

**UNESCO**

**Mobile Learning Week**

**Conference on “Artificial Intelligence for Sustainable Development”**

**Thematic Workshop: Artificial Intelligence and Disinformation**

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**Presentation by Cordel Green, Executive Director, Broadcasting  
Commission of Jamaica**

**SPEAKING NOTES**

The Broadcasting Commission's interest is that of a potential user of AI and as a policy advisor to government. We are guided by three considerations.

(i) In the development of any framework for combatting terrorist, violent extremist and other harmful content online, it is important that regulators and policy makers have a rounded understanding of AI development, deployment, use and impacts. The Broadcasting Commission is particularly interested in the intersection of AI and the creation, dissemination and consumption of 'content' including news.

As the World Commission on the Ethics of Scientific Knowledge and Technology (COMEST) observes, AI development is likely to have substantial societal and cultural implications, connected to communication, particularly the selection of information and news that people read, the music that people listen to, the decisions people make as well as their political interaction and engagement.

This raises issues of access to information, disinformation, discrimination, freedom of expression, privacy, and media and information literacy.

(ii) In the future, regulators will themselves use AI for automated content monitoring. The Broadcasting Commission of Jamaica is at the conceptual stage of developing an Automated Content Monitoring System (ACMS). The Commission therefore has an interest in AI guidelines, both as a potential developer and consumer. These guidelines must ensure that the public interest is served, without government overreach.

iii Even if regulators do not have the capacity to monitor content online, they will have to build regulatory capacity for supervising the efficacy of tools and measures being used by online operators to protect against fake news and other

online harms (this will no doubt involve artificial intelligence).

We come now to the complicated question of choosing the appropriate principles to guide AI development, operations and regulation. It is true that every country and international organisation seems to be busy crafting principles and guidelines and that the landscape is heterogeneous - but it is right that there be this multi-stakeholder interrogation and response. This is like the development of road traffic laws. Every country debated and crafted their own road traffic law, with different offences and penalties. In some countries it is the law to drive on the left, in others, on the right. The eligibility age and driving tests differ. But red, amber and green traffic lights are common to all and so are several aspects of lawful road use.

What I find encouraging is that whether the interest is commercial, humanistic, policy or regulatory and/or directed to specific interests such as developers and consumers, there are very sound, helpful, and common principles that have emerged, albeit expressed differently. Some of these are that AI guidelines must be characterised by:

- a. Explainability: AI should be explainable, able to provide insight into its functioning.
- b. Transparency: The data used to train AI systems should be transparent.
- c. Responsibility: Developers and companies should take into consideration ethics when developing autonomous intelligent system.
- d. Accountability: Arrangements should be developed that will make possible to attribute accountability for AI-driven decisions and the behaviour of AI systems.
- e. Awareness and literacy: Algorithm awareness and a basic understanding of the workings of AI are needed to empower citizens.
- f. Human rights: AI should be developed and implemented in accordance with international human rights standards, with an emphasis on strengthening freedom of expression, universal access to information, the quality of journalism, and media pluralism, while mitigating against the spreading of disinformation (terrorism, violent extremism, hate speech, fake news).

g. Inclusiveness: AI should be inclusive, aiming to avoid bias and allowing for cultural diversity.

I conclude with the observation that while it is premature to regulate AI on a global scale, we must continue to describe, define and prescribe the broad ethical principles which are to guide AI development, knowing these will be adaptable to local circumstances and jurisdiction. We must do so during AI development and deployment, not after the extreme AI impacts take effect.