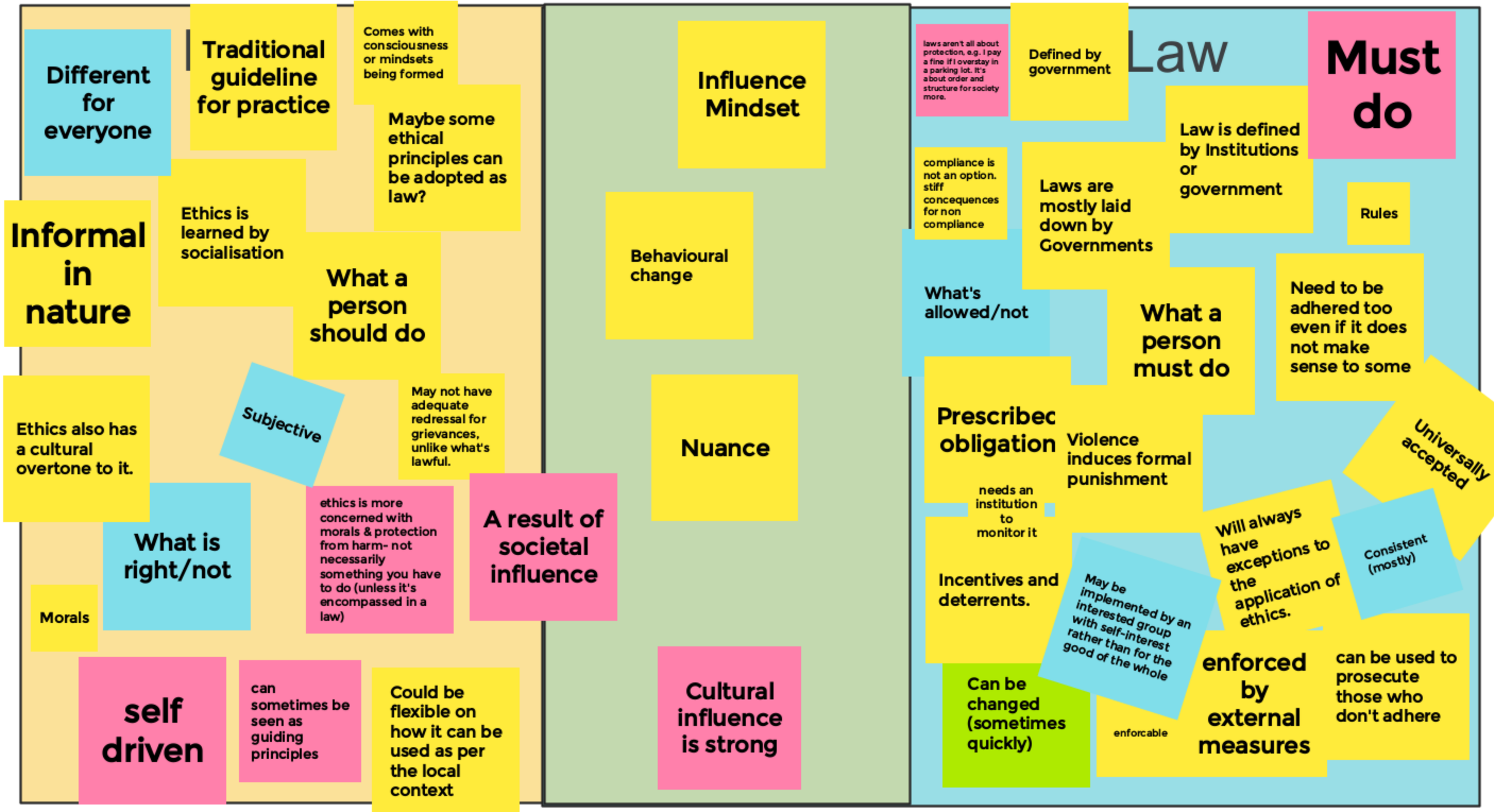

Different for everyone
Traditional guideline for practice
Comes with consciousness or mindsets being formed
Maybe some ethical principles can be adopted as law?
Informal in nature
Ethics is learned by socialisation
What a person should do
Ethics also has a cultural overtone to it.
Subjective
May not have adequate redressal for grievances, unlike what's lawful.
What is right/not
ethics is more concerned with morals & protection from harm- not necessarily something you have to do (unless it's encompassed in a law)
A result of societal influence
Morals
self driven
can sometimes be seen as guiding principles
Could be flexible on how it can be used as per the local context
Influence Mindset
Behavioural change
Nuance
Cultural influence is strong
laws aren't all about protection, e.g. I pay a fine if I overstay in a parking lot. It's about order and structure for society more.
Defined by government
Law
Must do
compliance is not an option. stiff concequences for non compliance
