# Transcript: ""Human-AI interaction and global implications”

*[Text appears that reads: "Human-AI interaction and global implications." "AI."]*

A finger pushes a button labeled, *["Automatic."]*

Gears and a light bulb appear.

**Voiceover:** AI is transforming industries by facilitating decisions based on data, streamlining processes through automation, and fostering new innovations.

Hands reach upward toward a lightbulb. Then, a man squints at his laptop. People stand behind vegetables at a produce stand.

**Voiceover:** It’s contributing to a more inclusive society, for example helping individuals with low vision interpret images and supporting farmers in their efforts to feed the world sustainably.

A woman sits at a laptop. Icons appear above her, including a microphone, the letter A, an Asian alphabet character and a piece of paper, covered with scribbles.

**Voiceover:** And while AI brings a lot of advantages, it’s essential to ensure that interactions between humans and AI are conducted responsibly, and with the well-being of all in mind.

*[The word "Data" appears.]*

**Voiceover:** Let’s dive into some key considerations on this topic: First up, data.

Surrounding it are icons, including a cloud, a magnifying glass, a calculator and a bar graph.

Building blocks fall in stacks.

**Voiceover:** Data is the foundation of AI development, providing the insights needed for continual improvement.

A see saw appears. On one side is a block with a magnifying glass icon and two documents. On the other is a block with a shield and padlock icon.

**Voiceover:** Yet, it is important to balance the need for data with the protection of individual privacy rights.

*[Text appears that reads: "Algorithmic bias."]*

**Voiceover:** Next, algorithmic bias. Much like a mirror, AI systems can unintentionally reflect societal biases.

A person looks in a mirror, the mirror displays binary code over their reflection.

A scrap of paper full of shapes appears in front of a book and a courthouse. Checkmarks appear next to rows of rectangles and circles. An X appears next to a row of triangles.

**Voiceover:** For instance, a loan approval system might reproduce historical biases, approving loans only for certain groups.

Two people look at a computer monitor.

**Voiceover:** To combat this, AI developers need to work on ways to detect bias in AI systems.

The word *["Transparency"]* appears next to a finger balancing a cone and a sphere on a seesaw.

**Voiceover:** Then, we have transparency. The decision-making processes of AI must be transparent.

*[The word "AI" appears.]*

**Voiceover:** It is important for users to comprehend the rationale behind an AI system's

conclusions fostering trust and accountability.

A man gives two thumbs up.

**Voiceover:** We also face the question of legal liability.

A man holds his glasses up to his mouth. A gavel appears. Icons appear of a programmer, a microchip and a VR headset.

**Voiceover:** Who is responsible for the AI decisions? Is it the developer, the user, or the AI itself?

A woman uses a tablet, a man points to a presentation.

**Voiceover:** These are complex considerations that we must address as we continue to innovate in the field of AI. Striking a balance between innovation and accountability is essential.

An athlete stretches toward a target. A light bulb appears. Then, people walk in a line, carrying large jigsaw puzzle pieces.

**Voiceover:** This balance will help us harness the power of AI responsibly, shaping a future that aligns with our shared values and aspirations.

A man stands on a signpost. The signs are labeled, *["Past", "Present" and "Future".]*

**Voiceover:** As we look to the future, here are some recommendations to maximize the benefits of AI.

**Voiceover:** First, we should encourage data sharing while safeguarding privacy.

*[Text appears that reads: "1. Encourage data sharing while safeguarding privacy."]*

People look at their phones. A padlock and key appear.

**Voiceover:** This balance is important for improving AI systems without compromising individual rights.

*[Text appears that reads: "2. Invest in AI research.”]*

**Voiceover:** Second, we should invest in AI research. This will fuel innovation and ensure that the benefits of AI are accessible to all.

A hand puts a coin in a piggy bank. A gas pump, a lightning bolt and a lightbulb appear.

