

The Ethics and Norms of Artificial Intelligence (AI)

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Abstract:- This article focuses on the ethical implications and moral quandaries of implementing Artificial Intelligence (AI) technologies. It also highlights the frameworks that must be established to address them. To understand these technologies comprehensively, it is essential first to understand what AI is.

Keywords: Artificial Intelligence (AI), Ethics, Norms.

I. INTRODUCTION

Artificial Intelligence (AI) is the simulation of human intelligence in machines programmed to perform tasks that typically require human intervention. AI technology involves using algorithms and machine learning techniques to analyze and interpret data, learn from patterns, and make predictions based on the data. AI systems can also make decisions based on the data and patterns it learns.

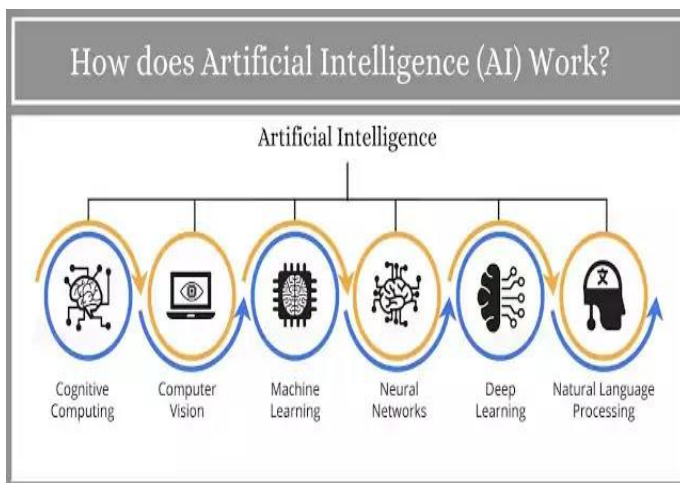


Fig 1: How AI works ^[6]

Due to the swift evolution and emergence of Artificial Intelligence (AI) technologies, various ethical and legal considerations must be addressed to ensure their safe and responsible use, as they have the potential to alter our daily lives drastically.

The increase in AI dependency raised concerns about the control that organizations can have over their machines' decisions. This issue is also related to the need to ensure that the systems will act in a manner that is consistent with the company's values. If AI becomes more powerful, greater responsibility will fall upon it ^[1].

Some business leaders believe that organizations should change how they approach AI to be able to trust it in the future. This can be done through collaboration with regulators and policymakers.

II. THE ETHICS OF ARTIFICIAL INTELLIGENCE (AI).

AI technologies are not inherently ethical or unethical. The ethical implications depend on how AI is designed, developed, and applied. AI can positively affect society by improving healthcare, enhancing public safety, and increasing productivity. However, it can also have negative consequences, such as job losses, privacy violations, and bias. Professor Luciano Floridi, professor of philosophy and ethics of information at the University of Oxford, said compares AI to a dark room: "Suppose you enter a dark room in an unknown building. You might panic about monsters that could be lurking in the dark. Or you could just turn on the light to avoid bumping into the furniture" ^[3].

There are several ethical concerns associated with AI. One of the main concerns is the potential impact of AI on employment. As AI systems become more advanced, they may replace human workers, which could lead to mass unemployment. Therefore, employees perceive AI as threatening their job security rather than as a tool that can improve their productivity. This can be combated by addressing the risks of AI and refocusing on the people who will use it, emphasizing the benefits and assuaging any fears. By doing this, businesses can ensure that their employees are comfortable and confident in using artificial intelligence, enabling them to reap the benefits of its implementation ^[2].

Additionally, privacy and surveillance of information technology are other ethical considerations in the development of AI. Due to technological advancements in AI, the amount of data collected and stored has changed significantly. Most of it is now digital, and more sensors collect and use data about our activities. The data collected should be used only for the purpose it was collected, and individuals should have the right to access and control their data.

Another critical ethical concern is the bias or lack of fairness in some AI systems. AI systems are only as moral as the data they are trained on, and if the data is biased, then the AI system will also be limited. This can lead to discrimination and the preservation of existing social inequalities. Therefore,

when designing, selecting, and developing AI systems, it is essential to ensure fair, non-bias, non-discriminatory, and objective standards inclusive, diverse, and representative of all or targeted segments of society. [9]

AI increases the potential for intelligent data collection and opportunities for data analysis. Moreover, controlling who collects which data and who has access to it is much more complicated than in the analog world of paper and telephone calls. With the advent of AI, businesses can collect and analyze data more efficiently and precisely than ever, making more informed decisions and gaining a competitive edge [4].

