



# Ethics of usage for AI technologies

SSW3 round table: “Ethical Issues in Generative Speech technologies”  
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# Chair Ethics&AI





## Points to be discussed

- 1 What is AI ethics?
- 2 Is there a difference between ethics and regulation?

- 3 Who is concerned by AI ethics?
- 4 What would be UX ethics of AI?

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What is AI ethics?

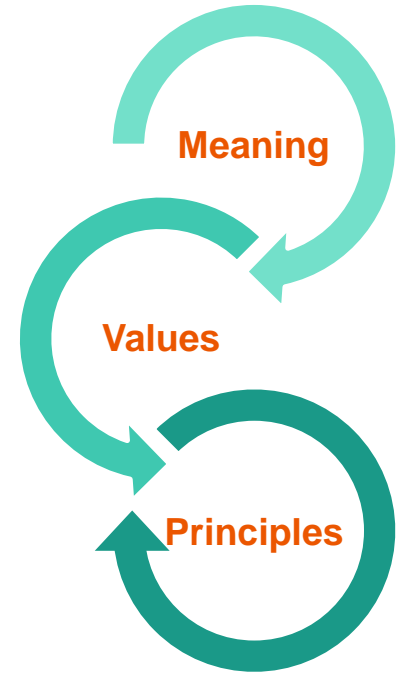
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# Definition of ethics

**Ethics** = philosophical approach aiming at defining :

- A **meaning** for human action or activity
- **Values** that aim and motivate human action or activity
- **Principles** or **rules** that guide human action or activity

**Applied ethics** focuses on particular and complex cases, when there are conflicting interests and values between the various stakeholders.  
( = **dilemma** )



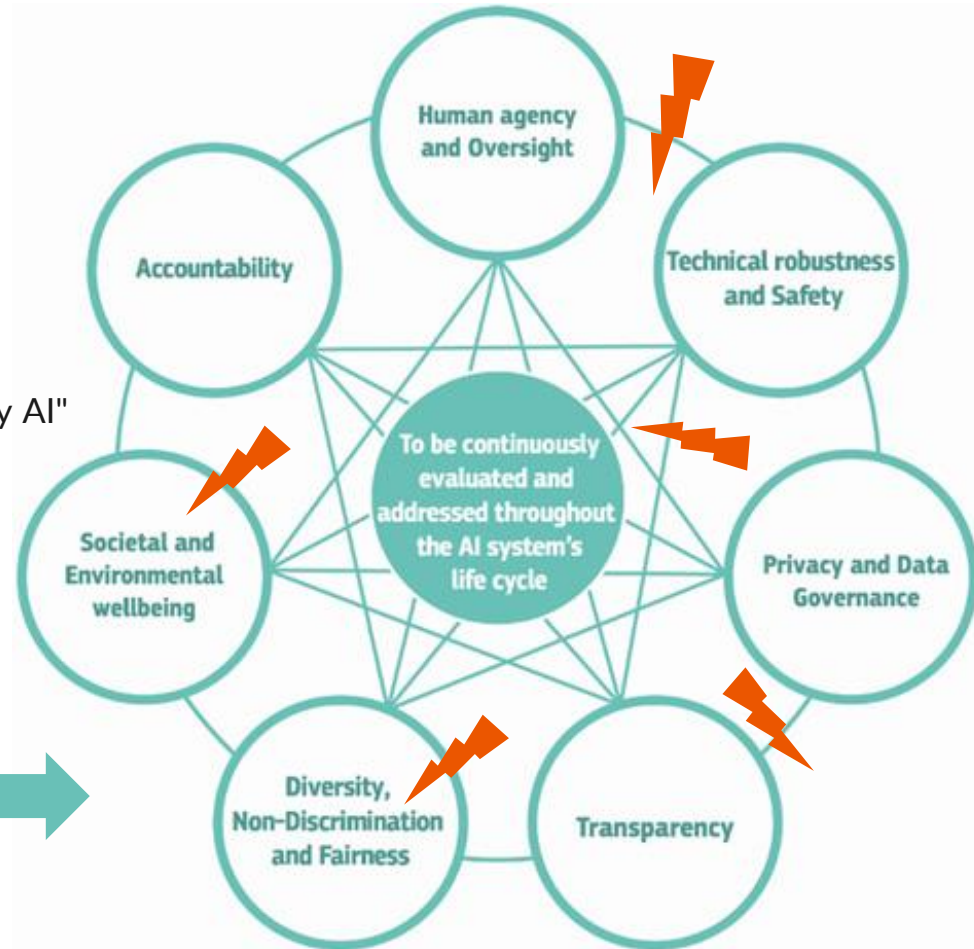
# AI dilemma: prioritizing conflicting principles & values

Example : European framework for "Trustworthy AI"

## 4 principles

- Respect for human autonomy
- Prevention of harm
- Fairness
- Explainability

7 key requirements (values)



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Is there a difference between ethics and regulation?

