



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore – 641 107**

**An Autonomous Institution**

**Accredited by NBA – AICTE and Accredited by NAAC – UGC with ‘A’ Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**



**DEPARTMENT OF MANAGEMENT STUDIES**

**Subject Code & Name : 19BA336 - ARTIFICIAL INTELLIGENCE**

**Semester & Year : IV & II Year**

**Unit 4: ISSUES, CONCERNS AND ETHICAL CONSIDERATIONS**

**Topic: Introduction to AI Ethics**



## Introduction to AI Ethics

Artificial Intelligence (AI) is transforming various sectors, including healthcare, finance, transportation, and entertainment. While AI brings numerous benefits, it also raises significant ethical concerns. AI ethics is the branch of ethics that studies and evaluates the implications of AI technology on society, individuals, and the environment.



## **Key Ethical Principles in AI**

Fairness and Non-Discrimination

Transparency and Explainability

Privacy and Data Protection

Accountability

Beneficence and Non-Maleficence

Autonomy and Consent



## **Ethical Issues in AI**

Bias and Discrimination

Lack of Transparency

Privacy Invasions

Job Displacement

Security Risks

Ethical Use of Autonomous Systems



## **Strategies for Ethical AI Development**

Inclusive Design and Diverse Teams

Ethical Frameworks and Guidelines

Regular Audits and Impact Assessments

Public Engagement and Dialogue

Legal and Regulatory Compliance



## **Importance of Ethical Considerations in AI Development and Deployment**

1. Preventing Harm
2. Ensuring Fairness and Reducing Bias
3. Protecting Privacy
4. Building Trust
5. Accountability and Responsibility
6. Promoting Human Well-Being
7. Supporting Democratic Values
8. Fostering Inclusivity
9. Preparing for Future Challenges



## **Latest updates on AI ethics from recent studies and real-world cases.**

1. Bias and Fairness
2. Transparency and Explainability
3. Privacy and Data Protection
4. Accountability and Governance
5. Ethical AI Education and Awareness
6. Global Collaboration and Initiatives
7. AI Governance and Regulation



Thank  
you

