



Legal Structure, Ethics, and Reliability: Law and Strategy and Ethics on Artificial Intelligence

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Generative AI Has an Intellectual Property Problem

by Gil Appel, Juliana Neelbauer, and David A. Schweidel

April 07, 2023

“[Generative AI] comes with legal risks, including intellectual property infringement. In many cases, it also poses legal questions that are still being resolved. For example, does copyright, patent, trademark infringement apply to AI creations? Is it clear who owns the content that generative AI platforms create for you, or your customers?”

New York lawyers sanctioned for using fake ChatGPT cases in legal brief

By Sara Merken

June 26, 2023 1:28 AM PDT · Updated a month ago



© CBS NEWS

Texas judge bans filings solely created by AI after ChatGPT made up cases

**MONEY
WATCH**

BY MEGAN CERULLO

JUNE 2, 2023 / 2:07 PM / MONEYWATCH





Cambridge Analytica and Online Manipulation

It's not just about data protection; it's about strategies designed to induce addictive behavior, and thus to manipulate

By Marcello Ienca, Effy Vayena on March 30, 2018



TECHNOLOGY

Facebook Pays \$643,000 Fine For Role In Cambridge Analytica Scandal

October 30, 2019 · 1:16 PM ET

By Paolo Zialcita



<https://www.npr.org/2019/10/30/774749376/facebook-pays-643-000-fine-for-role-in-cambridge-analytica-scandal>

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Trust in Facebook has dropped by 66 percent since the Cambridge Analytica scandal

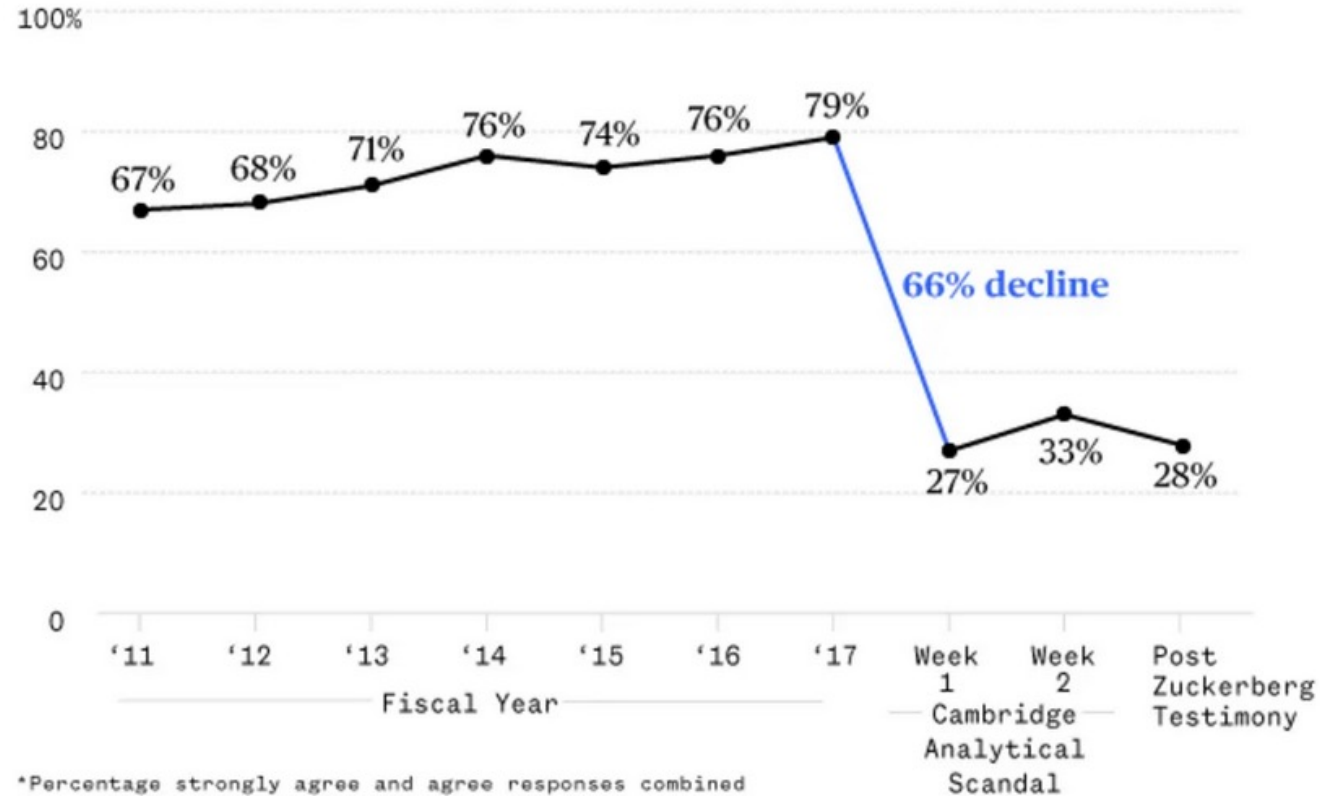
Sixty-five percent of survey respondents say they want Facebook to disclose how it uses the personal information it collects.

