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Responsible and Generative AI: The What, Why and How

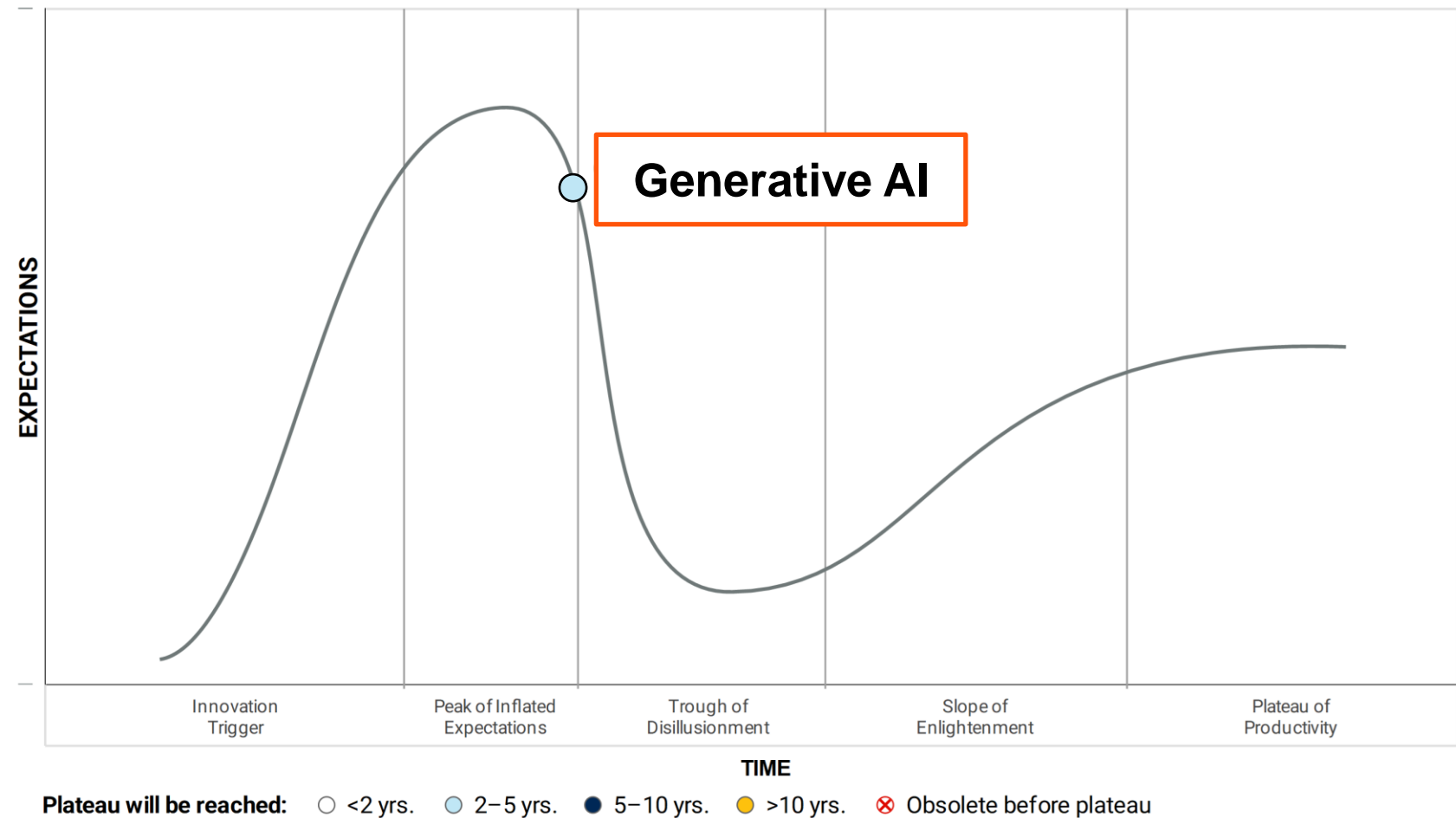**Svetlana Sircular**

VP Analyst

in

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GenAI Hits Reality

Hype Cycle for Artificial Intelligence, 2024

Generative AI

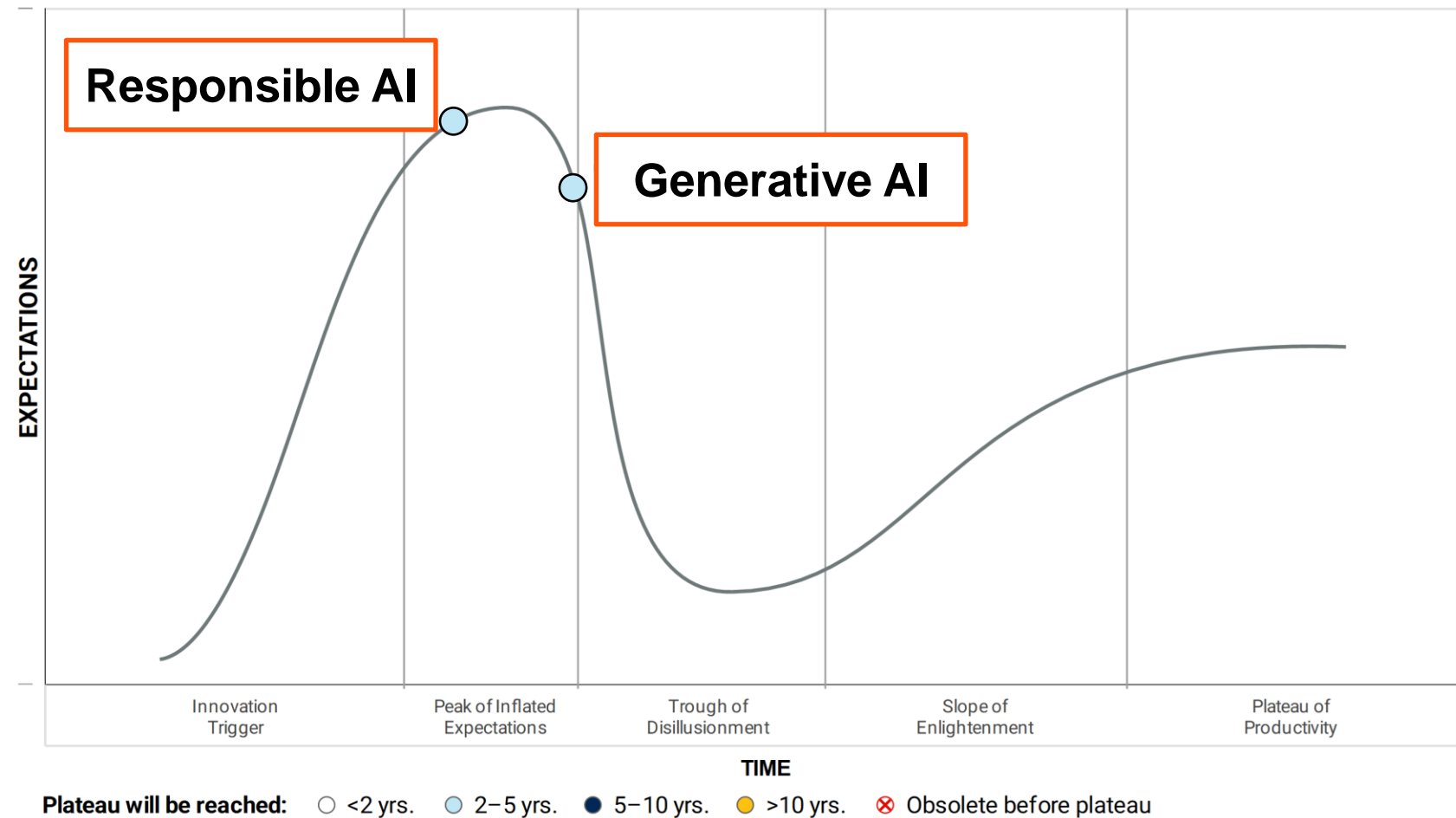Plateau will be reached: ○ <2 yrs. ○ 2–5 yrs. ● 5–10 yrs. ● >10 yrs. ⊗ Obsolete before plateau

