

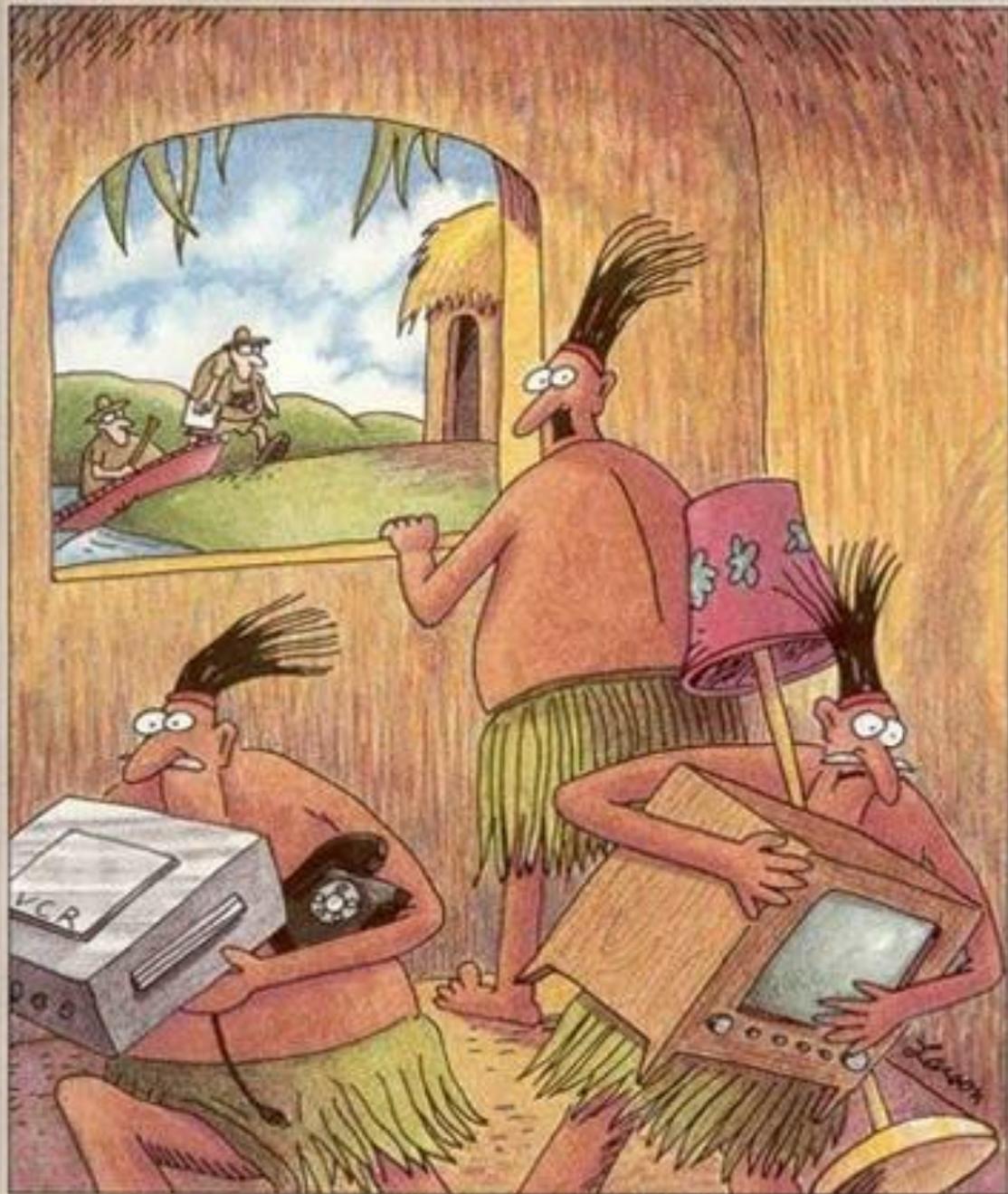
HUMAN-SYSTEM INTEGRATION RE-FRAMING ETHICS & AI

AI in ASIA
16 December 2016

Madeleine Clare Elish
Columbia University | Data & Society
mcelish2102@columbia.edu



“There was an idea [to potentially work on and develop] that if someone yelled at their phone or cursed at it, could we make it run faster? I very quickly made a comment that I don’t want to teach my children that yelling at someone makes them perform better. I want to use this technology to help build inter-human social models.”



