The 7 commandments of being a digital ethicist
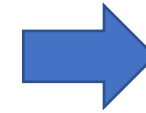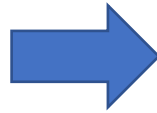
Edwin Borst

Data-Date "Digital Ethicist - future-proof competencies for responsible AI"

January 25, 2022

Msc Business Administration

MA Philosophy

Combining ethics, technology and business administration

"working in technology"

Ethics & compliance advisory

Guidance ethics

ECP
Platform voor de InformatieSamenleving

Digital ethics: combining ethics & compliance with philosophy of technology

1. You shall understand how we are interwoven with technology

A nuanced perspective on technology
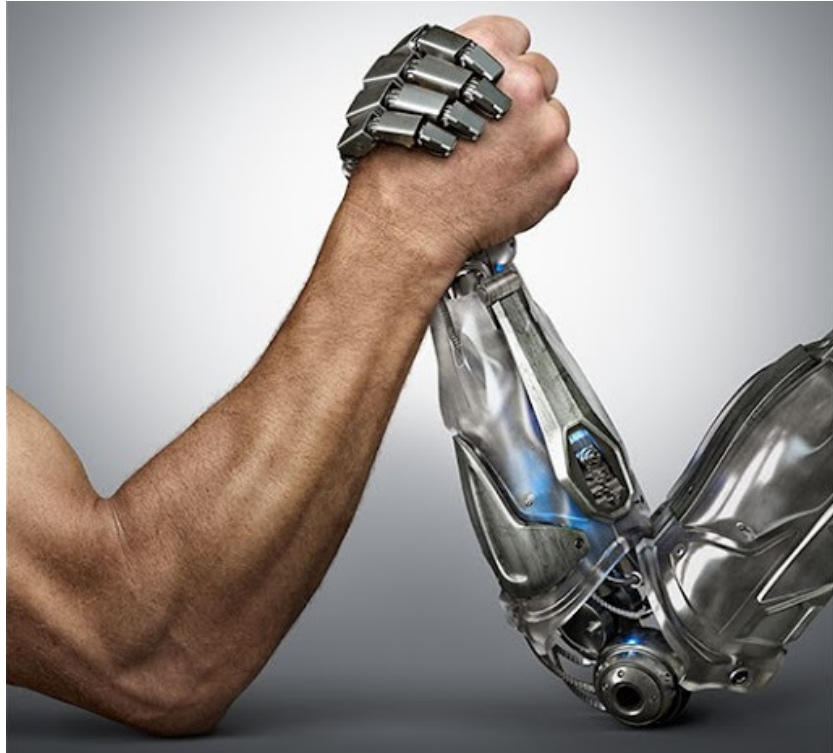
2. You shall not know what is the right thing to do

A new perspective on technology ethics

A new perspective on the role of a digital ethicist

A new perspective on the role of a digital ethicist

A digital ethicist helps colleagues to solve ethical issues:
- Guides
- Coaches
- Facilitates
- Raises awareness
- Monitors

