# AI and Social Impact

EXPANDING WHAT WE MEASURE AND WHY

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# How can we make sure AI is doing more good than harm?

# Overview

1 Human vs. Artificial Intelligence

2 Measuring AI Success

3 AI for Impact: 5-Step Framework

# Learning Objectives

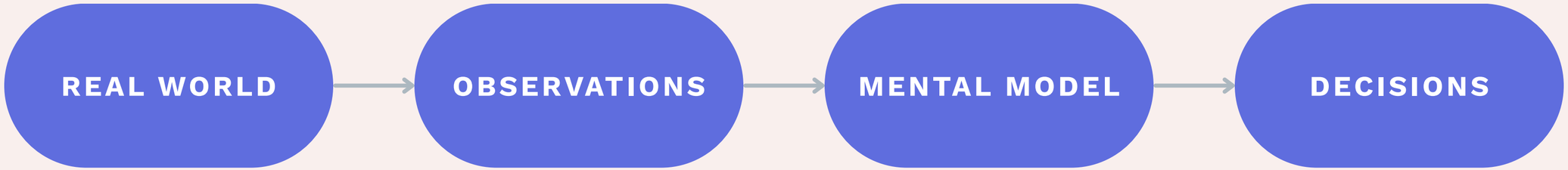
1. Identify the gap between conventional AI success metrics and social impact measures

2. Understand the limitations of responsible AI frameworks

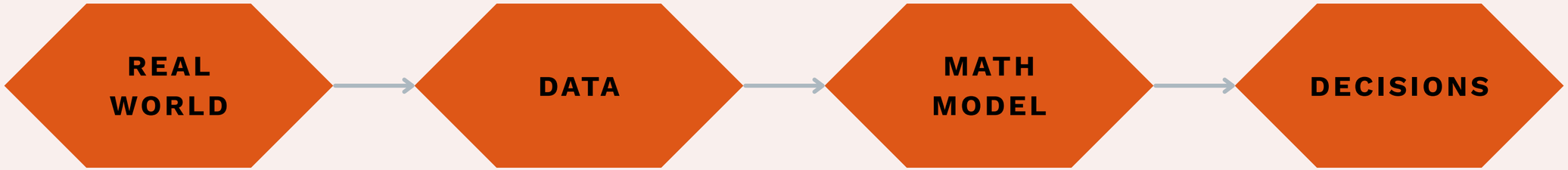
3. Apply a social impact framework to evaluate AI utilization

# What is Artificial Intelligence?

## Intelligence



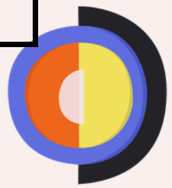

## Artificial Intelligence



# Measuring AI's ROI

## Examples of Conventional Costs + KPIs

| COSTS | KPIs |
| --- | --- |
| • Data Collection<br>• Data Cleaning<br>• Training Models<br>• Software<br>• Hardware<br>• New Employees/Consultants<br>• Training<br>• Maintenance and Updates | • Productivity (e.g. hours saved due to automation)<br>• Operational (In)efficiency (e.g., resource consumption)<br>• Revenue<br>• Customer Satisfaction<br>• Employee Retention<br>• Decision-Making |



# What about responsible AI guidelines?

# Responsible AI

## What it is...and what it's not

- **Fairness:** AI systems should treat all people fairly
- **Reliability and safety:** AI systems perform reliably and safely
- **Privacy and security:** AI systems should be secure and protect privacy
- **Transparency:** AI systems should be understandable
- **Accountability:** People should be accountable for AI systems
- **Inclusiveness:** AI systems should empower everyone and engage all people

*This example is from Microsoft's Responsible AI Policy: https://www.microsoft.com/en-us/ai/principles-and-approach*

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# All businesses are social enterprises.

# Measuring AI's Social Impact

Expanding what we measure for *any* AI project

**Environmental Impact**

**Community Impact**

**Economic Impact**

**Cognitive Impact**

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**How are these connected to your work? Your organization's goals? Your team's goals? Which is most important?**

# AI for Impact:
# Five-Step Framework

# Step 1: Diversify Decision-Making

## Who is at the table?

- Ensure diverse perspectives are involved in making decisions about AI
- Schedule regular check-ins to determine if perspectives have narrowed