April 18, 2018, 12:08 PM PDT / Updated April 18, 2018, 12:08 PM PDT

By Herb Weisbaum



Percentage of respondents who agree that Facebook is committed to protecting the privacy of their personal information.*



Source: Ponemon Institute




<https://www.nbcnews.com/business/consumer/trust-facebook-has-dropped-51-percent-cambridge-analytica-scandal-n867011>




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“The Cambridge Analytica scandal is more than a ‘breach,’ as Facebook executives have defined it. It exemplifies the possibility of using online data to algorithmically predict and influence human behavior in a manner that circumvents users’ awareness of such influence.”



Sam Altman, OpenAI CEO, says OpenAI released ChatGPT when it did to give the chatbot “enough exposure to the real world that you find some of the misuse cases you wouldn’t have thought of so that you can build better tools.”



A “better product,” but at what cost?



Ethical AI

THE CONVERSATION

Academic rigour, journalistic flair

“[P]ursuing AI ethics on the ground is less about mapping ethical principles onto corporate actions than it is about implementing management structures and processes that enable an organization to spot and mitigate threats.”



Dennis Hirsch

Professor of Law and Computer Science; Director, Program on Data and Governance; core faculty TDAI, The Ohio State University



Piers Norris Turner

Associate Professor of Philosophy & PPE Coordinator; Director, Center for Ethics and Human Values, The Ohio State University



**Detecting, avoiding,
and mitigating bias**

RETAIL OCTOBER 10, 2018 / 4:04 PM / UPDATED 5 YEARS AGO

Amazon scraps secret AI recruiting tool that showed bias against women

By Jeffrey Dastin

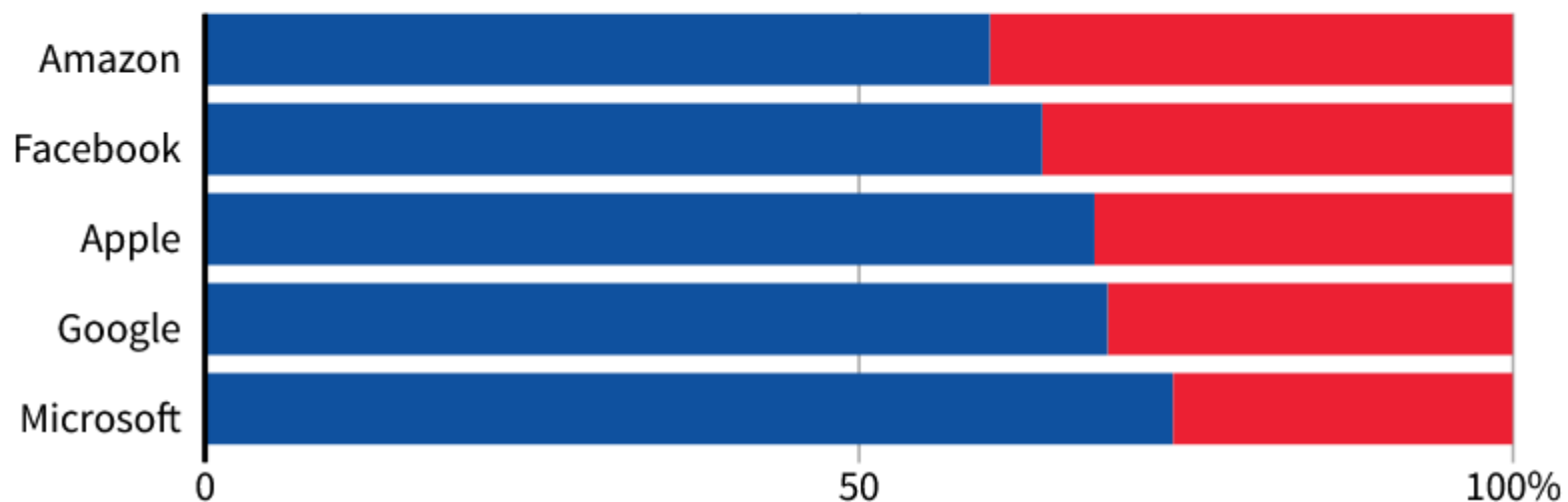
8 MIN READ



According to one person familiar with the project:
“Everyone wanted this holy grail. . . . They literally wanted it to be an engine where I’m going to give you 100 resumes, it will spit out the top five, and we’ll hire those.”

