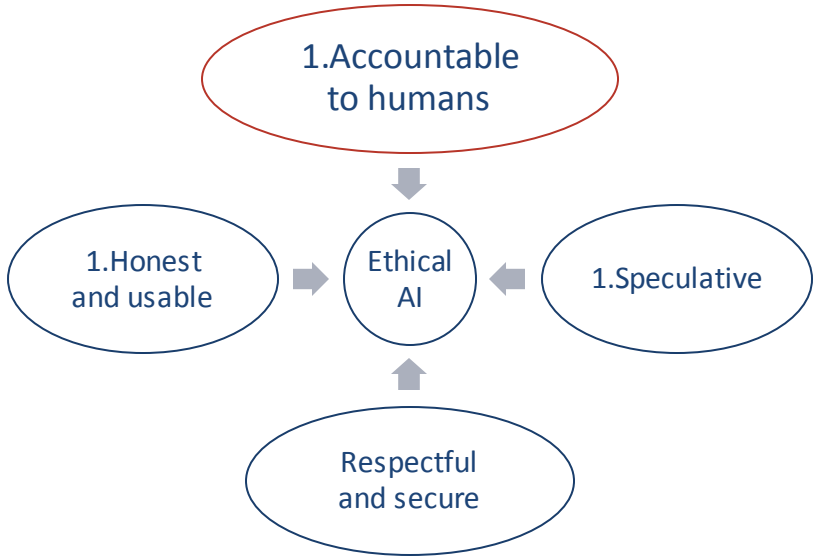
Accountable to Humans

Ensure humans have ultimate control

- Able to monitor and control risk

Human responsibility for final decisions

- Person's life
- Quality of life
- Health
- Reputation



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“Ensure humans can unplug the machines”

– Grady Booch

TED Talk, Grady Booch, Scientist, Philosopher, IBM’er

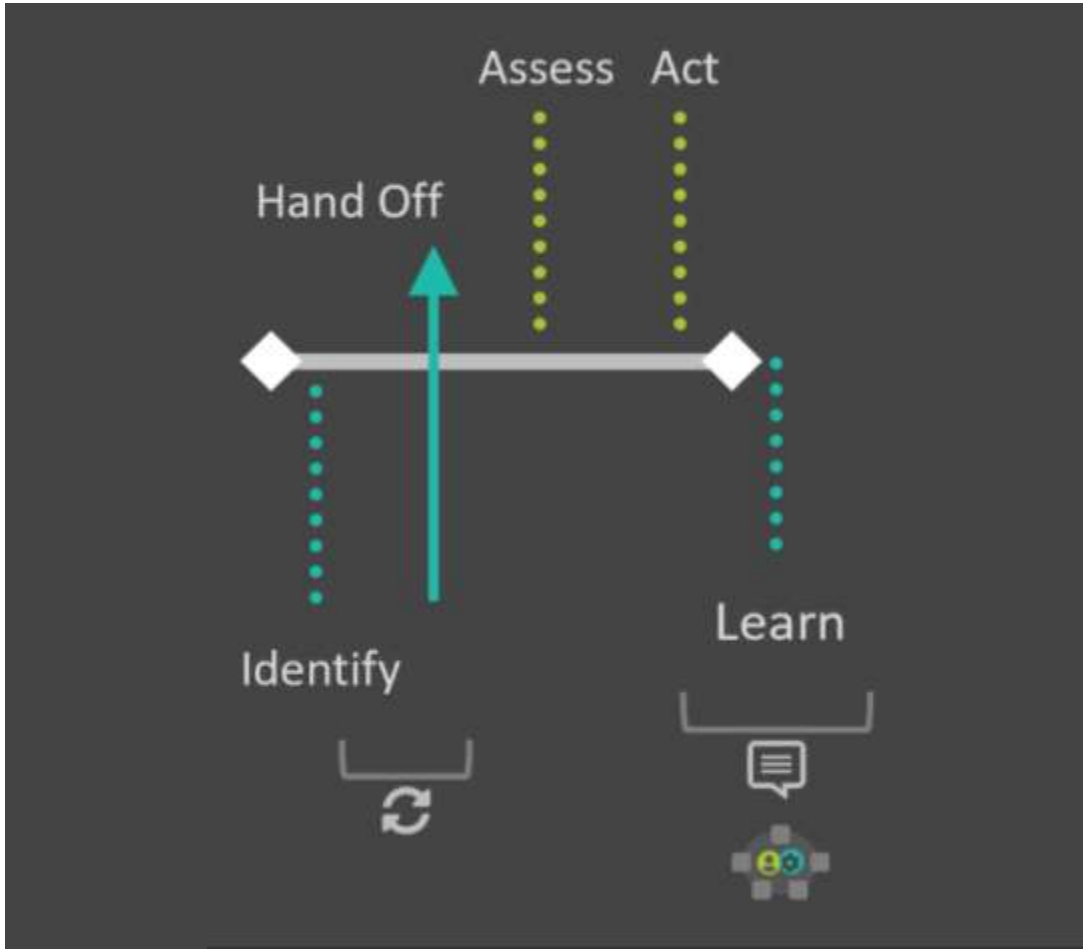
https://www.ted.com/talks/grady_booch_don_t_fear_superintelligence