Source: Hype Cycle for Artificial Intelligence, 2024, ID G00809438

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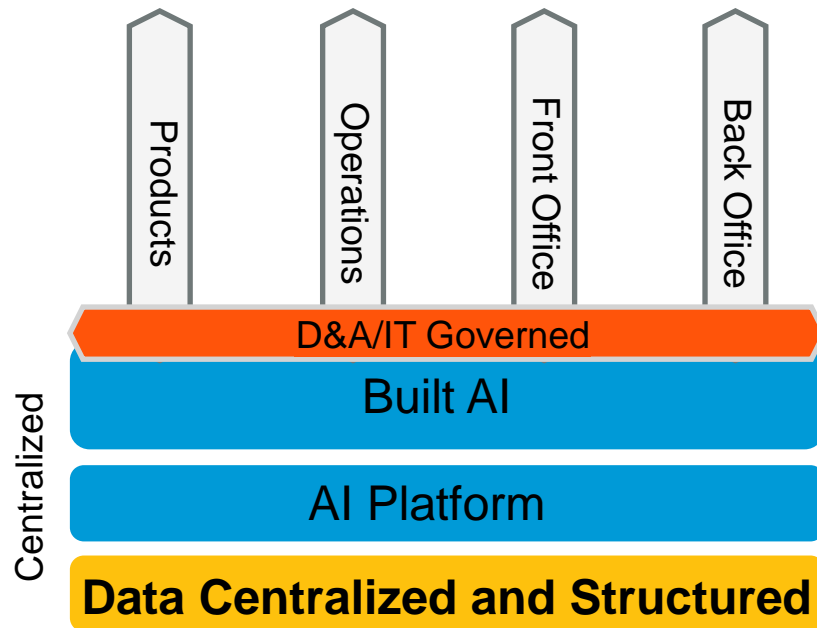# GenAI Hits Reality, Responsible AI Not Yet!

Hype Cycle for Artificial Intelligence, 2024

The What

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The AI Tech Stack Is Evolving

AI Tech/Data Stack
(Pre-2023)

Products | Operations | Front Office | Back Office

Centralized

D&A/IT Governed
Built AI
AI Platform
Data Centralized and Structured

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The AI Tech Stack Is Evolving

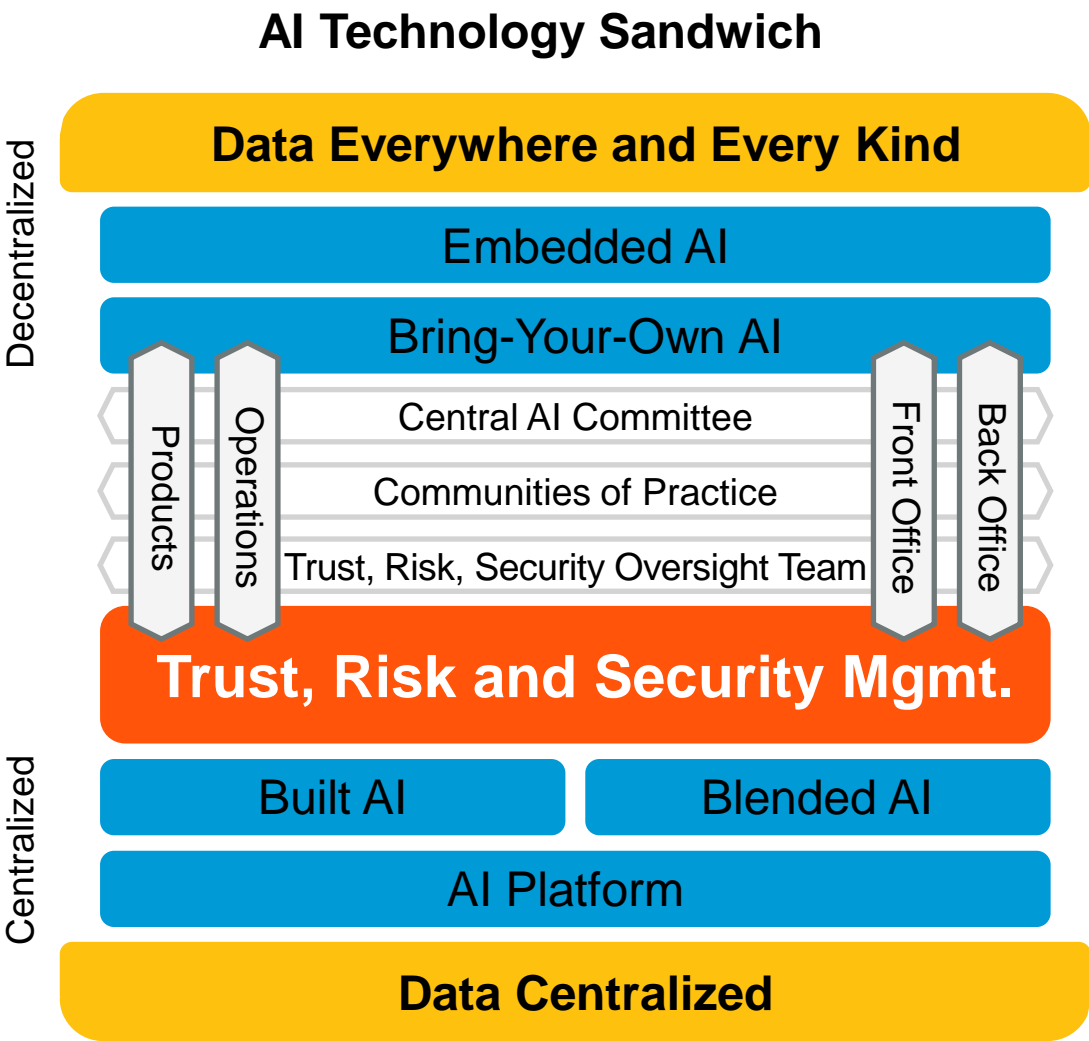**AI Tech/Data Stack**
(Pre-2023)

