

(IR)RESPONSIBLE AI

Lorenzo Larini, NA CEO, Ipsos


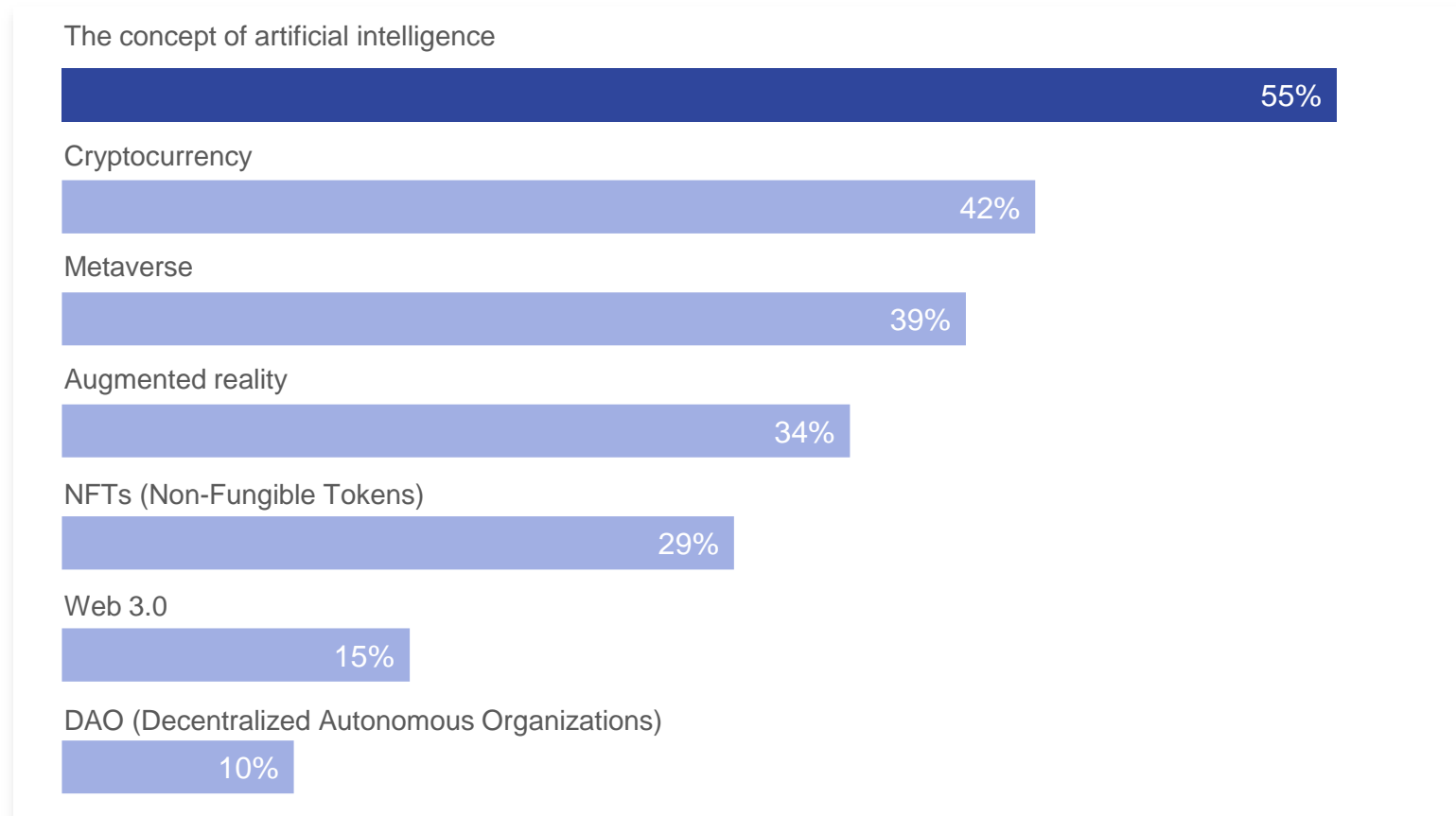
AI

GAME CHANGERS



AI Awareness is high among the "buzzy" tech concepts, higher than Crypto ...

