Sources	FT
Date	April 2021

Potential scale of impact	Certainty of outcome	Impact horizon		
★★★★	★★★★	H1	H2	H3

The promise of artificial intelligence systems is that they are faster, cheaper and more accurate than humans.

The danger is they become an unaccountable and uncontestable form of power that reinforce existing hierarchies and human biases.

Ensuring that AI systems are used appropriately is one of the big challenges of our times given their increasing complexity and ubiquity in services as varied as search engines, online marketplaces and hiring applications. Ways to address that challenge include

- **Fix the lack of diversity in the algorithm writers:** lack of diversity that has led to embedded biases in existing systems developed by a narrow perspective of complex societal issues and imperfect data. Public policy needs to encourage more under represented groups to work in the sector

- **Only deploy AI systems when the benefits are clearly demonstable and accepted by people most affected by their use:** when fully informed, the public tends to accept that trade-offs are necessary between privacy and safety, especially during security or health emergencies. But people rightly reject the indiscriminate use of flawed technology by unaccountable organisations

- **Developers must embed ethical thinking in the entire design process** - many tech companies have signed up to industry codes of practice, focusing on transparency and accountability. But their credibility has been damaged after two leading ethics researchers at Google left the company after accusing senior leadership of empty rhetoric

- **Build trust by subjecting data sets and algorithms to independent scrutiny**

- **Introduce some form of regulation in areas of critical use or safety:** some applications of AI (self driving cars or medical diagnoses, for example) require regulation more urgently than others. A new regulator should scrutinise complex algorithms before they are deployed for life-changing uses

REGULATION MATTERS

AI must not become an unaccountable form of power that reinforces existing biases