# Step 2: See the Full Picture

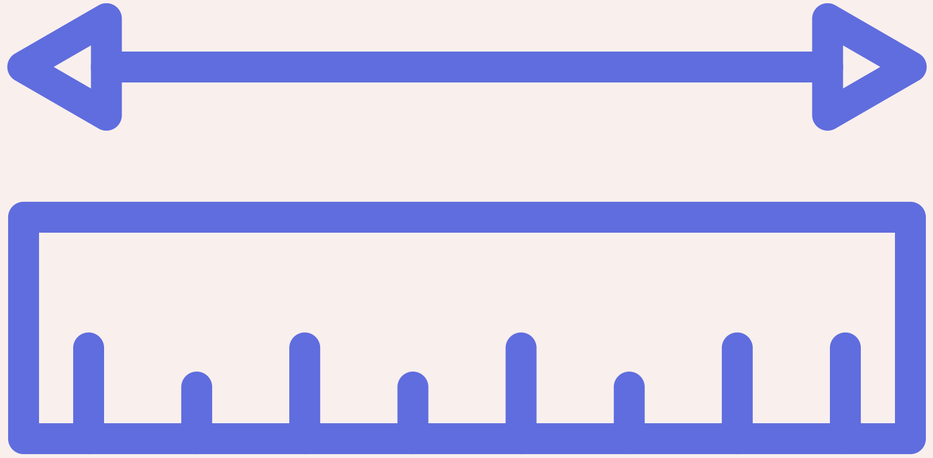
## Who gets what? Is AI appropriate?

- Ask: Does this actually require AI? Is there another solution?
- Identify who benefits and who is harmed
- Determine if/how harms can be mitigated

# Step 3: Measure What Matters

## What success metrics are most important?

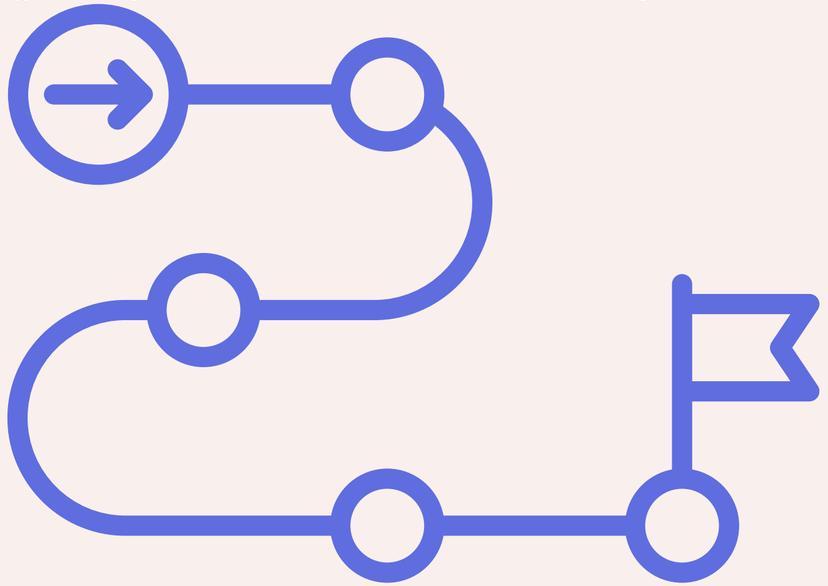
- Identify conventional measures that matter most
- Identify social impact measures that matter most
- Define what indicators trigger pauses/reassessments



# Step 4: Reassess and Adapt

## What’s changed?

- Schedule regular check-ins to identify what’s affected differently than expected
- Seek input from people experiencing implementation’s impact
- Apply learnings to adjust project



# Step 5: Expand Perspectives

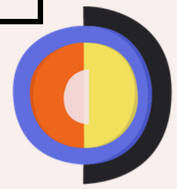
## What are external and longer term impacts?

- Maintain a consistent process to receive updates on new:
  - Technologies
  - Insights into AI impact externally
- Update internal proccesses and procedures based on learnings

# AI for Impact: 5-Step Framework

## Expanding what we measure for *any* AI project

| Framework Step | AI Initiative | AI-Enabled Initiatives |
|---|---|---|
| **Diversify Decision-Making** | Initiation | Initiation |
| **See the Full Picture** | Planning | Initiation |
| **Measure What Matters** | Planning, Execution | Planning, Execution |
| **Reassess and Adapt** | Execution | Execution |
| **Expand Perspectives** | Execution, Closeout | Closeout |



Start with who benefits—and who's harmed.

Measure what truly matters.

Keep learning and adapting.

# Questions?

## Let’s keep in touch!

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