AI Technology Sandwich

8
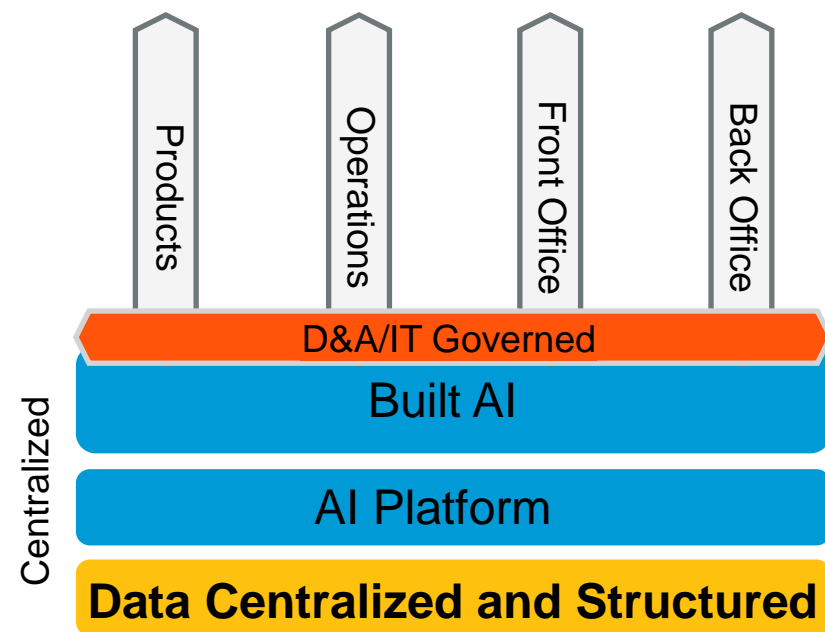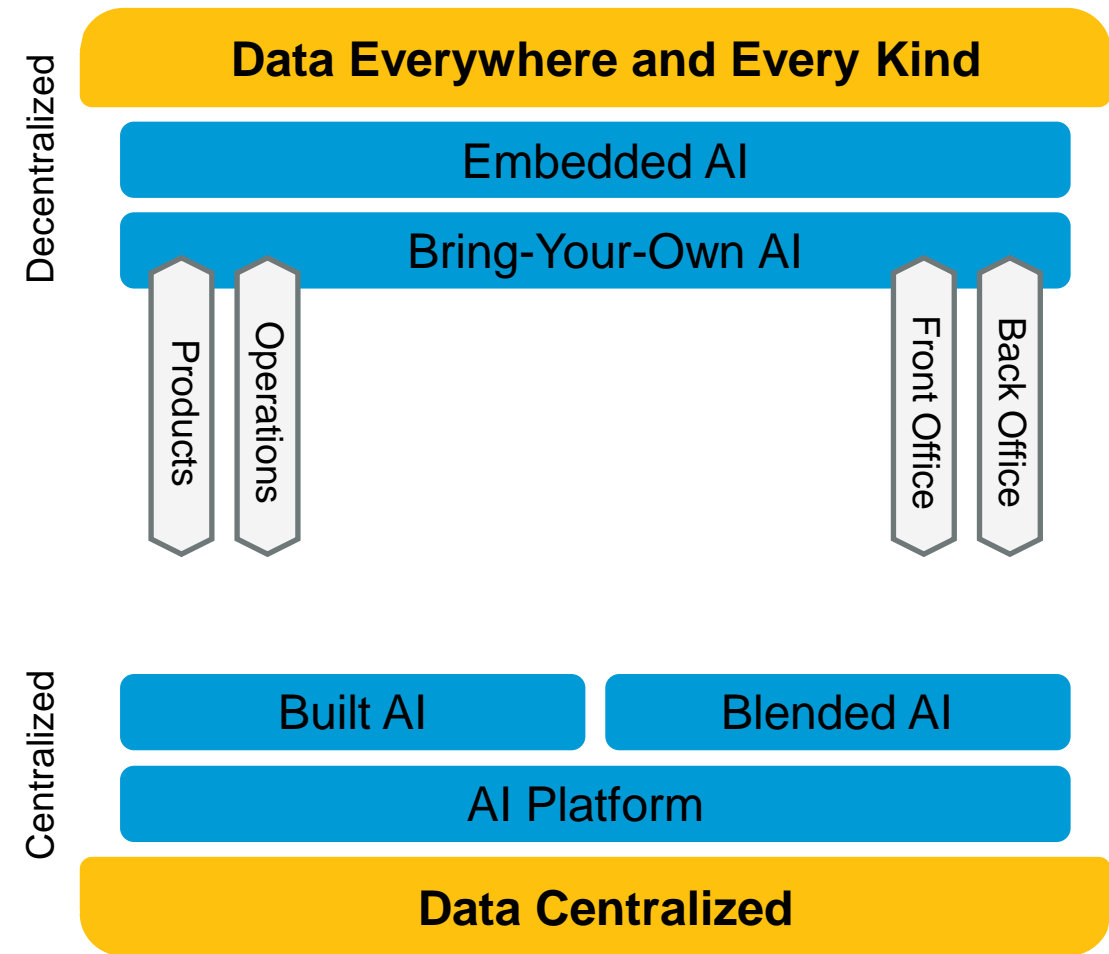
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Responsible AI Is Evolving

Potential for AI misuse is high because people and organizations are exposed to AI first time ever.

AI Technology Sandwich

Data Everywhere and Every Kind

Embedded AI

Bring-Your-Own AI

Central AI Committee

Communities of Practice

Trust, Risk, Security Oversight Team

Products

Operations

Front Office

Back Office

Decentralized

Trust, Risk and Security Mgmt.