Q: How familiar, if at all, are you with each of the following? - Familiar Summary



Low familiarity about Tech Concepts, with AI among the highest.

Source: Ipsos Consumer Tracker, fielded February 28 – March 1, 2023 among 1,105 U.S. adults

...but even those who aren't familiar with AI are likely impacted by it

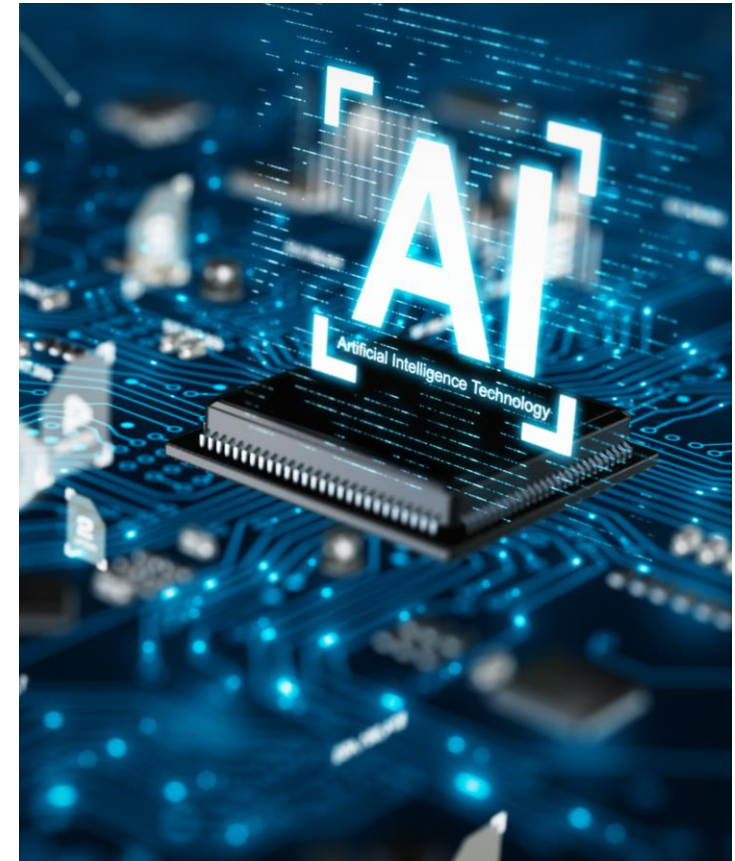
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Of all consumer tech devices today use AI technology in one form or another.

8.4 Billion

AI-powered digital voice assistant units by next year - more than people on planet earth.

Sources: MIT, Goldman Sachs, Statista



AI:

There is no
blue pill option.

You can only
choose the **red pill**:


