



A Short Introduction to Digital Ethics

Frank Buytendijk
Research VP and Gartner Fellow



HOUSE OF LORDS
Select Committee on Artificial Intelligence
Report of Session 2017-19

**AI in the UK:
ready, willing and
able?**

Ordered to be printed 13 March 2018 and published
Published by the Authority of the House of Lords

Robotics Openletter | Open letter

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HOME SIGN WHY SIGN? TO WHOM? CIVIL LAW RULES ON ROBOTICS WHO ARE WE?

OPEN LETTER TO THE EUROPEAN COMMISSION
ARTIFICIAL INTELLIGENCE AND ROBOTICS

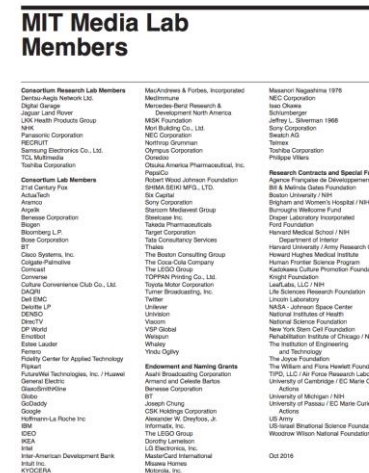
Sign the letter

We, Artificial Intelligence and Robotics Experts, industry leaders, law, medical and ethics experts, confirm that establishing EU-wide rules for Robotics and Artificial Intelligence is pertinent to guarantee a **high level of safety and security to the European Union citizens** while fostering innovation.

2. The creation of a **Legal Status** of an "electronic person" for "autonomous", "unpredictable" and "self-learning" robots is justified by the incorrect affirmation that damage liability would be impossible to prove.

From a **technical** perspective, this statement offers many bias based on

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Big Data
Privacy

Machine Learning
Unintended Conseq

Social/Mobile
Human Comms

AI
Dignity

Cloud
Security

Algorithms
Free Will

Autonomous Tech
Responsibility/Freedom

3D Printing
Harmful results

Be Afraid, Be Very Afraid

- Robots will take over lots of jobs.
- Artificial Intelligence (AI) develops exponentially. Once it is smarter than we are...
- Power + Bad People = Disaster
- Forget AI; think Artificial Stupidity.
- Experts don't see the obvious.

Naaaahhh, Don't Worry

- ...and like in all new eras, other jobs are created.
- Law of diminishing returns kicks in — think "Concorde."
- Of all scenarios, why would robots "turn against us"?
- AI is in its very infancy.
- All experts dismiss the concerns.
- We learn and adapt.

Real Issues, but Little Recognition

Gartner CIO Survey, 2015

59%

already faced
ethical questions

Informal Gartner Summit surveys, 2015

70%

no logical
moment or place

7%

very confident
about government

Pew Research Center, 2015

75%

not confident
about internet business

Pew Research Center, 2015

Gartner



UBER



Nokia Siemens Networks



TOMTOM



USC Institute for Creative Technologies



Intuitive Reaction

COOL?

CREEPY?

Digital ethics comprises the systems of values and moral principles for the conduct of electronic interactions among people, business and things.

