

Ethical Dilemmas in AI and Financial Services

Annual Aspire Conference

Dr. Philippe J.S. De Brouwer
Honorary Consul of Belgium in Kraków
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3rd Annual Global Future of BPO, Shared Services & GBS Conference

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Defining Ethics

Ethics

the study of what is morally right and wrong, or a set of beliefs about what is morally right and wrong.

Dilemma 1: Kill the Baby or Old Person?

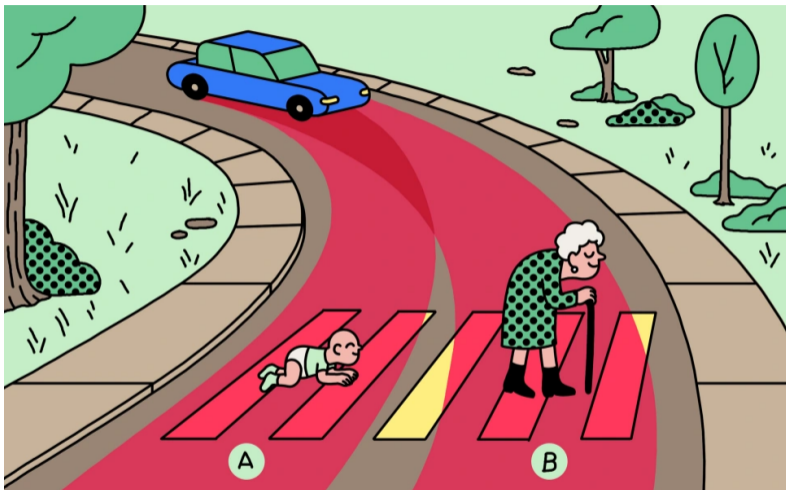


Figure: You can only correct the course of the car a little, so you can reduce the deaths from two to one. Do you choose track A or B? — source: MIT Technology Review — Hao, 2018