See also: compliance officer
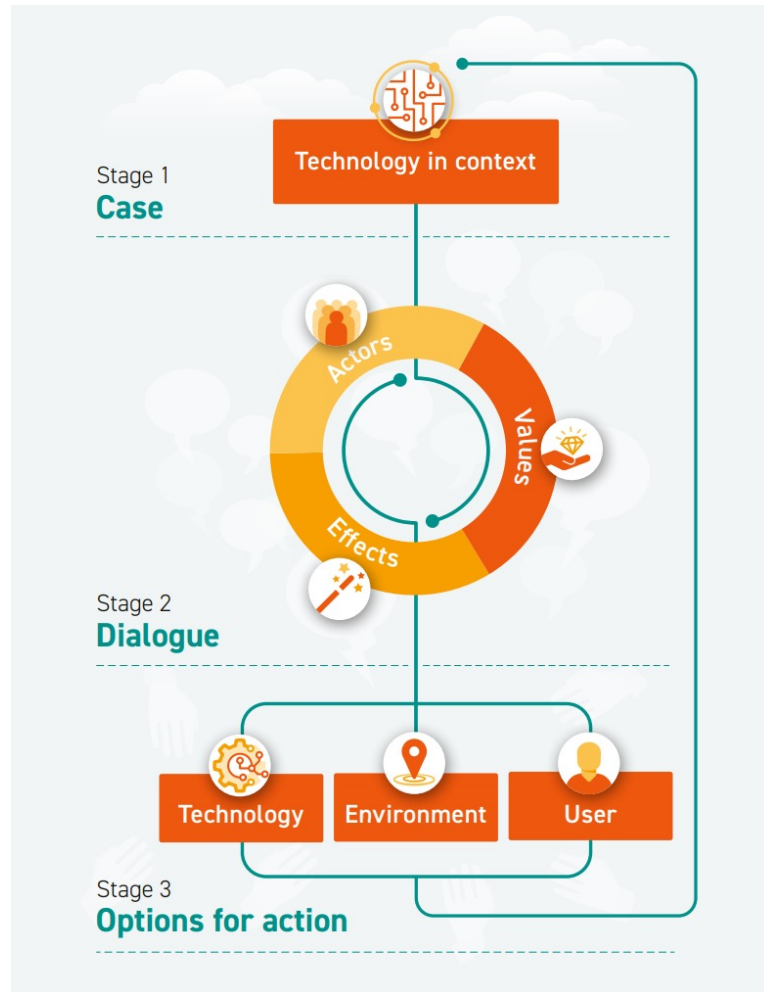
(But: what are "ethical issues"? Bias, diversity…)

3. You shall involve stakeholders

Guidance ethics

4. You shall have a constructive perspective on technology

Three phased-approach

Phase 1: Case in context

Phase 2: Define actors, effects, values

Phase 3: Design options for action:
- Technology
- Environment
- User

Guidance ethics until now...

40 sessions and cases in different sectors

Community of moderators (i.e. digital ethicists?)

From case-to-case to embedding in organization

www.begeleidingsethiek.nl

We're halfway…

As a digital ethicist…

1. You shall understand how we are interwoven with technology
2. You shall not know what is the right thing to do
3. You shall involve stakeholders
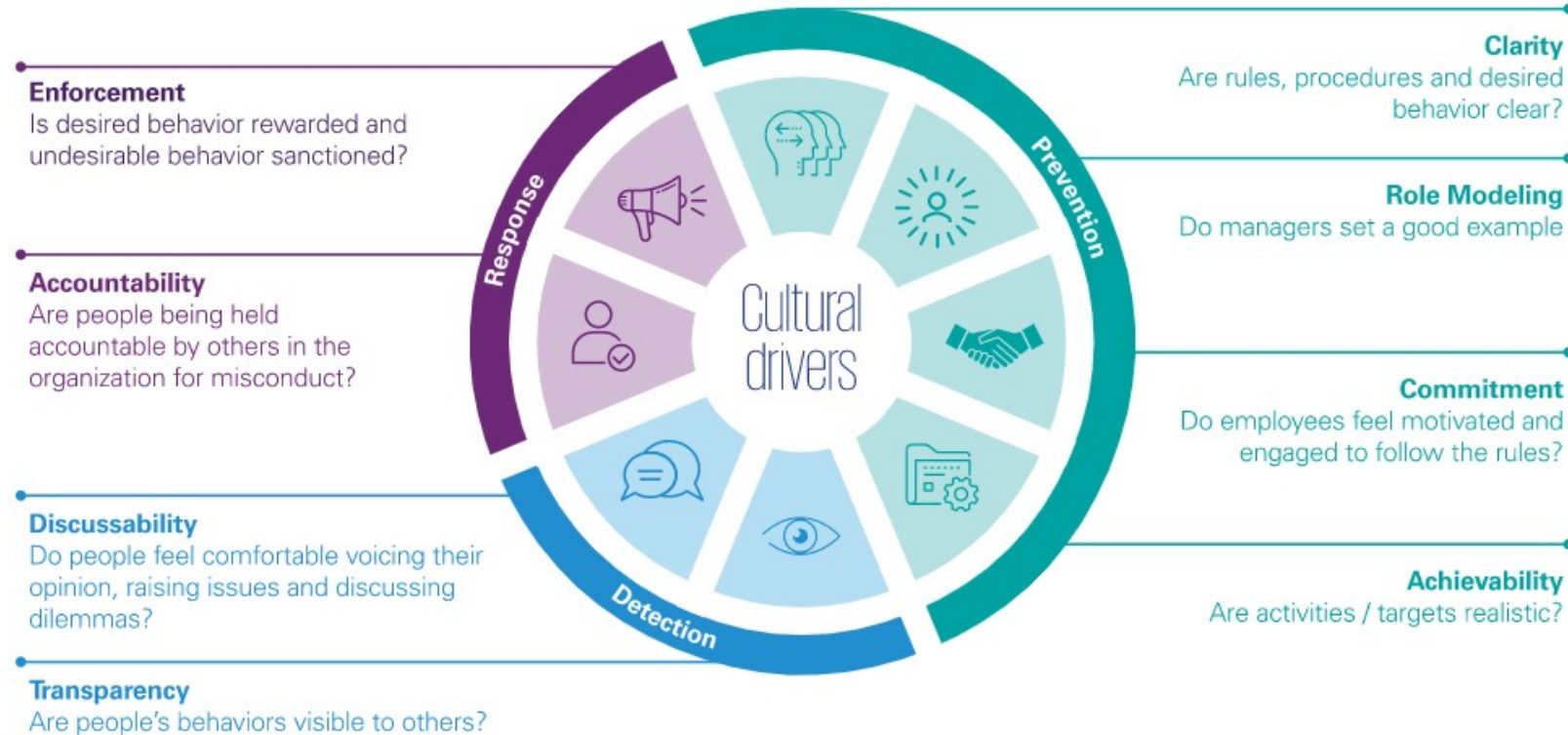4. You shall have a constructive perspective on technology