"Anthropologists! Anthropologists!"

Course VI.
It's good to have robots.





[Reports and Case Studies](#)

- Oct 19, 2016 Discriminating Tastes: Customer Ratings as Vehicles for Bias
- Oct 13, 2016 Regional Diversity in Autonomy and Work: A Case Study from Uber and Lyft Drivers
- Oct 05, 2016 An AI Pattern Language
- Sep 13, 2016 The Wisdom of the Captured
- Mar 20, 2016 Moral Crumple Zones: Cautionary Tales In Human-Robot Interaction
- Feb 24, 2015 Praise the Machine! Punish the Human!
The Contradictory History of
Accountability in Automated Aviation

[Articles](#)

What do we talk about when we talk about AI?

"

systems that think like humans,
systems that act like humans,
systems that think rationally,
systems that act rationally.

"

– Russell and Norvig (1995) *Artificial Intelligence: A Modern Approach*.

“Artificial intelligence tends to be both the scariest but also sort of most universal [term].

If I walked into a room and said, “We’re going to talk about an artificial intelligent personal assistant,” nearly everyone would have a picture in their head.

The problem is everybody’s picture would be different. “

– UX Designer, Seattle, USA



What do we talk about when we talk about *ethics* & AI?





What are the potential consequences of delegating tasks and decisions to computer systems?

AI will establish new norms of ethical behavior.

Ad related to Darnell Bacon ⓘ

[Darnell Bacon, Arrested?](#)

www.instantcheckmate.com/

1) Enter Name and State. 2) Access Full Background Checks Instantly.

(e)

Ads by Google

[Darnell Bacon, Arrested?](#)

1) Enter Name and State. 2) Access Full Background Checks Instantly.

www.instantcheckmate.com/

[Darnell Bacon](#)

Public Records Found For: **Darnell Bacon**. View Now.
www.publicrecords.com/

[People Search](#) [Public Records Search](#)
[Background Check](#) [Criminal Check](#)

[We Found:Darnell Bacon](#)

1) Contact **Darnell Bacon** - Free Info! 2) Current Phone, Address & More.

www.peoplesmart.com/Darnell

[Search by Phone](#) [Search by Email](#)
[Background Checks](#) [Search by Address](#)
[Public Records](#) [Criminal Records](#)

(f)

Ad related to Darnell Bacon ⓘ

[Darnell Bacon, Arrested?](#)

www.instantcheckmate.com/

1) Enter Name and State. 2) Access Full Background Checks Instantly.

(e)

Ads by Google

[Darnell Bacon, Arrested?](#)

1) Enter Name and State. 2) Access Full Background Checks Instantly.

www.instantcheckmate.com/

[Darnell Bacon](#)

Public Records Found For: **Darnell Bacon**. View Now.
www.publicrecords.com/

[People Search](#) [Public Records Search](#)
[Background Check](#) [Criminal Check](#)

[We Found:Darnell Bacon](#)

1) Contact **Darnell Bacon** - Free Info! 2) Current Phone, Address & More.

www.peoplesmart.com/Darnell

[Search by Phone](#) [Search by Email](#)
[Background Checks](#) [Search by Address](#)
[Public Records](#) [Criminal Records](#)

(f)

Ad related to Brendan Watson ⓘ

[Records For Brendan Watson](#)

www.instantcheckmate.com/

View Anyone's Criminal History. Check Criminal Records In Seconds!