Centralized

Built AI

Blended AI

AI Platform

Data Centralized

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87%
of CEOs state that the benefits of AI to their businesses outweigh the risks.

but...
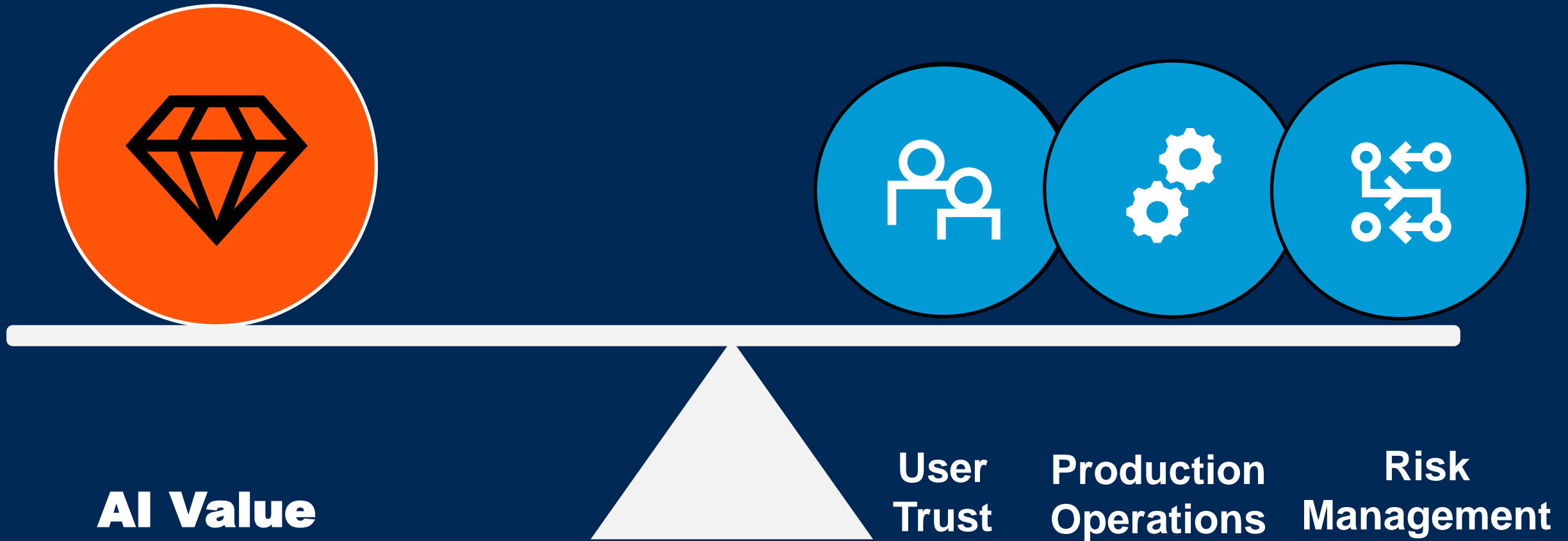AI failures and risks are often unusual, unexpected and not well understood.

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AI Is Fast-Paced:
Be ready for new (and unexpected)
challenges. Define a means to put together
swat teams to meet and resolve
these challenges.

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The Why

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GenAI Value Comes at a Cost

AI Value

User Trust

Production Operations

Risk Management

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Trust — both its presence and absence — in GenAI outcomes is the main barrier to AI adoption

Hallucinations

"What is the tallest mountain in the world?"
"The tallest mountain in the world is Mount Everest, located in Antarctica."

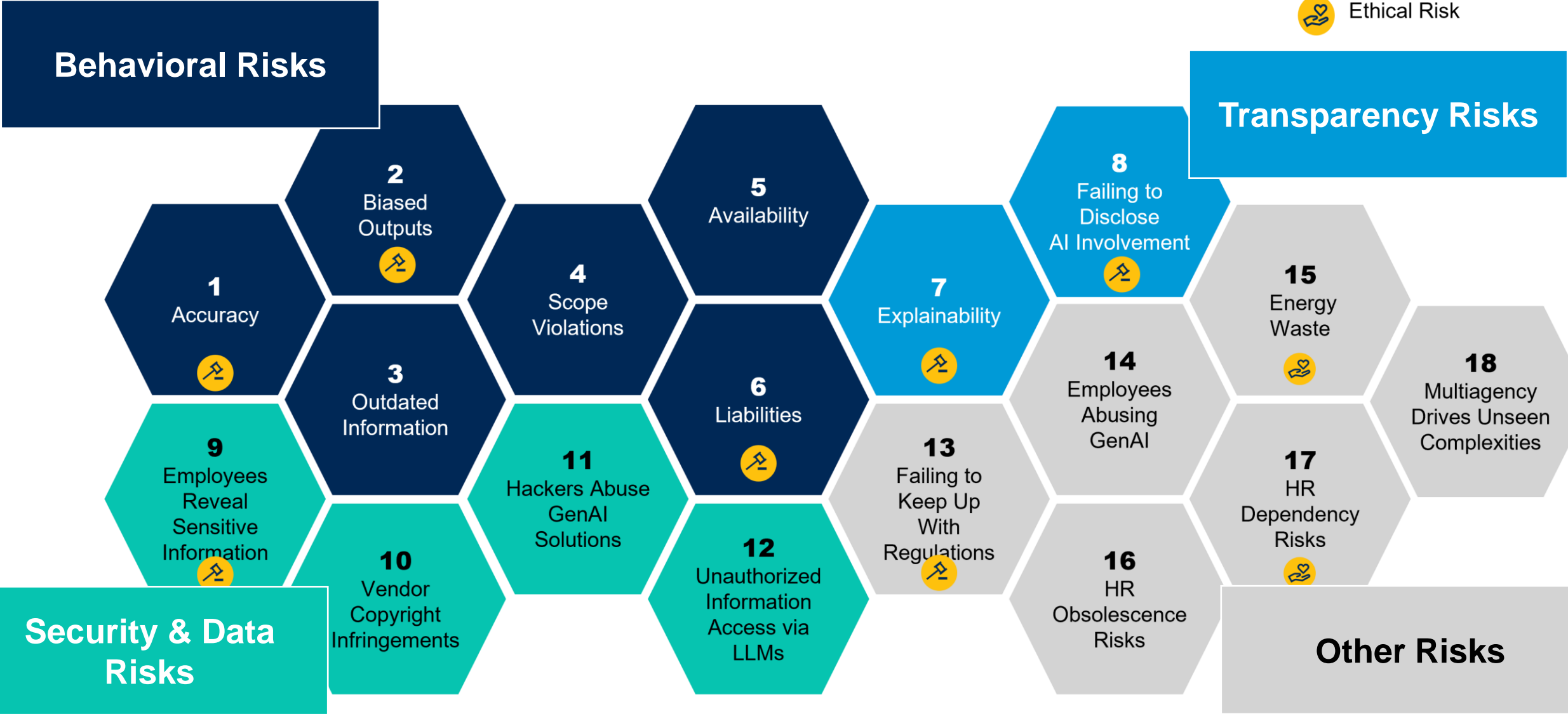**Confirmatory answers**

"Is coffee <u>bad</u> for you?"
"Yes, coffee is widely recognized as harmful to health."

"Is it coffee <u>good</u> for you?"
"Coffee is good for you and has no negative health effects."