The last commandments are more related to the embedding of digital ethics within an organisation

-> how to enrich guidance ethics with business ethics

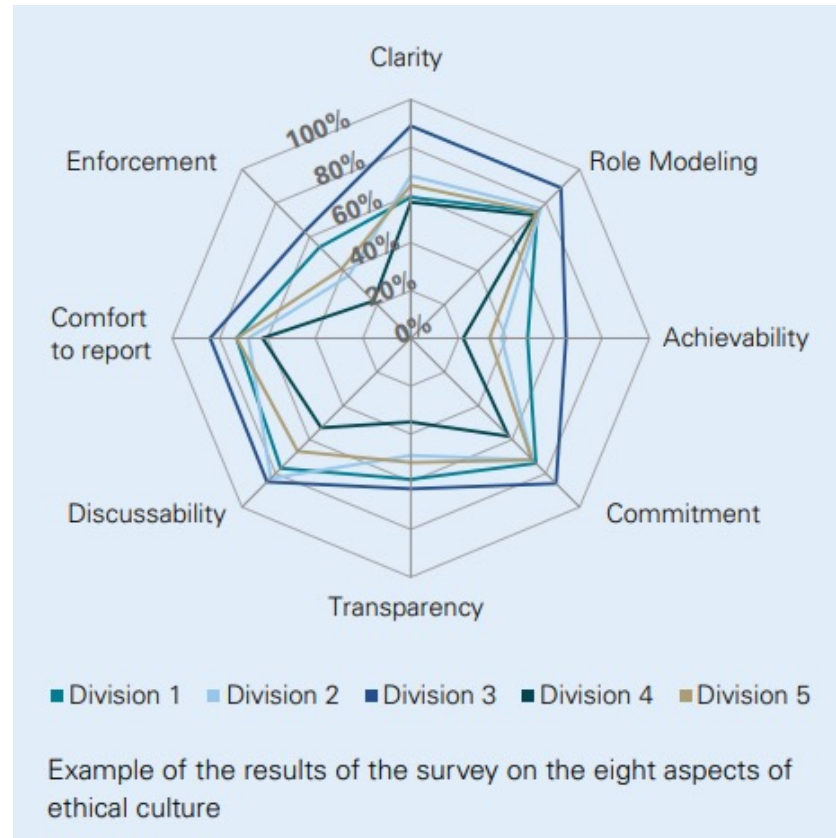5. You shall understand the importance of an ethical culture

Ethical culture: a model

Enforcement
Is desired behavior rewarded and undesirable behavior sanctioned?