(g)

Ads by Google

[Located: Brendan Watson](#)

Information found on **Brendan Watson** **Brendan Watson** found in database.

www.instantcheckmate.com/

[We Found:Brenden Watson](#)

1) Get **Brenden's** Background Report 2) Contact Info & More - Try Free!

www.peoplesmart.com/

[Search by Phone](#) [Search by Email](#)
[Background Checks](#) [Search by Address](#)
[Public Records](#) [Criminal Records](#)

[Brenden Watson](#)

Public Records Found For: **Brenden Watson**. View Now.
www.publicrecords.com/

(h)

Ad related to Brendan Watson ⓘ

[Records For Brendan Watson](#)

www.instantcheckmate.com/

View Anyone's Criminal History. Check Criminal Records In Seconds!

(g)

Ads by Google

[Located: Brendan Watson](#)

Information found on **Brendan Watson** **Brendan Watson** found in database.

www.instantcheckmate.com/

[We Found:Brenden Watson](#)

1) Get **Brenden's** Background Report 2) Contact Info & More - Try Free!

www.peoplesmart.com/

[Search by Phone](#) [Search by Email](#)
[Background Checks](#) [Search by Address](#)
[Public Records](#) [Criminal Records](#)

[Brenden Watson](#)

Public Records Found For: **Brenden Watson**. View Now.
www.publicrecords.com/

(h)

AI may be abused and misused.



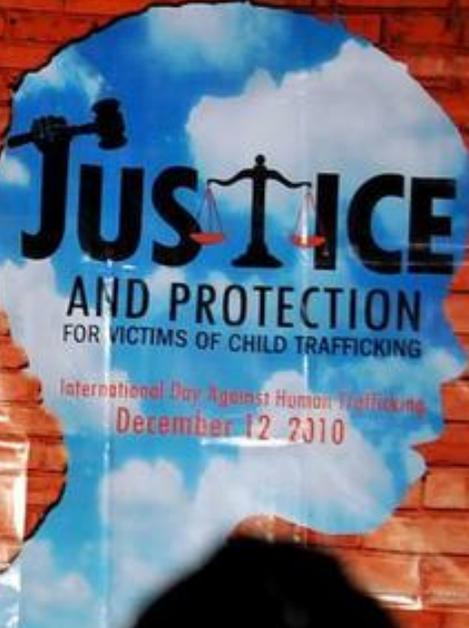
Child trafficking is a crime.
Report cases of child trafficking
to the barangay, police and the
local social welfare office.



unicef PAC



NO STOP
SEX TRAFFICKING
OF CHILDREN & YOUNG PEOPLE



PACT-National Secretariat
Rm-216, Philippine Secretariat
Tel: (632) 929-0347; (632) 929-0348
Manila City

AI will interrupt and reconfigure existing power dynamics.



UNFAIR

Do you know if your patients
are taking their medication?

We do.



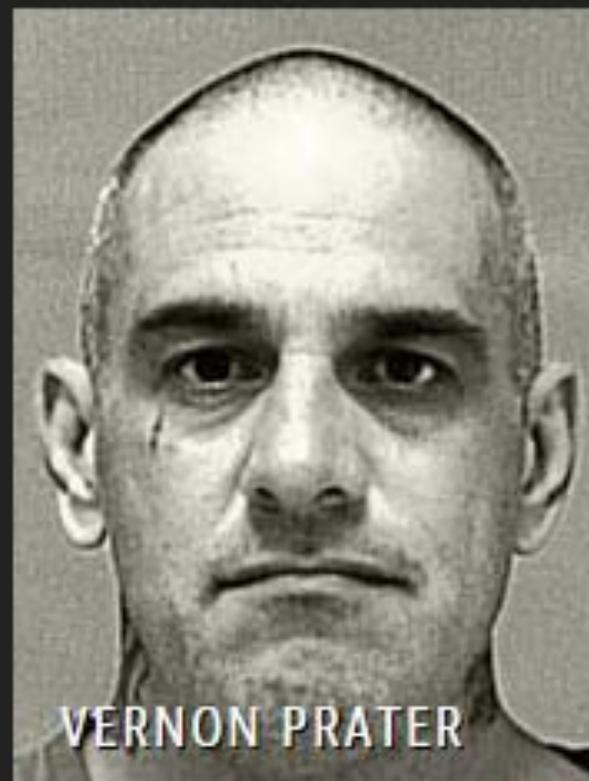
Watch the video



AI will disrupt existing mechanisms of accountability.