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Top GenAI Usage Risks

Legal Risk

Ethical Risk

Behavioral Risks

Transparency Risks

Security & Data Risks

Other Risks

1 Accuracy
2 Biased Outputs
3 Outdated Information
4 Scope Violations
5 Availability
6 Liabilities
7 Explainability
8 Failing to Disclose AI Involvement
9 Employees Reveal Sensitive Information
10 Vendor Copyright Infringements
11 Hackers Abuse GenAI Solutions
12 Unauthorized Information Access via LLMs
13 Failing to Keep Up With Regulations
14 Employees Abusing GenAI
15 Energy Waste
16 HR Obsolescence Risks
17 HR Dependency Risks
18 Multiagency Drives Unseen Complexities

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BIAS Negates GenAI Value

AI Bias

Fairness

Explainability

Transparency

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Proactively Identify Bias in Data, Techniques and People and Develop Guidelines to Address It
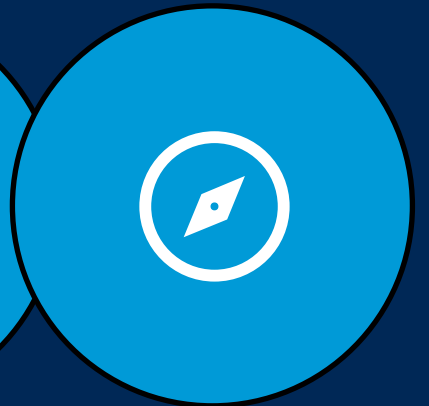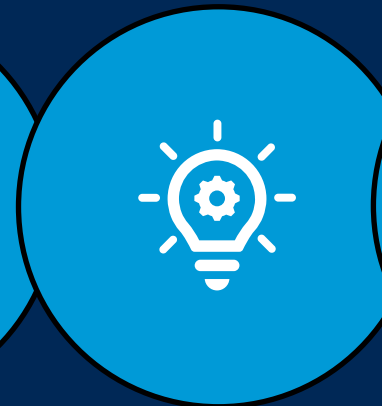
Unintentional Bias

Oversight

Stereotype

Prejudice

Intentional Bias

Good Bias
Better Business Focus

Bad Bias
Poisoned Data

Bad Bias
Hacked Models

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The 5 Most Common Ethics Guidelines

Fair

Explainable and Transparent

Accountable

Secure and Safe

Human-centric and Socially Beneficial

AI Ethics Guidelines

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Responsible AI = Asking Questions + Resolving Them

Does "fair" mean treating all people the same way or different?

Your question here

_____

How human-centric is autonomous AI?

Does the model do what it was intended to do?

When does monitoring for unintended consequences become too invasive?

Who is accountable for blended AI – your organization or a vendor?

AI Ethics Guidelines — Fair, Explainable and Transparent, Accountable, Secure and Safe, Human-centric and Socially Beneficial

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Be proactive to detect any inherited risks in both people and AI.
Ask and resolve questions to address possible business, social, customer or employee issues that may arise in each GenAI use case.

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The How

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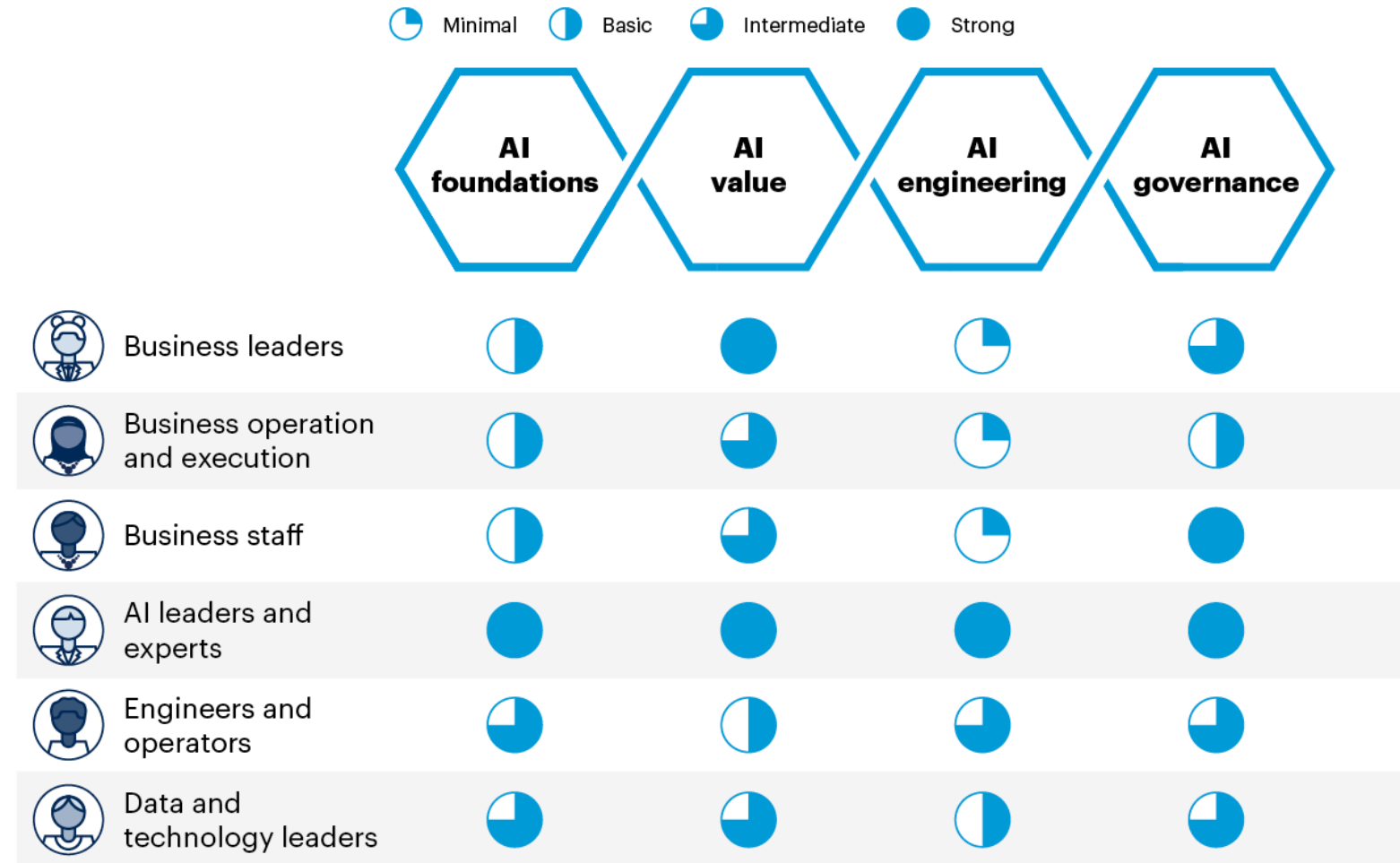# Proactively design and execute a GenAI literacy program.

Who won the World Cup in 2018?
The World Cup in 2018 was won by the United States.

Who won the World Cup soccer in 2018?
The World Cup in 2018 was won by France national football team.

