Inclusion of AI in Modern Days

Mikel Garcia
Urtzi Beorlegui
Alfredo Vallejo

Index

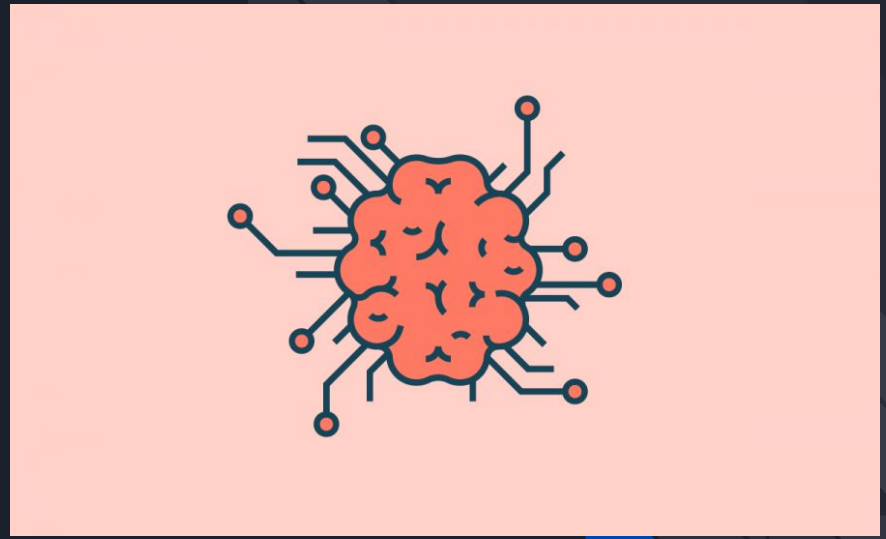
- Introduction
- Machine Manipulation
- Machine Ethics
- Machine Bias
- Conclusions

Introduction

Ai has entered into our lives

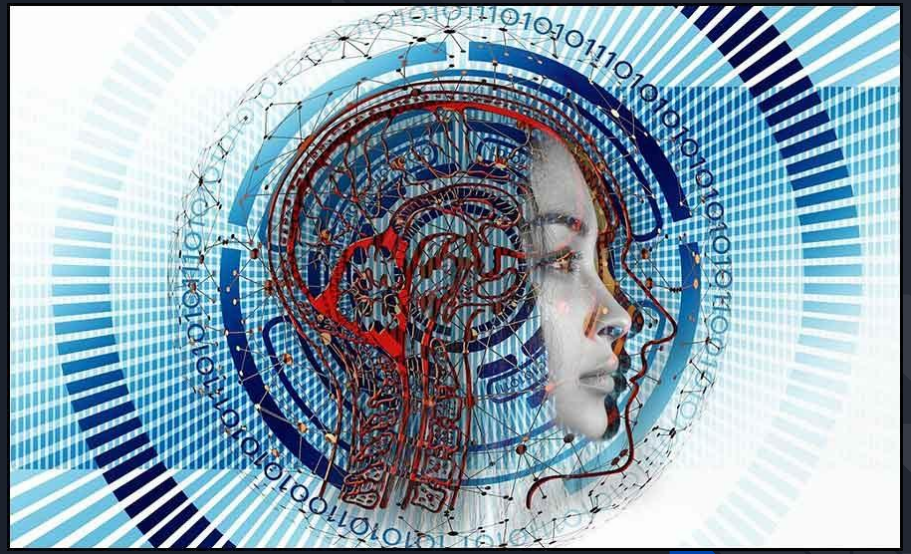
What we'll be focusing on?

Why?



Machine Manipulation

- What do I mean by manipulation?



How does it work?

Data extracted from our use

Profile about our likes and dislikes

Advertising we're likely to click on

- Used for mobile games
- Was designed to create offers tailored to each player
- The offers were designed to appear at the times that the player was most likely to buy them

- Founded by far right ideologues
- Used to influence elections all over the globe
- It spread misinformation to those most likely to believe it

Machine Ethics

- AI vs Dilemma
- **Machine Ethics**
- Isaac Asimov

¿What Behaviour?