Accountability
Are people being held accountable by others in the organization for misconduct?

Discussability
Do people feel comfortable voicing their opinion, raising issues and discussing dilemmas?

Transparency
Are people's behaviors visible to others?

Clarity
Are rules, procedures and desired behavior clear?

Role Modeling
Do managers set a good example

Commitment
Do employees feel motivated and engaged to follow the rules?

Achievability
Are activities / targets realistic?

Response

Prevention

Detection

Cultural drivers

Source: https://home.kpmg/be/en/home/insights/2020/06/rc-auditing-culture.html

Ethical culture: a model

Example of the results of the survey on the eight aspects of ethical culture

Source: https://assets.kpmg/content/dam/kpmg/ch/pdf/ch-integrity-thermometer-en.pdf

6. You shall have a diversified toolbox

A new perspective on the role of a digital ethicist

A digital ethicist helps colleagues to solve ethical issues:

- Guides

- Coaches

- Facilitates

- Raises awareness

- Monitors

TOOLS

FILTERS

Ethische principes ⌄	Procesfase ⌄	Moeilijkheid ⌄	Doelgroep ⌄
Types ⌄	Prijs ⌄	Onderwerp ⌄	

Hoe gebruik ik de filters?

Tool: Legal Design Workshop

In deze tool lichten we kort toe hoe we de legal design workshop hebben opgezet en kan je een draaiboek vinden voor als jij zelf ook met legal design aan de slag wil.

Tool: The Digital Ethics Compass

The Digital Ethics Compass toolkit bevat verschillende vragen, aanbevelingen en een workshop om meer te leren over hoe je digitale producten op een ethische manier kan ontwerpen èn hoe je dit als een competitief

Tool: Intelligence Augmentation design toolkit

Een tool om de mogelijkheden van machine learning te verkennen en de voor-en nadelen ervan na te gaan.

In brief:
Bosch code of ethics for AI

BOSCH

On the basis of our strategic imperative "Invented for life," we aim to act responsibly and in accordance with the Bosch values of quality and reliability when developing and using AI products.

Our objective is to create AI products our customers can trust.
To achieve this, we combine values-based action and methodological and technological excellence. There are "red lines" we will not cross. For example, we will not allow any AI to subject the lives of individuals or of groups of people to some kind of trade-off.

<u>We are guided by the following principles:</u>

- All Bosch AI products should reflect our "Invented for life" ethos, which combines a quest for innovation with a sense of social responsibility.
- AI decisions that affect people should not be made without a human arbiter. Instead, AI should be a tool for people.
- We want to develop safe, robust, and explainable AI products.
- Trust is one of our company's fundamental values. We want to develop trustworthy AI products.
- When developing AI products, we observe legal requirements and orient to ethical principles.

<u>Concerning the use of AI, we observe the following criteria:</u>

- An AI product, and/or the use to which it is put, should not violate the articles of the Universal Declaration of Human Rights.
- Its use must comply with the laws of the countries for which the AI product was made.
- Our use of the AI product should conform with the Bosch values formulated in "We are Bosch."
- AI products should be guided by our "Invented for life" ethos: they must kindle people's enthusiasm, improve quality of life, and conserve natural resources.

Welcome to the Ethics of AI!