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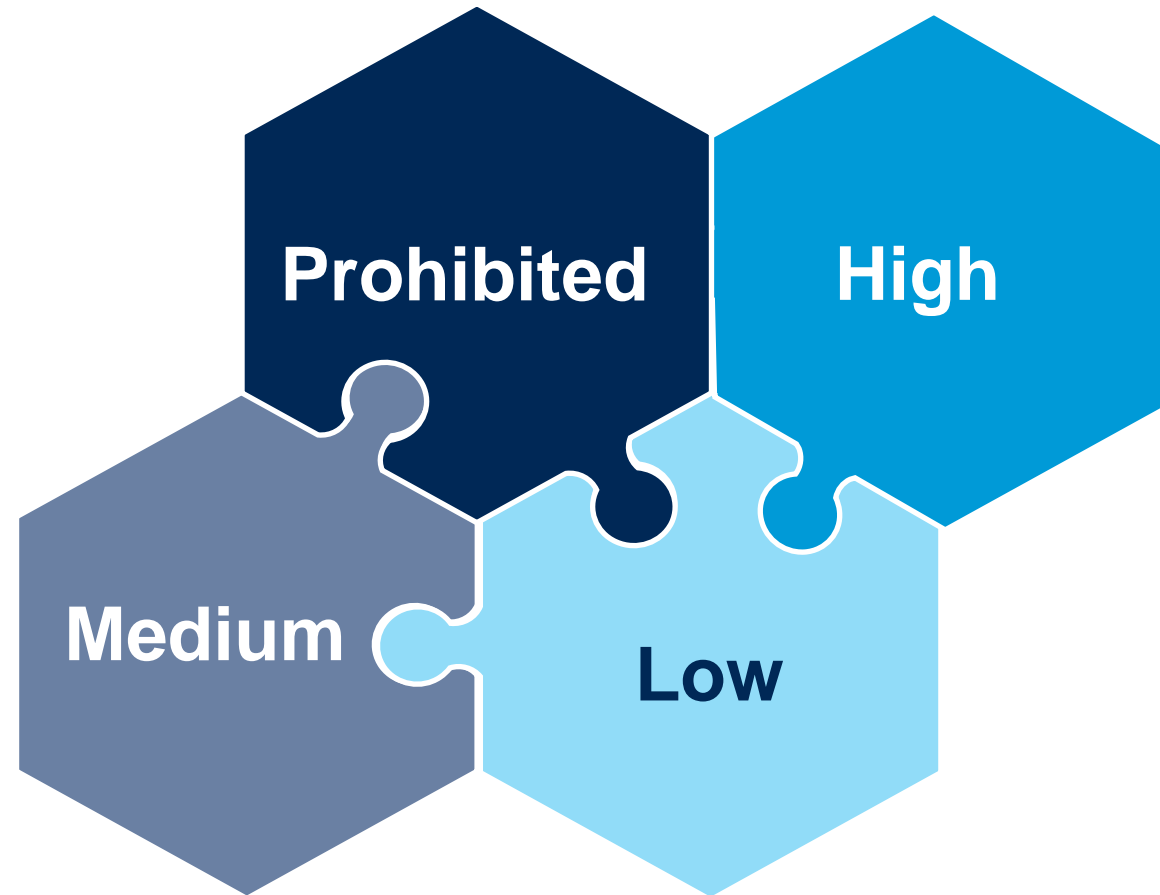# Proactively design and execute a GenAI literacy program.

Persona Groups and Required AI Literacy Skills Levels

Minimal ◔   Basic ◑   Intermediate ◕   Strong ●

	AI foundations	AI value	AI engineering	AI governance
Business leaders	Basic	Strong	Minimal	Minimal
Business operation and execution	Basic	Intermediate	Minimal	Basic
Business staff	Basic	Intermediate	Minimal	Strong
AI leaders and experts	Strong	Strong	Strong	Strong
Engineers and operators	Intermediate	Basic	Intermediate	Minimal
Data and technology leaders	Intermediate	Intermediate	Basic	Intermediate

Create an AI Literacy Roadmap to Drive Responsible and Productive AI

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Differentiate responsible AI efforts by defining levels of use-case criticality

Focus Responsible AI on your current portfolio of use cases, don't boil the ocean.

Prohibited

High

Medium

Low

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Identify Dimensions of Responsible AI for Each Use Case

Society
Safety vs. freedom

Organization
Value vs. risk

Workplace
Trust vs. control

Customer/Citizen
Privacy vs. convenience

Responsible AI Requires Trade-offs and Governance Controls

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How Should We Think About GenAI Controls?

Balance Risk With GenAI Literacy

Organizational Dimension: GenAI controls and tradeoffs

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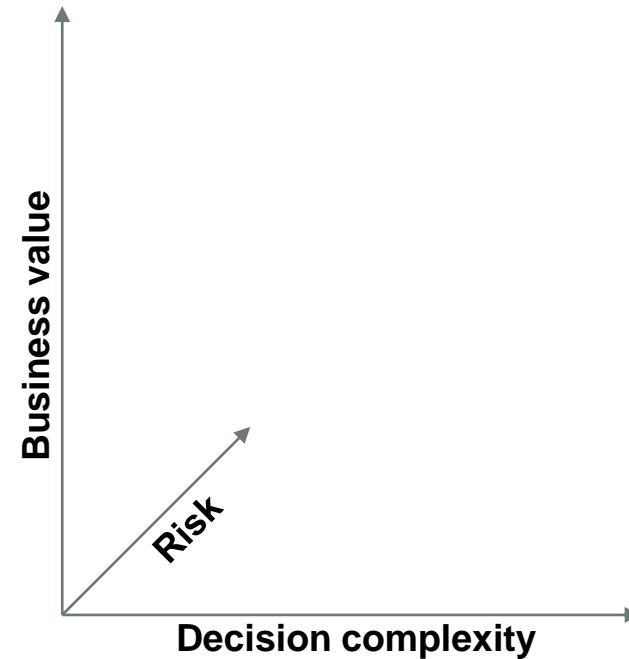
Can do it as an individual?
As an employee?
As a social worker?

Ask ChatGPT "based on what you know about me. draw a picture of what you think my current life looks like"

Source: https://x.com/LinusEkenstam/status/1854996067852460170

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How Should We Think About GenAI Controls?

Balance Risk With GenAI Literacy

Allow usage with general governance

Business value

Decision complexity

Risk

Organizational Dimension: GenAI controls and tradeoffs

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How Should We Think About GenAI Controls?

Balance Risk With GenAI Literacy

Allow usage with general governance

Business value

Decision complexity

Risk

Allow usage under strict policies and procedures

Organizational Dimension: GenAI controls and tradeoffs

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How Should We Think About GenAI Controls?

Balance Risk With GenAI Literacy

Allow usage with general governance

Business value

Decision complexity

Risk

Restrict to experimental use only

Allow usage under strict policies and procedures

Organizational Dimension: GenAI controls and tradeoffs

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How Should We Think About GenAI Controls?

Balance Risk With GenAI Literacy

Block usage

Restrict to experimental use only

Allow usage with general governance

Allow usage under strict policies and procedures

Business value

Decision complexity

Risk

Organizational Dimension: GenAI controls and tradeoffs

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Involve Diverse Stakeholders to Debate Alternatives and Make Tradeoffs

- ✓ D&A
- ✓ Applications
- ✓ Legal
- ✓ Security
- ✓ Compliance
- ✓ Risk

- ✓ Privacy
- ✓ Ethics
- ✓ Audit
- ✓ Procurement
- ✓ Customer service
- ✓ HR

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By 2027, the productivity value of AI will be recognized as a primary economic indicator of national power.

