THE CSR 2018 SEOUL

AI가 기업 CSR에 던지는 도전과 기회

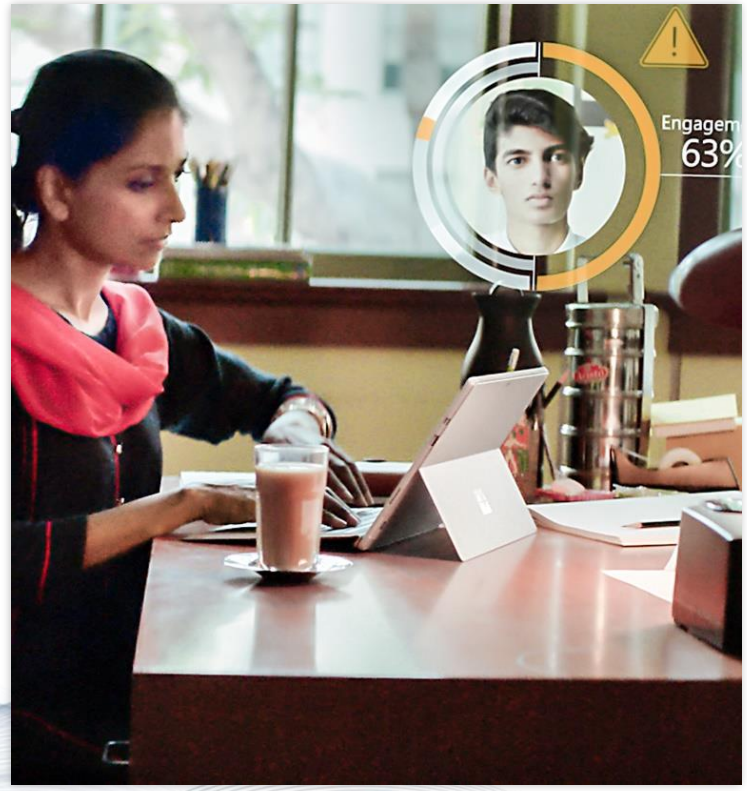
이태희
한국마이크로소프트

디지털 트랜스포메이션(Digital Transformation)

To re-envision existing business models and embrace a different way of bringing together people, data, and processes to create value for their customers through systems of intelligence