Two Petty Theft Arrests



VERNON PRATER

LOW RISK

3



BRISHA BORDEN

HIGH RISK

8

Borden was rated high risk for future crime after she and a friend took a kid's bike and scooter that were sitting outside. She did not reoffend.

Two Petty Theft Arrests

VERNON PRATER

Prior Offenses

2 armed robberies, 1 attempted armed robbery

Subsequent Offenses

1 grand theft

LOW RISK

3

BRISHA BORDEN

Prior Offenses

4 juvenile misdemeanors

Subsequent Offenses

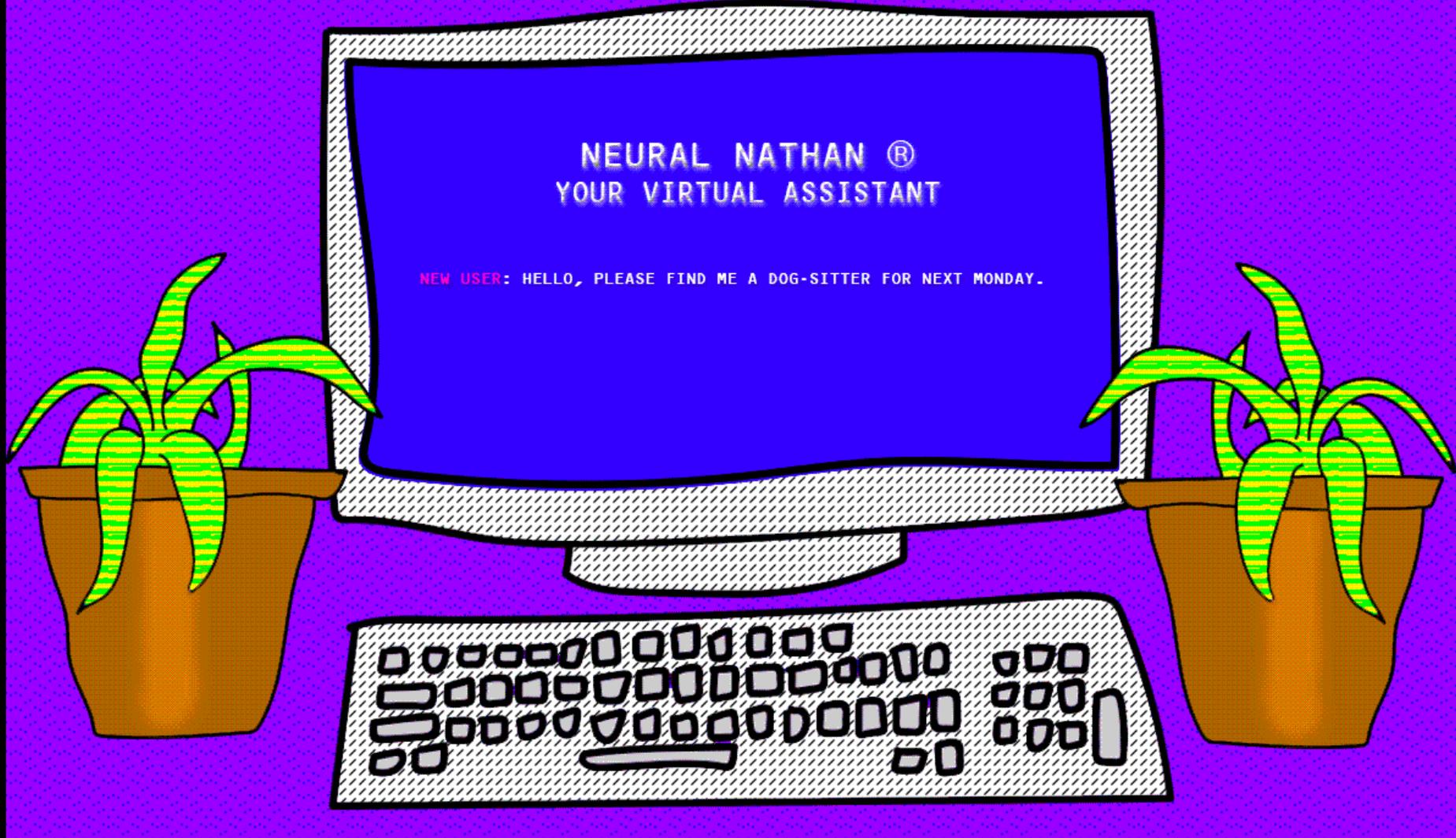
None

HIGH RISK

8

Borden was rated high risk for future crime after she and a friend took a kid's bike and scooter that were sitting outside. She did not reoffend.





Translating a social problem into a technical one
is not a neutral translation.



It is the theory that dictates what we can observe.

Albert Einstein

A photograph of a classic saucer-shaped UFO flying in a clear blue sky. Below the UFO, there is a landscape with rolling green hills and several tall, dark evergreen trees in the foreground. The text 'I WANT TO BELIEVE' is overlaid in large white letters at the bottom left.

**I WANT TO
BELIEVE**

Please be in touch!
Madeleine Clare Elish
mcelish2102@columbia.edu
@mcette

```
28 <div class="alignright"><a href="#">Click the previous Comment</a></div>
29 </div>
30 <?php endwhile; else : endif; ?>
31
32 <div id="my-recent-posts">
33
34 <?php query_posts( showposts=3&offset=1 ); ?>
35 <?php if ( have_posts() ) : ?>
36 <h3 class="sectitle">My Recent Posts</h3>
37 <div class="subtitle">Other posts you might be interested in</div>
38
39 <?php while ( have_posts() ) : the_post(); ?>
40