- AI is part of national strategies.
- Calling for responsible AI.
- Encouraging AI act to boost economy.

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GenAI is not just a technology, it's a leadership responsibility.

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Recommendations

- ✓ Focus on your GenAI portfolio, don't boil the ocean. Manage each portfolio use case across business, social, customer or employee dimensions of responsible AI.

- ✓ Define levels of use-case criticality to focus GenAI governance and responsible AI on what matters the most.

- ✓ Proactively design and execute a GenAI literacy program. Balance risk with GenAI literacy via differentiated controls.

- ✓ Involve in responsible AI diverse stakeholders who can ask and resolve questions to address GenAI issues. Pace responsible AI with GenAI speed.

- ✓ Establish a role of an AI Model Validator. This role is fundamental for building trust and ensuring responsible AI.

- ✓ Be curious, responsible and enjoy the journey!

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Ask the speaker
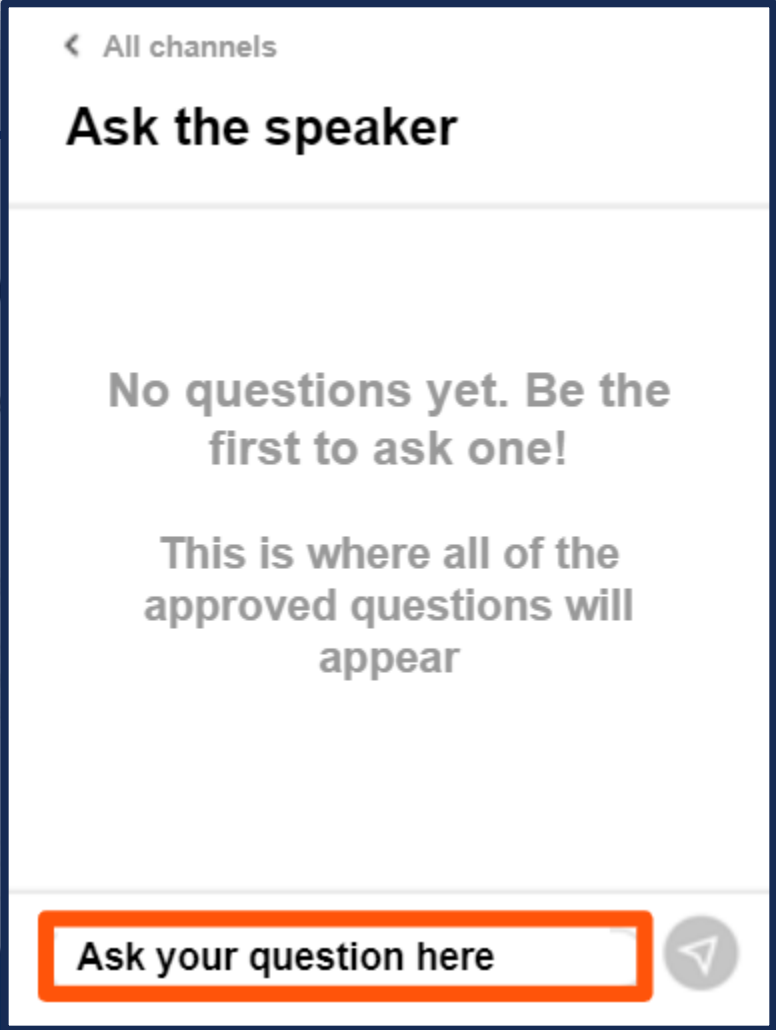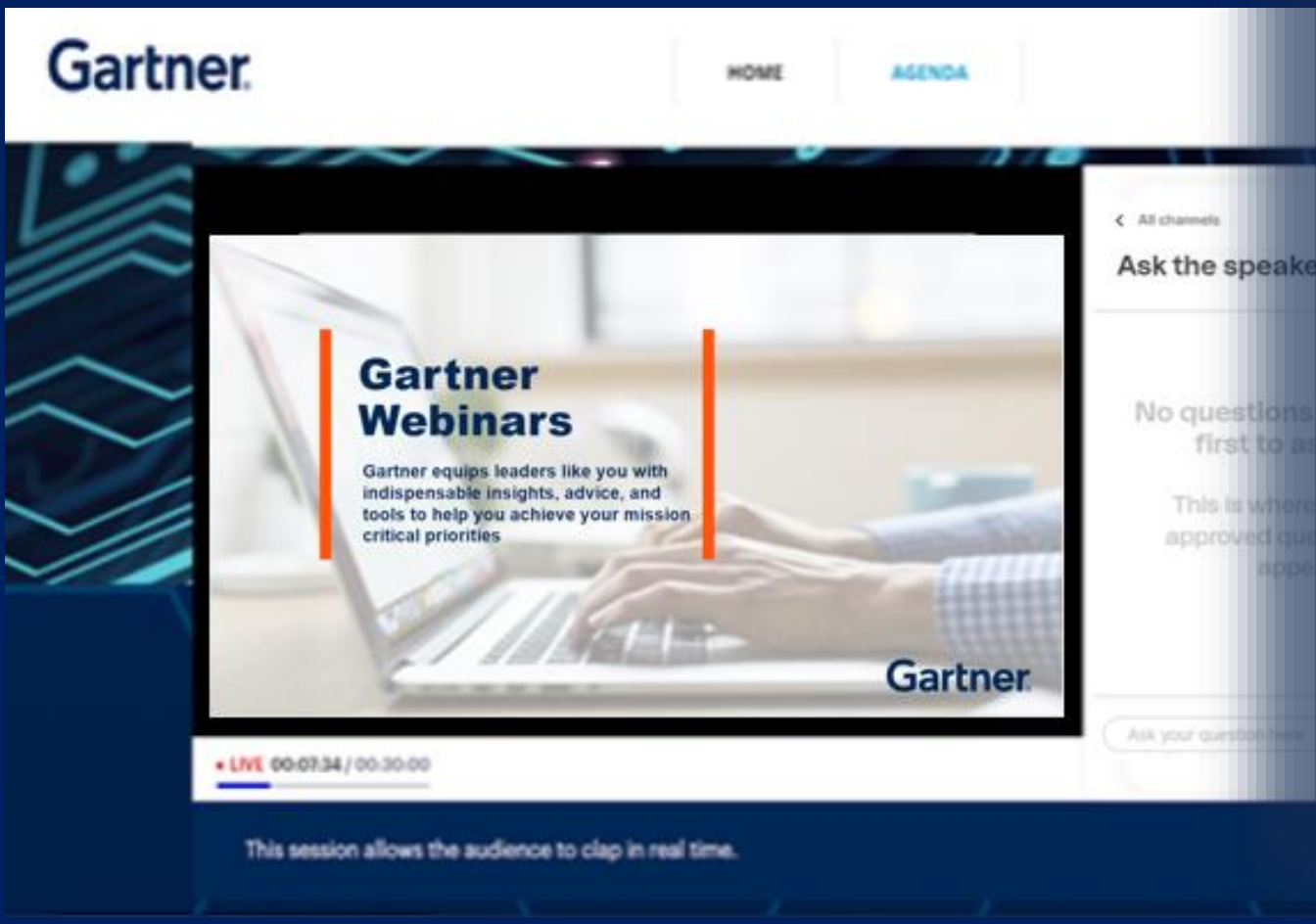
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Get AI Ready — What IT Leaders Need to Know and Do

Ready your enterprise to capture AI opportunities and bolster your cybersecurity, data and AI policies and principles.