Dilemma 1: Who to Kill - take 2

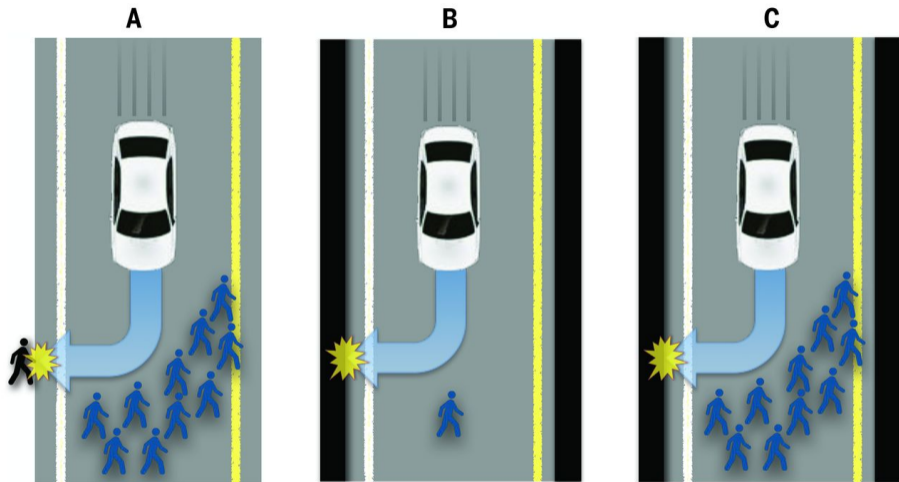


Figure: source: Science — Bonnefon, Shariff, and Rahwan, 2016

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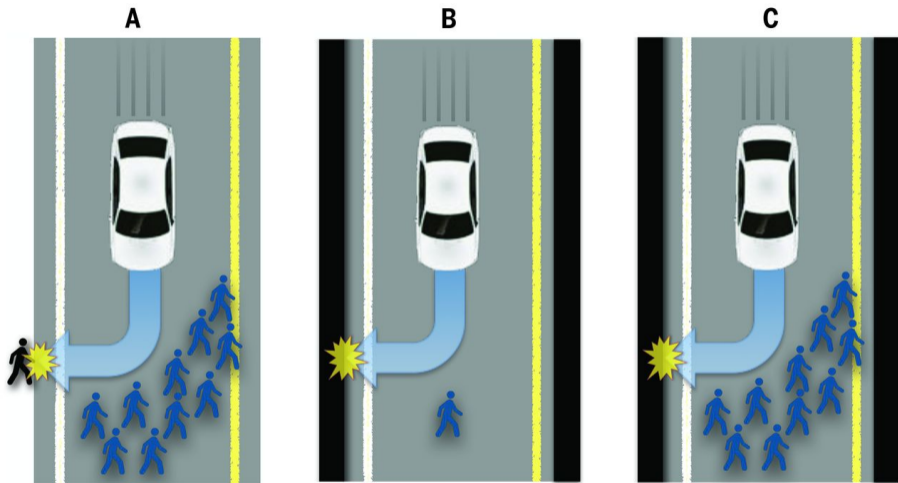


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Should we veer and kill the person who is on the pavement?

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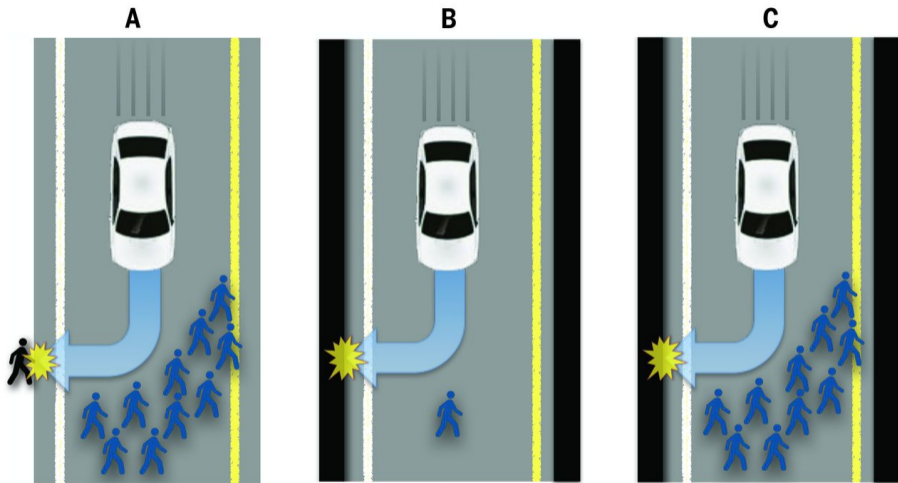


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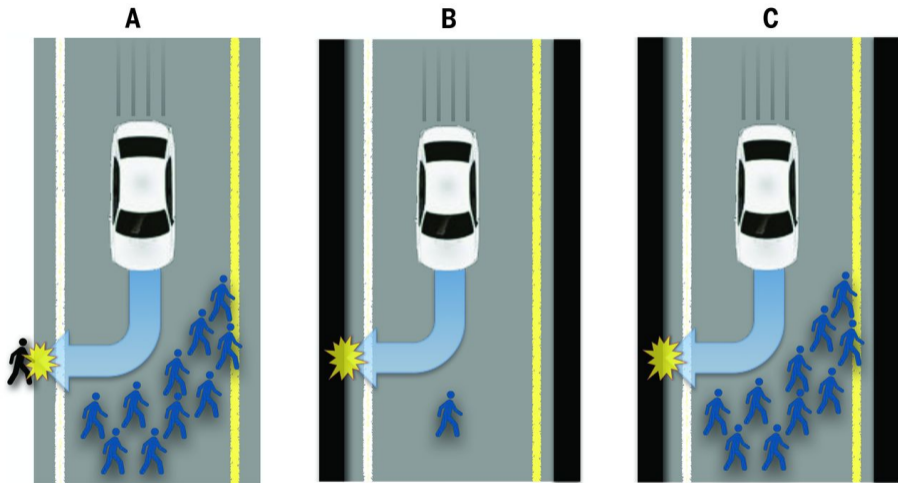


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The viewpoint of the squirrel



Figure: Is removing a tree that houses a squirrel ethically correct when building your home? What if you take the viewpoint of the squirrel? What if an advanced society that regards us as squirrels wants to make Earth their home?