The Ethics of AI is a free online course created by the University of Helsinki. The course is for anyone who is interested in the ethical aspects of AI – we want to encourage people to learn what AI ethics means, what can and can't be done to develop AI in an ethically sustainable way, and how to start thinking about AI from an ethical point of view.
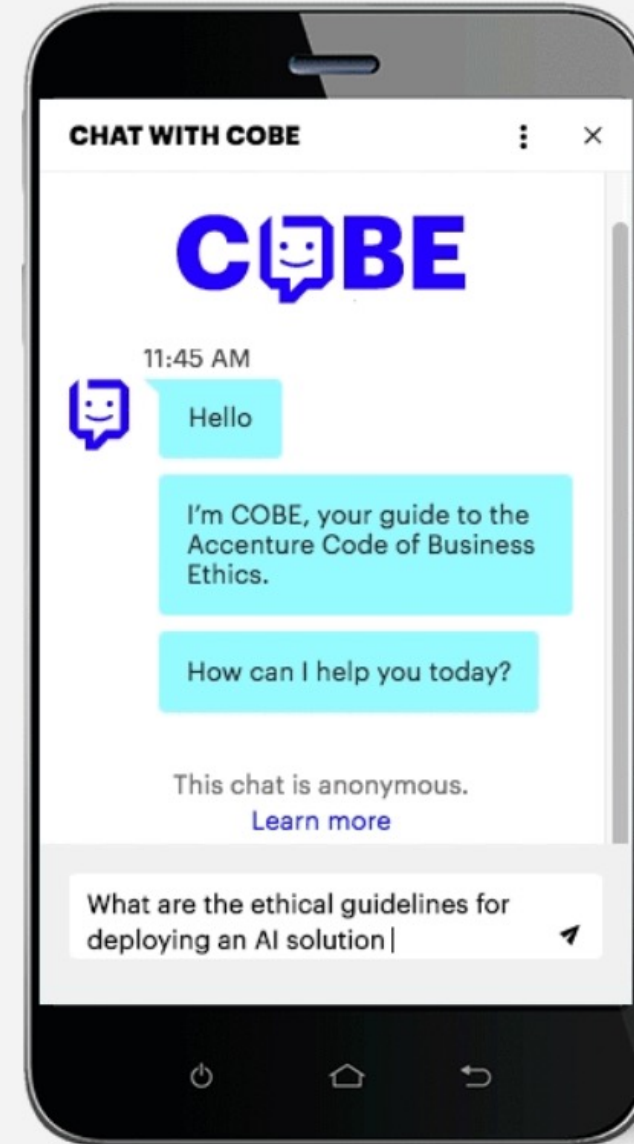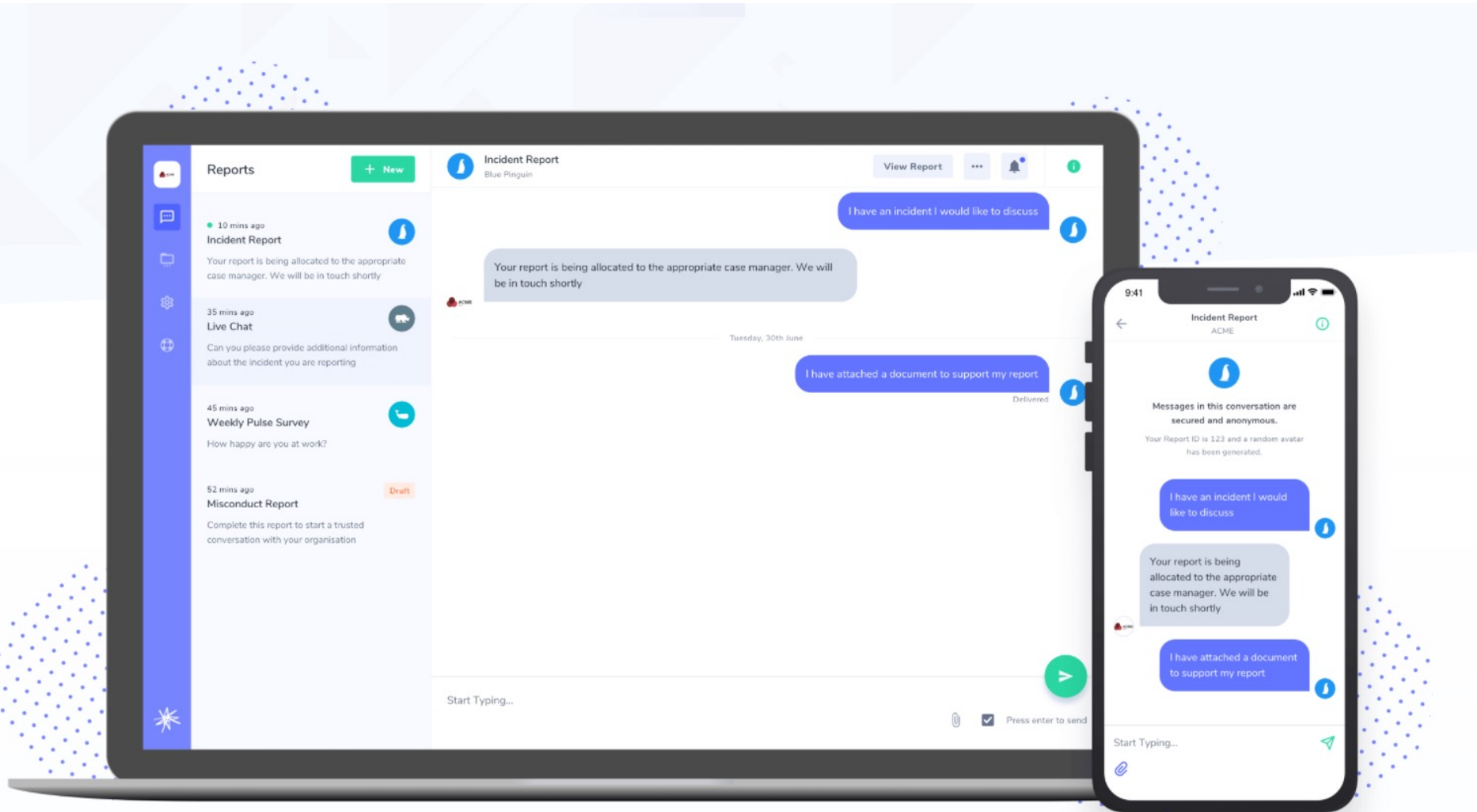
Start