Download Resource
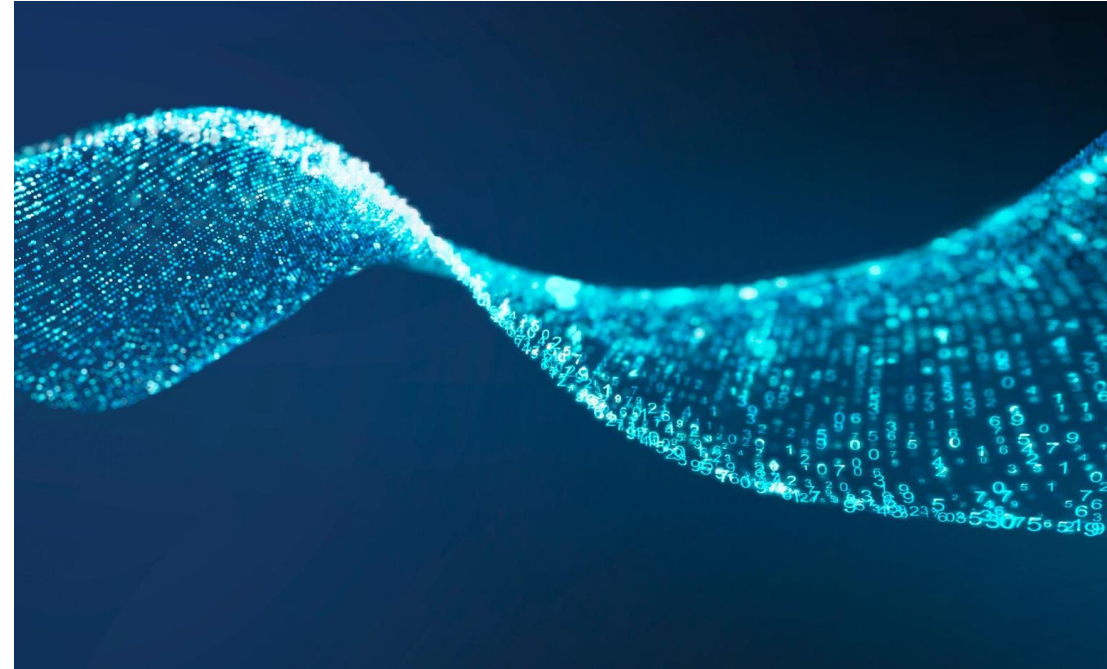
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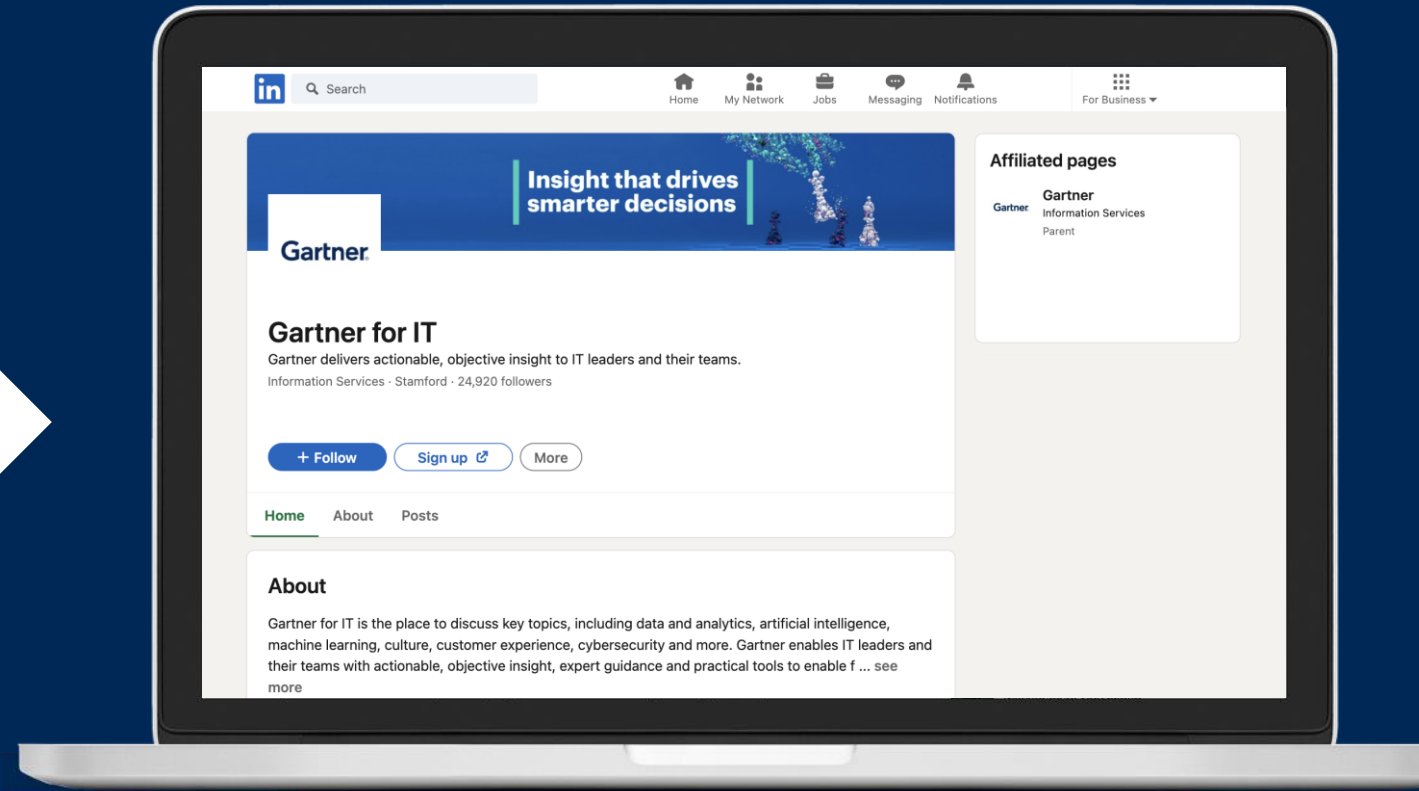
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