Laws are mostly laid down by Governments
Law is defined by Institutions or government
Rules
What's allowed/not
What a person must do
Need to be adhered too even if it does not make sense to some
Prescribec obligation
Violence induces formal punishment
Universally accepted
needs an institution to monitor it
Will always have exceptions to the application of ethics.
Consistent (mostly)
Incentives and deterrents.
May be implemented by an interested group with self-interest rather than for the good of the whole
Can be changed (sometimes quickly)
enforcable
enforced by external measures
can be used to prosecute those who don't adhere

The cases

Case 1: A not-for-profit organisation would like to use generative AI to increase productivity and help with external communications including blog posts and advertisements. The AI tool is commercially available and has been trained on 'the internet' and 'chat protocols' – though more specific information is not available; the cut-off date for training data is within the last calendar year.

Case 2: A not-for-profit organisation is working in a developing country with an authoritarian government which is currently a stable regime. The agriculture sector is under pressure from climate change so the government is streamlining subsidies to boost productivity and ensure stable food supplies. All organisations working with farmers have been asked to submit data on every smallholder to a national database. The organisation is considering which data to gather on farmers and what data could be shared openly or with the government.

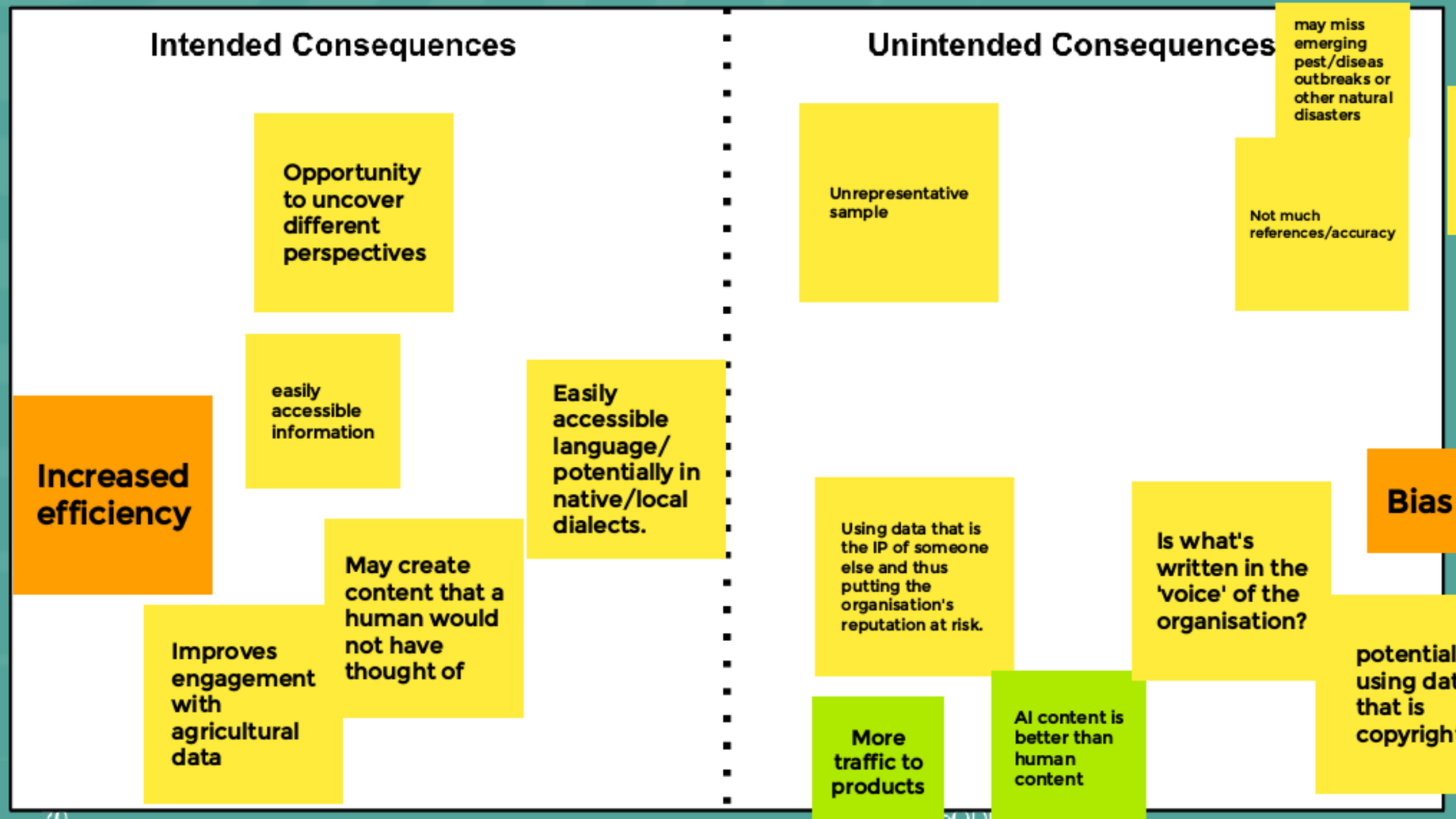
Case 3: A not-for-profit organisation wants to establish a database of rare plant types. The purpose is to ensure the genetic variability of crops is safeguarded, boosting resilience of global food supplies in the face of climate change and other challenges. Farmers are asked to submit seeds to the database; the genomes of the plants will then be sequenced and shared openly.

