



High performance. Delivered.

Illuminated features: Ethics?

Video Transcript

Russell Marsh. *'So when you're looking at the ethical dilemmas in businesses I think there's a real dilemma in relying too much on automation in the future.'*

If you look at what the internet does, it polarises what people see and that's through automated algorithms. We tend to get reflected back at us what we look like ourselves.'

Maynard Williams *'A chatbot was put live on the web, and it was interacted with through the day, anyone could access it. By the end of the day it was taken offline because it had become racist in its responses, it had become quite unpleasant.'*

Part of that was because the people who were likely to interact with the chatbot during the day are probably not a standard demographic of society.'

Russell Marsh *'I think that's probably the risk, that automation starts to generate a more polarised view of the world and doesn't take into account some of the nuances in terms of human behaviour, that actually make us human. Actually, what people ultimately engage with is the differences as much as the things that are the same.'*

Laetitia Cailleateau, *'There's a number of ethical challenges that are quite interesting and need to be well thought through before you actually rely on AI in too meaningful a way.'*

Shalini Chaudhari, *'So trust has been a very important aspect in any kind of human interaction and I think that in the digital world that we live in it's becoming even more important because you are now relying on businesses that take your data to guard it, to you use it wisely and to use it securely.'*

Kamran Ikram, *'Those organisations which can track where you've been, what you've done have a responsibility to make sure all of that data is held in a way that can't be used for ill-gotten purposes. But part of that actually is education people, educating the workforce.'*

Russell Marsh, *'So who's ultimately responsible for data and how does that gets used? Ethically who's responsible for it? Is it the company or is it the individual?'*

Laetitia Cailleateau, *'I think the ethical aspect is a very hard question and I don't think anybody has managed to solve it yet.'*

Emma McGuigan, *'I don't think ethics are the role of government, or there the role of industry, or there the role of the citizen, I think they're the role of all of us.'*

Russell Marsh, *'It's going to throw up some very interesting dilemmas I think in the next few years.'*