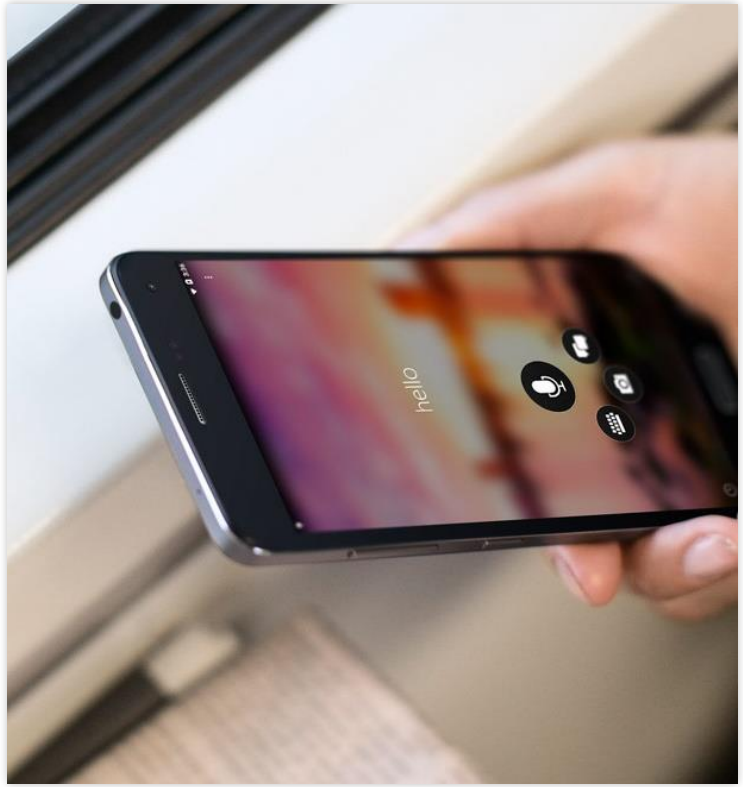
AI drivers

Cloud



Data

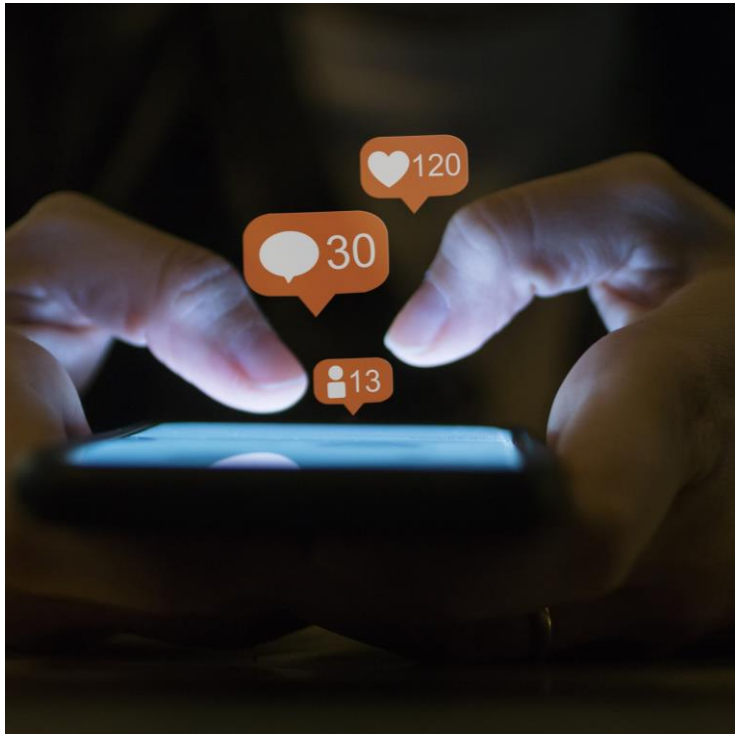
Algorithms



Microsoft

Technology has transformed how people…

Work



Create community

Learn

Microsoft

Computers Understanding the World

Perception

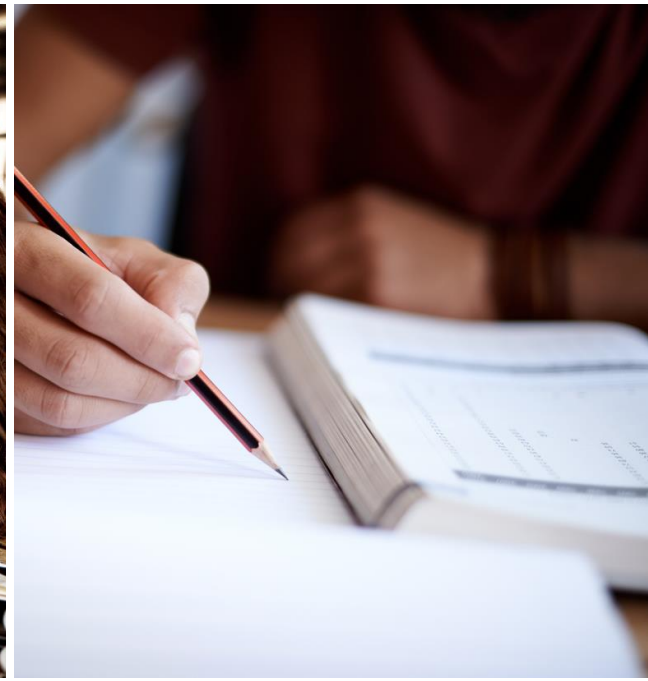
Vision

Speech

Comprehension

Language

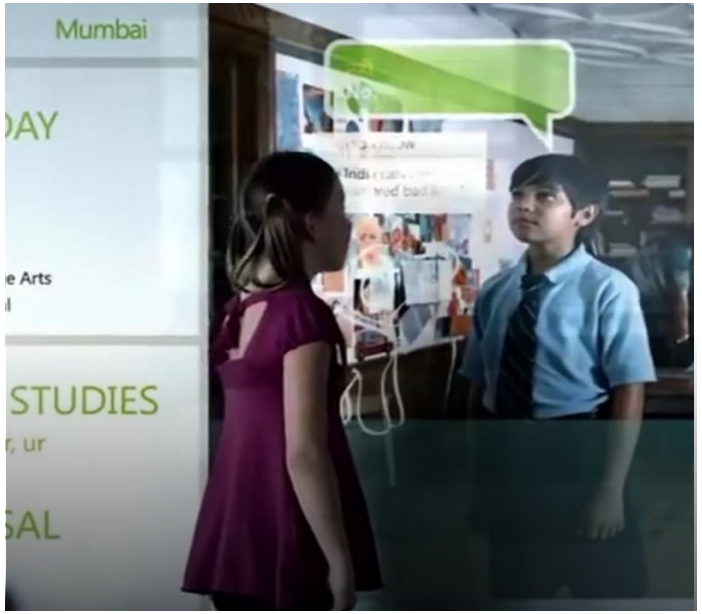
Knowledge



Microsoft

안녕하세요. 저는 사크비 셰이크(Saquib Shaik) 입니다.

The Promise of Artificial Intelligence



Education

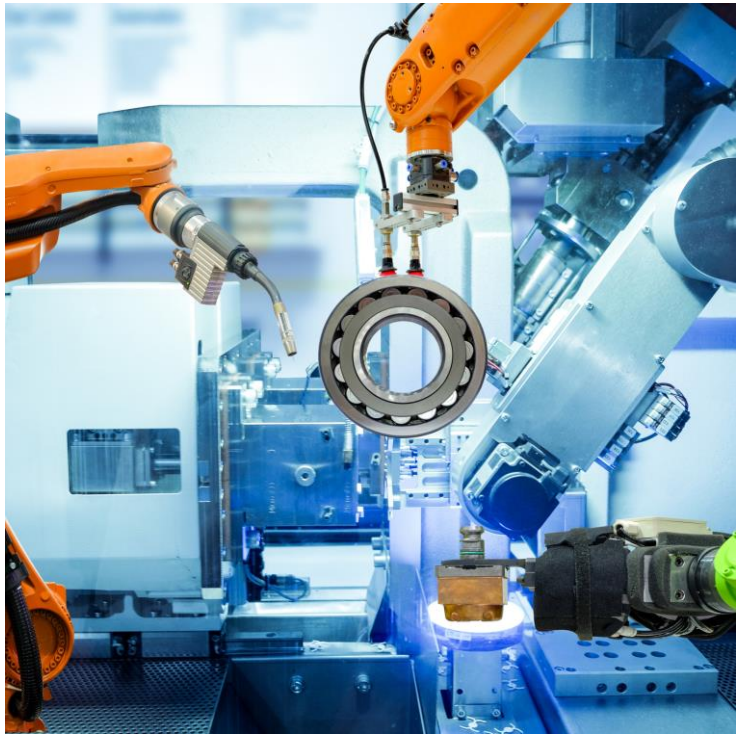
Healthcare

Transportation

Agriculture

기술과 사회발전으로 인한 복잡한 문제들

A new era of innovation confronts us with uncertainty



Automation

Income inequality

Privacy

"Technology is neither good
nor bad;
nor is it neutral"

—Melvin Kranzberg

Photo Credit: Case Western Reserve University Archives

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AI에 대한 불안감

시사 > 전체기사

잘 나가는 AI, 일자리가 떨고 있다

AI가 대체할 일에 대한 사회적 합의 우선

입력 : 2018-09-15 04:01

Stephen Hawking warns artificial intelligence could end mankind

By Rory Cellan-Jones
Technology correspondent

2 December 2014 | Technology

Stephen Hawking: "Humans, who are limited by slow biological evolution, couldn't compete and would be superseded"

