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Speaking Notes
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UNESCO ROAM PRINCIPLES

I would like us to consider whether there is value in associating our work with UNESCO which has proposed that developments in the field of artificial intelligence (AI) be aligned with the ROAM principles – [human] rights, openness, accessibility, and multi-stakeholder governance; and the Cross-cutting issues of gender and Africa.

I want to elaborate on the rights principle by making 4 specific suggestions

1. That AI development and deployment should not violate the right to decent work, in the sense, at minimum, that there should be a human right to a 'Basic Income Grant' - a proposal supported by Richard Branson, Bill Gates, Elon Musk and Mark Zuckerberg; and

tested in Canada, Finland, and California. The idea is that there should be a subsidy for those laid-off and losing their jobs due to AI disruption of labour.

1. AI development and deployment should be required to conform with the often ignored human right to “share in scientific advancement and its benefits.” This right has never been legally defined so it is opportune to call upon the UN to do so. Sharing in scientific advancement should include the protection of tacit or traditional knowledge as a complement to scientific knowledge.

[The "right to science" includes both a right to participate in science (the activity) and a right to access to the body of knowledge ("benefits" or "progress" or "advances") that is a result of science.

[In addition, access to science needs to be understood as nuanced and multifaceted. People must be able to access scientific information, translated and actionable by a non-specialist audience.]

1. AI should be developed and deployed consistent with the Rights of the Child. This might include a prohibition against AI-enabled children’s toys that are intentionally addictive and capable of

spying on children. There should also be a prohibition against the storage, ownership and monetisation of data collected from children, society's most vulnerable demographic group.

[AI enabled devices are increasingly able to manipulate and addict users, to which children are more susceptible. This is particularly salient given the prevalence of bias in AI, to which children are less attuned than adults.]

1. Having regard to the foregoing, Digital Literacy must get global priority attention. This could be financed by a type of universal service regime, with special attention to Small Island Developing States (SIDS) and all labour intensive developing countries that are susceptible to the worst effects of automation.

I want to call for special attention to Millennials and Generation Z. The Deloitte Millennial Surveys of 2018 and 2019 are instructive. They report that Millennials and Generation Z say they are unprepared for the fourth industrial revolution. They are not confident in their skills and knowledge or optimistic about their readiness.

AI is increasingly embedded in children's toys, tools, and classrooms, creating sophisticated new

approaches to education and child development tailored to the specific needs of each user. However, special precautions must be taken to protect society's most vulnerable demographic. Germany has banned AI-enabled children's toys because they are considered to be spying upon the child, while regulators around the world are just starting to grapple with who should own the child's data, how long it can be stored, whether it should be monetized. Will people suffer consequences for data collected about them as children?

Issues of privacy are compounded by questions about the impact of AI-enabled toys on cognitive development. Is it necessary to protect traditional creative play? Or is early exposure to AI useful for children who will grow up engaging with AI in the workplace? In absence of clear guidelines, parents and caregivers are left to make decisions about products with incomplete information and complex implications on their children's health and privacy. As these devices come onto the market, stakeholders need to consider the correct mechanisms to protect children whilst enabling the benefits of "precision education".

We should resist technological determinism. AI must be designed to promote human well-being, enhance human performance and mitigate against harm. We must avoid the worst outcomes of the first

industrial revolution which left millions of people behind. We can make AI the rising tide which lifts all ships. For this to happen we must pay special attention to Small Island Developing States (SIDS) and all developing countries that are susceptible to the worst effects of automation.

We are also concerned about ownership of data and information asymmetry. This is one of the most pressing societal concerns associated with AI. As Will I Am puts it, most people do not know that their digital DNA is data and that the phrase “data is currency” can only be true when ordinary people own their data and use it to develop themselves. Who is going to own the data which powers AI?

What I find encouraging is that whether the interest is commercial, humanistic, policy or regulatory, there are very sound, helpful, and common principles that have emerged, albeit expressed differently. Some of these are that AI guidelines must ensure:

- 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, especially when an AI system is used for governmental purposes.

- AI judicial decision making models can be problematic as new circumstances emerge. Unlike judges who exercise a lot of discretion,

Judicial AI models cannot respond to situations which do not have precedents.

- Predictive policing - algorithms determining who should be treated as suspects
- Recent unearthing of possible bias in the algorithms used by Goldman Sachs to set credit limits for the Apple Card.
- In the US, it was revealed in October 2019 that millions of black people were affected by racial bias in health-care algorithms.
- Amazon's AI Hiring : favoured CV's with favoured male verbs. It excluded highly qualified people because many tech people were drop outs and so the AI was able to spot 'drop-outs' and privilege those applicants.

So, there is the risk of exporting tech companies biased AI values if you use their hiring system, and states are at risk of litigation for AI decision making which is discriminatory.

Such Ethical matters must be considered when implementing machine learning, or people will have no confidence in AI.

I also reference for consideration, the recommendations of the Law Committee for the IEEE Global Initiative for Ethical Considerations in Artificial Intelligence and Autonomous Systems. They include:

1. The logic and rules embedded in the system must be available to regulators. If, however, the system's logic or algorithm cannot be made available for inspection, then alternative ways must be available to uphold the values of transparency. Such systems should be subject to risk assessments and rigorous testing.

1. Automated systems should generate audit trails recording the facts and law supporting decisions and such systems should be amenable to third party verification to show that the trails reflect what the system in fact did.

1. The general public should know WHO is making or supporting ethical decisions of AI systems through investment. Investor list(s), developers, and promoters of any given AI system should, by law, be made public, especially when an AI system is used for governmental purposes.

1. The general public should be informed when articles/press releases related to political figures or issues are posted by an AI systems, such as a bot.

2. Do you have a view on whether AI should be regulated?

Perhaps we should focus on a framework approach with guiding principles rather than hard rules, at this stage given that we are talking about something which is developing.

I am not sanguine that there is a real prospect of developing global rules anytime soon. This is because AI leadership is not homogenous. In US, its being driven by business, in China and UAE by government and in places like Canada and EU by academia.

These groups do not necessarily have the same understanding of AI and what the use cases of AI are. Private sector is focused on how to increase efficiency and profit; government is focused on public welfare, and academia is focused on areas such as about safety and security.

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.

These are some of the factors which motivated Jamaica to lobby for the establishment of a Global Media and Information Literacy Week and we were pleased that at the recently concluded UNESCO 40th General Conference, representatives of governments across the world gave overwhelming support for a proposal by Jamaica that October 24 to 31 be declared as Global Media and Information Literacy (MIL) Week.

The objective of this global week is to give a consolidated message on the need for greater media and information literacy development to increase people's critical thinking competencies (knowledge, skills, attitude, and ethics) in information, media, and technology; enabling their quest for civic and social participation, self-protection online, self-expression, economic development, and to counter disinformation.

Why has the Broadcasting Commission of Jamaica taken an interest in AI?

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.

Even if regulars 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).