



A Humanistic and Ethical Approach to AI: A Human Rights Perspective

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Maria Paz Canales
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AI what for?

➤ Different approaches for different needs:

- AI for efficiency, optimization or better resource allocation (digital welfare)
- AI for rule enforcement (predictive policing, content moderation)
- AI for policy making: overcoming structural inequalities (data for good?: health, education, agriculture, urban solutions - UN SDGs)

Data that need to be collected and AI system setting will be totally different with each one of those inspiring perspectives: Look for human centered motivations.

Human Rights as guiding principles

- **Concerns about ethical governance of AI go well beyond privacy**: discrimination in the exercise of social economic & cultural rights, and unprecedented restrictions in the exercise of civil & political rights.
- Legality, necessity and proportionality test is fully applicable to emerging technologies. Trustworthiness of AI is more the result of fulfillment of this test than a chosen ethical principle to be generally affirmed
- Ethical considerations will always be helpful as complements and best practices, but **there is no absence of agreement on core human values present in current human rights international instruments and those are equally applicable to new and emerging technologies.**

How to ensure ethical and human centered AI?

- Nowadays ~100 public or private initiatives with high-level guidelines and principles for ethical development, deployment and governance of AI.
- Challenge: How to translate guidelines and principles into technical components and governance frameworks during the whole AI life cycle: from design requirements, funding, implementation, deployment and evaluation.
- Potential answer: Human rights impact assessments.
- **Ethical governance and regulation for AI as a matter of process, not technological solutionism.**
- Multidisciplinary approach: helping to visualize trade-off between accuracy/efficiency and ethical considerations.

Context matter for an ethical approach to AI

- What should countries ask them self prior to implement AI solutions:
 - Who is in the data?
 - What are the unknown – unknown? (Data desserts)
 - Internet penetration
 - Availability of devices
 - Digital skills in different population groups
 - Regulatory framework in place

Fairness & equity in AI are more the result of this contextual analysis than chosen ethical principles to be generally affirmed.

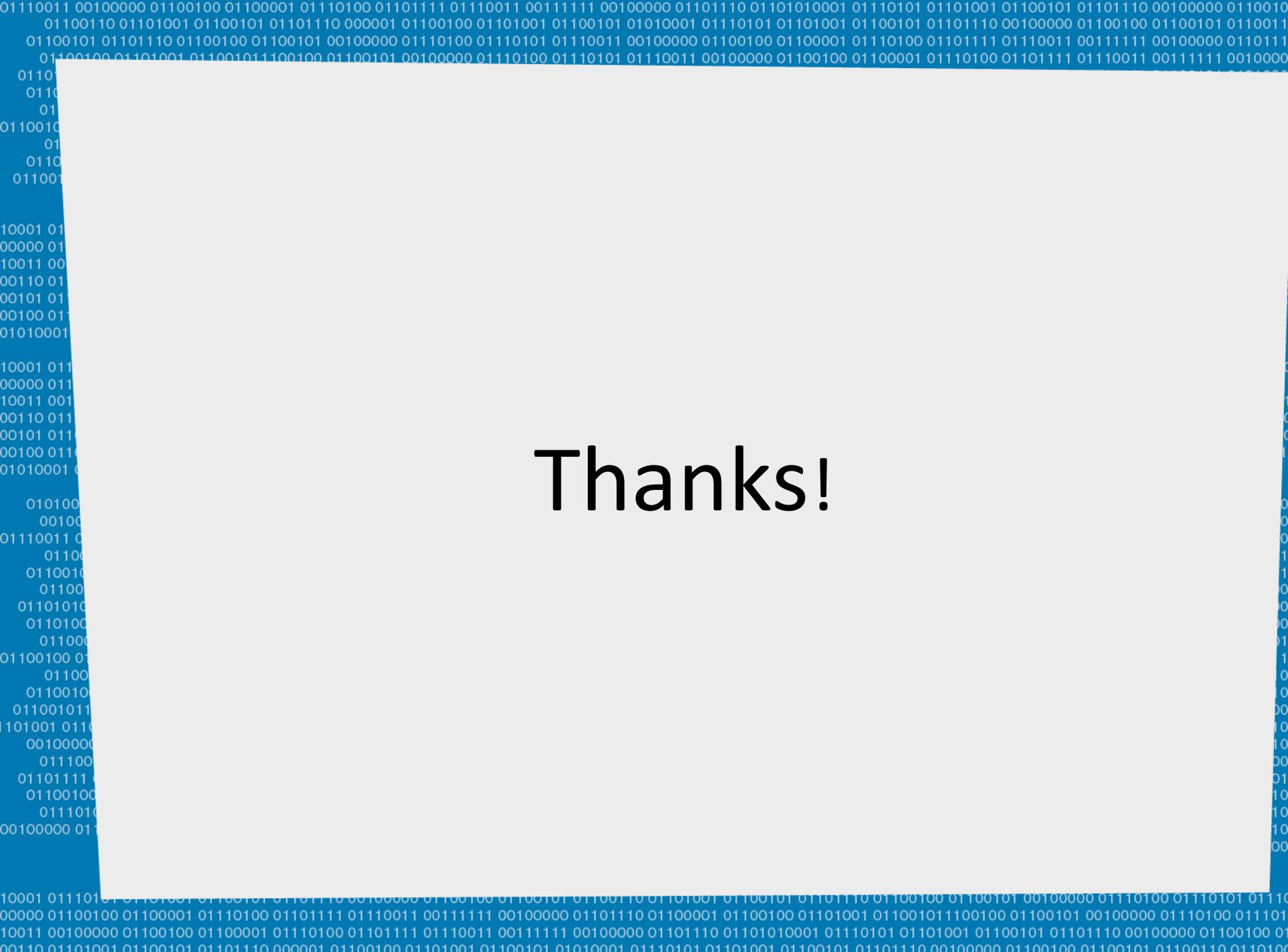
Study case: Leveraging AI during the pandemics

- WHO Guidelines on “Ethical considerations to guide the use of digital proximity tracking technologies for COVID-19 contact tracing” available at https://www.who.int/publications/i/item/WHO-2019-nCoV-Ethics_Contact_tracing_apps-2020.1

Time limitation	Use restriction	Security	Accuracy
Testing and evaluation	Voluntariness	Limited retention	Accountability
Proportionality	Transparency & explainability	Infection reporting /Notification	Independent oversight
Data minimization	Privacy-preserving data storage	Tracking of COVID-19-positive cases	Civil society & public engagement

Final thoughts...

- Decision-making processes about AI adoption from governments & companies should be much more transparent for the society at large than what they currently are, often taken as an opaque administrative matter.
- The transparency exercise is also demanded from international cooperation and public-private partnership collaboration that are usually part of the equation of embracing this new technologies.
- The choices involved AI adoption cannot be taken for rational and efficient without a transparent exercise of assessment open to the public, otherwise we will be at risk of abandoning human rights principles along with democratic decision-making.



Thanks!



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María Paz Canales

mariapaz@derechosdigitales.org

<http://derechosdigitales.org>