AI Ethical Frameworks in Action

An exploration of how ethical principles shape AI development and implementation in real-world contexts.

Global AI Ethical Frameworks

EU's Trustworthy AI

Establishes seven key requirements including human oversight and technical robustness.

OECD Guidelines

Focuses on five principles adopted by 42 countries to promote responsible AI.

IEEE Standards

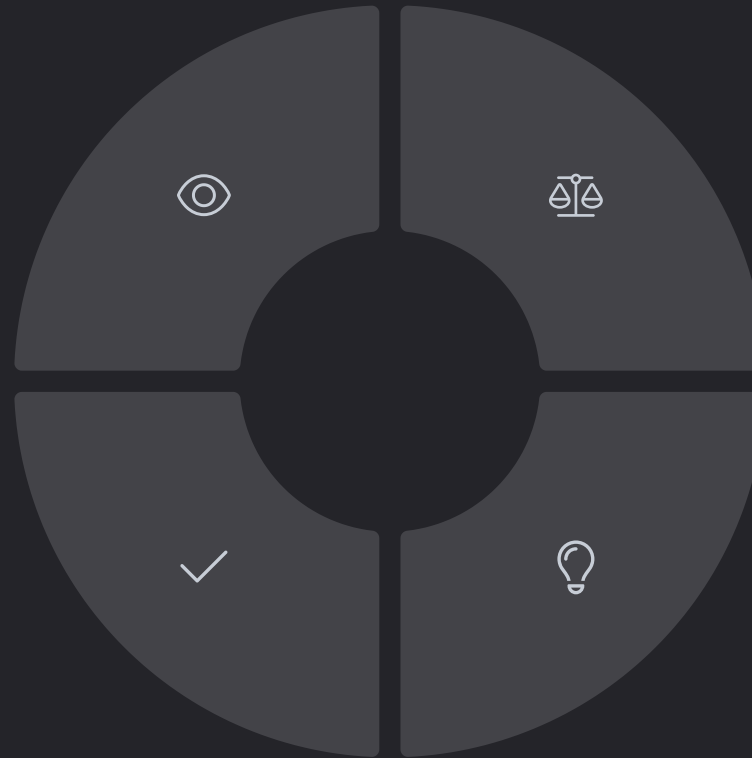Technical community's approach to ethically aligned design and certification.

Ethical AI: Connecting the world

Core Ethical Principles

Transparency
Systems should be open about how they function and make decisions.

Fairness
AI must avoid bias and discrimination against protected groups.

Accountability
Clear responsibility for AI outcomes must be established.

Explainability
Decisions should be understandable by humans, not black boxes.

Corporate Implementations

Google

- Seven ethical principles announced in 2018
- Dedicated AI ethics team
- Internal review processes

Microsoft

- Responsible AI Standard framework
- Ethics review boards
- Mandatory ethics training

OpenAI

- Charter prioritizing safety
- Red-teaming for robustness
- Staged deployment approach

Case Study: Google's Ethics Board Fallout

1   **March 2019**

Google announces Advanced Technology External Advisory Council (ATEAC).

2   **Immediate Backlash**

Controversy erupts over board member selections and representation.

3   **Employee Revolt**

1,000+ Google employees sign petition against certain appointments.

4   **One Week Later**

Google disbands ATEAC before first meeting could take place.

The Ethics-Implementation Gap

Ethics-Washing Concerns

Companies publish principles but may not follow through.
Public statements often exceed actual implementation.

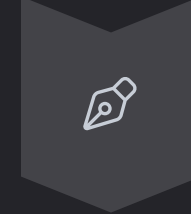Ethics becomes marketing rather than practice.
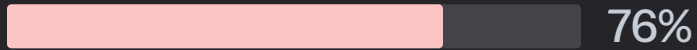
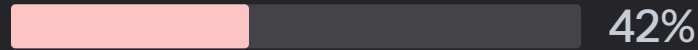## Competing Pressures

Profit Motives

Time-to-Market
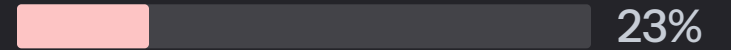
Ethical Principles

Measuring Ethics Implementation

76%

Companies with Ethics Statements

Most major tech firms have published AI ethics principles.

42%

Actionable Implementation

Fewer than half translate principles into concrete practices.

23%

Third-Party Verification

Only a quarter allow independent auditing of ethical claims.

Moving Beyond Principles to Practice

Concrete Metrics

Develop specific, measurable standards for each ethical principle.

Independent Oversight

Establish third-party auditing mechanisms with real authority.

Diverse Stakeholder Input

Include affected communities in ethics development and monitoring.

Regulatory Frameworks

Develop enforceable regulations to supplement voluntary principles.