

# 7 ETHICAL CHALLENGES THAT STAND IN FRONT AI

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# ABOUT ME



## Jasen Tanev

- Founder of Safer NGO – mass cyber awareness program
- Co founder of Information transparency public initiative
- University teacher on cyber security at UNIBIT and Plovdiv university
- Part of first media program that explains cyberfiction to mass audience
- Part of CyberClub – the place where all cyber enthusiasts meet

# BIASES

- We need data to train our artificial intelligence algorithms, and we need to do everything we can to eliminate bias in that data.
- I believe it's important that we eliminate as much bias as possible as we train our AI, instead of shrugging our shoulders and if we're training our AI to accurately reflect our society. That work begins with being aware of the potential for bias in our AI solutions.

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## CONTROL AND THE MORALITY OF AI

- As we use more and more artificial intelligence, we are asking machines to make increasingly important decisions.
- The problem is that AIs increasingly have to make split-second decisions.
- Whenever it is needed, we need to have humans to break the AI chain

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## PRIVACY (AND CONSENT)

- Privacy (and consent) for using data has long been an ethical dilemma of AI
- We need data to train AIs, but where does this data come from, and how do we use it?
- We are assuming source is adults with full mental capabilities
- legislation might need to be put in place to protect users' private information

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## POWER BALANCE

- How do we make sure the monopolies we're generating are distributing wealth equally and that we don't have a few countries or companies that race ahead of the rest of the world?
- Balancing that power is a serious challenge in the world of AI.

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## OWNERSHIP

- Who is taking responsible for some of the things that AIs are executing?
- Who owns the AIs content such as created texts, bot conversations, or even deepfake videos that can be misleading.
- Who owns that material, and what do we do with this kind of fake news if it spreads across the internet?

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## ENVIRONMENTAL IMPACT

- The computer centers that run our cloud infrastructure are power-hungry.
- We need to use AI smart for purpose of high need
- Think green when you consider AI

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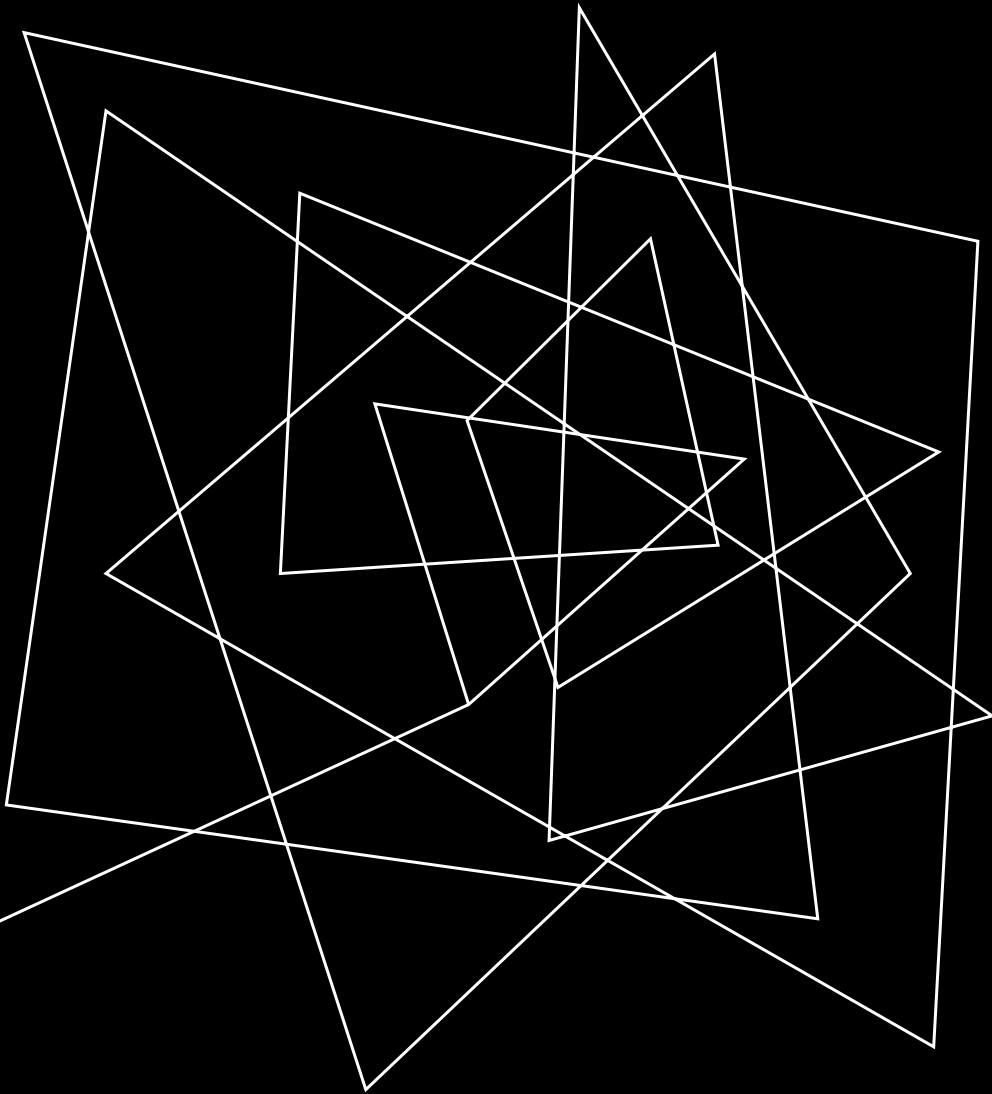


# 7

## HUMANITY

How does AI make us feel as humans?

We need to get better at working alongside smart machines



# ARTIFICIAL INTELLIGENCE WILL NEVER REPLACE ALL OUR JOBS, BUT AI WILL AUGMENT THEM