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# Beyond regulation

**Ethics** = moral philosophy



**Ethic / ethical** = compliance with a predefined system of moral principles or rules of behavior

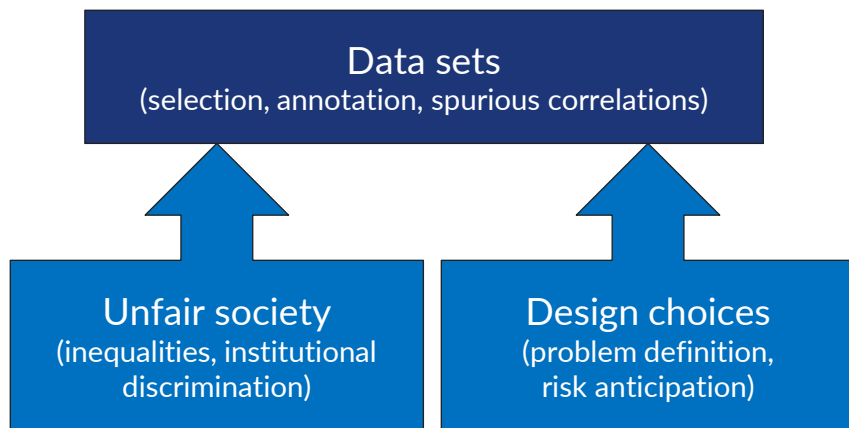
- ⇒ A temporary support before official regulation
- ⇒ “**external ethics**” (Rouvroy & Zacklad) or “**small ethics**” (Hunyadi) which aims at disarming scruples and criticisms





## Example of bias in AI

Bias as a technical issue



Bias as a political issue

Bias = a gap with a (implicit) norm

**Which norm?**  
**Who decides ?**

3 Who is concerned by AI ethics?

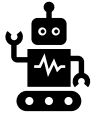
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## Four AI ethics



### Computer ethics → computer scientists

- Design of AI systems



### Artificial, algorithmic or robotic ethics → roboticians, users

- Design, programming & usages of autonomous machines



### Digital or data ethics → users, public authorities, economic actors

- Design & usages of digital platforms, data creation and management



### Ethics of AI use (UX AI ethics) → philosophers, users, public authorities

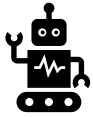
- Role of technologies, their meaning / values in a society

## Four AI ethics => various connected concerns



### Computer ethics

- Technical performances (ex: robustness, fairness, explainability)



### Artificial, algorithmic or robotic ethics

- Anthropomorphization of artificial agents



### Digital or data ethics

- Data privacy and ownership



### Ethics of AI use (UX AI ethics)

- New usages (ex: workflow automation, psybot, deathbot, sexbot)

4 What would be UX ethics of AI?



# UX ethics via co-design approach



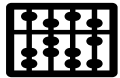
- **To involve all stakeholders:**
  - AI designers, prescribers, users & social scientists  
(economy, social psychology, anthropology, political science, philosophy)
- **In the design & evaluation of AI systems:**
  - Explicit contradictions in values, principles, interests & forms of reasoning
  - Highlight dissensions & clarify choices (transparency = counterfactuality)
- **Inspired by ethics of discussion (Habermas) and ethics of capabilities (Nussbaum)**



## Co-design ethics: a problematic triangle



# To go beyond (naive) utilitarianism



## Utilitarianism

"Maximize individual and collective interest!"

- **Calculated risk-benefit ratio**



## Areticism

"Nurture virtues and avoid vices!"  
"Become a better person!"

- **Virtue = personal quality likely to make people better**



## Deontism

"Take responsibility for your actions!"

- **Ethical principles / rules**



## Axiologism

"Act in accordance with the supreme value!"

- **Value = what is valuable**  
(ex : Science, Life, Republic, Religion)





# Thanks !

<https://www.ethics-ai.fr/>

