

# BRUSSELS PRIVACY SYMPOSIUM

## AI ETHICS: THE PRIVACY CHALLENGE

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### Abstracts

#### ***Proactively Protecting Against the Singularity: Toward a Model for Ethical Decision-Making in AI Applications in Social Media***

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Artificial intelligence is increasingly permeating human interactions, decisions, and actions. As complex algorithmic technologies become transmuted into independent AI systems in a myriad of novel contexts, it is becoming more necessary than ever to safeguard human rights, autonomy, and well-being. This article proposes that the development of AI systems should be guided by ethical deliberation that is ethical in process and content. We propose three dimensions of deliberation that could help ensure ethical AI system development. These include the 1) **proactive** awareness of potential ethical issues and some ethical considerations to use in their design; 2) **engagement** in communicative ethical dialogue between people, systems, and industry, and 3) a focus on what is morally **good** for personal and social life and standards of technological excellence. We suggest a model and rubric as a guiding framework to create and evaluate AI systems and examine cases to illustrate its use.

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