1. Human agency and oversight
2. Technical Robustness and safety
3. Privacy and data governance
4. Transparency
5. Diversity, non-discrimination and fairness
6. Societal and environmental well-being
7. Accountability

Social Beneficial

Available for Users

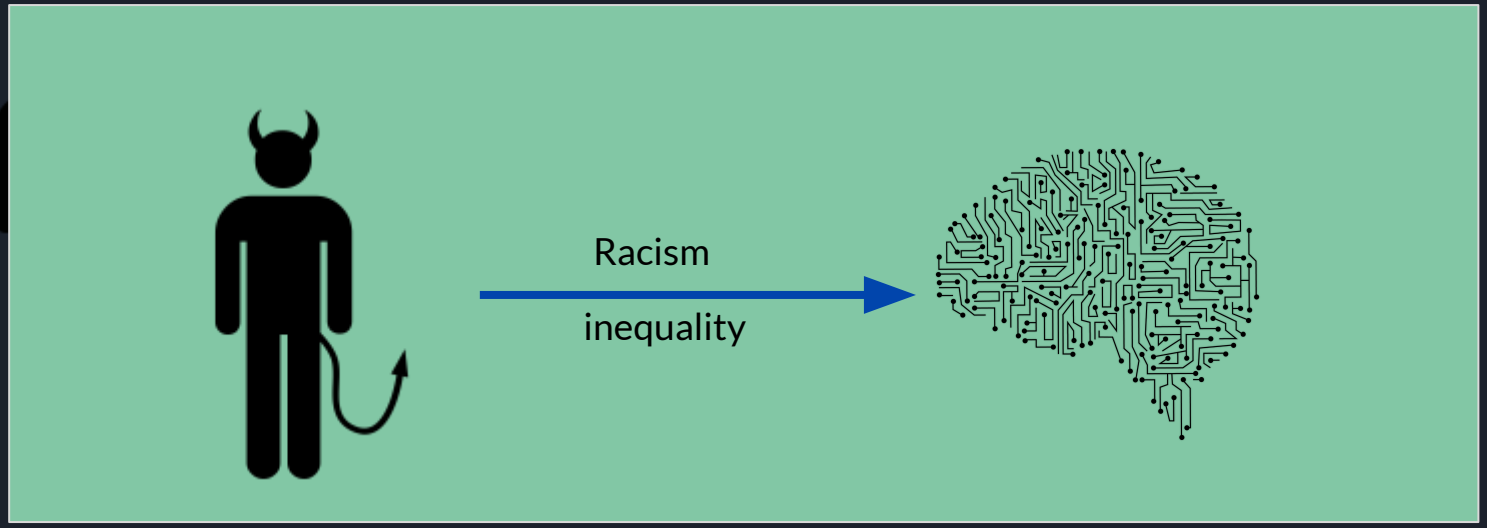
Avoid Unfair Bias

Accountable to People

Built for Safety

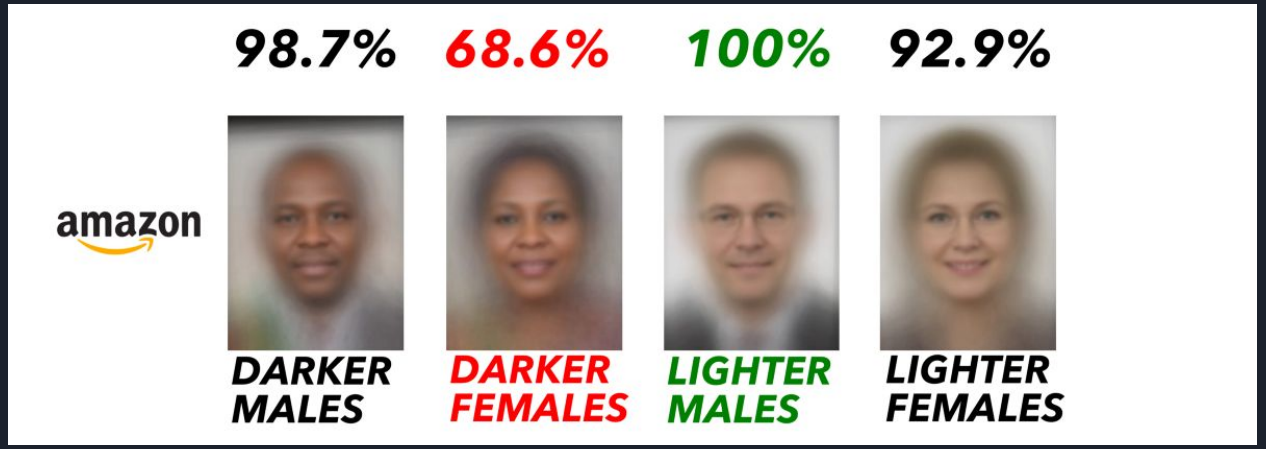
Bias in ML

Prejudices



Data matters

- There is more images of white men
- The data we use has connotations
- AI does not learn what the real world is like



Decision making

AI will decide many things in the future:

To whom to give a loan

The cost of insurance

To whom to grant a scholarship

The hospital priority list

Conclusions

AI can make our lives easier,

it is up to us to decide what use we make of it