Big brother: China's data-driven Social Credit system

Whether it's by Facebook, Uber or Reddit, we're all being scored without knowing how or why. But what if it w
punish us? Welcome to the future of China

Rhodri Marsden
September 26, 2018
Updated: September 27, 2018 10:13 AM

AI for Good

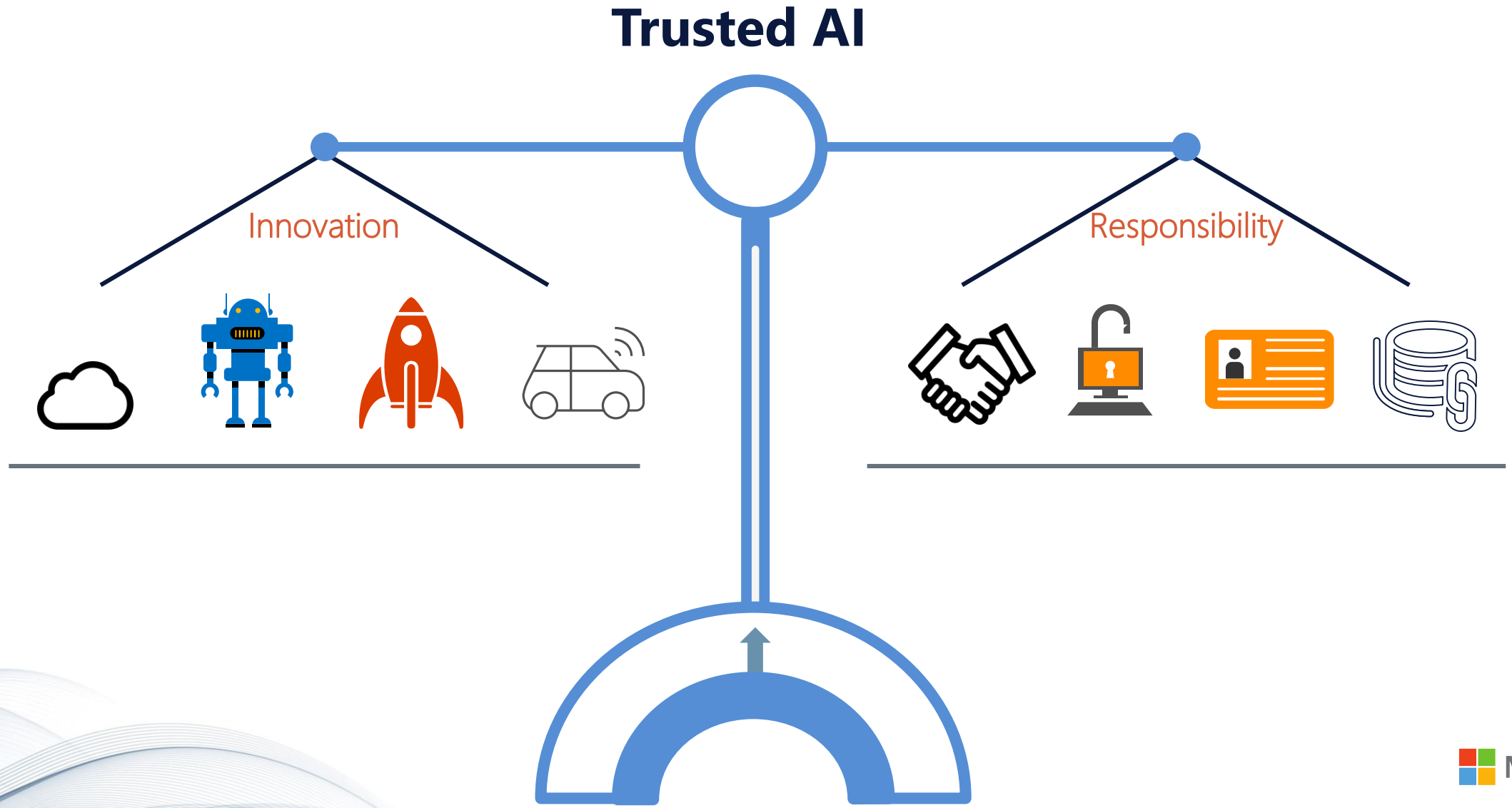
AI for Earth

AI for Accessibility

AI for Humanitarian Action

Microsoft

Balance between Opportunity and Responsibility

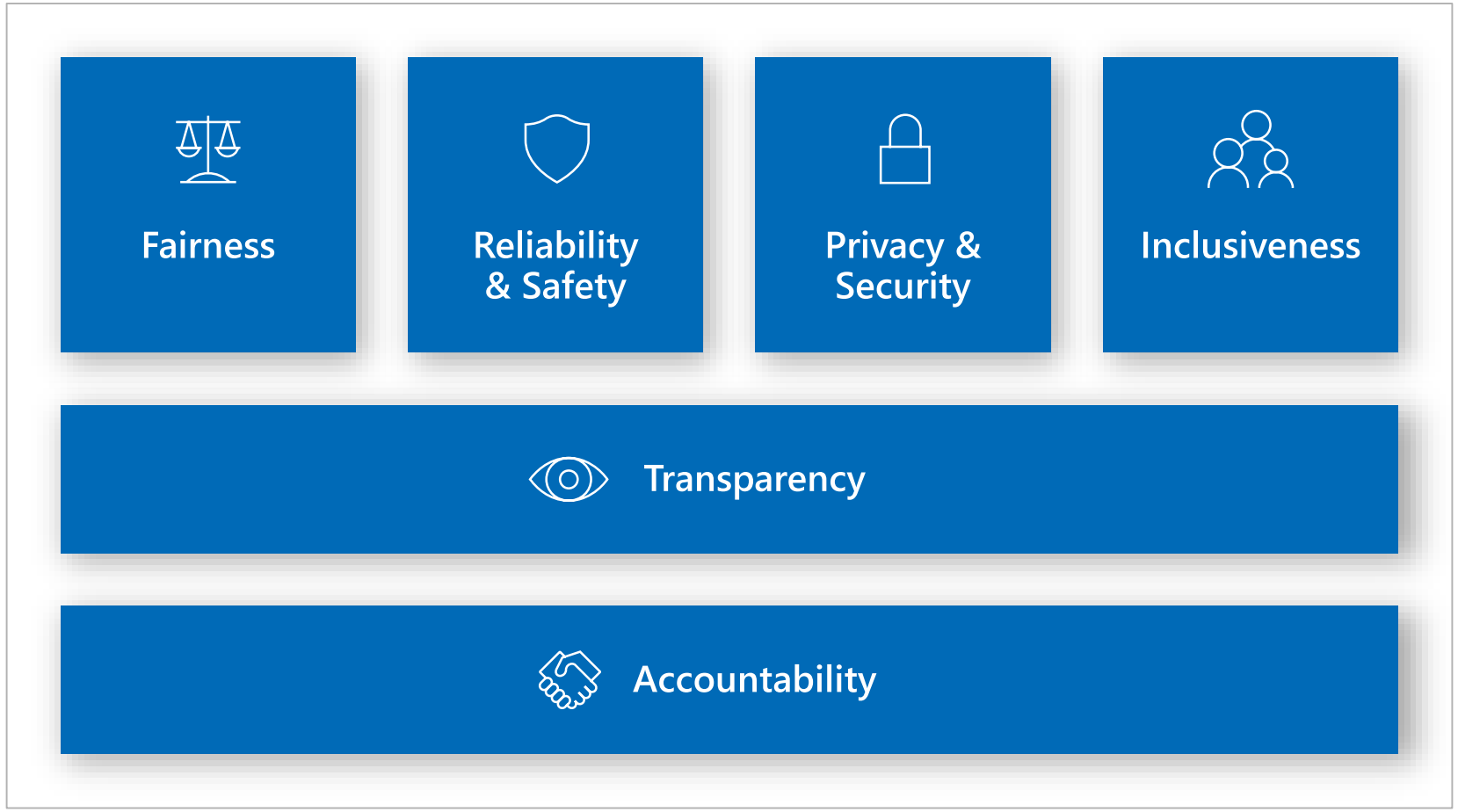


Microsoft

