Your camera-equipped glasses capture every oncoming face, transmit the images for recognition, Google the names, and flash results in your lens. Is the person who just stepped into your elevator a celebrity? Pickpocket? Potential client? Available? With the glasses, you know.

Of course, once you begin wearing them everyone else will too.

Do you engage Autopilot knowing that a machine capable of calculating pi to 31 trillion digits did not even slow down when it passed underneath, with the trailer-bottom shearing off the top of the Tesla Model S?
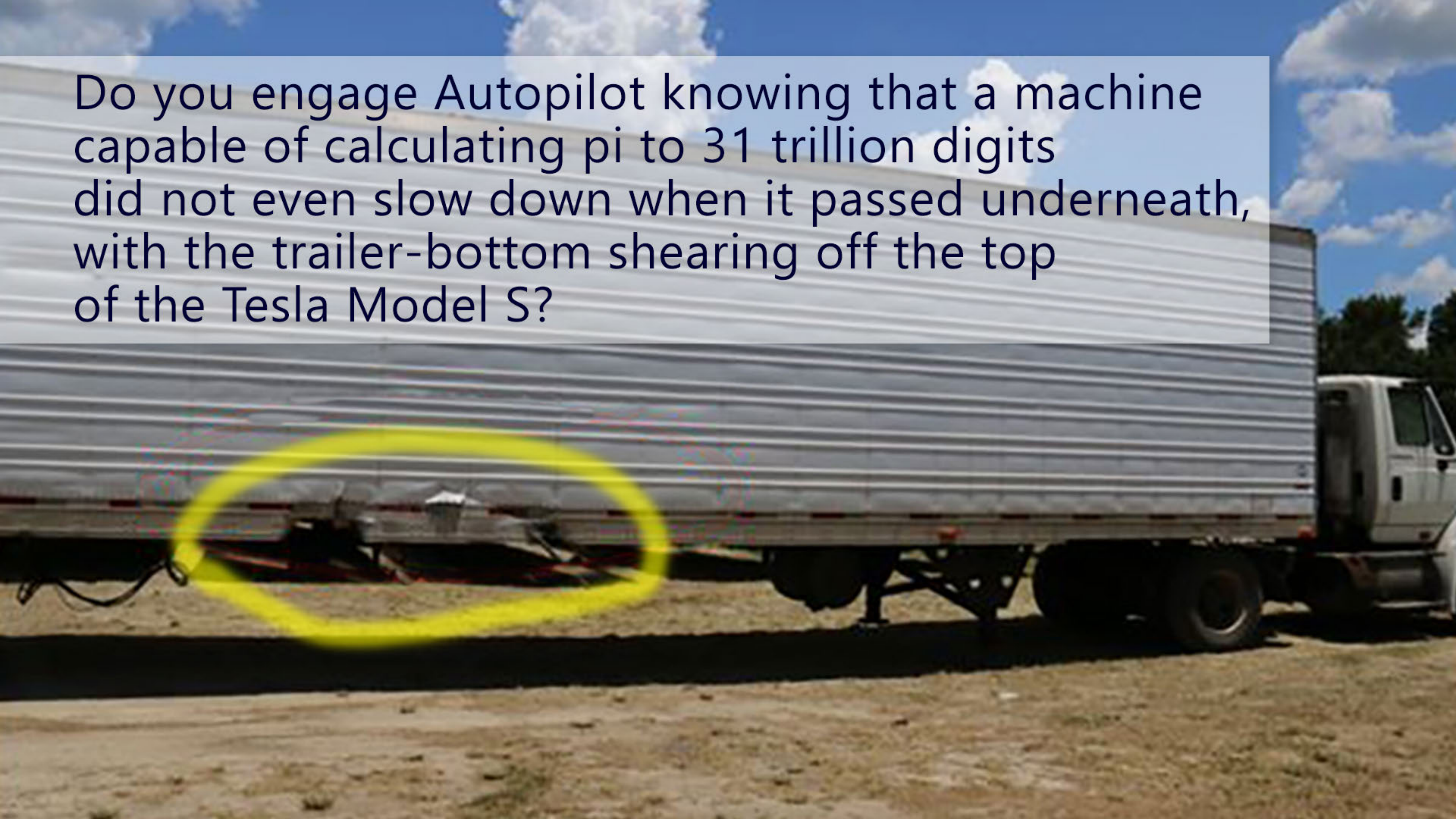
If it works better when she believes a human is on the other end, do you tell her?