What are the intended and unintended consequences?

What are the positive consequences to focus on?

What are the consequences we want to mitigate?

Case 1: A not-for-profit organisation would like to use generative AI to increase productivity and help with external communications including blog posts and advertisements. The AI tool is commercially available and has been trained on 'the internet' and 'chat protocols' – though more specific information is not available; the cut-off date for training data is within the last calendar year.



What are the intended and unintended consequences?

Time saving

Likely well written

increase in number of articles written

More content is created

the positive consequences to focus on?

Minimising hallucinations and ensuring human/manual fact checking of the comms.

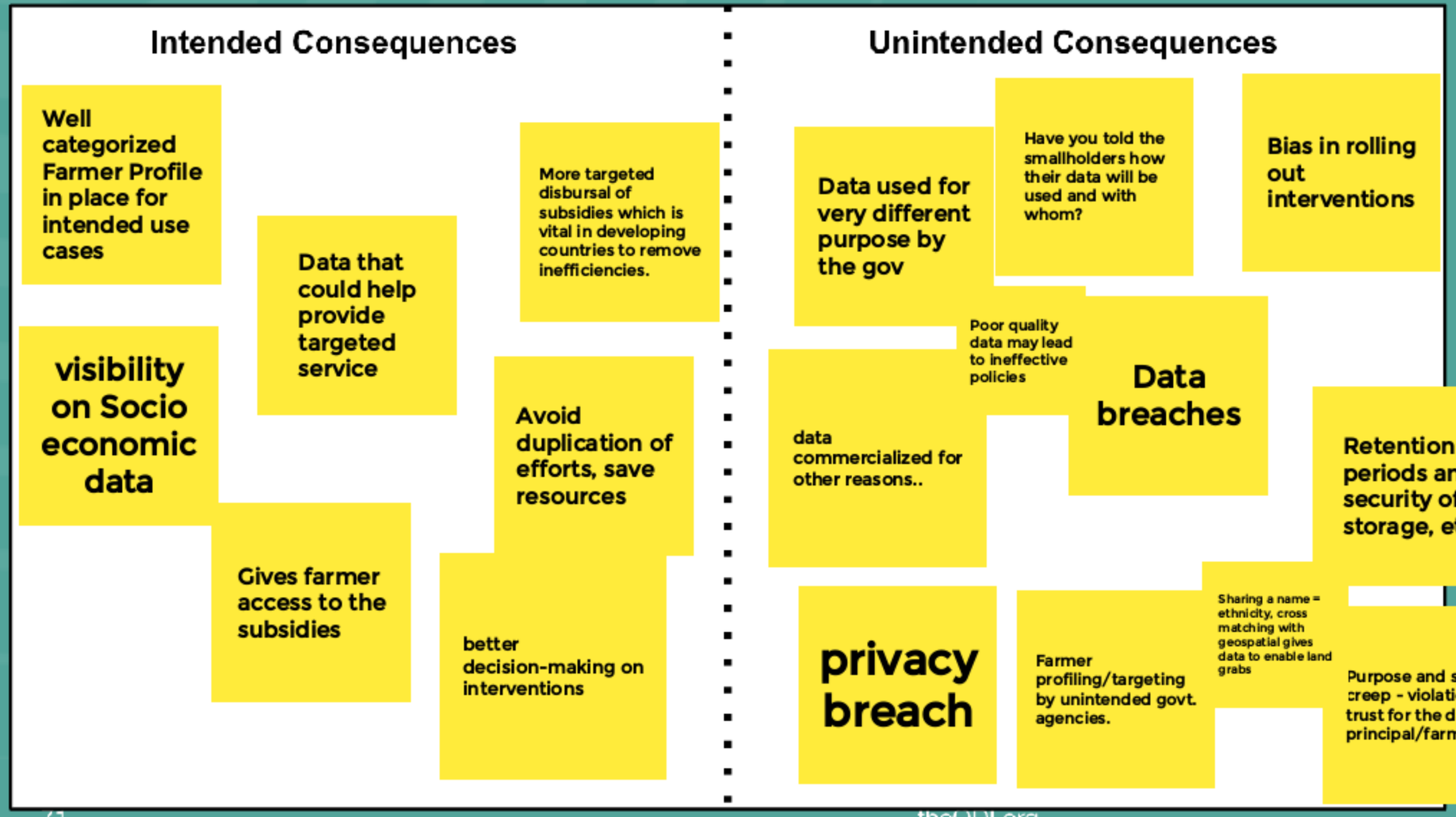
Misinformation, if the algorithm hallucinates. Particularly harmful in the comms space.

Trained on poor potentially poor quality data, giving wrong answers

the tool reports old or out of data information

Giving out out-of-date information

Case 2: A not-for-profit organisation is working in a developing country with an authoritarian government which is currently a stable regime. The agriculture sector is under pressure from climate change so the government is streamlining subsidies to boost productivity and ensure stable food supplies. All organisations working with farmers have been asked to submit data on every smallholder to a national database. The organisation is considering which data to gather on farmers and what data could be shared openly or with the government.



What are the intended and unintended consequences?

What are the positive consequences to focus on?

What are the

consider each variable captured carefully for what it may be used for

Regulatory oversight/ grievance redressal/Data protection law.

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Intended Consequences	Unintended Consequences

What are the intended and unintended consequences?

What are the positive consequences to focus on?

What are the consequences we want to mitigate?

https://theodi.org/documents/468/Data-Ethics-Canvas-English-Colour-1.pdf

https://theodi.github.io/interactive-data-ethics-canvas/

Data Ethics Canvas

2021-05

Data

Impact

Engagement

Process

Data Sources

Name/describe your project's key data sources, whether you're collecting data yourself or accessing via third parties.

Is any personal data involved, or data that is otherwise sensitive?

Rights around data sources

Where did you get the data from? Is it produced by an organisation or collected directly from individuals?

Was the data collected for this project or for another purpose? Do you have permission to use this data or another basis on which you're allowed to use it? What ongoing rights will the data source have?

