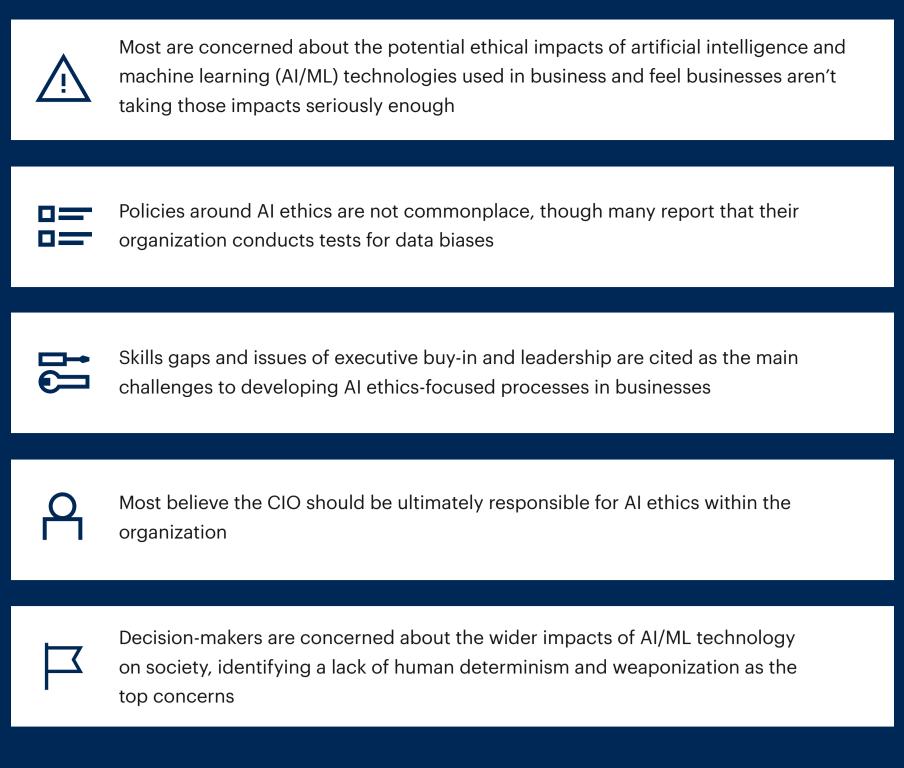
AI Ethics in Business



One-Minute Insights:



Decision-makers may look to artificial intelligence (AI) and machine learning (ML) technologies, that learn based on training datasets, and make predictions that can affect business outcomes, to achieve their business goals. However, debates around the potential impacts of such technologies on businesses and society continue. How are decision-makers, and their organization, approaching AI ethics?

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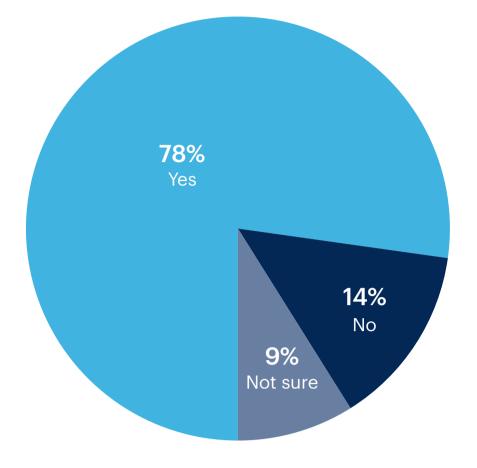
Data collection: Aug 11 - Nov 18, 2021

Respondents: 265 verified decision-makers

Most decision-makers are concerned about the impacts of AI/ML technologies on society, and agree that businesses aren't taking the ethical impacts of such technologies seriously enough

69%

Agree

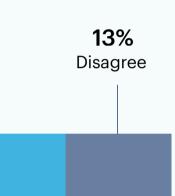


Over three-quarters (78%) of decision-makers are **concerned** by the **potential impacts of the AI/ML technologies** used by businesses.

Are you concerned by potential ethical impacts of artificial intelligence (AI) / machine learning (ML) technologies used by businesses?



To what extent do you agree with the following: "Businesses are not taking the ethical impacts of AI technology on society seriously enough."



0% Strongly disagree



17%

Strongly agree

"Ethics should not be an afterthought when building an AI/ML solution."

- C-suite, large finance company



"Concerns regarding ethics of AI [differ] a lot from one industry to another and policies should be applied depending on industry."