Digital Ethics Have Unique Characteristics

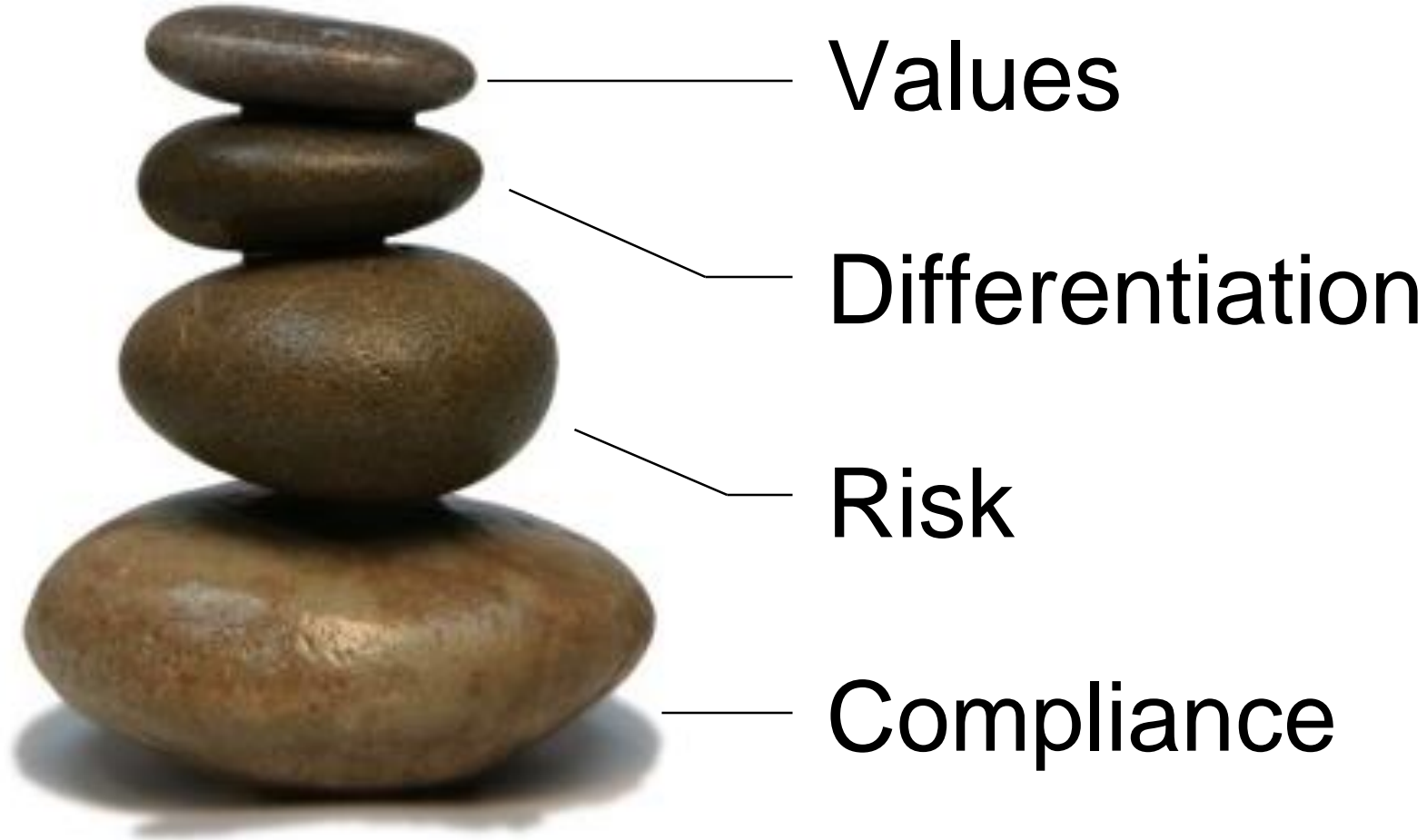


The Most Important pieces of advice ...

- There are no best practices. Ethics is not prescriptive.
- Instead, ethics are ambiguous.
- **Do not create** a 10-point checklist. It will lead to a checklist mentality, and missing the point.
- Phrase digital ethics in terms of complex dilemmas.
- Don't create yet another department of "no." Ethics is about **how**.

4,000 Years of Discussion
Didn't Answer the Question
of What Is **Good** and What Is **Bad** ...

The Business Value of Digital Ethics





The Senior Life Style system is installed in a senior citizen's home, and learns about patterns, uploaded in the cloud.

The system gives peace of mind, also to the family members.

“Couldn't having a Big Brother be something special and very positive?”

“Like with credit cards, we will learn how to deal with security and privacy.”

Value
Diff
Risk
Compl

The GOOD

- Not breaking any rules!

- Less risk for the elderly

- Self-learning technology doesn't require configuration

- Peace of mind

The BAD

- It may be allowed, but is it accepted?

- Can you afford to figure out security and privacy as you go?

- What about unintended consequences?

- Research into "quantified other" reveals that monitoring creates extra stress for the family.

**But Some Stuff
Works Better Than
Other Stuff**

The Universalists Think We Need Some Rules

Immanuel Kant (1724 to 1804)



"Categorical imperative —
intrinsically valid principles, obeyed
in all circumstances."

Still visible today:

- Optimized business processes.
- One version of the truth.
- Requirements analysis.
- Governance as "policymaking"

... but what about the
unintended consequences?