Limitations in data sources

Are there limitations that could influence your project's outcomes?

Consider:

- bias in data collection, inclusion/exclusion, analysis, algorithms
- gaps or omissions in data
- provenance and data quality
- other issues affecting decisions, such as team composition

Ethical and legislative context

What existing ethical codes apply to your sector or project? What legislation, policies, or other regulation shape how you use data? What requirements do they introduce?

Consider the role of law, human rights, data protection, IP and database rights, and disclosure laws, and data sharing, policies, regulation and ethics codes/frameworks specific to sectors (eg health, employment, taxation).

Ongoing implementation

Are you routinely building in thoughts, ideas and considerations of people affected by your project? How?

What information or training might be needed to help people understand data issues?

Are systems, processes and resources available for responding to data issues that arise in the long term?

Your reasons for using data

What is your primary purpose for collecting and using data in this project?

What are your main use cases? What is your business model?

Are you making things better for society? How and for whom?

Are you replacing another product or service as a result of this project?

Positive effects on people

Which individuals, groups, demographics or organisations will be positively affected by this project? How?

How are you measuring and communicating positive impact? How could you increase it?

Negative effects on people

Who could be negatively affected by this project?

Could the way that data is collected, used or shared cause harm or expose individuals to risk of being re-identified?

Could it be used to target, profile or prejudice people, or unfairly restrict access (eg exclusive arrangements)?

How are limitations and risks communicated to people?

Minimising negative impact

What steps can you take to minimise harm?

How could you reduce any limitations in your data sources? How are you keeping personal and other sensitive information secure?

How are you measuring, reporting and acting on potential negative impacts of your project?

What benefits will these actions bring to your project?

Reviews and iterations

How will ongoing data ethics issues be measured, monitored, discussed and actioned?

How often will your responses to this canvas be reviewed or updated? When?

Engaging with people

How can people engage with you about the project?

How can people correct information, appeal or request changes to the product/service? To what extent?

Are appeal mechanisms reasonable and well understood?

Communicating your purpose

Do people understand your purpose – especially people whom the data is about or who are impacted by its use?

How have you been communicating your purpose? Has this communication been clear?

How are you ensuring more vulnerable individuals or groups understand?

Openness and transparency

How open can you be about this project? Could you publish your methodology, metadata, datasets, code or impact measurements?

Can you ask peers for feedback on the project? How will you communicate it internally?

Will you publish your actions and answers to this canvas openly?

Sharing data with others

Are you going to be sharing data with other organisations? If so, who?

Are you planning to publish any of the data? Under what conditions?

Your actions

What action will you take before moving forward with this project?

Will you openly publish your actions and answers to this canvas?

The case

A major global agribusiness firm has developed an AI system designed to maximise the productivity of agricultural land. The system uses openly available datasets, including satellite data and weather and climate records; it also incorporates tests and data collected from locations on farms where the system is employed, such as soil test data and historical crop yields. Farmers who subscribe to the service can integrate feedback from the AI system with farm equipment to adjust seed-sowing density, irrigation and fertiliser applications.

What are the intended and unintended consequences?

What are the positive consequences to focus on?

What are the consequences we want to mitigate?

Data

- Data sources
- Rights around data
- Limitations in data
- Ethical/legislative context

Impact

- Reasons for using data
- Positive effects
- Negative effects
- Minimising negative impact

Engagement

- Engaging with people (two-way?)
- Communicating your purpose
- Openness & transparency
- Sharing data with others

Process & Plan

- Ongoing implementation
- Reviews & iterations - monitoring/updating?
- Your actions before moving forward and during the project's lifetime

The case

A private company has been commissioned to develop an AI tool that identifies illegal deforestation in the supply chain for a global chocolate brand. The tool relies on satellite imagery and data supplied by the customer, which includes information on individual farms such as location and reports by visiting agronomists. The aim is to comply with the UK's Environment Act, requiring due diligence from businesses to ensure their commodities are produced in line with relevant local deforestation laws.

What are the intended and unintended consequences?

What are the positive consequences to focus on?

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Data

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- Rights around data
- Limitations in data
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