computational social media

lecture 8: society

part2

daniel gatica-perez

11.06.2019
announcements

Reading #9
S. Corbett-Davies, S. Goel
The Measure and Mismeasure of Fairness:
A Critical Review of Fair Machine Learning
arxiv, 2018

Presenter: J. Wang
Discussant: A. Sherstiuk
Scribe: A. Sunjerga

Project presentations
Project reports are due today (11.06.2019, 5pm, no extensions).
Submit slides & report by email to Trung and Daniel
today’s schedule: reminder

Tuesday, June 11, ELG 116

09:00-10:00   lecture
10:00-11:00   reading #9
11:00-12:30   2 project presentations
12:30-13:30   lunch break
13:30-15:00   2 project presentations
this lecture

1. introduction
2. the world is big
3. ethics, fairness, accountability, transparency
3. ethics, fairness, accountability, transparency
“Social media as neutral platforms— an infrastructure that transports streams, regardless of who its users are and indifferent to the contents they exchange”

“Data streams are engineered to promote certain uses and users over others, challenged by pressure to make content profitable.”

J. van Dijck, The culture of connectivity, Oxford University Press, 2013

credit: mkhmarketing@flickr (cc) http://www.flickr.com/photos/mkhmarketing/8527429088/
AI will solve Facebook’s most vexing problems, Mark Zuckerberg says. Just don’t ask when or how.

By Drew Harwell
April 11, 2018

LIFE WITH A.I.

Google CEO: A.I. is more important than fire or electricity

Published Thu, Feb 1 2018 • 12:56 PM EST

Catherine Clifford
@CATCLIFFORD
Google Photos, y'all fucked up. My friend's not a gorilla.
why is my husband so angry
why is my husband so lazy
why is my husband so mean
why is my husband so mean to me
why is my husband so selfish
why is my husband so moody

Search for why is my husband so with:

why is my wife so beautiful
why is my wife so mean to me
why is my wife so angry
why is my wife so lazy
why is my wife so annoying
why is my wife so grumpy

Search for why is my wife so with:

23.05.2019
Unlike a human examiner/judge, a computer vision algorithm or classifier has absolutely no subjective baggages, having no emotions, no biases whatsoever due to past experience, race, religion, political doctrine, gender, age, etc., no mental fatigue, no preconditioning of a bad sleep or meal. The automated inference on criminality eliminates the variable of meta-accuracy (the competence of the human judge/examiner) all together.
Machine learning has moved from the
{objective, physical, binary, certain}
to the
{subjective, psychological, nuanced, uncertain}
fairness, accountability, transparency in socio-technical systems

**Fairness**
Machines should be trained to give all people the same chances and avoid discrimination and biases

**Accountability**
Companies should be responsible for their practices involving machine learning
Algorithms should be auditable

**Transparency**
People should know how machine decisions are made and where/how in the process their data is used
who should get involved? platforms

Facebook  2B users
Instagram  1B users
Whatsapp  1.5B users

Google Scraps Its AI Ethics Board Less Than Two Weeks After Launch In The Wake Of Employee Protest

Jillian D'Onfro  Forbes Staff
I cover Google parent company Alphabet and artificial intelligence.
who should get involved? governments

Social media platforms must be held accountable for the hate speech & disinformation we see online – and if they don’t step up, there will be consequences. We launched Canada’s new Digital Charter today to guide our decisions, learn more about it here: bit.ly/2YGiTuu
who should get involved? citizens and NGOs

The San Francisco District Attorney maintains a map of thousands of surveillance cameras across the city.

Now, thanks to a public records request, EFF is sharing this data publicly: eff.org/deeplinks/2019...
who should get involved?
engineers, scientists, scholars

“1. Governments need to regulate AI by expanding the powers of sector-specific agencies to oversee, audit, and monitor technologies by domain.

2. Facial recognition and affect recognition need stringent regulation to protect the public interest.

3. The AI industry needs new approaches to governance. Internal governance structures at most technology companies are failing to ensure accountability for AI systems.

4. AI companies should waive trade secrecy and other legal claims that stand in the way of accountability in the public sector.

5. Technology companies should provide protections for conscientious objectors, employee organizing, and ethical whistleblowers.”

“6. Consumer protection agencies should apply “truth-in-advertising” laws to AI products and services.

7. Technology companies must go beyond the “pipeline model” and commit to addressing the practices of exclusion and discrimination in their workplaces.

8. Fairness, accountability, and transparency in AI require a detailed account of the “full stack supply chain.”

9. More funding and support are needed for litigation, labor organizing, and community participation on AI accountability issues.

10. University AI programs should expand beyond computer science and engineering disciplines.”
what to remember

the world is big
beware of limited machine representations of the world
engage to increase diversity & representation

as EPFL engineers & digital humanists
you have a role on the
technology / geography / politics / ethics / economics
behind social media in the AI era
questions?