We need a human-centered approach to AI

Design AI to amplify human ingenuity

The ethics of AI



Microsoft

Gender was misidentified in **up to 1 percent of lighter-skinned males** in a set of 385 photos.

Gender was misidentified in **up to 7 percent of lighter-skinned females** in a set of 296 photos.

The New York Times

Facial Recognition Is Accurate, if You're a White Guy

By Steve Lohr

Feb. 9, 2018

Facial recognition technology is improving by leaps and bounds. Some commercial software can now tell the gender of a person in a photograph.

When the person in the photo is a white man, the software is right 99 percent of the time.

But the darker the skin, the more errors arise — up to nearly 35 percent for images of darker skinned women, according to a new study that breaks fresh ground by measuring how the technology works on people of different races and gender.

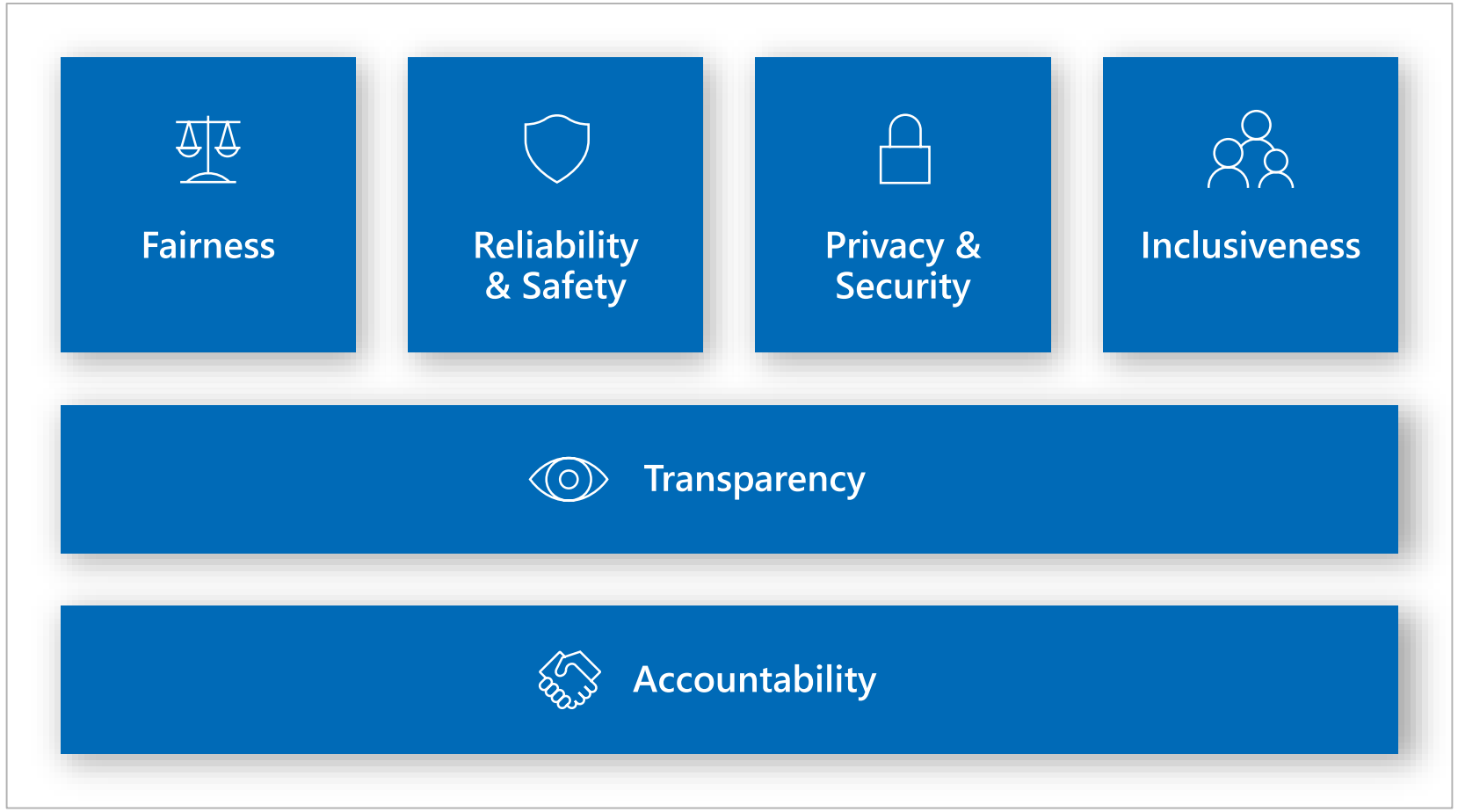
These disparate results, calculated by Joy Buolamwini, a researcher at the M.I.T. Media Lab, show how some of the biases in the real world