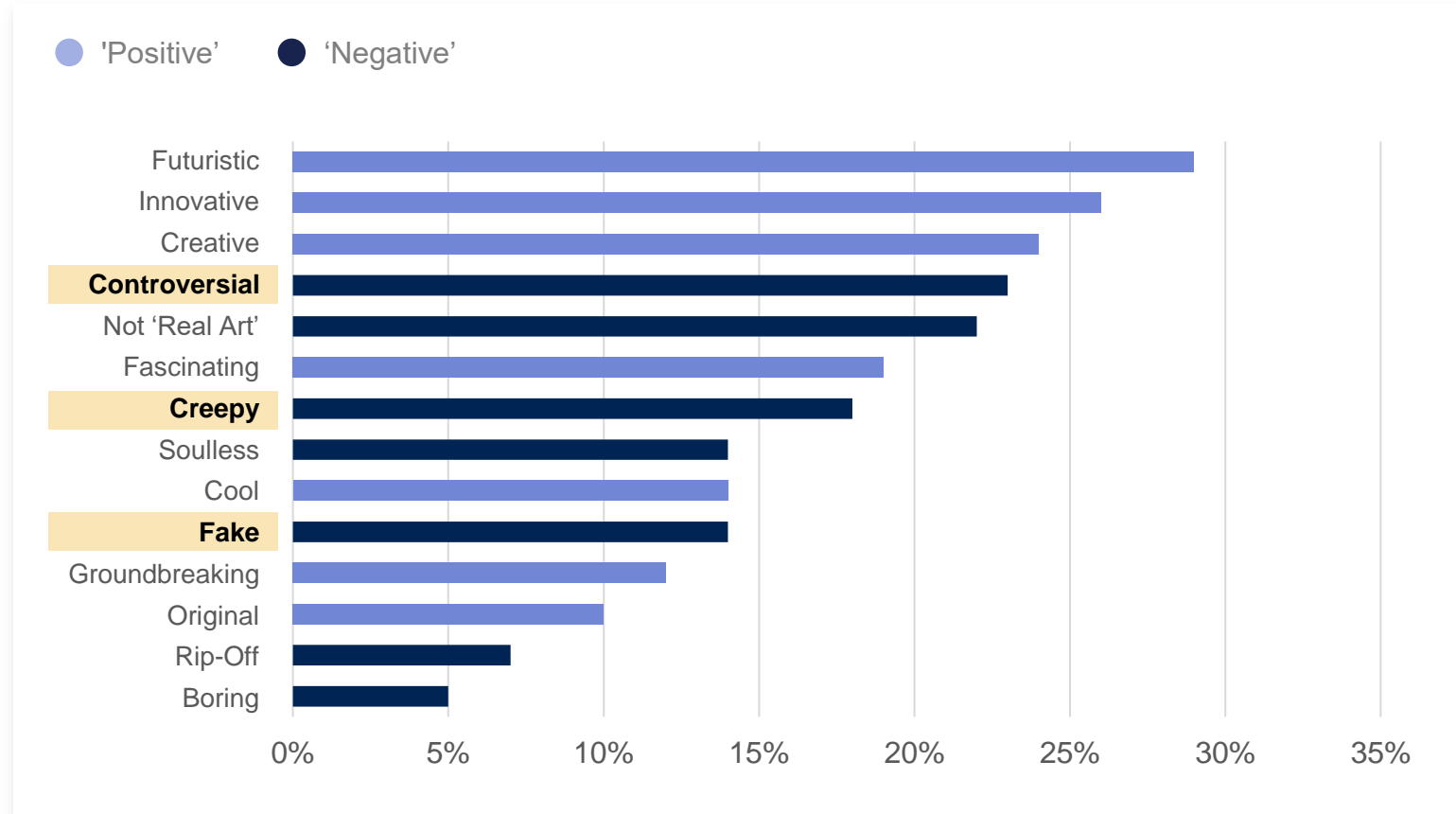
let's talk about the
collateral effects



Of the words describing AI, a few emerging negative choices

Q: AI is now being used to create works of art, books, news stories, movies and TV animations and more. Which of the following words would you use to describe these works?

Words to describe generative AI content



We asked ChatGPT to seed a list of words people might use to describe AI content and then surveyed people about which they actually would use.

Source: Ipsos Consumer Tracker, fielded February 28 – March 1, 2023 among 1,105 U.S. adults

People think AI can improve productivity in the workplace, but it can also increase bias and inaccuracies

Q: Please indicate how much you agree or disagree with the following statements.

- Strongly agree
- Somewhat agree
- Don't Know
- Strongly disagree
- Somewhat disagree

Using AI in the workplace can save time and resources



AI-generated written work may contain **biases** or **inaccuracies**



62%

say using AI in the workplace can save time and resources...

...but 56%

also say gen AI can produce biases or inaccuracies

Source: Ipsos Consumer Tracker, fielded January 18 – 19, 2023 among 1,119 U.S. adults
Note: We believe this is the first survey question drafted with help from an AI that was fielded by a polling firm.

A simple framework for Responsible AI: TFPA (Transparency, Fairness, Privacy, Accountability)