GLOBAL HEADCOUNT

■ Male ■ Female



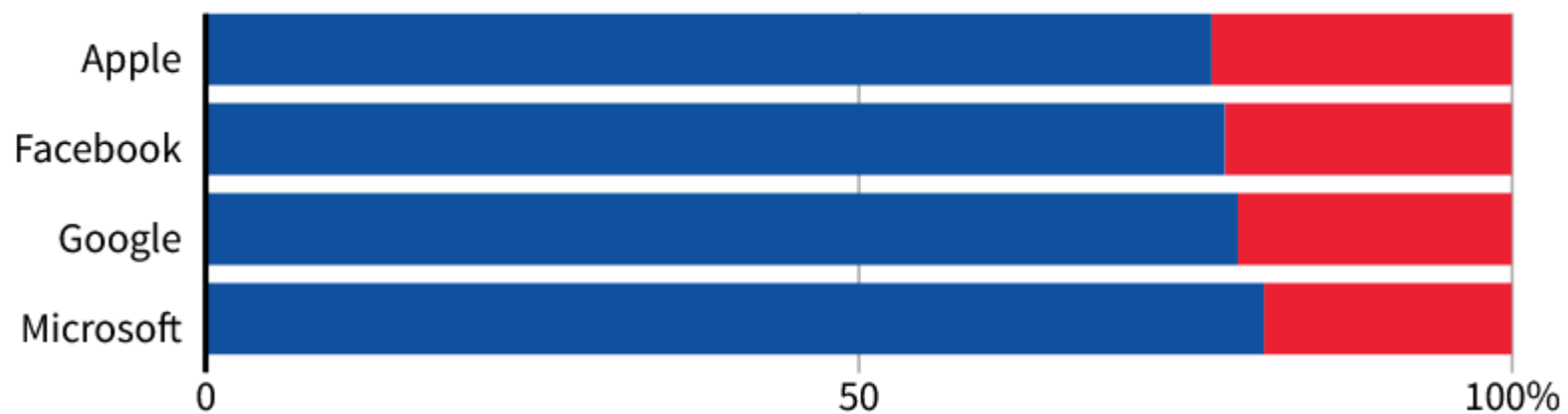
Note: Amazon does not disclose the gender breakdown of its technical workforce.

Source: Latest data available from the companies, since 2017.

By Han Huang | REUTERS GRAPHICS

<https://www.reuters.com/article/us-amazon-com-jobs-automation-insight/amazon-scrap-secret-ai-recruiting-tool-that-showed-bias-against-women-idUSKCN1MK08G>

EMPLOYEES IN TECHNICAL ROLES



Note: Amazon does not disclose the gender breakdown of its technical workforce.

Source: Latest data available from the companies, since 2017.

By Han Huang | REUTERS GRAPHICS

<https://www.reuters.com/article/us-amazon-com-jobs-automation-insight/amazon-scrap-secret-ai-recruiting-tool-that-showed-bias-against-women-idUSKCN1MK08G>



Facebook fires trending team, and algorithm without humans goes crazy

Module pushes out false story about Fox's Megyn Kelly, offensive Ann Coulter headline



<https://www.theguardian.com/technology/2016/aug/29/facebook-fires-trending-topics-team-algorithm>

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“Our goal is to enable Trending for as many people as possible, which would be hard to do if we relied solely on summarizing topics by hand. . . . A more algorithmically driven process allows us to scale Trending to cover more topics and make it available to more people globally over time.”



<https://www.theguardian.com/technology/2016/aug/29/facebook-fires-trending-topics-team-algorithm>



Leadership



Leadership

CEO



Leadership

CEO

Board members



Leadership

CEO

Board members

Legal, technology, HR, operations

Leadership

CEO

Board members

Legal, technology, HR, operations

Ethics managers

Leadership

CEO

Board members

Legal, technology, HR, operations

Ethics managers

Responsible AI committee



AI Risk-Assessments

Ethical AI Culture



Accountability
Explainability



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