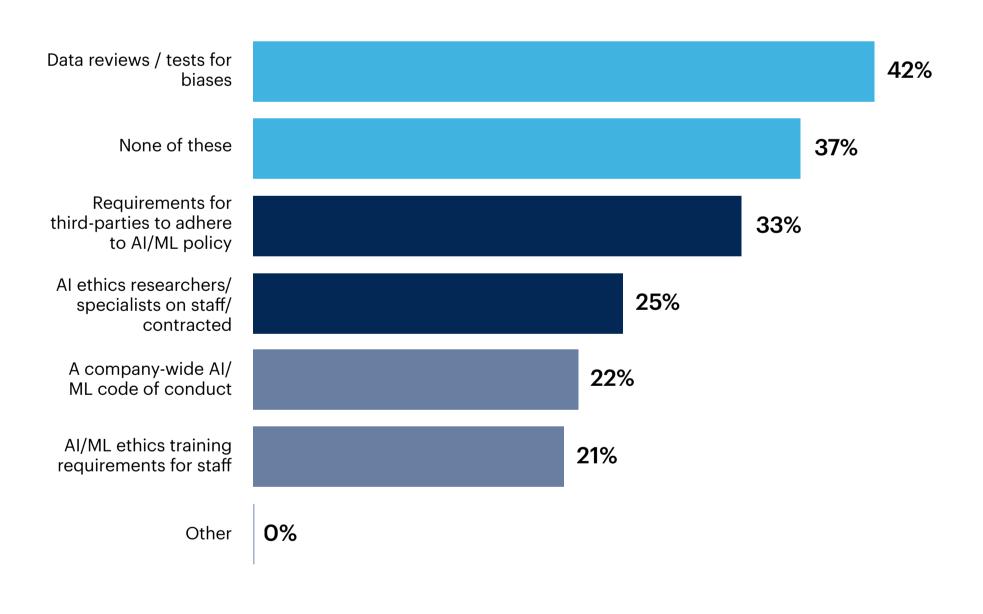
- Director, small software company

Beyond testing data for biases, policies and initiatives around AI/ ML ethics aren't commonplace but most are satisfied with their organization's approach

When it comes to policies and initiatives for AI/ML ethics in the organization, many (42%) decision-makers report that their organization has data reviews / tests for biases in place.

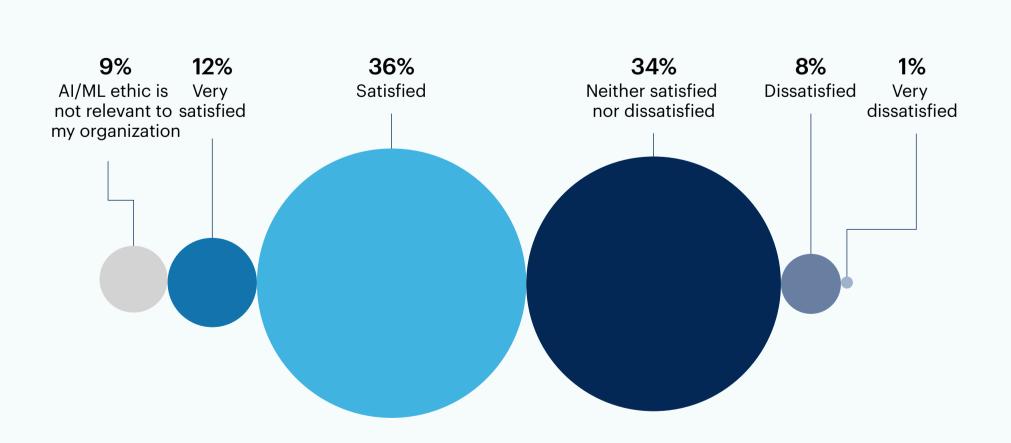
However, over two-thirds (37%) don't have any of the policies or initiatives listed in place.

Does your organization have any of the following in place?



Most decision-makers (48%) are **satisfied** with their organization's approach to **AI/ML ethics.**

How satisfied are you with your organization's approach to AI/ML ethics?



....

"I don't have large concerns about my organization. Most strategies have followed a business case."

- Director, large software company

....

"This is new to my company and is one of the phases in our Data and Analytics strategy. The concepts such as the ethical implications will be a topic within this work stream."

- C-suite, large software company

Skills gaps are the most cited challenge for implementing AI ethics processes, as well as executive buy-in and leadership—and the CIO should be ultimately responsible

When it comes to **challenges to building AI/ML ethical processes** within businesses, the top concerns are **skills gaps (49%), executive buy-in (41%),** and **leadership (40%).**

Which of the following do you see as the biggest challenges in building AI/ML ethical processes within businesses?