While the Consequentialists Look at the Outcomes

Also visible today:

- People-centric security
- Business moments
- Machine learning
- Governance as "fixing stuff"

... but what about intentions?

Good luck, bad luck



A farmer lost a horse. Bad luck?
Not when it returned with a whole
herd. The farmer's son fell off the
horse. Bad luck? Not when the
army arrived to take all the men.

Care Ethics Reconciles the Two: In Principle, How Do We Deal With Unintended Consequences?

Care Ethics, a New Idea From the 1960s



Carol Gilligan
(1936)

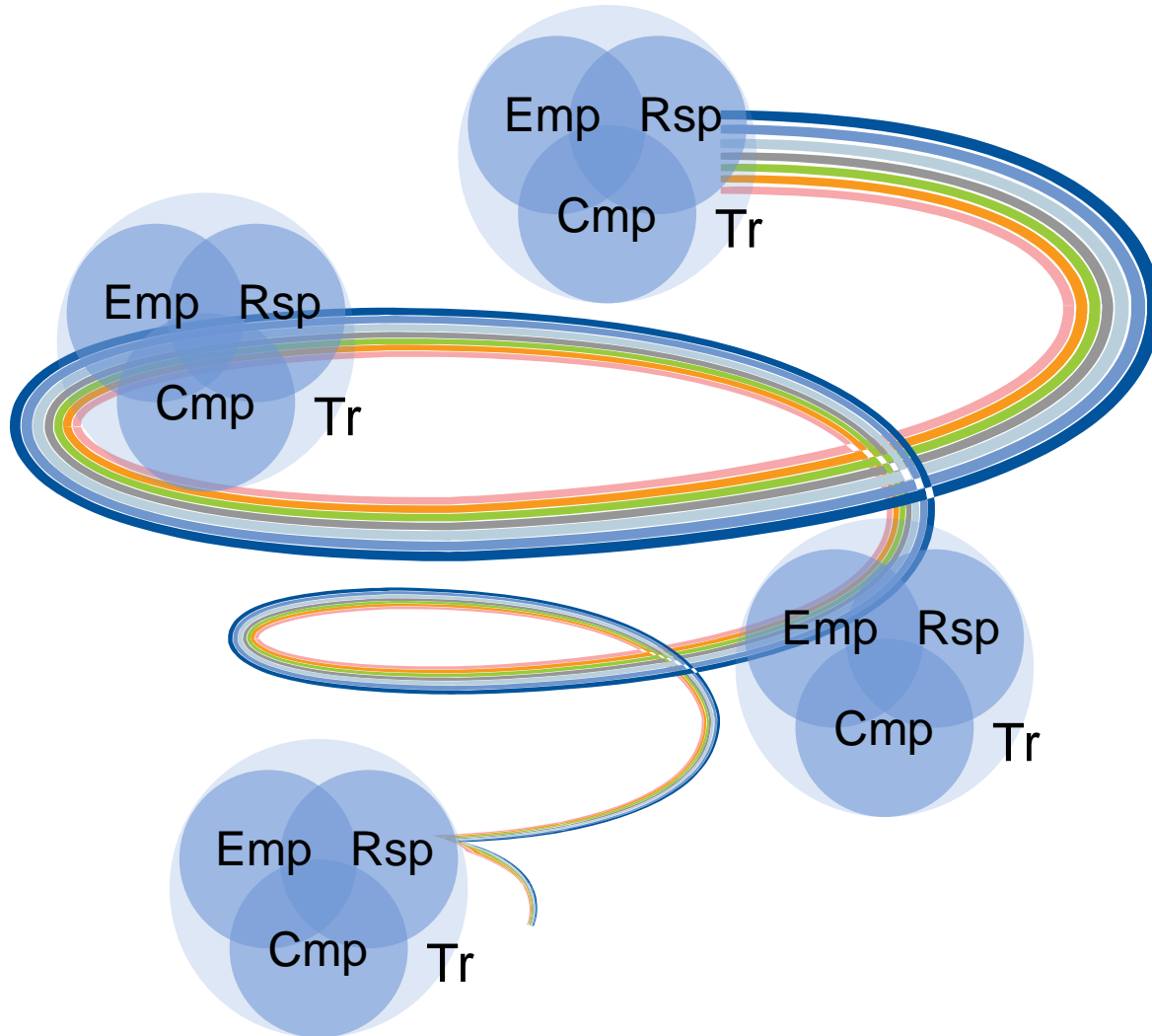
Fits the digital society better:

- There are no principles yet
- ... but too important to wait for the consequences.
- Like care ethics, the digital society focuses on connections and relationships.