MEET COBE

We designed and built a user friendly **Code of Business Ethics website** embedded with the chatbot, which we named COBE.

The bot is powered by an intricate content matrix of keyword clusters, speech patterns and context, which fuels a decision tree.

While COBE uses natural language processing principles to sift through the matrix in the background, users navigate their way through complex subject matter anonymously and seamlessly.

We wanted to ensure the interactions felt natural to people, but also make it very clear that the user was engaging with a bot.
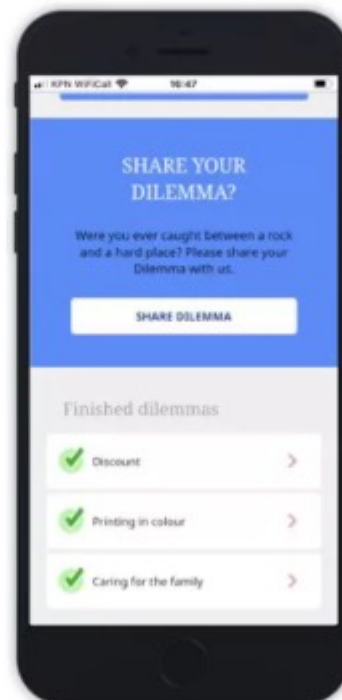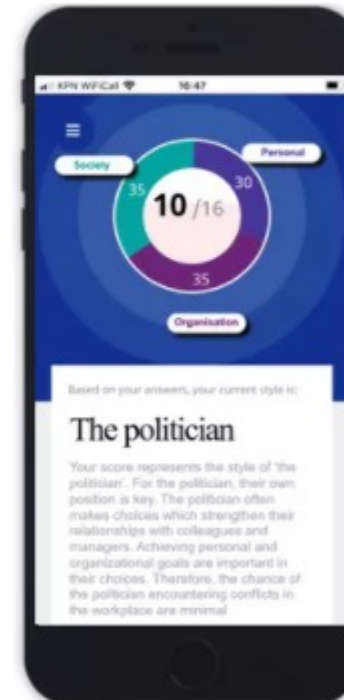
De DilemmApp: een overzicht

