ETHICAL PRINCIPLES OF RESPONSIBLE AI

1 Why are they Needed?

The increasing prevalence of Artificial Intelligence (AI), combined with concerns of AI harm against specific individuals, communities, and employees, has heightened the need for AI ethics, a key component of Responsible AI.

More than 80 ethical AI principles have been released into the public domain by mid- 2019 (Morley et al., 2019).

2 Why They Are Important

According to Whittlestone et al. (2019), the difficulty with ethical AI principles is that they are often highly generic and too broad to be action-guided, which may lead to varied interpretations by different stakeholders.

Selter et al. (2022) illustrate the need for organizations and academia to keep up with the ever-changing elements of AI and AI ethics. As a result, we must continue to collaborate in order to offer better direction for effective Responsible AI leadership.
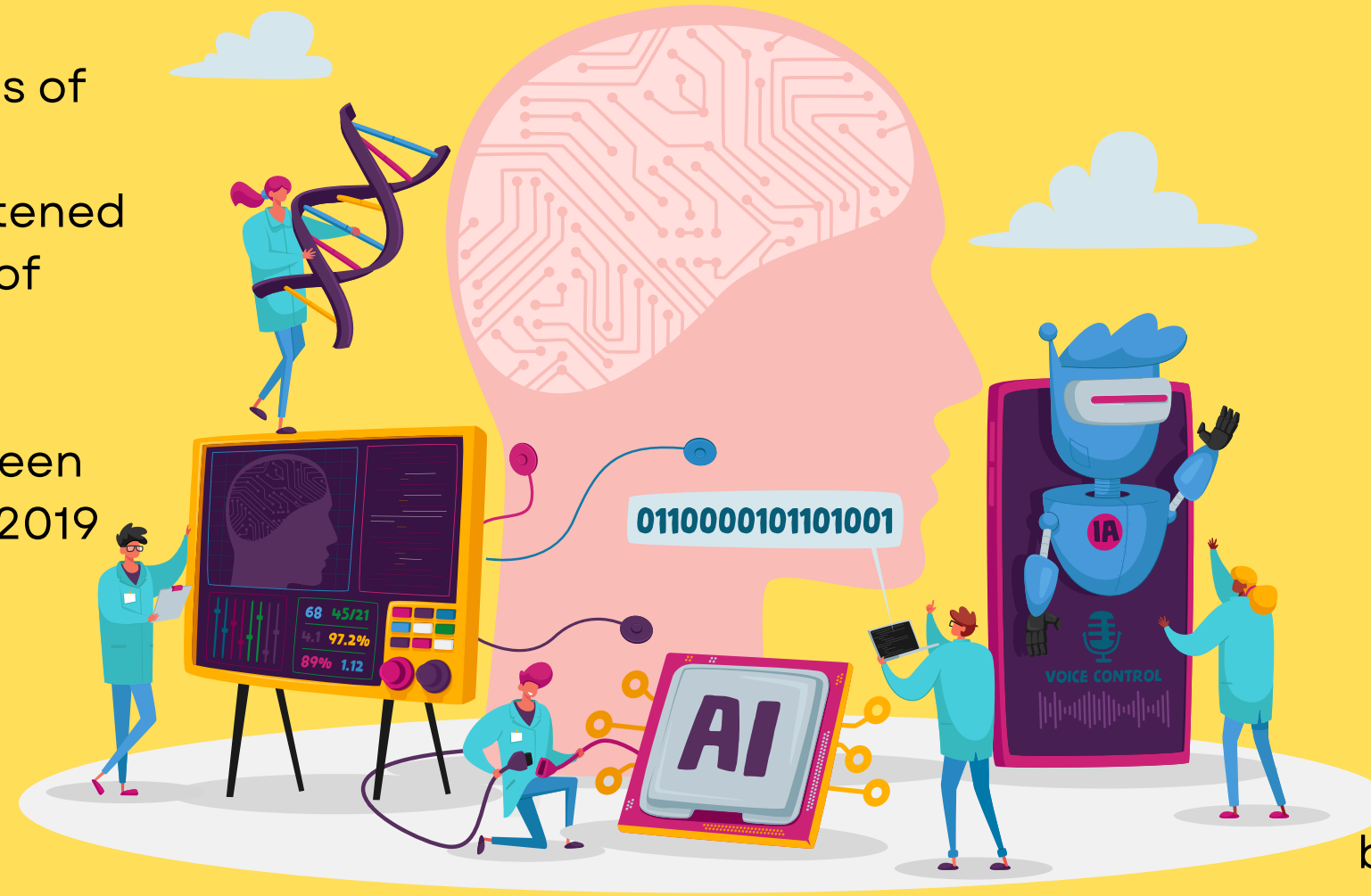
3 Responsible AI Considerations

Seppälä et al. (2021) undertook a comprehensive research study to address the question, "How can enterprises integrate ethical AI ideas into practice?"
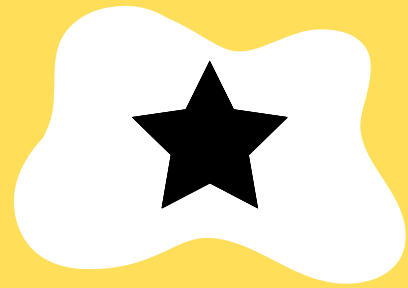
According to the findings, ethical AI principles are applied via four sets of practices: i) governance, ii) AI design and development, iii) competency and knowledge building, and iv) stakeholder communication.

