

Cultural Representativeness in the Principles of AI

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Motivation

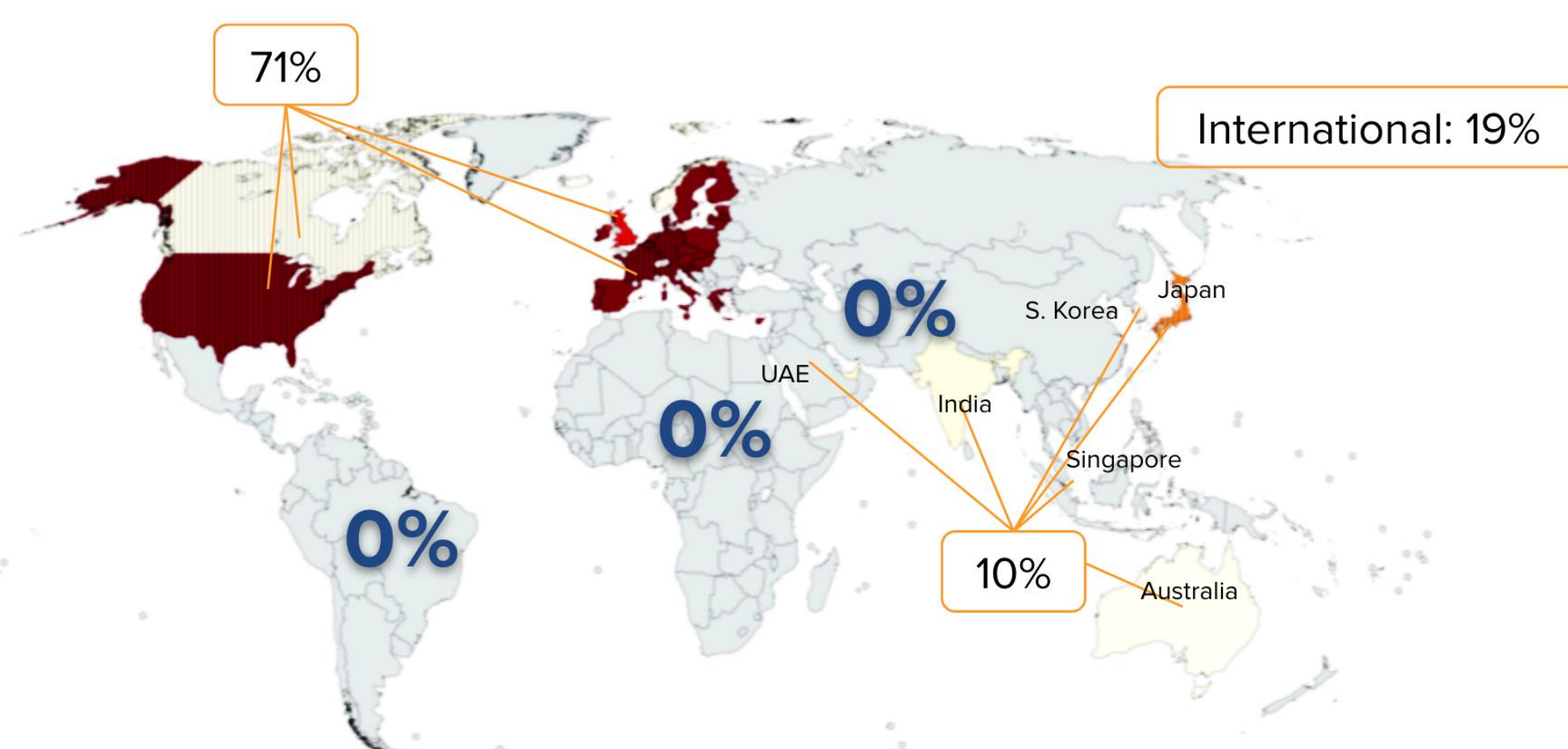
- As AI innovation disseminates across cultural and political boundaries, the contemporary AI ethics principles were formulated in Western countries.
- The lack of cultural inclusiveness in AI principles undermines future global AI governance and opportunities for innovation.

Project Description

- Combine ethical theories, survey experiments, mixed-methods, data/network science to answer:
 1. What cross-cultural differences support and challenge the current and future ethical and technological development of AI?
 2. To what extent can the culturally-different views of AI principles be reconciled?

Context

- The contemporary AI ethics principles were mostly set by the Western countries. How do we approach global fairness if AI ethics principles are not inclusive?



Identify culture's influence on AI innovation and adoption, and explore intervention strategies to address cultural disagreements in creating AI governance



Project Deliverables

- Preliminary theory, analysis and tools
 - Theoretical framework: theory-grounded hypothesis testing
 - Data/network science methods to analyze cultural variation of interactions among AI technology, publics, and governance
 - Survey, mixed-methods to study how cultural norms influence the acceptance of AI technologies
- Funding proposals for investigating cultural differences, ethical issues, and cross-cultural understanding in technology developments

Potential Impact

- Generate new scientific evidence for culture's influence on AI innovation and adoption
- Identify suitable formulation of AI principles and intervention strategies to address cultural disagreements in creating AI governance
- Enable a cost/benefit analysis of designing/deploying AI policies

References

- Jobin A, Ienca M, Vayena E. The global landscape of AI ethics guidelines. *Nature Machine Intelligence*. 2019 Sep;1(9):389-99.

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