III. ARTIFICIAL INTELLIGENCE ISSUES THEORY

The ethical implications of Artificial Intelligence (AI) in surveillance extend far beyond data collection and focus direction. They include using the information to manipulate behavior that undermines an individual's capacity for autonomous rational decision-making.

In addition to ethical considerations, there are also norms of AI that must be considered. These norms include principles such as transparency, accountability, and fairness.

Transparency refers to the idea that AI systems should be designed openly and understandably for those who use them. This means that the underlying algorithms and data should be available for review, and the AI system's decision-making processes should be clear and easy to understand.

Due to the complexity of AI algorithms, understanding how they work is becoming more challenging. In some cases, AI applications have been referred to as a (Black Box) where not even engineers can explain why the machine made a particular decision [5]. This can significantly delay their effectiveness and cause concern.

Utilizing (Black Box) algorithms makes it difficult to determine who is accountable for any harm or ethical breach when things go wrong. Revealing AI will be essential for businesses and the public to understand, trust and effectively manage these machines, enabling them to make informed decisions and take appropriate action [7].

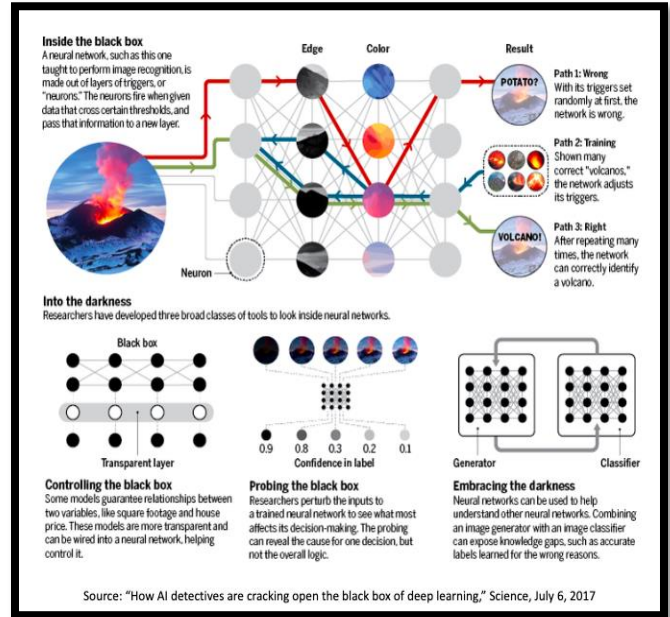


Fig 2: How AI Detectives are cracking open the black box of deep learning [8]

Many AI systems rely on machine learning techniques to simulate and extract patterns from a given dataset. Through these techniques, the system can capture patterns in the data and label them in a way that benefits the decisions it makes without the programmer needing to know which practices in the data the system has used.

The programs are designed to adapt to new data and feedback, meaning the results could be more predictable to the user and programmer. The learning system's patterns are altered as further information is received, allowing for dynamic and ever-evolving output.

Fairness and justice are essential components of the stakeholder theory and must be considered when businesses are dealing with AI. Companies must consider the far-reaching implications of AI design and implementation, as AI systems can now perform tasks that were once done by humans more quickly and accurately. This workplace shift will undoubtedly impact employees and customers, and businesses must be mindful of this when making decisions.

VI. CONCLUSION

AI raised fundamental questions about what we should safeguard these systems, what they should be capable of, and what potential risks they may pose in the long run. I strongly advocate maximizing the utilization of AI. Nevertheless, end users must understand how it works and which behaviors are most effective in leveraging it.

Workforces and other stakeholders must be empowered to take personal responsibility for the consequences of their utilization of AI and be provided with the necessary support to do so. Not only must they possess the technical skills to construct or utilize it, but they must also comprehend the potential ethical implications it may have.

In conclusion, the ethics and norms of AI are complex and multi-layered issues that must be cautiously considered as AI continues to advance. It is essential that we develop AI in a way that is safe, fair, and beneficial for society as a whole. Companies must strive to enhance AI communication strategies to foster a sense of inclusion and collaboration among people rather than leaving them feeling like passive recipients or even victims of the technology. By doing so, they can ensure that everyone is actively developing and utilizing AI.

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