It is suggested that in AI design and development, a team with diverse backgrounds and competences be utilized to better understand and detect ethical risks throughout the system's life-cycle (Seppälä et al., 2021).
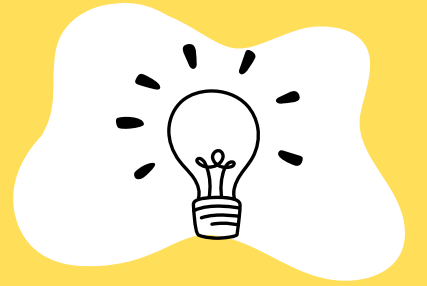
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Top AI Ethics Themes

This table highlights the results of the Seppälä et al., (2021) study on AI principles and which AI principles emerged as top themes.

# Number of major ethical guidelines reviewed	Dimensions of Responsible AI	Scholars
84	transparency, justice and fairness, non-maleficence, responsibility, and privacy	Jobin et al. (2019)
22	privacy, fairness, and accountability	Hagendorff (2020)
36	fairness and non-discrimination, privacy, accountability, and transparency and explainability	Fjeld et al. (2020)

Recent publications cover these principles, implying a convergence around them. Principles are an essential aspect of RAI since they condense complicated ethical dilemmas into a more intelligible and actionable form that a diverse group of people can agree upon (Whittlestone et al., 2019).

The lack of diversity in AI design and development teams is problematic, emphasizing the significance of including diverse and cross-functional groups.

Additional Considerations

Whittlestone et al. (2019) suggest that AI principles should be used to lead the creation of governance practices, international standards, and further legislation.

Selter et al. (2022) examined 1641 papers on ethics and morality in AI published between 2017 and 2021. Their findings demonstrate that addressing the ethical implications of AI application is critical due to the increased interaction between humans and AI and certain undesirable qualities.

AI principles are a beginning point for governance as demonstrated by numerous national and international organizations forming expert committees on RAI.

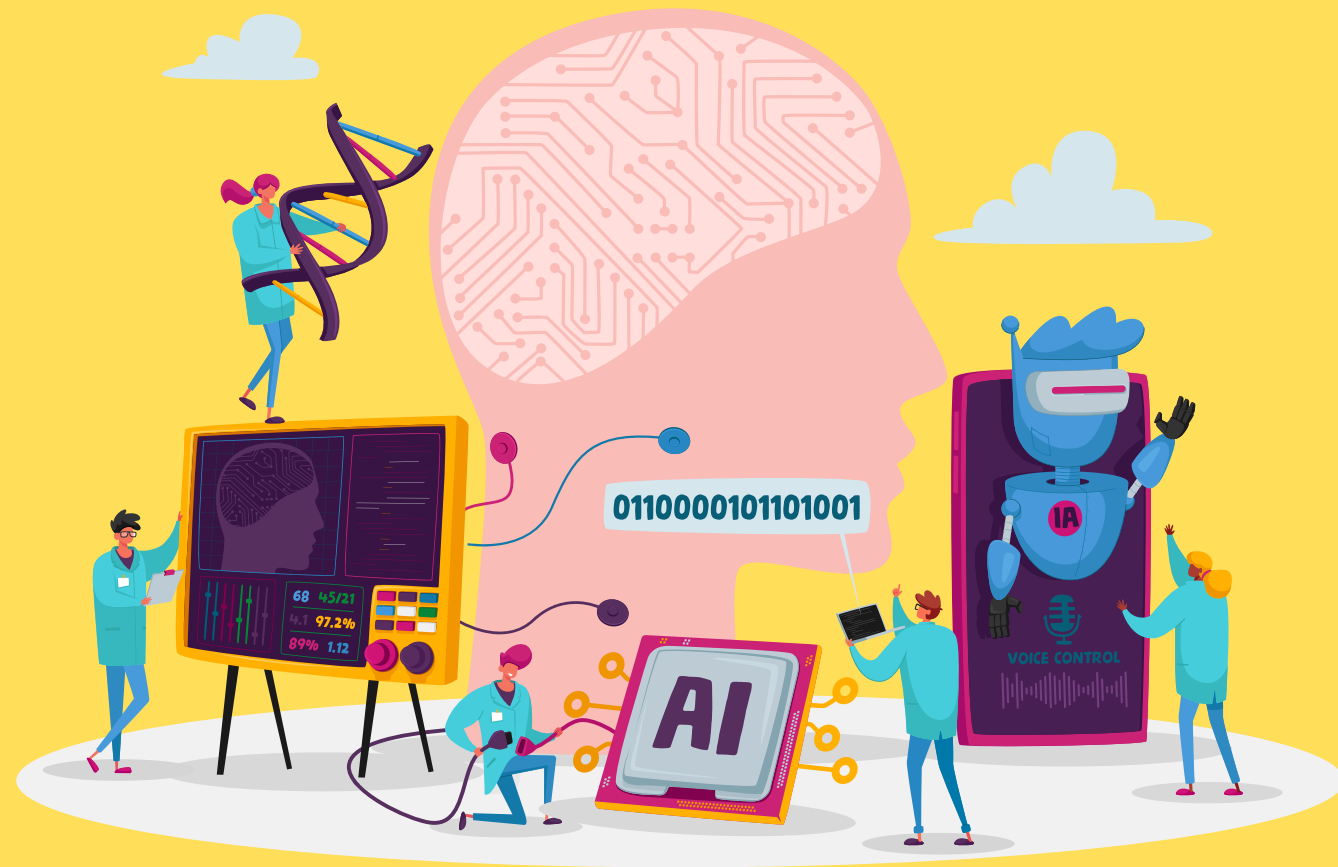**Elizabeth M. Adams**
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