Woebot
Health

"Woebot feels more like a friend than an app."

The tech behind it all

Technically speaking, Woebot is an AI-powered, personalized emotional support platform that detects users' symptoms and delivers clinically-validated psychological interventions to achieve better outcomes. But for countless users, Woebot is so much more.

Woebot helps people cope with life's challenges by using brief conversations to ask people how they're feeling and what is going on in their lives, then delivers useful tools that are right for the mood and the moment. People can use Woebot on their own or in conjunction with traditional talk or medical therapy to get reliable and compassionate support, right when they need it most.

CHECK OUT THE APP

Geoffrey Hinton
@geoffreyhinton

Suppose you have cancer and you have to choose between a black box AI surgeon that cannot explain how it works but has a 90% cure rate and a human surgeon with an 80% cure rate. Do you want the AI surgeon to be illegal?

3:37 PM · Feb 20, 2020 · Twitter Web App

1.1K Retweets   613 Quote Tweets   5.2K Likes

Your academic/work history
and psych profile analyized
to assign gratifying job
opportunities. But, entering
the system reveals your data
to employers, so they won't
offer other types of positions.

You get the right job,
but you're chained to it:
you can't try anything else.

(Same scenario: Tinder)

Linked in™

Connect to Opportunity™ ?

How can the novel ethical dilemmas surrounding AI be incorporated into an investment strategy that is manageable for analysts, useful for portfolio managers, and credible for investors?

(In other words: *What does traditional ESG investing look like when updated and customized for AI-intensive companies?*)

U.S. Sustainable Funds Monthly Flows

Why should finance professionals care?

Investment increasingly driven by non-financial criteria (ESG/Sustainable/Responsible/Ethical investing)
  • **Better LT returns & Investor freedom/values**

$6

Estimated Mon

1

0

2009   2010   2011   2012   2013   2014   2015   2016   2017   2018   2019   2020
YTD*

The four dimensions of contestable AI diagnostics- A patient-centric approach to explainable AI

Thomas Ploug[a,*], Søren Holm[b,c]

[a] *Aalborg University Copenhagen, Centre for Applied Ethics and Philosophy of Science, Department of Communication, A. C. Meyers Vænge 15, 2450, Copenhagen, SV, Denmark*
[b] *University of Manchester, Centre for Social Ethics and Policy, School of Law, Manchester M13 9 PL, United Kingdom*
[c] *Center for Medical Ethics, Faculty of Medicine, University of Oslo, Norway*

In response to these problems, public committees and expert groups, research institutions and private companies have in recent years issued reports on and guidelines for responsible use of AI. A systematic review of the corpus of such guidelines found 84 documents containing ethical principles and guidelines for the use of AI [11]. The review identifies a significant global convergence on the importance of, among others, the transparency or explainability of AI decision-making. The review also finds, however, a significant variance in the posited features of trans- parency. Thus, for instance, transparency is posited to 1) serve very

AI Human Impact	Ethics Guidelines for Trustworthy AI, European Council	German Data Ethics Commission
AUTONOMY	HUMAN AGENCY & OVERSIGHT	SELF-DETERMINATION
DIGNITY		HUMAN DIGNITY
PRIVACY	PRIVACY & DATA GOVERNANCE	PRIVACY
FAIRNESS	DIVERSITY, NON-DISCRIMINATION, FAIRNESS	
SOLIDARITY		JUSTICE & SOLIDARITY
SUSTAINABILITY	SOCIETAL & ENVIRONMENTAL WELLBEING	SUSTAINABILITY
		DEMOCRACY
PERFORMANCE		
SAFETY	TECHNICAL ROBUSTNESS & SAFETY	SECURITY
ACCOUNTABILITY	ACCOUNTABILITY	
	TRANSPARENCY	

vs ESG categories

Privacy/Performance/Autonomy

APPLY
(FICTITIOUS SMART GLASSES STARTUP)