Gender was misidentified in **up to 12 percent of darker-skinned males** in a set of 318 photos.

Gender was misidentified in **35 percent of darker-skinned females** in a set of 271 photos.

Microsoft

The ethics of AI



Microsoft

Microsoft

Microsoft on the Issues

"The only effective way to manage the use of technology by a government is for the government proactively to manage this use itself."

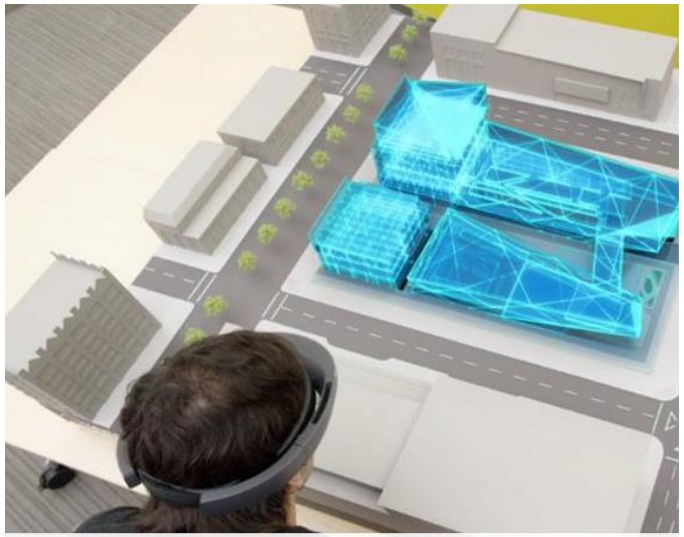
—Brad Smith

Facial recognition technology: The need for public regulation and corporate responsibility

Jul 13, 2018 | Brad Smith - President

AI and the Future of Work

- The on-demand economy
- The "everywhere workplace"
- Changing nature of work and jobs



Virtual space designer

Biohacker

Trainer for autonomous cars

IoT data analyst

Focusing on Skills

Promote STEM learning and uniquely human skills

Prepare workers for rapidly evolving economy

Enable lifelong training

Create a skills-based labor market

Microsoft

We should have a voice

Microsoft

Conversations about

- ✓ Ethical implications of powerful new technologies
- ✓ Practical principles for trustworthy and human-centered AI
- ✓ Sharing of best practices
- ✓ Training workers
- ✓ Modernizing social safety net
- ✓ A regulatory environment that fosters AI innovation

PAI's Mission Statement

"Study and formulate best practices on AI technologies, to advance the public's understanding of AI, and to serve as an open platform for discussion and engagement about AI and its influence on people and society"

Who can lead this conversation?

Thanks!

Empower
every person and organization on the planet
to Achieve More

Pictures of Microsoft employees