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Values of Ethical Artificial Intelligence

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Values of Ethical Artificial Intelligence

TREO Talk Paper

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ABSTRACT

Artificial Intelligence (AI) is impacting all fields, areas, and disciplines. It is difficult to think of a field that is not infiltrated by AI. AI witnesses groundbreaking advancement recently with the revolutions and evolutions of machine learning techniques (Siau and Yang, 2017; Hyder et al., 2019). With proper guidance and appropriate usage, AI can be one of the most powerful tools that can drastically transform the world. Because of the broad and deep impact of AI, the ethical issues surrounding AI are of great concern to many. As AI advances, it is important to ensure that AI is used and evolved ethically (Siau and Wang, 2020).

With the exponential advancement of AI, ethical concerns and issues begin to emerge and attract peoples' attention. Ethics can be described as the moral ways of restricting the behavior or actions of a person or a group and used rules and decision paths to help make decisions on what is good or right. For AI, it is making positive changes to our daily lives such as improving health care, enhancing safety, and boosting productivity (Wang and Siau, 2019a, b). Avoiding a dystopian future created by AI and incorporating ethical principles into AI decision making are the two biggest areas (Torresen, 2018). Ethical decision making by AI is a big challenge for developers, engineerings, business executives, policymakers, and society as a whole (Siau and Wang, 2018). Developers and technicians need to be trained in ethical reasoning so that they can make ethical design and implementation decisions, and the AI system will be programmed ethically.

This research investigates the following questions: Why is ethical AI important? What are the values of ethical AI? Understanding the values of ethical AI is critical. The qualitative research methodology, Value-Focused Thinking approach, is adopted to interview subjects, collect their inputs, and construct a means-ends objective network (Keeney, 1996; Sheng et al. 2005, 2010). The means-ends objective network depicts the fundamental and means objectives to achieve the objective of maximizing ethical AI. Some of the means and fundamental objectives derived in this research include Maximize explainable AI, Maximize developers' awareness of ethics, Maximize fairness and justice, and Maximize government's oversight on AI.

This research contributes to understanding the very important aspects of AI development and utilization – i.e., how to do so ethically and how to ensure that the end product, the AI, will function ethically!

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