Dimension	Responsible AI	Irresponsible AI
Transparency	AI systems are designed to be transparent, with clearly defined algorithms, and data sources that are open and accessible to external auditors or regulators.	A loan application is rejected by an AI-powered credit scoring system, but the applicant is not given any information about how the decision was made so they might not know if the system used biased or discriminatory criteria.
Fairness	AI systems are designed to avoid bias and discrimination, treating all individuals fairly and equally regardless of their race, gender, age, or other personal characteristics. This requires that the data used to train the system is diverse and representative of the population, and that the system's algorithms are regularly audited to detect and mitigate any biases.	Facial recognition systems have been shown to be less accurate for people with darker skin tones, which can lead to false accusations and arrests.
Privacy	Privacy must be designed into these systems intentionally including data storage, transmission, and processing methods. Systems must comply with relevant privacy regulations and standards. Responsible AI systems also provide users with clear information about what data is being collected, how it is being used, and how it is being protected.	Chatbots that collect personal information might share that information with third-party advertisers without the user's knowledge or consent.
Accountability	AI systems are designed to be accountable, meaning that the system's actions and decisions can be traced back to specific individuals or entities. This requires that the system's decision-making processes are auditable, and that the system's designers and operators are identifiable and responsible for the system's outcomes. AI systems also provide users with clear information about the system's capabilities, limitations, and potential risks.	If an AI system that is designed to recommend medical treatments for patients based on their symptoms and medical history recommends a treatment that turns out to be harmful or ineffective, it may be difficult to determine who is responsible for the decision. Was it the developers who designed the system, the hospital administrators who deployed it, or the individual doctors who relied on its recommendations?

Also, people really don't love customer service chatbots ...

Q: Thinking of your experience(s) with customer service chatbots, how much do you agree or disagree with the following?

Q: The following questions are about the automated chat feature many business websites have added for certain customer service tasks. Have you chatted with an automated customer service chatbot?

68%

have used an **automated customer service chatbot**

Most of the time, the chatbot can solve my problem effectively

35%

My problems usually need to be solved by a live customer service representative

85%

Customer service chatbots are frustrating

77%

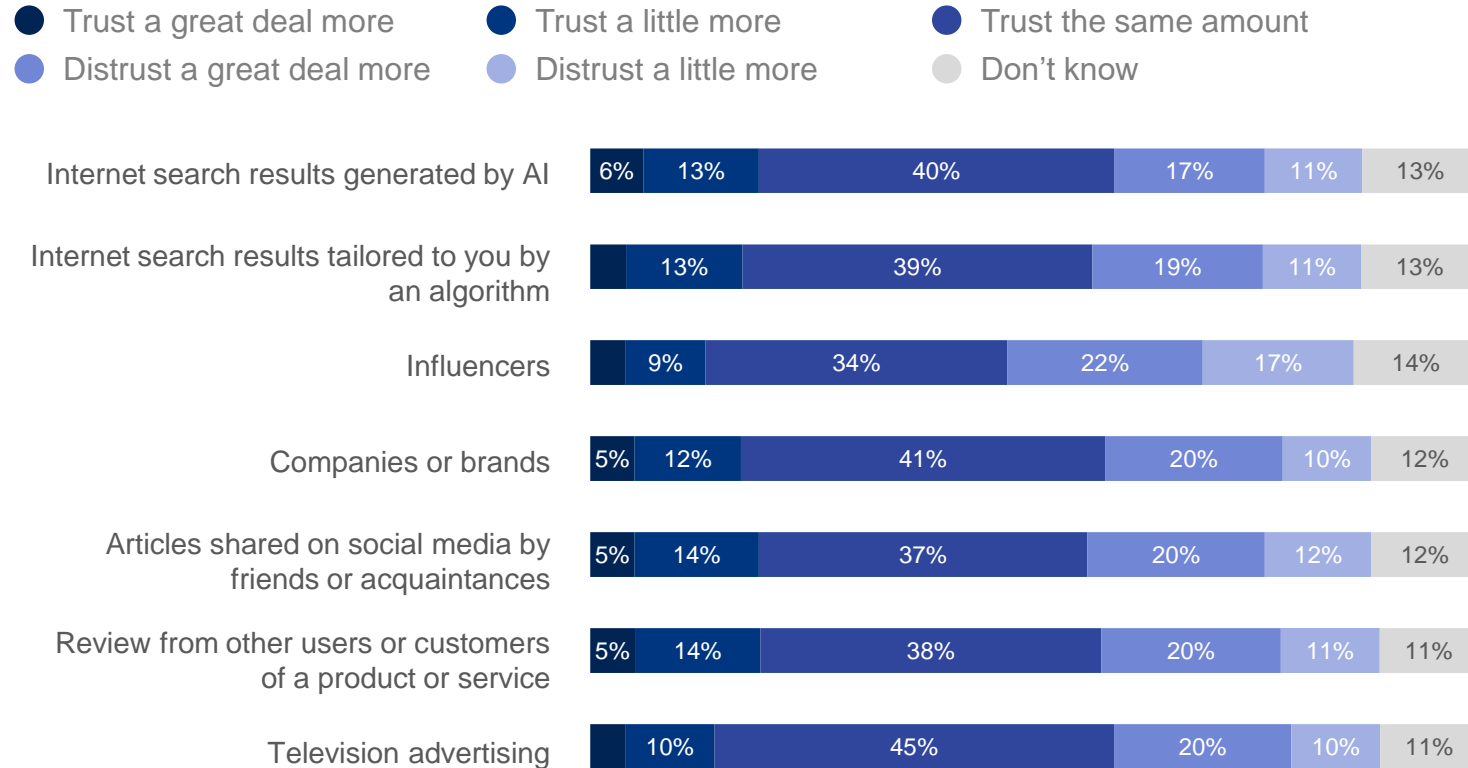
I prefer to talk to a person when I need customer service help

