

## Consultants for Sustainability

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
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**Advisor:** Tanner Warnick

**Topic:** AI Bias: Autonomous Discrimination

**Audience:** Technology Industry Summit: Conglomerate of Industry Executives

### Sustainable Development Goal

SDG 10: Reduced Inequalities – “Reduce inequalities within and among countries.”

### Executive Summary

To be able to simulate human intelligence within machines through sequences of programming modeled after real human behavior is truly a remarkable feat. Artificial Intelligence (AI) is proving to be an innovative product with utilization in both business and consumer contexts. However, AI is far from perfect.

AI Bias can be described as a machine-learning model producing information that can lead to discriminatory harm against a marginalized group of people. AI is embedded in machine-learning models trained on data sets. Bias in the data used to train such machine-learning models can result in the output of discriminatory predictions. Such bias can manifest itself in a large variety of ways, creating massive, complex problems.

Legislation regulating AI bias is largely nonexistent, therefore technology companies have been left to navigate the sector alone. Due to having little direction, the technology industry has been voided of proper frameworks to promote inclusivity within AI. However, as the law catches up with technology, companies should expect regulatory legislation to come.

Our team advises technology leaders to adopt an official framework that recognizes the discriminatory harm of AI bias and outlines a process to promote inclusivity. This framework will minimize the risk of marginalized groups being inadvertently harmed by AI.