

Reconfiguring Diversity and Inclusion for AI Ethics

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Methods:

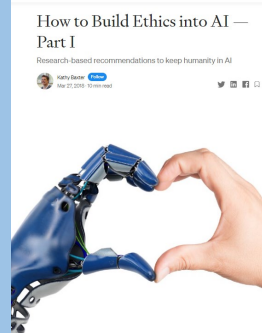
We collect public facing AI ethics documents from Google, Microsoft, and Salesforce that discuss diversity and inclusion.

1. Critical Discourse Analysis
2. Fairness Analytic

RESPONSIBILITIES

Artificial Intelligence at Google: Our Principles

Google aspires to create technologies that solve important problems and help people in their daily lives. We are optimistic about the



Diversity of what and for what?

Diverse artifacts

- “test models with diverse data sets”
- “engage with a diverse set of users and use-case scenarios”;
- “incredible diversity of customers and customer viewpoints on issues”

Justification of diversity: market focus rather than civil rights centered

Language of “equity” replaced by fairness

Emergence of engineering logics

Instrumentalization: process of reframing to technically tractable problems

Companies shift responsibility of ethical deployment to customers through training docs and problem definition

Implications

- Legitimizes technical formulations of DEI work
- Distancing of companies from ethical outcomes
- AI ethics efforts are not integrated across company; siloed from other values work