88%

Source: Ipsos Consumer Tracker, fielded January 31 – February 1, 2023 among 770 adults who have used a chatbot

... and are likely to distrust some form of AI-assisted content

Q: Now, if AI were to be more widely used by the following, would that make you trust them more, less or the same?

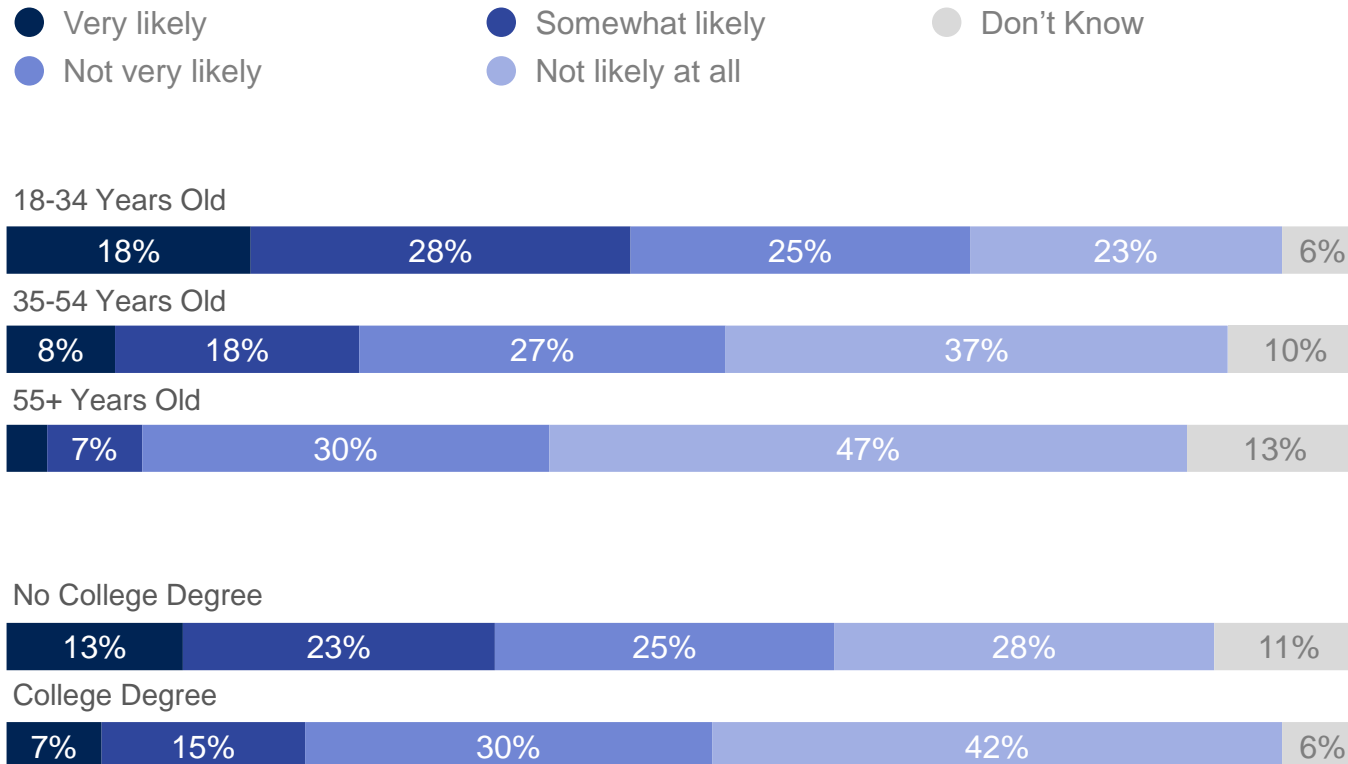


- Distrust outranked trust across the board, often by two to one.
- For influencers, people are **three times** as likely to say they would lose trust rather than gain.
- A plurality in almost all cases would trust the same amount.

Source: Ipsos Consumer Tracker, fielded February 14 – February 15, 2023 among 1,109 U.S. adults

Younger Americans think AI will replace their jobs in next five years

Q: How likely, if at all, do you think it is that AI will replace your current job in the next five years?



What about being outright replaced or displaced by AI in the same five years?

46% of younger workers think so.

Those without a college degree were much more likely (36% to 22%) to say that AI could replace their work.

Further, ChatGPT itself analyzed the data and found:

- Household income also appears to be a factor, with those earning under \$50,000 more likely to believe their job could be replaced by AI in the next five years, compared to those earning \$100,000 or more.