What is ethically acceptable depends on your viewpoint



Figure: Ethics is complex and it depends on your point of reference and you frame.

Artificial Intelligence

Artificial Intelligence

A cross-disciplinary approach to understanding, modelling, and replicating intelligence and cognitive processes by invoking various computational, mathematical, logical, mechanical, and even biological principles and devices. —Brundage, 2015

or

AI in Britannica.com

the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings

or

First Some Simple Questions

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- ▶ What is Self-consciousness? Sentience? Life?

- ▶ What if AI becomes more intelligent than people? Does it get moral status?

Issues with Morality and AI

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- ▶ Should we manipulate data for “good”? (and counter-act bias?)

Example: Insurance Onboarding

The data contains

- ▶ driving related:
 - ▶ average daily travel
 - ▶ professional or private use
 - ▶ living in urban or city area
- ▶ car related:
 - ▶ type of car (eg. minivan, sports car, sedan, etc.)
 - ▶ age of the car
- ▶ behaviour on our books:
 - ▶ time with us
 - ▶ old claims
- ▶ driver related:
 - ▶ has driver's licence been revoked
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... but also contains

- ▶ related to gender and family:
 - ▶ number of kids at home
 - ▶ single parent or not
 - ▶ marital status
 - ▶ gender
- ▶ education and profession
 - ▶ education
 - ▶ occupation
- ▶ wealth related:
 - ▶ value of the car
 - ▶ value of the home

We call these the **“protected features”**

The cost of being politically correct

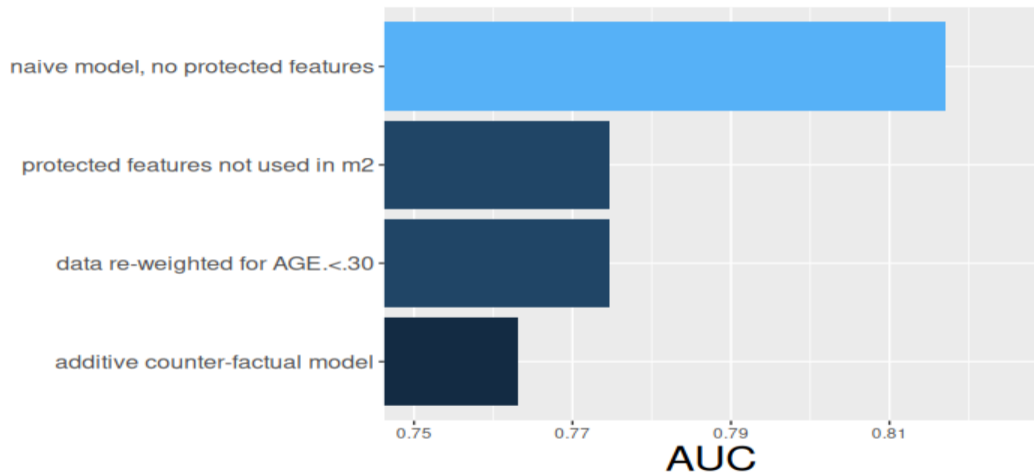
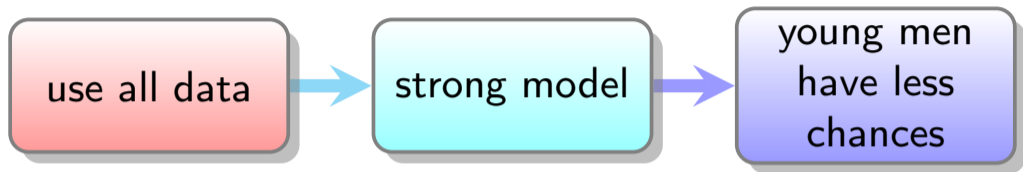
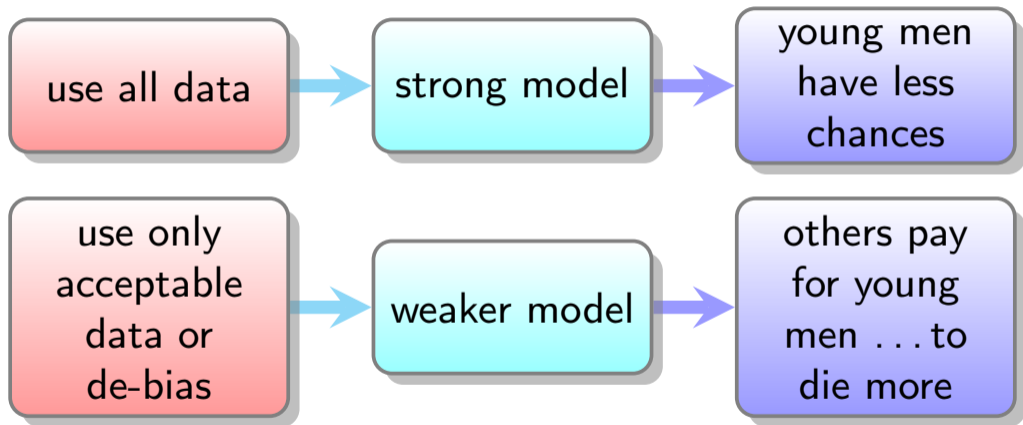