Significant decisions

Significant decisions made by system

- explained
- able to be overridden
- appealable and reversible

Responsibilities explicitly defined between people and systems.



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How IAs Can Shape the Future of Human-AI Collaboration. Carol Smith and Duane Degler. Presented on April 28-30, 2021 at IAC21.

Cognizant of Speculative Risks and Benefits

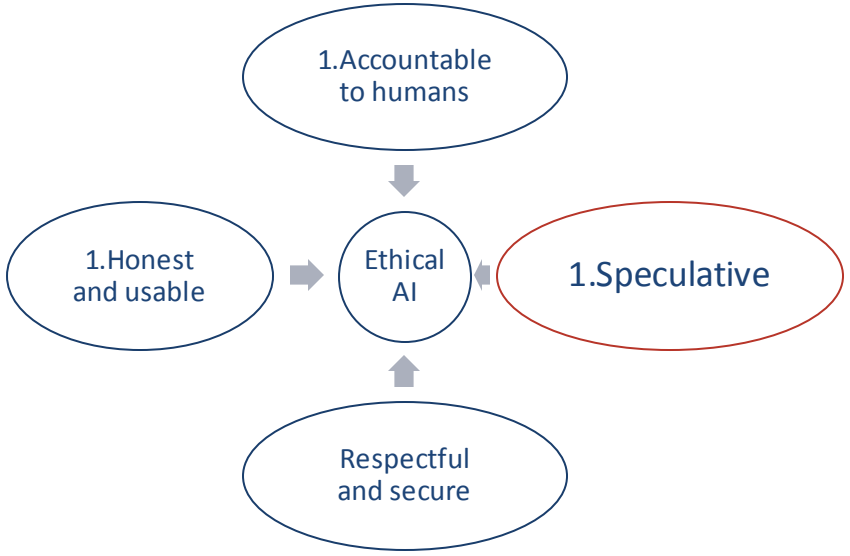
Identify full range of

- Harmful, malicious use, as well as good, beneficial use.
- Unwanted/unintended consequences.

Prevent potential harms.

Plan for unwanted consequences:

- Who can report? To whom?
- Turn off? Who notified? Consequences?