Een duidelijk en overzichtelijk menu
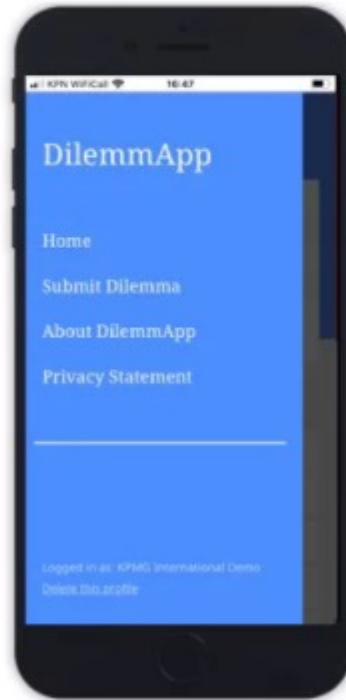
Een duidelijk overzicht van de dilemma's voor gebruikers

Gemakkelijk te lezen en te begrijpen profielen

Wat is het algoritmeregister?

Het algoritmeregister is een overzicht van de algoritmes die de gemeente Amsterdam gebruikt bij gemeentelijke dienstverlening. Een algoritme is een vooraf bepaalde set regels of stappen die door de computer gevolgd worden. Per algoritme vindt u eerst algemene informatie over de bedoeling en werking van het algoritme. Daarna vindt u meer gedetailleerde technische informatie. Door feedback te geven kunt u ons helpen om de algoritmes die we gebruiken beter, eerlijker en verantwoorder te maken. Het register is nog in ontwikkeling.

Meer informatie

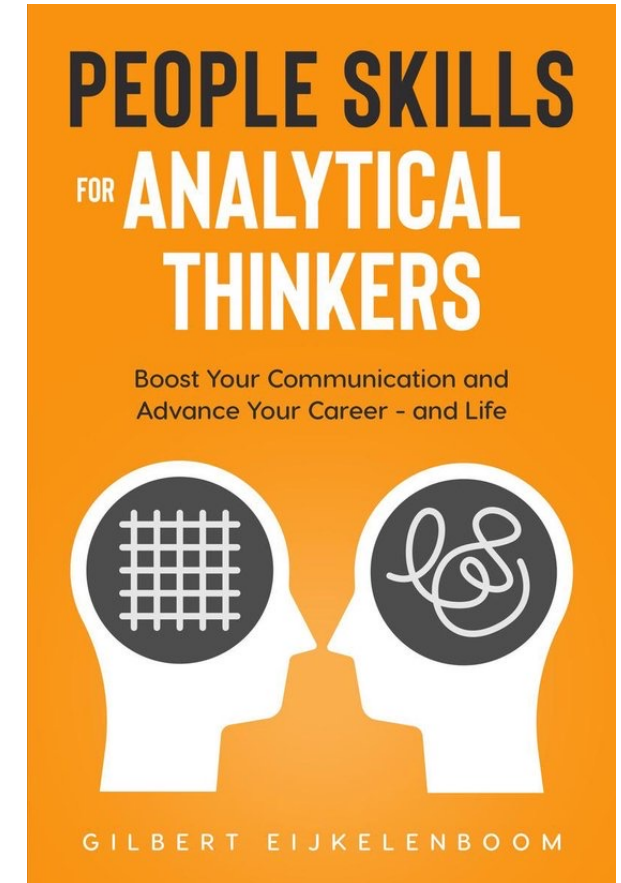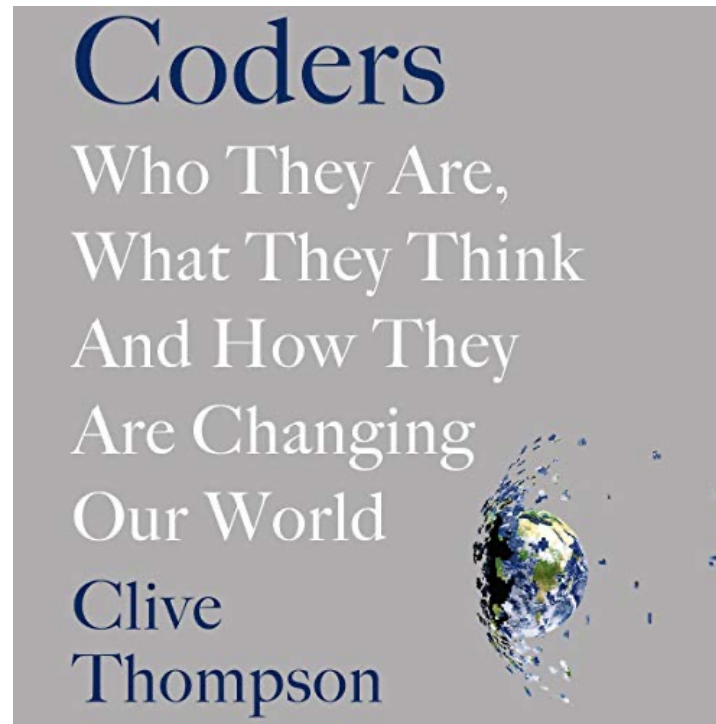# Gebruik van algoritmes binnen gemeente Amsterdam

