

Ethical AI: Are we living on the Matrix? Would you like the blue or red pill?

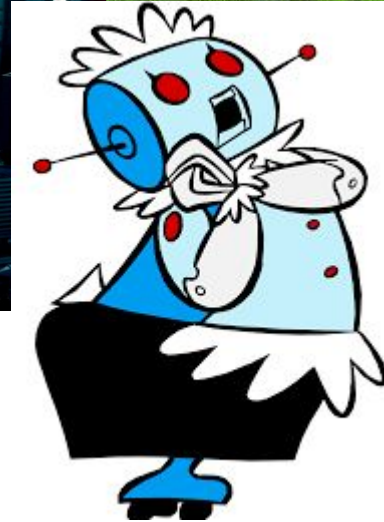
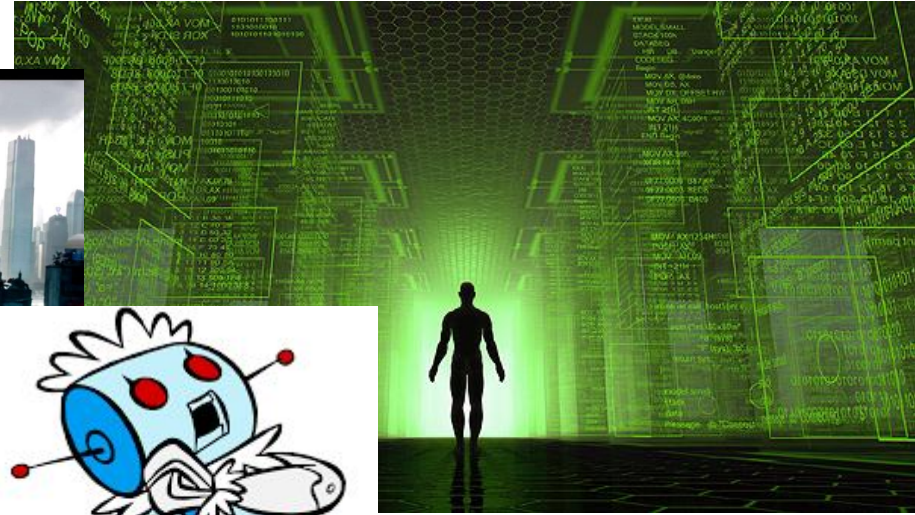
The logo for GED, consisting of the letters 'GED' in a bold, italicized, sans-serif font, followed by a forward slash, all in white on a black square background.

GED/

Marjory Da Costa-Abreu
m.da-costa-abreu@shu.ac.uk

@profmarjory    

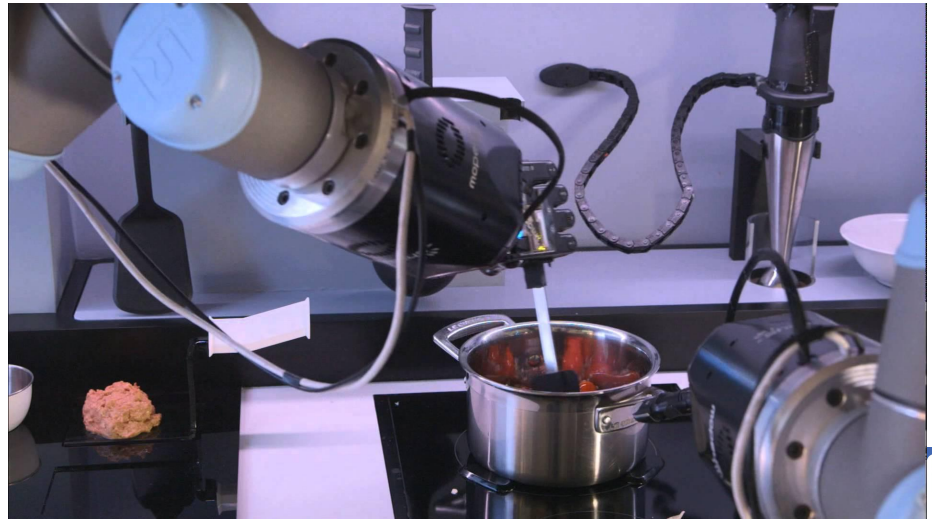
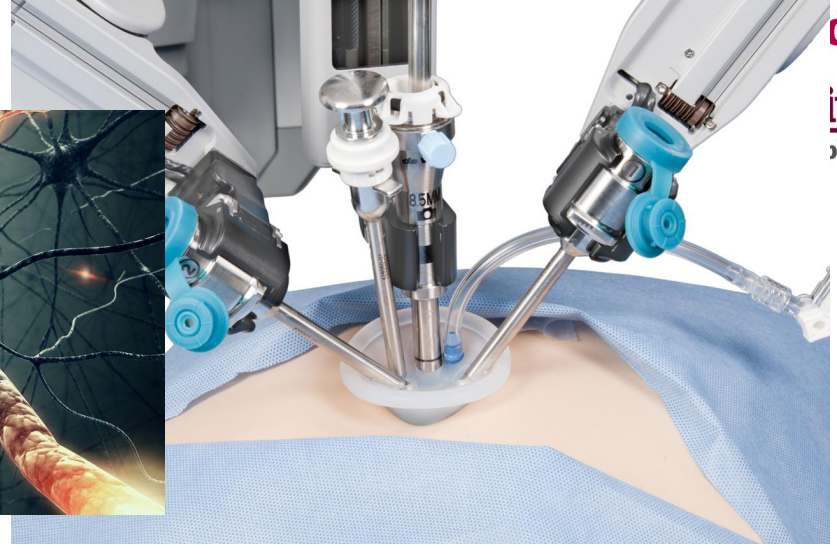
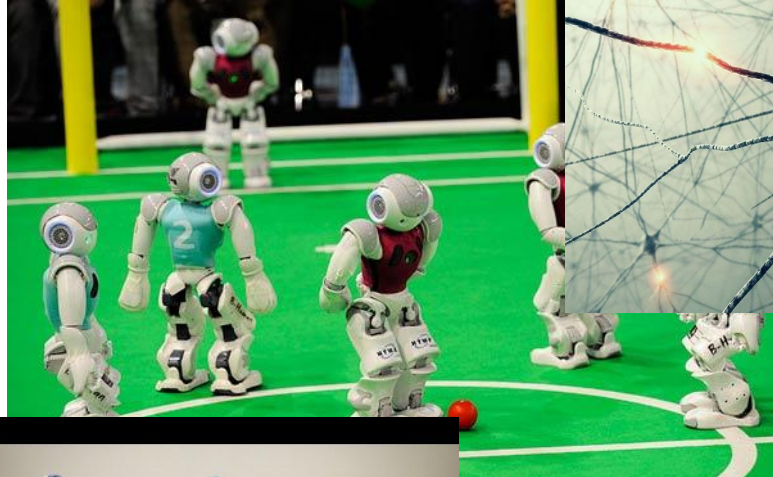
One Vision of a Computer-based AI