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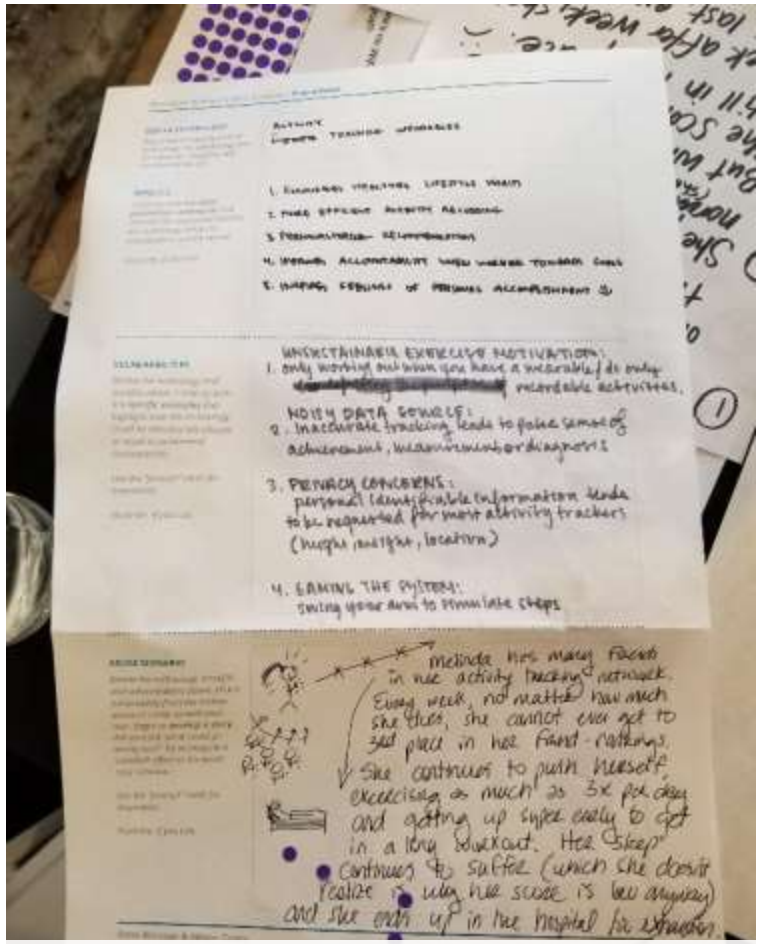
Activate Curiosity

Conduct UX research.

Speculate about misuse and abuse.

Potential severe abuse
and consequences.

Perspective of people
in frequently marginalized groups.



Template by: Anna Abovyan & Allison Cosby, IxDA Pittsburgh, Sep 2019

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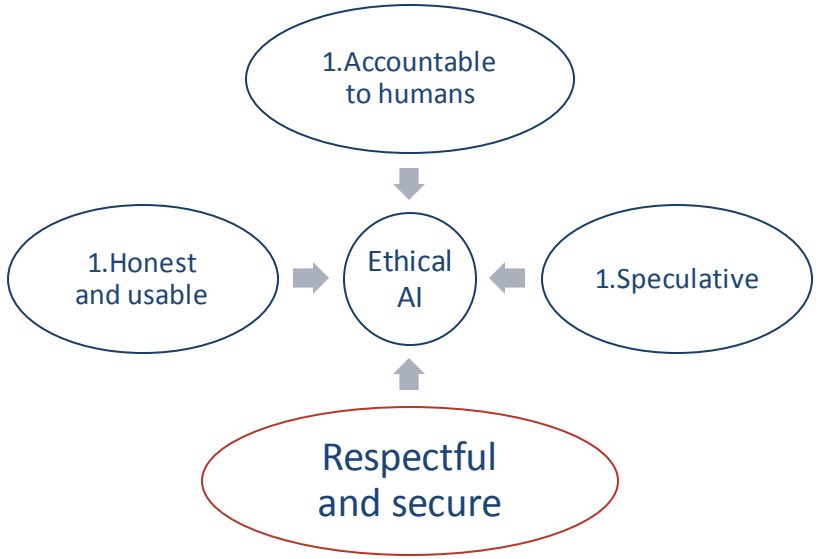
Respectful and Secure

Values of humanity, ethics, equity, fairness, accessibility, diversity and inclusion.

Respect privacy and data rights (only collect what is necessary).

Make systems robust, valid, and reliable.

Provide understandable security.