41 <div class="bits" id="post-.<?php the_ID(); ?>">
42 <?php $thumb = get_post_meta( $post->ID, 'post-thumb', true ); ?>
43 <?php if ( $thumb != null ) { ?>
<div class="post-thumb">
```

“To be honest, like most entrepreneurs, they are just trying to keep the company going, trying to grow the company. And the larger-scale implications? Oftentimes, they won't think about it until they're quite successful or they're further along and actually have a chance to look back.”



RAILROAD
CROSSING
2
TRACKS

RED LIGHT
VIOLATION
\$336
MINIMUM FINE

NO U TURN

Central Expwy

Google self-driving car

6YCT869

LEX 450H

Bobby Vankay

90°

4:05

Family hopes autopilot death leads to improvements
DRIVER WATCHING HARRY POTTER WHEN CRASH HAPPENED

the **NOW**

@THENOWTAMPABAY

abc **ACTION NEWS**



ALEX DAVIES TRANSPORTATION 10.18.16 1:27 PM

GERMANY SAYS 'NEIN' TO TESLA CALLING ITS TECH 'AUTOPILOT'



TESLA

SHARE



SHARE



TWEET



PIN
5



COMMENT
14



EMAIL



GET WIRED

Don't Let The Future Leave You Behind. Get 6 Issues For Just \$5.

SUBSCRIBE NOW

MOST POPULAR



GAMING

Everything We Know About Nintendo Switch

3 HOURS



ELECTION 2016

Miss the Third and Final Clinton-Trump Debate? Watch the Whole Thing

8 HOURS



NATIONAL AFFAIRS

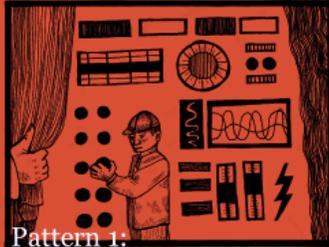
With One Tweet, Trump Could Sabotage the Presidential Election

15 HOURS

AN AI PATTERN LANGUAGE

DOWNLOAD PDF

ORDER THE BOOK



Pattern 1:
Show the Man
Behind the Curtain



Pattern 3:
Demonstrate Fair and
Equal Treatment

Pattern 4:
Data Security Is
the Foundation

Pattern 6:
Tailor Expectations
to Context

Pattern 6:
Tailor Expectations
to Context



