Collaborative AI Futures Masterclass Series

Session 1: Using Tools Ethically

Date & Time: Monday, 17 February, 18:00

Location: Space4

Who Am I?

Stanley Mwangi

- Pioneer in generative AI → Published the world's 1st poetry anthology using ChatGPT

- Former junior machine learning engineer at Syd

- Co-Founder of AceTheRound: An AI-driven interview coaching startup

- Founder of HyperSagi Labs: Turn ideas into MVPs for clients

- Founder of AzuLabs: Technology to raise human consciousness

A. Introduction to Ethical AI and Key Governance Concepts

Opening Engagement

- *Icebreaker Questions:*

  - "When you hear the term 'ethical AI,' what comes to mind?"

  - "Can you think of an instance where AI impacted you—positively or negatively?"

Defining Ethical AI

Ethical AI is a framework for designing and implementing AI systems that align with core principles:

- *Ethical Permissibility:*

  - Consider the impact on stakeholders and communities.

- *Fairness & Non-Discrimination:*

  - Identify and mitigate biases.

Defining Ethical AI

Ethical AI is a framework for designing and implementing AI systems that align with core principles:

- *Trustworthiness:*

    - Ensure safety, accuracy, reliability, and robustness.

- *Justifiability:*

    - Maintain transparency in decision-making and implementation.

These aspects create an "ethical platform" for responsible AI development.

Why AI Ethics Matters

- *AI is Everywhere:* Healthcare, finance, social media, and more.

- *Risks Without Ethics:*

    - Bias and discrimination

    - Loss of accountability

    - Opaque, "black-box" outcomes

    - Privacy concerns

Embedding ethics builds trust and mitigates risk.

Key Governance Concepts: The FAST Track Principles

FAST Track Principles:

- *Fairness:* Avoid discriminatory outcomes.

- *Accountability:* Clearly define responsibilities.

- *Sustainability:* Ensure long-term societal and environmental well-being.

- *Transparency:* Make decision processes open and understandable.

Key Governance Concepts: Process-Based Governance Principles

These align with Process-Based Governance Frameworks (PBGs) through:

- Well-defined procedures

- Auditability trails

- Clear oversight

PBGs help organisations operationalise fairness, accountability, transparency, and sustainability in a consistent and measurable way.

Real-World Applications of Ethical AI

Examples:

- AI bias in hiring tools leading to discrimination.

- Algorithmic policing that may reinforce racial profiling.

- Explainable AI in finance (clarifying loan decisions).

These examples show why ethical governance must be built into AI from the start.

Conclusion: Building an Ethical AI Culture

- *Core Message:* AI should benefit all, not just a select few.

- *Ongoing Governance:* Ethics is a continuous, proactive process.

- *Reflection:*
  "How can we ensure AI systems remain fair, accountable, and transparent in practice?"

B. Case Studies: Successful Ethical Oversight with Real-World Examples

Case Study 1: The AI Element x Plastics For Change

Context & Challenge:

- *Plastics For Change (PFC):*
  Empowers people in Indian slums by providing employment in plastic recycling.

- *Challenge:*
  Fragmented data hindered clear demonstration of impact to stakeholders.

Case Study 1 (Contd.)

Ethical Principles Applied:

- *Fairness:* Ensuring data reflects real community impact.

- *Transparency:* Providing clear, accessible reporting.

- *Accountability:* Using audit trails to boost credibility.

Case Study 1 (Contd.)

Ethical Principles Applied:

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Case Study 1: Outcomes

Results:

- Trust increased with partners like Nike and Garnier.

- Demonstrated impact:

  - 38,900+ tonnes of plastic collected

  - 16,500+ lives impacted

  - 440+ scrapshops supported

Case Study 1: Discussion

Discussion Points:

- How do data transparency and accountability foster trust?

- What industries can benefit from this AI-driven approach?

Case Study 2: Empowering Journalists in El Salvador

Context & Challenge:

- *Background:*
  Misinformation on social media is causing social division and manipulation.

- *Challenge:*
  Journalists needed a rapid tool to validate news content for responsible reporting.

Case Study 2 (Contd.)

Ethical Dilemma:

- *Accountability Issue:*
  Ensuring news is truthful and that journalists remain responsible for their reporting.