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Honest and Usable

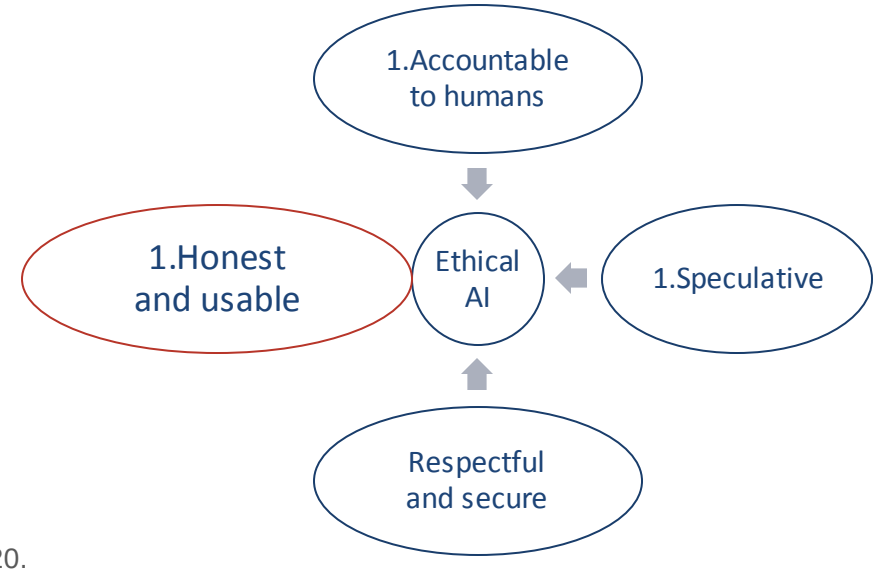
Value transparency with the goal of engendering calibrated trust.

Provide transparency regarding boundaries and unfamiliar scenarios.

Explicitly state identity as an AI system.

Fairness

- Show awareness of purposeful bias.
- Provide AI system limitations.
- Overcommunicate on issues.



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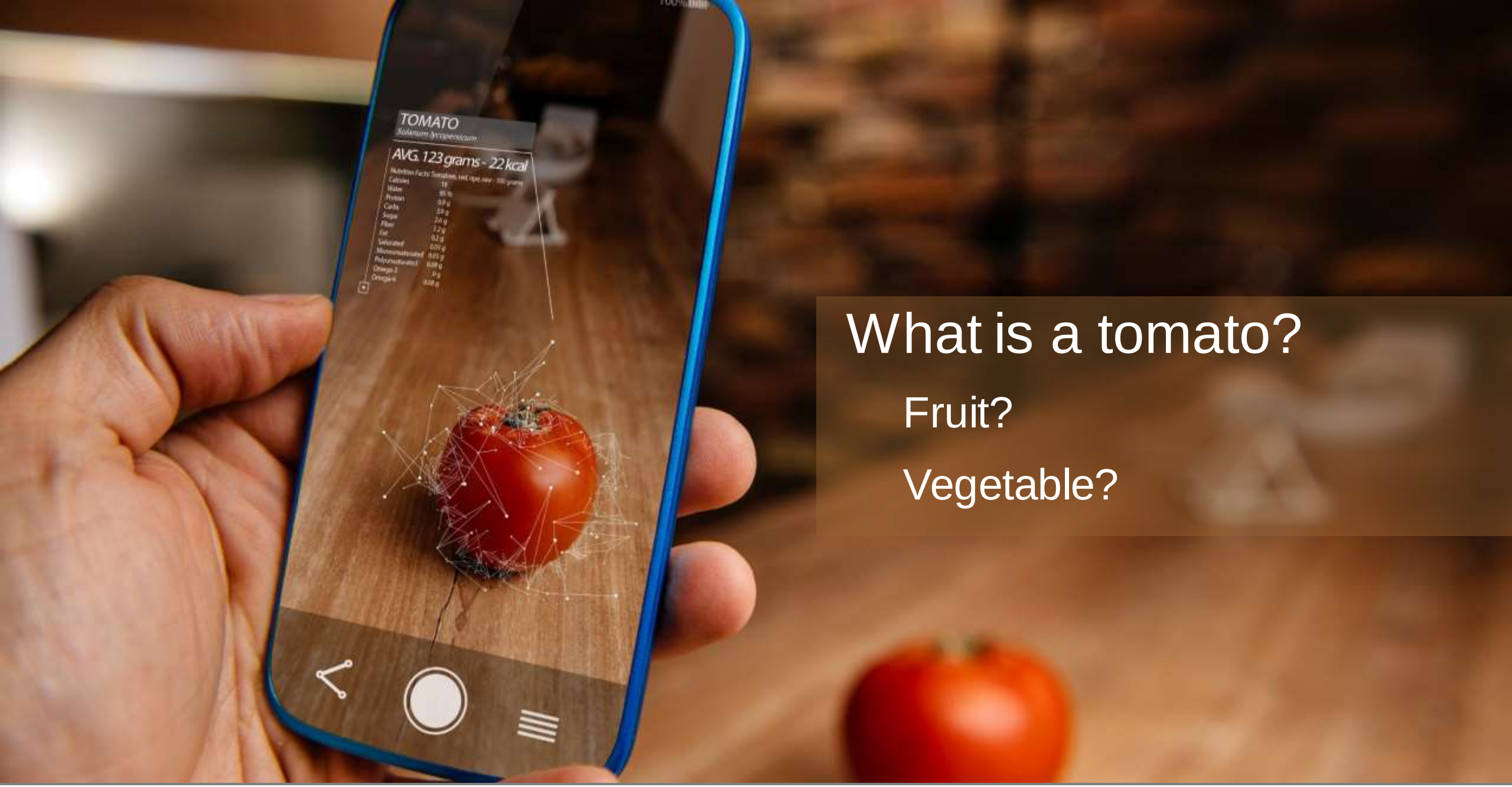
Bias