49% Skills gaps

(e.g., lack of AI ethics researchers/Ombudsman embedded within the team) 40% Leadership

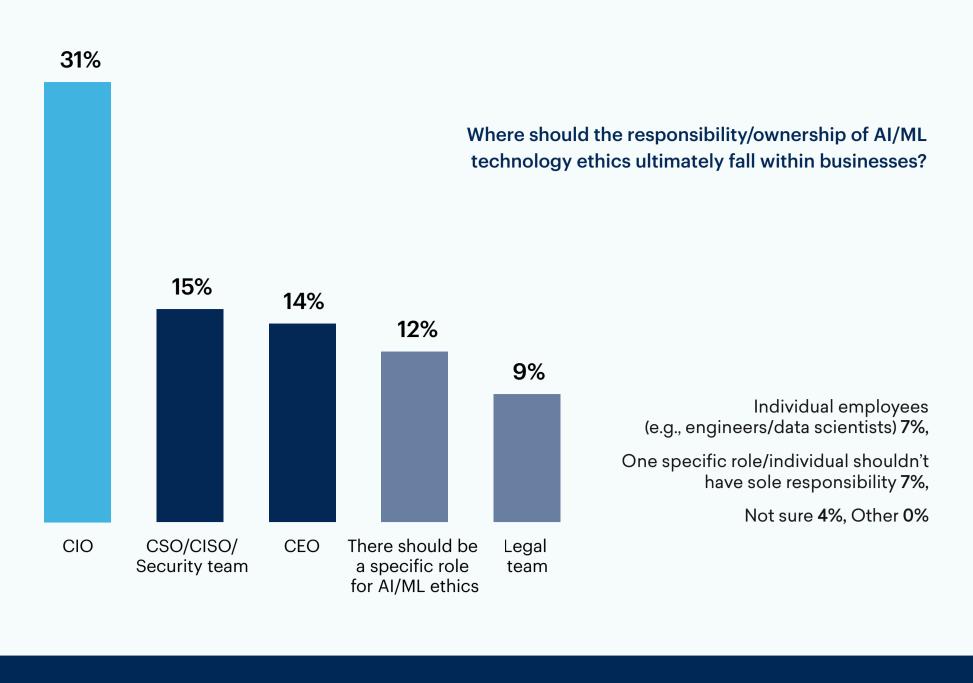
34% Project ownership

assessments **25%**, Engineer buy-in **23%**, Lack of consistent geographical governance/regulations **23%**, A focus on continuous growth **22%**, Lack of data origin clarity **22%**, Technological limitations **21%**, None of these **3%**, Other **0%**

41% Executive buy-in

28% A focus on minimum compliance standards

The responsibility for AI/ML ethics within the business should **ultimately fall on the CIO**, according to **31%** of decision-makers.



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"Lack of transparency of AI tools is a top concern."

- C-suite, large finance company

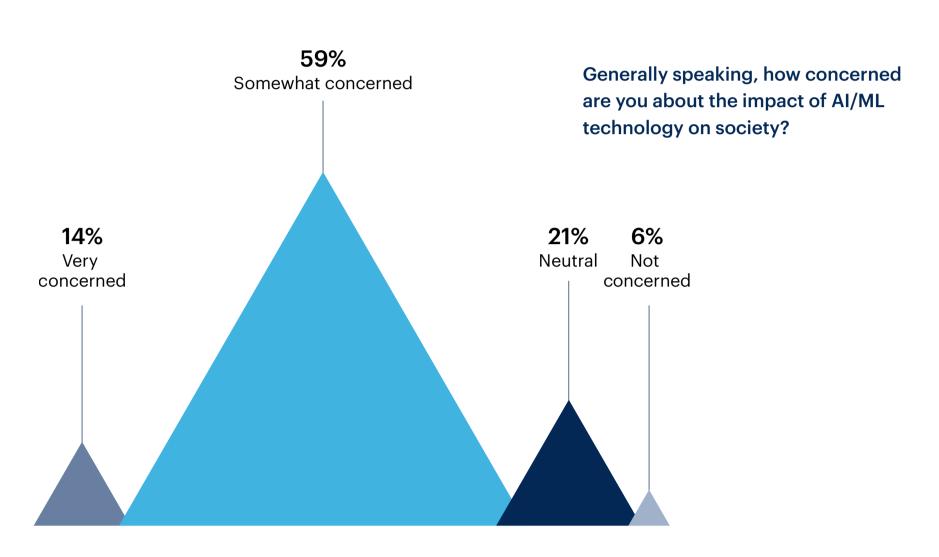
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"Most of [the] tech guys are not even aware of the subject. Most of [the] executives close their eyes not to lose potential projects. As a fellow leader of [the] AI team, it is hard to be in between."