AI Solution:

- *Fact-Checking System:*
  Uses machine learning, NLP, and AI agents to validate news in real time.

Case Study 2 (Contd.)

Ethical Principles Applied:

- *Fairness:* Unbiased validation across news sources.

- *Transparency:* Open, verifiable fact-checking processes.

- *Accountability:* Flags inaccuracies before publication.

Case Study 2: Outcomes

Results:

- Time and resources saved through automation.

- Reduced misinformation, supporting informed public discourse.

Case Study 2: Discussion

Discussion Points:

- How does AI enhance trust and democracy in journalism?

- What measures ensure unbiased, transparent validation?

Interactive Q&A on Case Studies

- "How might you adapt these ethical AI solutions to your work?"

- "What challenges do you foresee in implementing these frameworks?"

C. Building an Ethical Checklist for AI Projects

Introduction: The Power of an Ethical Checklist

- *Vision:*
  An AI world where every decision is guided by fairness, accountability, and transparency.

- *Living Document:*
  Your checklist evolves as your project grows.

- *Competitive Advantage:*
  Rigorous ethics builds trust with users and stakeholders.

Pillars of Ethical AI: Deep Dive (Part 1)

Fairness

- *Aim:* Prevent biases and discriminatory outcomes.

- *Key Questions:*

    - Are data sets representative?

    - Are bias mitigation measures in place?

- *Best Practice:*
  Apply the "discriminatory non-harm" principle.

Pillars of Ethical AI: Deep Dive (Part 2)

Accountability

- *Aim:* Establish clear responsibility.

- *Key Questions:*

  - Who owns each step of the AI lifecycle?

  - How are errors tracked and resolved?

- *Best Practice:*
  Embed audit trails and external reviews.

Pillars of Ethical AI: Deep Dive (Part 3)

Data Ethics and Safety

- *Aim:* Secure data handling and ensure privacy.

- *Key Questions:*

  - Is informed consent maintained?

  - How is data stored and secured?

- *Best Practice:*
  Use structured data factsheets and regular audits.

Pillars of Ethical AI: Deep Dive (Part 3)

Trustworthiness & Risk Management

- *Aim:* Balance benefits with risk mitigation.

- *Key Questions:*

    - What are the tangible benefits?

    - What risks may arise and how can they be managed?

- *Best Practice:*
  Use dynamic risk assessment tools.

Building Your Ethical Checklist: From Concept to Practice

Step-by-Step Guide:

I. *Framework Setup:*

- Create columns for:

  - Ethical Principle

  - Key Questions

  - Proposed Actions/Controls

  - Monitoring & Mitigation Strategies

Building Your Ethical Checklist: From Concept to Practice

Step-by-Step Guide:

I. *Scenario Simulation:*

- Present a real-world scenario (e.g., a biased recruitment AI system).

- Identify risks, propose corrections, and outline monitoring steps.

Building Your Ethical Checklist: From Concept to Practice

Step-by-Step Guide:

I. *Collaborative Brainstorming:*

- Use small groups or digital whiteboards.

- Discuss trade-offs, share mini-checklists, and emphasize continuous feedback.

Beyond the Checklist

- *Ongoing Oversight:* Ethics is a continuous process.

- *Multidisciplinary Teams:* Involve technical experts, ethicists, sociologists, and policy makers.

- *External Audits:* Regular stakeholder engagement and audits.

- *Long-Term Trust:* A proactive ethical approach builds sustainable trust.

D. Discussion & Q&A (15 minutes)

Objectives:

- Address any questions regarding the session content.

- Encourage open discussion on challenges and opportunities in ethical AI implementation.

Discussion & Q&A: Call to Action

- *Next Steps:*
  Reflect on how today's frameworks can be applied immediately in your projects.

- *Action:*
  Share one concrete ethical action you will implement.

Conclusion

- *Recap:*

  - Foundations of ethical AI: Fairness, Accountability, Sustainability, Transparency

  - Real-world case studies demonstrating ethical oversight.

  - A dynamic ethical checklist for guiding AI projects.

Session Wrap-Up

- *Next Session:*
  "Boosting Your Productivity" – building on today's ethical foundation.

- *Final Engagement:*
  Share one ethical commitment you will carry forward in your work.

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Let's connect and continue the conversation!

Thank You

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