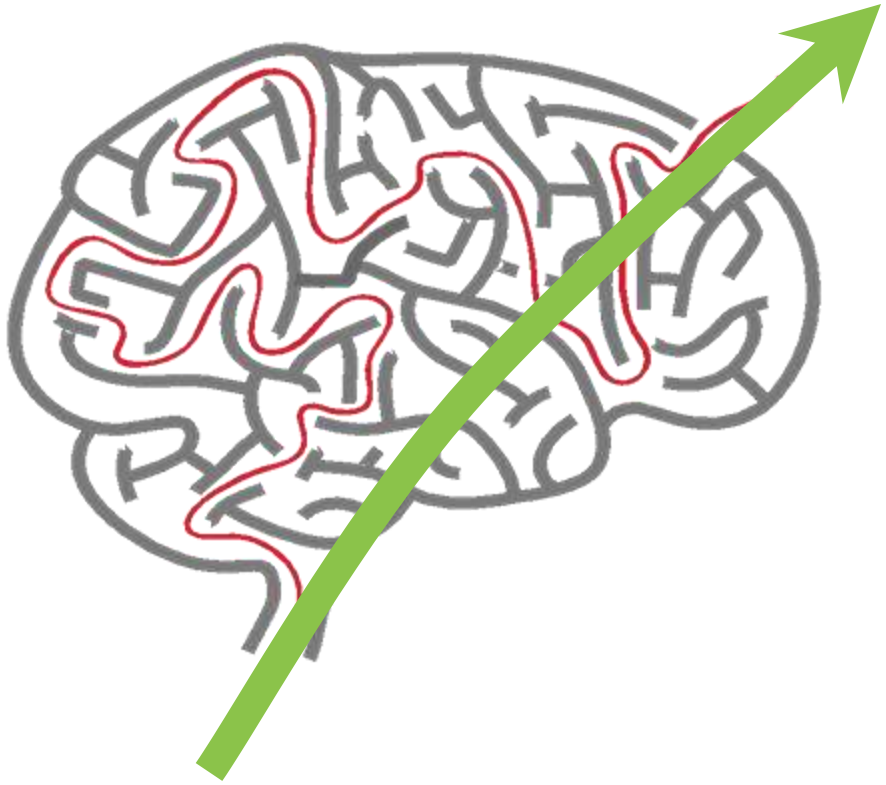
What is a tomato?

Fruit?

