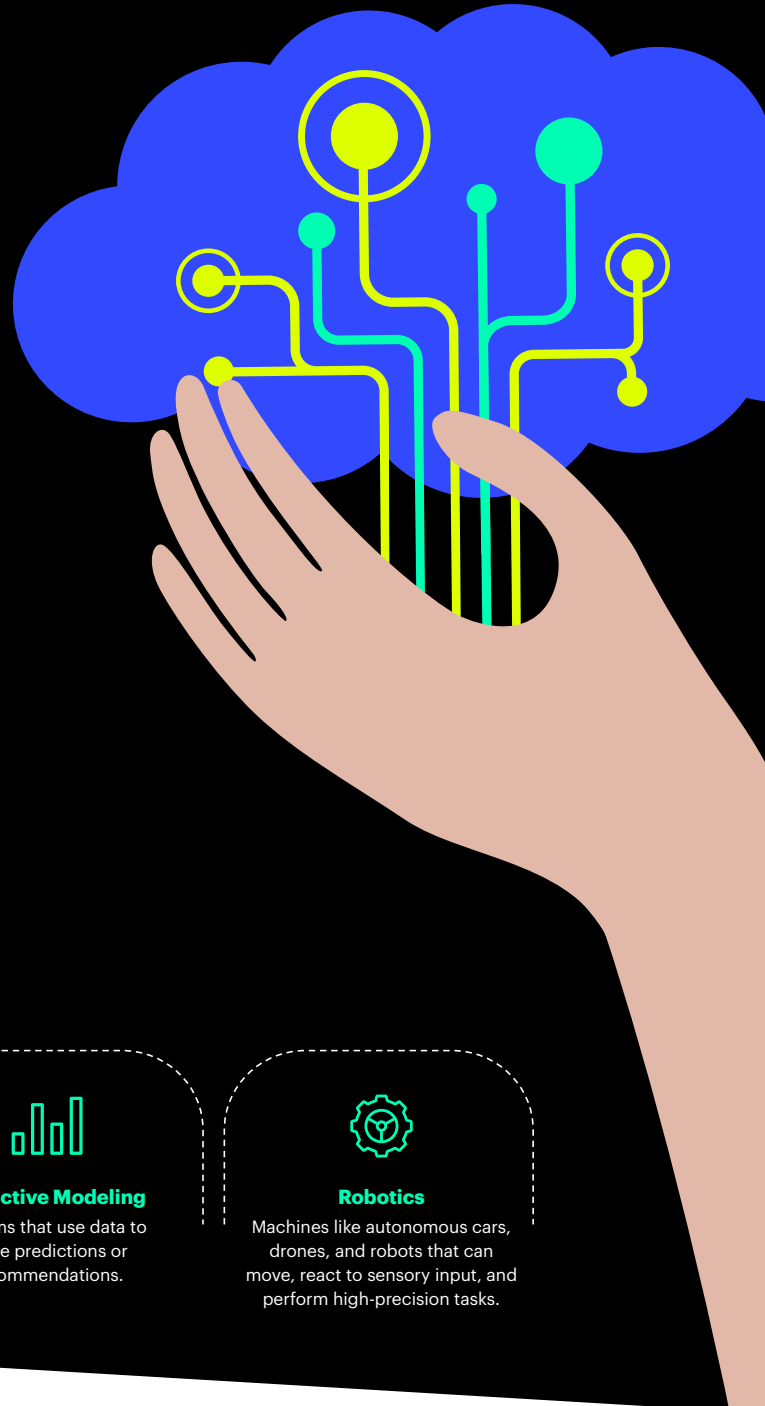


What's Responsible AI? Why does it matter?

Artificial Intelligence (AI) has enormous potential for business and society. But its potential also makes it necessary to understand its implications and to establish guardrails to ensure we use it productively and responsibly.



WHERE DO WE MOST COMMONLY SEE AI TECHNOLOGIES?



Computer Vision

Systems that identify, classify, and interpret images and video.



Conversational AI

Systems that detect, understand, translate, analyze, and generate human language.



Predictive Modeling

Systems that use data to make predictions or recommendations.



Robotics

Machines like autonomous cars, drones, and robots that can move, react to sensory input, and perform high-precision tasks.

WHAT ARE SOME OF THE PRIMARY ISSUES IN AI THAT WE NEED TO ADDRESS?



Disclosure

Being clear about when we use algorithms and autonomous agents such as chatbots, voice agents, and robots.



Explanation

Providing people with explanations for decisions made by algorithms.



Bias

Using processes to reveal and address unwanted and/or potentially harmful bias in data models and algorithms.



Accessibility

Designing products and services for inclusivity and accessibility.



Privacy

Ensuring policies and processes comply with applicable regulations related to privacy and data use.



Data Security

Implementing processes that reduce the risk of compromising data security.

LET'S TAKE A LOOK

Responsible AI in recruiting

Bias can harm or exclude under-represented or vulnerable populations. For example:

- Language-understanding technology may not understand dialects or accents, higher-pitched voices, the elderly, or people with disabilities.
- So-called "emotion-detection" technologies claim to understand people's emotional state and predict their employability. In reality, these technologies may unfairly disadvantage non-native speakers, nervous candidates, and others based on demographic and cultural biases.
- Predictive models tend to reinforce and amplify bias in data, which can lead to discrimination.
- If there is a lack of diversity in the design process, the team may not have the range of perspectives needed to anticipate and address issues of bias.

It's critically important that we don't take powerful technologies such as AI at face value. To use these technologies effectively and responsibly, we must understand the issues, address them comprehensively, and design appropriate governance processes to evaluate and correct for unintended consequences.

HOW DO I GET STARTED?

These steps can help you build and socialize a foundation for responsible AI. For more detail, see "[Innovation + Trust: The Foundation for Responsible Artificial Intelligence](#)".



WHERE DO I GO FROM HERE?

- Read "[Innovation + Trust: The Foundation for Responsible Artificial Intelligence](#)" by Susan Etlinger, Altimeter Group, to guide your action plan for Responsible AI.
- To learn more about how this piece relates to Microsoft's AI principles, read [Responsible AI](#), which talks about the primary issues, then find tools and resources from the Microsoft [AI Business School](#).

OTHER RESOURCES

- [The Partnership on AI to Benefit People and Society](#)
- [Data and Society](#)
- [AI Now Institute](#)
- [World Economic Forum: Shaping the Future of Artificial Intelligence and Machine Learning](#)

"In an increasingly connected world, trustworthy digital experiences will become a critical differentiator."

— Susan Etlinger, Altimeter Group

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