- VP, medium-sized software company

Most decision-makers are concerned about the wider impacts of AI/ML tech on society, fearing a lack of human-centric determinism and possible weaponization

When it comes to the wider impacts of AI/ML technology on society, almost three-quarters **(73%)** are at least **somewhat concerned.**



The top concern for the impact of AI/ML technology on society is the lack of **human-centric determinism (43%),** followed by the **weaponization of AI/ML technology (25%).**

What concerns you most about the impact of AI/ML technology on society?

> 25% Weaponization of AI/ML technology by militaries/ police forces

18% Dataset biases leading to discrimination 9% Reaching the

43% Lack of human-centric determinism (AI/ML making too many decisions for people e.g., dating apps, marketing, policy-making)

technological singularity (the moment machine intelligence surpasses human intelligence)



"AI/ML will be embedded into our lives progressively whether we want it or not. There is a need for collective consciousness of enterprises and states on how they will use [AI/ML] technology."

- C-suite, large healthcare company

....

"AI/ML can be a great business tool for assisting in making business decisions. It should not be the end all for making the decision. The human aspect of business makes it hard for AI/ML to sometimes make the correct decisions or ethical decisions."

- Director, large software company

••••

"AI is biased because it is designed by humans who are biased. It can also be easily abused and leveraged in ways that are not valuable in the long run. Someone should always be asking the question - how can this be misused or abused by some who can tinker with the data, misinterpret the data, or intentionally misuse the data for their own gain."

- Director, large finance company



"AI/ML work needs to include researchers and engineers from underrepresented groups."

- C-suite, small software company



"Any legal guidelines might help, like GDPR."

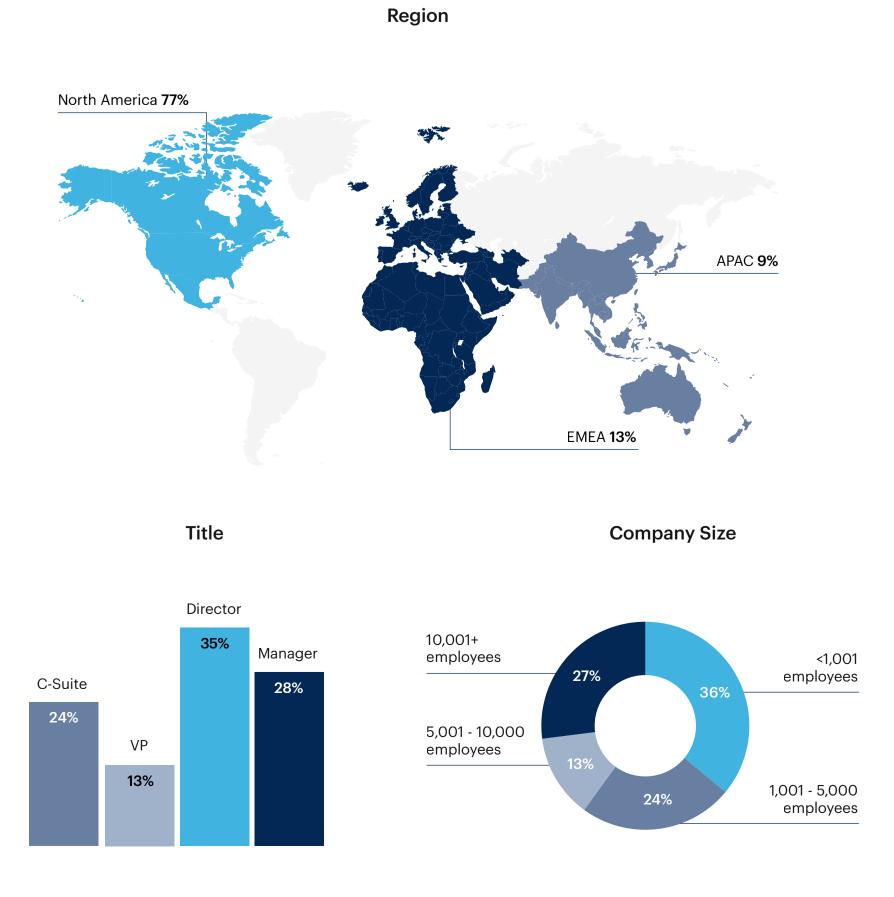
- Director, large software company



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Respondent Breakdown



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