Vegetable?

AI is as imperfect as the humans making it

To be biased, is to be human



Bias are shortcuts.

Implicit = invisible

Not inherently bad,
may be misapplied

Not necessarily in sync
with our conscious beliefs

Can be managed and changed

Image Recognition

Training data

Data encountered

Use case courtesy of Dr. Eric Heim, CMU SEI
https://resources.sei.cmu.edu/library/author.cfm?authorid=542374

Only know what taught

Training data

Unrepresentative
or incomplete training data

Data encountered

Unlikely to recognize

“Data is a function of our history…
The past dwells within…
Showing us the inequalities that have always been there.”

Joy Buolamwini, Algorithmic Justice League
Coded Gaze
Movie: Coded Bias on Netflix

Photo: Joy Buolamwini on The Open Mind: Algorithmic Justice. Jan 12, 2019. https://www.youtube.com/watch?v=hwHnXdoSSFY

All systems have some form of bias

Complete objectivity is misleading.

Bias can have purpose and can be helpful.

The goal is to reduce unintended and/or harmful bias.

Bias in data, algorithm selection, and training.

Goal: Prevention of harm

Mitigate for bias

Understand inherent bias and amount of variance in data:

- Creator's motivation and collection process
- Data included and excluded
- Recommended uses

Bias cannot typically be removed due to our inability to identify all instances.

Leaders establish psychological safety

Adopt Technology Ethics

- Harmonize cultural variations
- Balance to pace of change, industry pressure
- Explicit permission to consider and question breadth of implications

Association for Computing Machinery

AI NOW INSTITUTE

Microsoft

Google

< >
Montréal Declaration
Responsible AI_
</ >
An initiative of Université de Montréal

U.S. DEPT OF DEFENSE

Plan for Long Term Implementation and Oversight

Need continuous monitoring and evaluation for bias, brittleness, or potential distribution shift.

Nacho Kamenov & Humans in the Loop / Better Images of AI /
A trainer instructing a data annotator on how to label images / CC-BY 4.0

Responsible AI

AI has great potential, develop with caution

Future AI's *may* be trusted to substitute human cognition and abilities.

Humans must continue to be responsible for situations that involve a person's:

- Life (the use of force)
- Quality of life
- Health
- Reputation

"AI will ensure appropriate human judgement and not replace it" - DIB

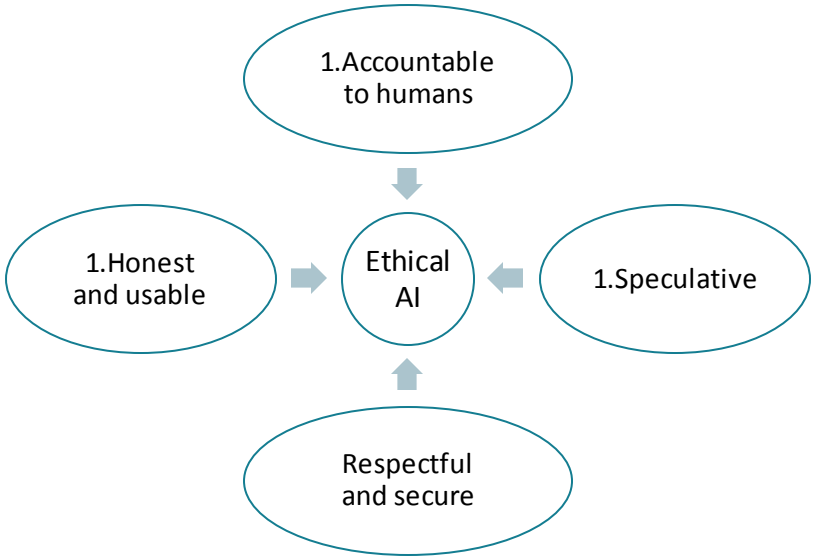
We aren’t perfect, AI won’t be perfect

Empower diverse teams, inclusive environments

Adopt technical ethics

Use responsible AI tools to encourage deep conversations

Activate curiosity; be speculative; imaginative



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