• Ethics today, but it will come up all semesters.

• Projects include ethics component
  - pick apart a dataset
  - and show where it fails

---

**ACM Code of Ethics**

• Flip the stakeholder

---

How does ethics help?

- What should we avoid building?
- What should we build?

Who "enforces" ethics?

Nobody, Consumers, Government
When should you start considering ethical implications.

→ From the beginning.

- Ethics is hard.

Topics

1. Recourse + accountability

   Developer → manager
   Manager → Company
   Company → clients/users
   Client → Company

Ask yourself

. How do you feel developing the product.
. What can you do?
2. Feedback Loops

- Your model impacts the incoming data.

\[ \text{user info} \rightarrow [\text{NN}] \rightarrow \text{recommendation} \]

- What does success look like \( \rightarrow \text{view-time} \)
- This leads to what kind of recommendations
  \( \rightarrow \text{higher drama} \)
  \( \text{conspiratorial} \)
  \( \text{addictive videos} \)
- Not directly intended \( \star \)
- The system can be gamed

3. Bias

- Historical bias
- Measurement bias
- Aggregation
I. Disinformation

- Can fake data
  - Muddles reliability of real data

Practices you can implement:

- Regular ethical risk sweeping
- Expanding the ethical circle
- Think about the terrible people
- Closely the loop