What is Artificial Intelligence?

A.I. is the study of how to make **computers** do things at which, at the moment, people are better.

The AI Hype



Marjory Da Costa-Abreu
m.da-costa-abreu@shu.ac.uk

Should we really
try all this?

Propagating inequalities using AI

Face used by big techs

Bias in datasets

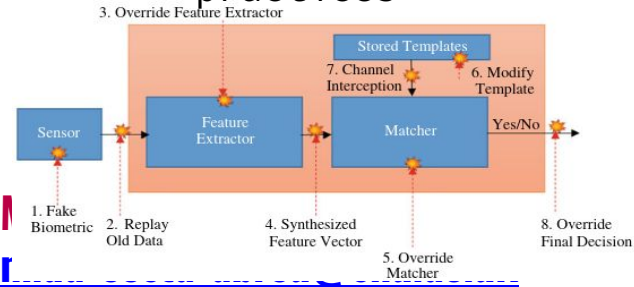


Technology designed for 'normal people'

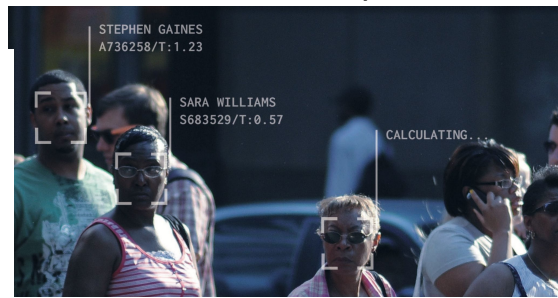


Face spoofing

Bad AI model design practices



Surveillance capitalism



AI and Social Issues



Cyberbullying



Sensitive Content



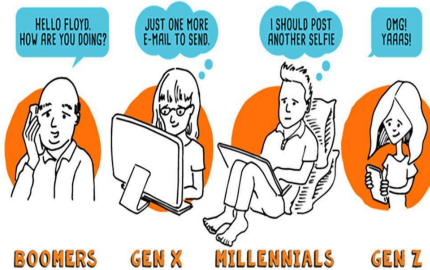
Virus



Fake News



Grooming



Digital Immigrants
Caring for Digital Natives



Targeted Content



Surveillance

AI and Gender/Race issues



Gender Gap in Tech



Marjory Da Costa-Abreu
m.da-costa-abreu@shu.ac.uk

Bias in data



Stereotype in experiments



Ethical AI: Are we living on the Matrix? Would you like the blue or red pill?

The logo for GED, consisting of the letters 'GED' in a bold, italicized, sans-serif font, followed by a forward slash, all in white on a black square background.

GED/

Marjory Da Costa-Abreu
m.da-costa-abreu@shu.ac.uk

@profmarjory    