



How To Solve AI's Ethical Puzzles | Cansu Canca | TEDxCambridgeSalon



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Chapter 1. Google's Ethical Dilemma: The Project Maven Controversy

Concepts covered: Project Maven, Google, AI ethics, military surveillance, ethics washing

In 2018, Google faced internal protests over its involvement in Project Maven, a Pentagon initiative using AI to analyze drone footage for military purposes. Despite Google's announcement to cease the project and publish vague AI principles, the incident highlights broader ethical concerns in the tech industry, such as ethics washing and the lack of clear guidelines for ethical AI development.

1. Google's AI principles are clear and specific.

- a) False
- b) True

2. What is ethics washing in tech industry?

- a) Avoiding all ethical discussions
- b) Strict adherence to regulations
- c) Pretending to tackle ethical issues
- d) Complete transparency in operations

3. The vagueness in Google's AI principles can lead to _____ interpretations.

- a) single
- b) definite
- c) multiple
- d) clear

4. CASE STUDY: *A tech company is developing AI for military use, sparking employee protests.*

What should the company do next?

- a) Reevaluate AI's ethical implications
- b) Ignore employee concerns
- c) Focus solely on profits
- d) Continue without changes

5. Ethics washing involves pretending to address ethical issues.

- a) True
- b) False

6. What was the main concern of Google employees?

- a) Military surveillance with lethal outcomes
- b) Environmental impact of technology
- c) Data privacy breaches
- d) AI replacing human jobs

7. Ethics washing involves using ethics language to avoid _____ policing.

- a) legal
- b) public
- c) ethics
- d) government

8. CASE STUDY: *A firm publishes vague AI principles after ethical concerns are raised.*

What do you recommend for clearer AI ethics?

- a) Avoid public scrutiny
- b) Define specific ethical guidelines
- c) Use broad statements
- d) Rely on internal reviews

15. How can philosophy aid in AI ethics?

- a) By using systematic analytic reasoning
- b) By enforcing strict regulations
- c) By promoting abstract debates
- d) By ignoring ethical concerns

16. Regulations cannot answer every question practitioners face all the ____.

- a) week
- b) month
- c) day
- d) time

Chapter 3. Integrating Ethics in AI: Lessons from Google's Project Maven

Concepts covered: AI ethics, Project Maven, Google, ethical analysis, technology collaboration

The chapter discusses the importance of integrating ethical analysis into AI projects, using Google's Project Maven as a case study. It argues that collaboration between technology and ethics experts is crucial to address ethical concerns effectively, and that companies must take ethics seriously to avoid public backlash and regulatory consequences.

17. Ethics analysis is essential in AI project decisions.

- a) False
- b) True

18. Why should tech companies integrate ethics into operations?

- a) To replace technical expertise.
- b) To increase short-term profits.
- c) To eliminate all ethical concerns.
- d) To avoid punitive regulations and backlash.

19. Google's first call for ethics involved bringing in ____ to analyze the project.

- a) developers
- b) philosophers
- c) engineers
- d) executives

20. CASE STUDY: *A tech company is developing a new AI system for military use. They have not yet consulted any ethics experts or philosophers.*

What should the company do next?

- a) Ignore ethical concerns.
- b) Rely on internal developers only.
- c) Consult ethics experts immediately.
- d) Launch the AI system.

21. CASE STUDY: *A tech firm wants to ensure their AI projects align with ethical standards. They are drafting new policies.*

Select three correct elements for ethical policies.

- a) Define ethical priorities.
- b) Set clear implementation processes.
- c) Exclude stakeholder input.
- d) Include accountability measures.

22. AI ethics is crucial for future societal fairness.

- a) False
- b) True

23. How can developers address ethical AI issues?

- a) Ignore ethical concerns entirely.
- b) Demand tools for identifying ethical problems.
- c) Rely solely on corporate executives.
- d) Focus only on technical skills.

24. Ignoring ethics in tech is considered a _____ with user trust.

- a) high-stakes gamble
- b) safe bet
- c) minor risk
- d) standard practice