Source: Ipsos Consumer Tracker, fielded January 31 – February 1, 2023 among 592 U.S. adults in the workforce

Two in three think government should act on AI to protect jobs and prevent more income inequality and polarization

Q: How much do you agree or disagree with the following statements?

● Agree ● Disagree ● Don't Know

AI will create new jobs and opportunities to make up for the jobs that are lost



The government should take action to prevent the potential loss of jobs due to AI



Increased use of AI will lead to more income inequality and a more polarized society



● Agree ● Disagree ● Don't Know

The government should take action to prevent the potential loss of jobs due to AI

Republican



Democrat

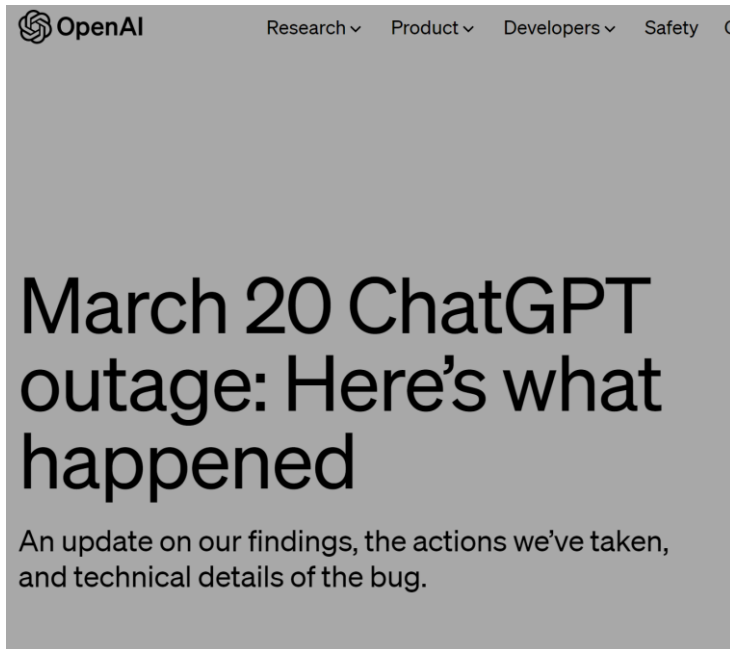


Independent



Source: Ipsos Consumer Tracker, fielded January 31 – February 1, 2023 among 1,118 U.S. adults

Privacy concerns are increasing, and some governments are starting to act



OpenAI Research Product Developers Safety

March 20 ChatGPT outage: Here's what happened

An update on our findings, the actions we've taken, and technical details of the bug.