How Many Philosophers Does
It Take to Change a **Light Bulb**?

Four Elements Create a Positive Spiral



- **Empathy** without responsibility is empty ("Oh, I am so sorry ...").
- **Responsibility** without empathy is mechanistic.
- Taking responsibility only makes sense if you are **competent**.
- You are only allowed to take responsibility if you are **trusted**.

What If the Insurance Company Sees This Picture?

... while I indicated I didn't smoke?

- Cancel the policy?
- Increase premium?
- Wait until I file a claim?

Digital ethics:

- Should you even want to check social media?
- Care ethics: Nudge customers to healthier life styles.

Frank's Facebook ...



Who Is Responsible for an Autonomous Car?



President and CEO Håkan Samuelsson

- The company will accept full liability whenever one of its cars is in autonomous mode.
- One of the first carmakers in the world to make such a promise.
- The real threat to self-driving cars isn't about technology but regulations.
- Without a clear set of rules, automakers won't be able to conduct credible tests.

Wrapping Up

Embrace Diversity

"Our executive team is made up of a bunch of individuals who all see the world differently. And I think that's a strength, by the way.

The **pluralism of thought** is a definite strength."



CIO

AccountingCo

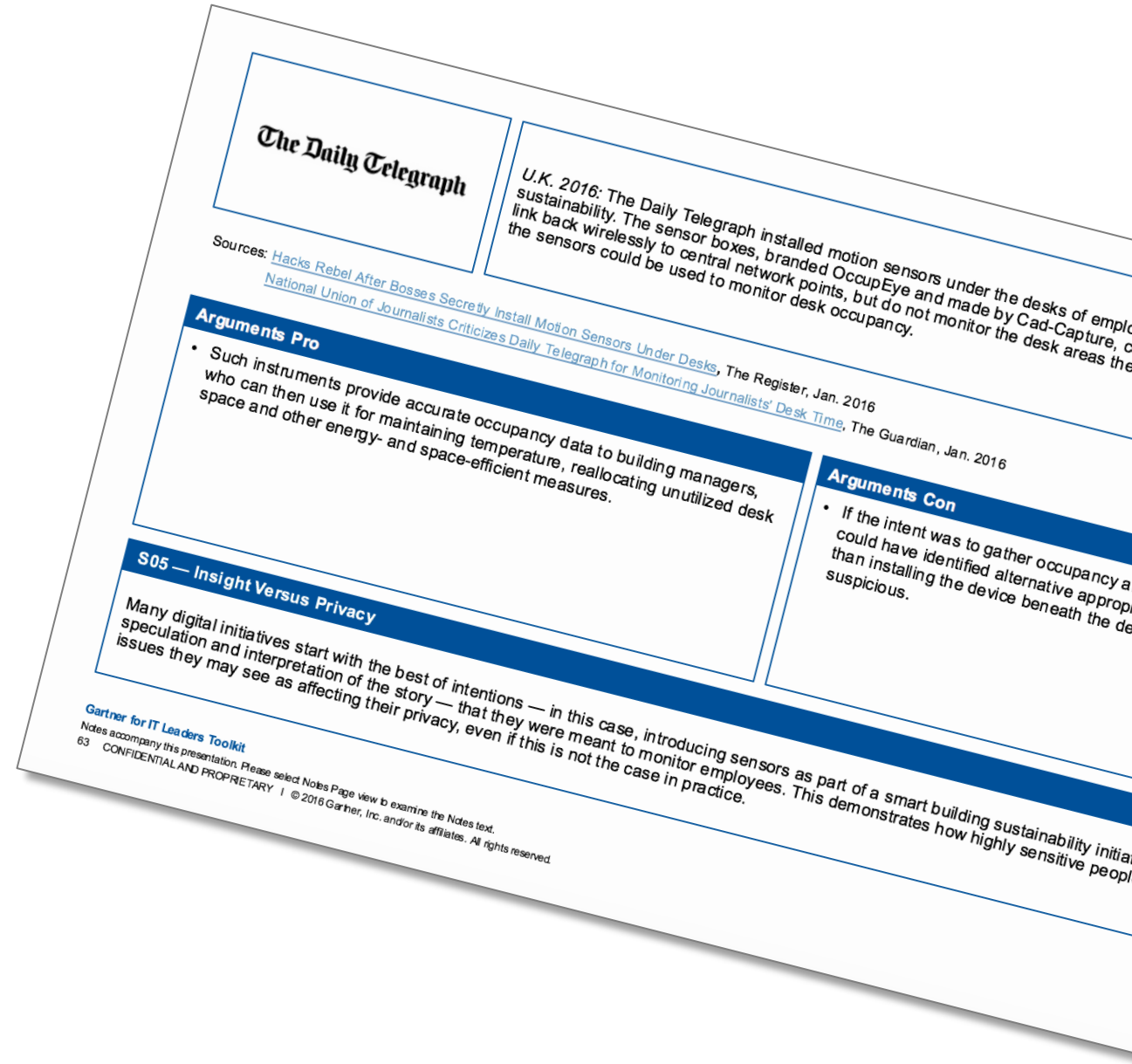
Create an Awareness and Training Program