Figure: The discriminating power of different models. The higher the AUC, the stronger the model, the lower the losses on the portfolio, the higher profit (or lower prices) can be.

How to avoid bias? Two alternatives



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Ethics in Data Science

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Issues

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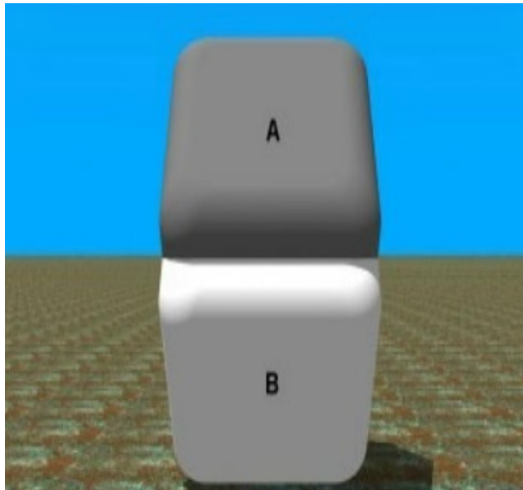
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 - ▶ accountability
 - ▶ transparency

Conclusions

Visual Biases are systematic miss-interpretations



Fairness is a matter of perspective

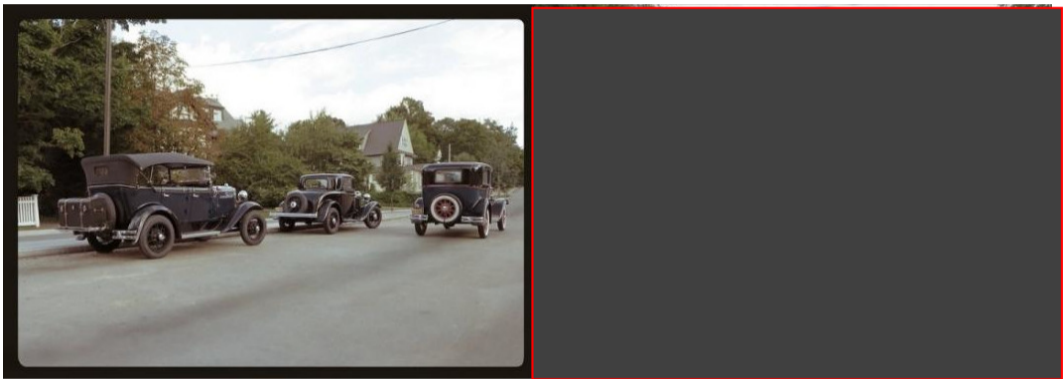


Figure: Fairness is a matter of perspective

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Bias is learnt



Figure: Bias is assuming a solution based on what you have learnt before. It can be useful, but usually is limiting.

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3. Complex ethical challenges often provoke disagreement; perspective shapes moral judgments.
4. Morality cannot be reduced to fixed rules but requires context-sensitive judgment.
5. Data science presents unique ethical dilemmas involving fairness, bias, and accountability.
6. Ethical decision-making involves navigating trade-offs with no perfect solutions; responsibility matters.