Bug in Redis Open Source Library



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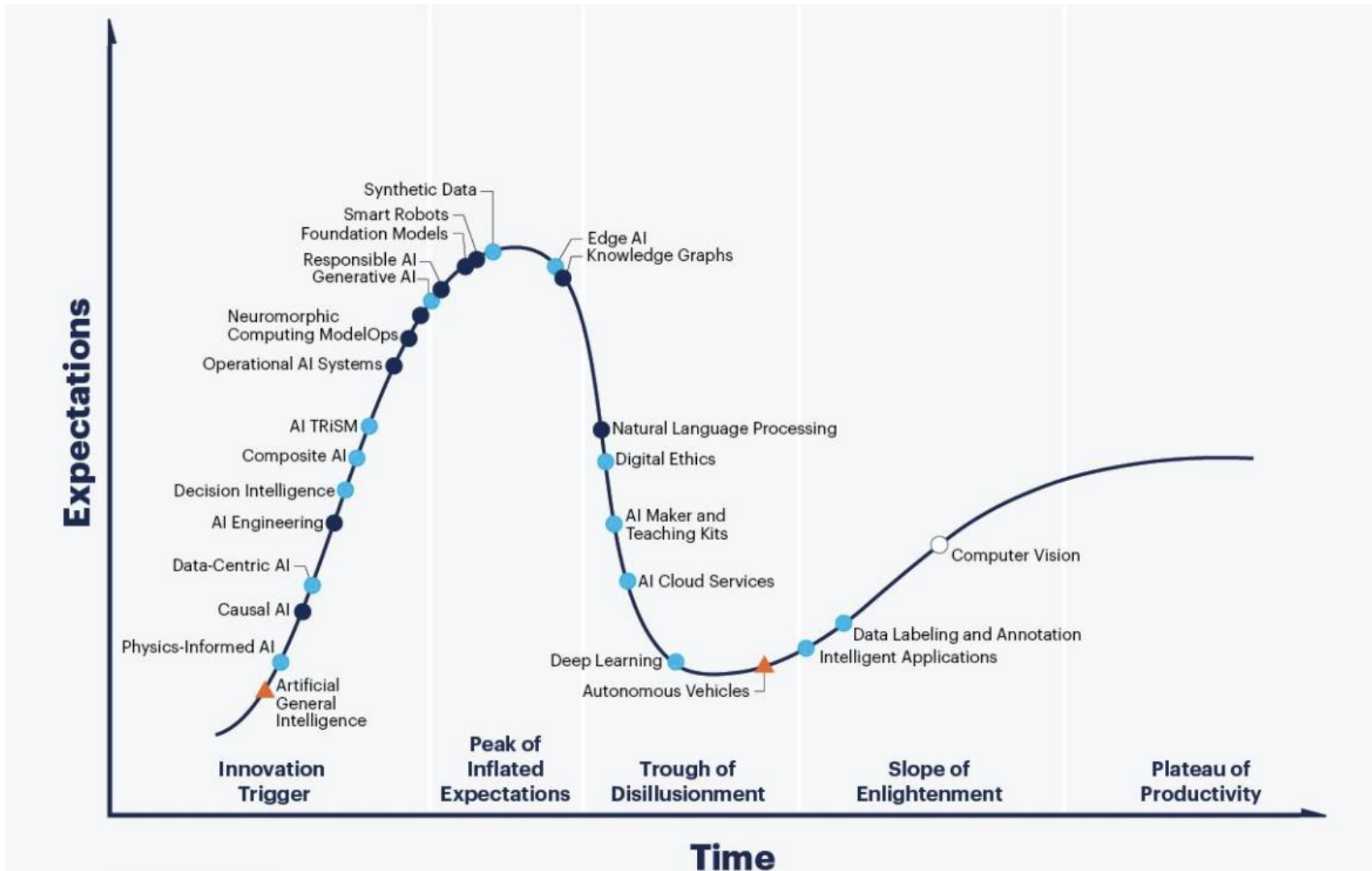
Artificial intelligence + Add to myFT

Italy temporarily bans ChatGPT over privacy concerns

Data protection authority becomes first regulator in world to open investigation into Microsoft-backed OpenAI's chatbot

Source: Financial Times

New tech, same old path – just an incredibly faster journey



Plateau will be reached:

- Less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ More than 10 years
- ⊗ Obsolete before Plateau

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