- Every month, send around a dilemma. Discuss! What would you do?
- It trains being comfortable with ambiguity, and ethical thinking.



Mikkel Muller, CIO

DR



Loop in Your Business Ethics Board and Officer



Françoise Rost van Tonningen,
Head of Ethics Office

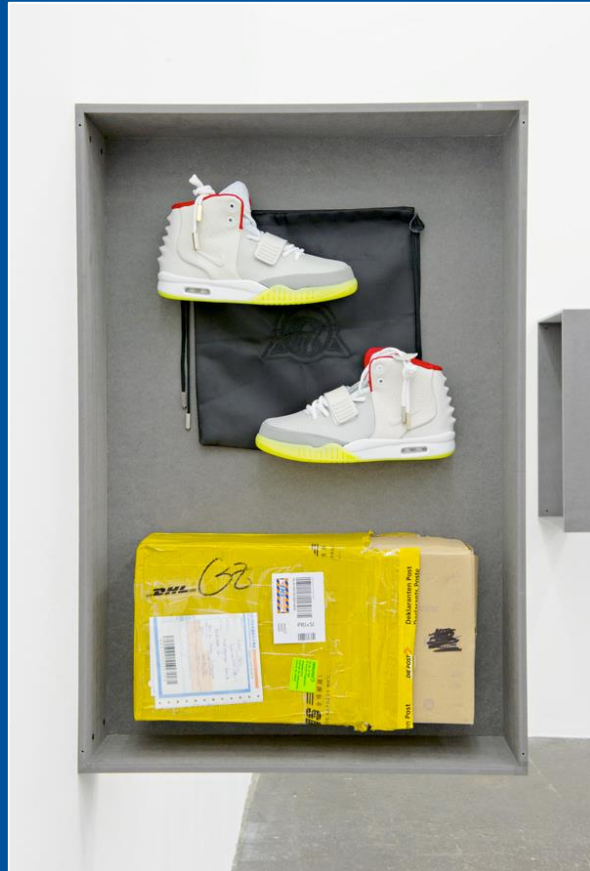
"One of the goals of our ethics office is to generate '**mores-prudence**.' This term is a variation on the legal term 'jurisprudence,' building knowledge based on ethics cases that emerge in a variety of fields."



Rabobank

Sources: <https://reflectietafel.nl/expert-francoise-rost-van-tonningen/>; www.newscientist.com/article/2137835-smart-doll-fitted-with-ai-chip-can-read-your-childs-emotions/

The Random Darknet Shopper...and Sandra



<http://fusion.net/story/35883/robots-are-starting-to-break-the-law-and-nobody-knows-what-to-do-about-it/>

<http://www.nonhumanrightsproject.org/2015/03/06/update-on-the-sandra-orangutan-case-in-argentina/>

Recommended Gartner Research

- ▶ [Kick-Start the Conversation on Digital Ethics, 2016](#)
- ▶ [Digital Ethics, or How to Not Mess Up With Technology, 2017](#)
- ▶ [The CIO's Guide to Digital Ethics: Leading Your Enterprise in a Digital Society](#)
- ▶ [Toolkit: Create Your Story for the #DigitalSociety](#)
- ▶ [The #DigitalSociety Requires a Digital Social Contract](#)

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