**Voiceover:** Third, we must promote digital education and workforce development.

*[Text appears that reads: "3. Promote digital education and workforce development."]*

A book appears in front of a laptop. Construction workers appear.

**Voiceover:** As AI transforms the job market, we need to equip people with the skills to thrive in this new landscape.

*[Text appears that reads: "4. Encourage organizations and communities to establish an AI advisory committee."]*

**Voiceover:** Fourth, we should encourage organizations and communities to establish an AI advisory committee.

A boardroom table appears. A magnifying glass examines dots and lines.

**Voiceover:** This committee can provide oversight, insights, and guidance about developing and deploying AI systems.

*[Text appears that reads: "5, Engage with government officials."]*

**Voiceover:** Fifth, we must engage with government officials.

Two people shake hands. A piece of paper appears with a stamp and a pen.

**Voiceover:** They play a crucial role in shaping policies that affect the use of AI in our communities.

*[Text appears that reads: "6. Regulate AI based on broad principles."]*

**Voiceover:** Lastly, we should regulate AI based on broad principles.

A gavel appears. A woman looks at a phone screen that reads: *["What can I help you with?"]*

**Voiceover:** This approach allows for flexibility as AI technologies evolve, while ensuring that we uphold our shared values and principles. And all these efforts lie in how we design the interaction between humans and AI.

Then, a group of people gather around the phone that reads: *"What can I help you with?"]* The scales of justice appear.

**Voiceover:** So, what is being done now to ensure that interactions between humans and AI are conducted ethically, responsibly, and with the well-being of all in mind?

The Microsoft logo appears above a woman walking across colorful rocks. A man looks at a clipboard.

*[Text appears that reads: "Responsible AI standard."]*

**Voiceover:** Microsoft has taken several steps to ensure that AI systems are used responsibly such as creating guidelines known as the Responsible AI Standard.

*[A checklist is labeled "AI standard".]*

**Voiceover:** This standard ensures that AI systems are fair, safe, respect privacy, are inclusive, and transparent.

*[The check boxes read: "Fair, Safe, Privacy, Inclusive, and Transparent."]*

**Voiceover:** It also ensures that these systems can be held accountable for their actions.

Green flags appear behind a laptop. A woman looks at her phone, next to a laptop.

**Voiceover:** To predict and reduce any unfair impacts from AI systems, a method called measurement modeling is used.

*[Text appears that reads: "Measurement Modeling."]*

**Voiceover:** This helps in identifying potential issues before they become a problem.

An exclamation mark appears on the laptop. A magnifying glass examines it.

**Voiceover:** Understanding how an AI makes decisions can be complex.

A question mark appears above someone's head. Then, shapes are connected by dotted lines.

**Voiceover:** Companies are developing tools to detect societal bias in AI algorithms.

A woman looks at an exclamation mark picket sign. Two men shake hands.

**Voiceover:** These tools will alert us if an AI system might be unfairly favoring certain groups over others.

The Microsoft logo appears above a man looking at his phone.

*[Text appears that reads: "Principles for Human-AI Interaction."]*

**Voiceover:** Microsoft has established a set of principles for Human-AI Interaction.

Two people in lab coats look at a bullet list labeled *["Guidelines."]*

**Voiceover:** These principles serve as guidelines for how AI systems should act in various situations, including their initial interaction with humans, during regular usage, and even when mistakes happen. The decisions made in Human-AI Interaction are intertwined with global outcomes.

Next to a cityscape, two people build a bridge over a river with giant jigsaw puzzle pieces.

**Voiceover:** The goal is to create AI that not only performs efficiently but also upholds our collective values and positively impacts our global society.

Two people in an office look at a computer monitor. A road appears.

**Voiceover:** As we continue to develop and utilize AI, it’s important to remember that responsible AI practices pave the way for a more promising and equitable future for everyone.

Circles orbit around dotted lines.

**Voiceover:** This approach ensures that AI remains a beneficial and trusted technology in our interconnected world.

The Microsoft logo appears.