PRIVACY

Control over acess
to our personal
information

ALAN F. WESTIN

PRIVACY AND FREEDOM

TO THIS THREAT

Privacy is the claim of individuals, groups, or institutions to determine for themselves when, how, and to what extent information about them is communicated to others.
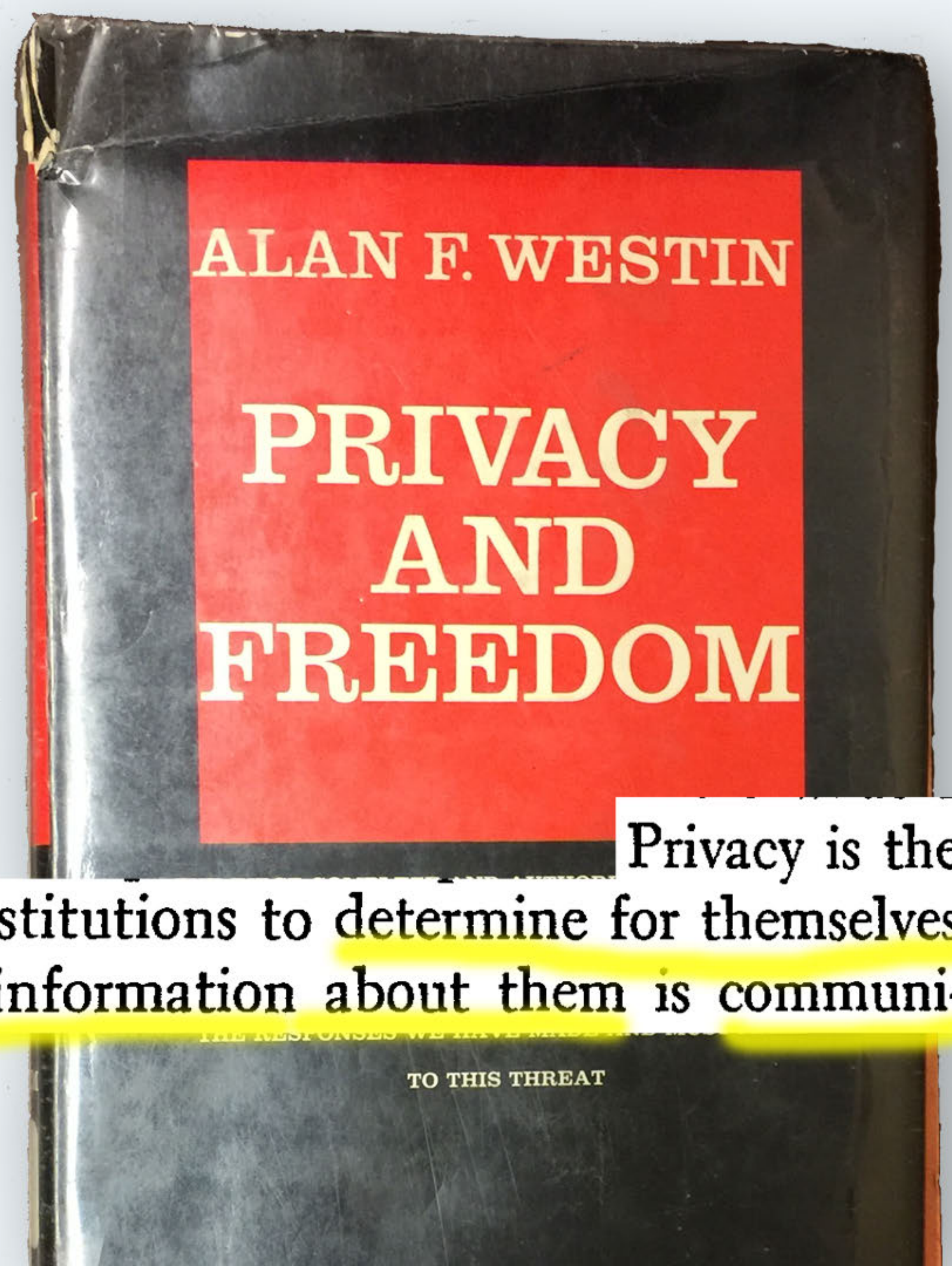
PRIVACY

WHY DO WE WANT PRIVACY?

To experiment with new identities, to *become* someone

-1

Why Do People Seek Anonymity on the Internet? Informing Policy and Design

Ruogu Kang[1], Stephanie Brown[2], Sara Kiesler[1]
Human Computer Interaction Institute[1]
Department of Psychology[2]
Carnegie Mellon University
5000 Forbes Ave., Pittsburgh, PA 15213
ruoguk@cs.cmu.edu, smb1@andrew.cmu.edu, kiesler@cs.cmu.edu

Although social networking generally requires using one's real identity, half of our interviewees reported using fictitious profiles to go on social networking or dating sites, or used false personal information when chatting online. Some interviewees used different social network profiles to separate the information they shared with different groups of people. A teacher (#17) was very active in a fandom group, and often posted fan fiction online. She wanted to keep in touch with other members of that community, but she was afraid that she might be criticized if her family or her boss found out about her writing because it was not "real" fiction. She therefore maintained two Facebook accounts, one under her real name for family and co-workers and one under a fictitious name for fandom friends.