Maak kennis met de diensten van gemeente Amsterdam waarbij algoritmes gebruikt worden.

7. You shall be a sheep with five legs

a person having such exceptional qualities that he/she/they probably doesn't exist...

A sheep with five legs…

The 7 commandments of being a digital scientist

As a digital ethicist…

1. You shall understand how we are interwoven with technology
2. You shall not know what is the right thing to do
3. You shall involve all stakeholders
4. You shall have a constructive perspective on technology
5. You shall understand the importance of an ethical culture
6. You shall have a diversified toolbox
7. You shall be a sheep with five legs

Digital Ethicist in Data & Technology, IKEA Core Business Supply

⌖ Pratteln, Basel-Landschaft - Explore location

▦ IT & Digital Solutions

◷ Full Time

[↗ **Apply for job**]   [♡ **Save for Later**]

Job description

Company description

Inter IKEA Group brings together three core businesses: Franchise, Range and Supply. Together we work constantly to improve the IKEA home furnishing offer and make it more accessible for the many people. You will be part of IKEA Supply and the Supply Chain

Job description

You are joining us at an exciting time! As a **Digital Ethicist**, you bring the awareness of digital ethics and the associated responsibilities across Core business Supply. Digital ethics is a discipline that critically assesses the societal and environmental impact of data and digital technologies and produces actionable advice for co-workers. It involves thinking about accountability, responsibility, ethical principles and moral dilemmas throughout the lifecycle of data and digital technologies.

In this role you will build awareness about digital ethics and why it matters to IKEA and wider society. You will lead the implementation of digital ethics tools and methods and the facilitation of digital ethics assessments and decision-making. You will empower others to implement digital ethics best practices in their work by demonstrating how to apply ethical principles through examples, case studies and discussions. You will represent Core business Supply in the Inter IKEA Digital Ethics Forum and co-create new practices and standards.

You will also work closely together with peers across Inter IKEA and the IKEA franchise system to strengthen and contribute to a strong and relevant IKEA franchise offer by co-creating Inter IKEA's vision on digital ethics. Together you will develop practices that enhance the IKEA brand around the world and ensure that we use data and digital technologies for good.

In this role you will report to our Information Management Manager at IKEA Supply and work closely with the Digital Ethics Leader at Inter IKEA Group – Shared Data and Technology.

Qualification

We are on the journey to transform our digital capabilities, bringing core business processes, people, data & technology together - an enabler for IKEA to become an even better home furnishing retailer in the future. A journey that needs passionate people who embrace change, dare to question and want to make a difference. If that sounds like you, come and join us. Together we can do great things.

You have a desire to guide business decisions around data and digital technology towards the benefit of the many people and the environment. It's with your ability to understand digital technologies and business opportunities in line with IKEA culture and values that you create real business impact and responsible innovation. You probably haven't been a Digital Ethicist yet – we know it's pretty new – but you will have a good understanding of social sciences, philosophy and technology, working in a related field for the last few years. We believe that you have strong stakeholder management skills and you are able to bridge the gap between technical and non-technical co-workers.

The IKEA culture and values are very much a part of our business and day to day work life. For you to thrive and grow with IKEA it's important for us that you share our values! You can read more regarding our values and life at IKEA on our website www.ikea.com or just watch this video: https://bit.ly/ikea-what-if

What are commandments 8, 9 and 10? Please let me know!

http://www.linkedin.com/in/edwin-borst