PERFORMANCE

Overlay of knowledge about things and people around you

+1

PRIVACY
Loss of control
over access
to personal information
(They see you)

PERFORMANCE
Overlay of knowledge
about things and people
around you
(You see them)

AUTONOMY?
Does this AI-intensive
product help or harm
self-determination?

AI HUMAN IMPACT
Objective evaluations of AI-intensive companies in human terms for investors

Autonomy	?
Dignity	N/M
Privacy	-1
Fairness	N/M
Solidarity	N/M
Sustainability	N/M
Performance	+1
Safety	N/M
Accountability	N/M

Investors could pressure for answers to get better long term prediction of company value (How users will respond to the product)

Safety/Accountability

Apply (Tesla)

TESLA

...first known fatality in just over 130 million miles where Autopilot was activated. Among all vehicles in the US, there is a fatality every 94 million miles. Worldwide, there is a fatality approximately every 60 million miles.

Is safety about *risk*, weighing the odds, the known unknown?
(1 fatal outcome in every 130m Autopilot miles versus 1 in 94m human miles)

Or, is it the unknown unknown…
(1 fatal outcome for a reason that cannot be imagined, at a time that cannot be foreseen)
 - The problem of explainability

ACCOUNTABILITY

If a car is trained to drive on data, and then continuously trained on the driver's own habits (acceleration, turning radius, and so on), and then there is an accident, who is to blame? The original data, the software designer, the AI, the human driver?

AI HUMAN IMPACT
Objective evaluations of AI-intensive companies in human terms for investors

Autonomy	+1
Dignity	N/M
Privacy	N/M
Fairness	N/M
Solidarity	N/M
Sustainability	N/M
Performance	+1
Safety	?
Accountability	?

Investors could pressure Tesla for answers

CRITICAL INVESTMENT DECISION: How much human dignity will be sacrificed for AI contentment/convenience /joy?

What if it works better as a friend, than as an app?

Woebot Health

ABOUT US ▾   PARTNER   SCIENCE & TECHNOLOGY ▾   THE APP ▾

"Woebot feels more like a friend than an app."

The tech behind it all

Technically speaking, Woebot is an AI-powered, personalized emotional support platform that detects users' symptoms and delivers clinically-validated psychological interventions to achieve better outcomes. But for countless users, Woebot is so much more.

Woebot helps people cope with life's challenges by using brief conversations to ask people how they're feeling and what is going on in their lives, then delivers useful tools that are right for the mood and the moment. People can use Woebot on their own or in conjunction with traditional talk or medical therapy to get reliable and compassionate support, right when they need it most.

CHECK OUT THE APP

CRITICAL INVESTMENT DECISION:
At what point does performance render accountability immaterial?

Geoffrey Hinton
@geoffreyhinton

Suppose you have cancer and you have to choose between a black box AI surgeon that cannot explain how it works but has a 90% cure rate and a human surgeon with an 80% cure rate. Do you want the AI surgeon to be illegal?

3:37 PM · Feb 20, 2020 · Twitter Web App

1.1K Retweets   613 Quote Tweets   5.2K Likes

Your academic/work history
and psych profile analyzed
to assign gratifying job
opportunities. But, entering
the system reveals your data
to employers, so they won't
offer other types of positions.

You get the right job,
but you're chained to it:
you can't try anything else.
(Same scenario: Tinder)

CRITICAL INVESTMENT
DECISION:
Is freedom/autonomy
still opportunity
if it *removes us*
from what we want?

Linked in™

Connect to Opportunity™ ?

AI Human Impact Purposes

Financial
Outstanding returns yielded from investments accounting for human effects, and reputational/regulatory/legal risks of AI

Technical
Catalyze more/faster artificial intelligence innovation
- Illuminate scenes of potential social rejection
- Map dilemmas (privacy/performance) to ably navigate
- Identify engineering that expands human potential

Human
Center technology on human wellbeing
Increase autonomy: help investors act on their own values

AIHumanImpact.fund

James Brusseau
Philosophy Department
Pace University NYC
linkedin.com/in/james-brusseau
jbrusseau@pace.edu

AI Ethics Site
Big Data + Human Experience: Research
@James_Brusseau
contact@aiethics.site