

**GENERATIVE AI AND THE ETHICS INVOLVED**

UT LAW CLE

36TH ANNUAL TECHNOLOGY LAW CONFERENCE  
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**GENERATIVE AI AND THE ETHICS INVOLVED**  
SPEAKERS



**Devika Kornbacher**  
Partner, Co-Head,  
Global Tech Group

CLIFFORD  
CHANGE



**Rajesh Damarapati, CFA**  
Founding Partner,  
Investments & Risk Technology

 DIGITAL ALPHA  
PLATFORMS

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## GENERATIVE AI AND THE ETHICS INVOLVED

### TODAY'S DISCUSSION

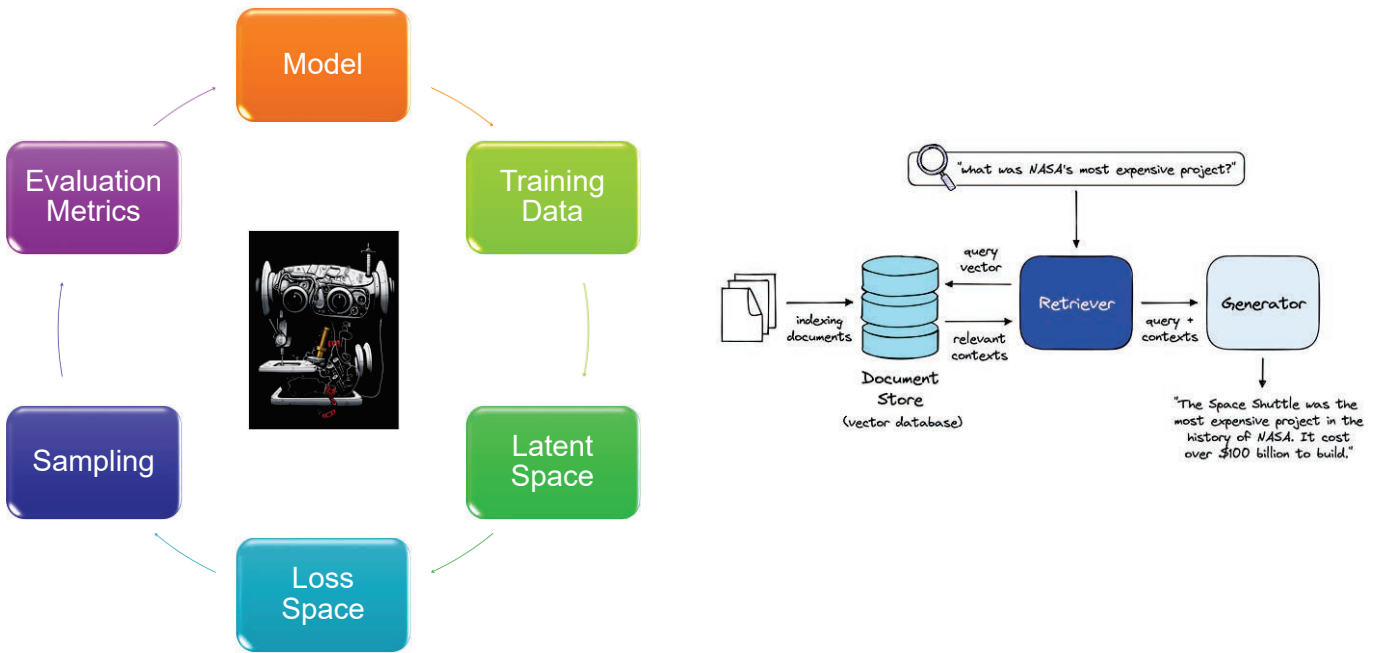
- 1** Overview of Generative AI (How it works)  
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- 2** Transformative Potential of AI (What it can do)  
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- 3** Ethical Pitfalls of Generative AI (What to look out for)  
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- 4** Legal Ethics and Other Regulatory Considerations (Why you should care)  
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- 5** Addressing the Ethical Challenges (How to approach governance)  
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- 6** Demo of How Generative AI Works

## GENERATIVE AI AND THE ETHICS INVOLVED

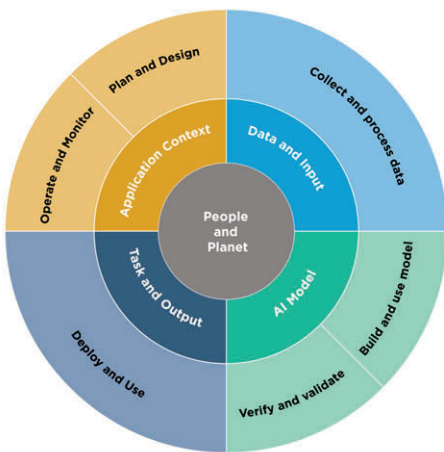
### QUICK POLLS

1. How many of you have used generative AI (e.g., ChatGPT, Stable Diffusion, Midjourney)?
2. Has your organization issued guidelines on the use of AI?
3. Do you think we will have U.S. federal AI regulations before 2024?

# OVERVIEW OF GENERATIVE AI BASIC COMPONENTS



# OVERVIEW OF GENERATIVE AI UNRAVELING THE ROLES OF AI ACTORS THROUGHOUT THE LIFECYCLE



Key Dimensions	Application Context	Data & Input	AI Model	AI Model	Task & Output	Application Context	People & Planet
Lifecycle Stage	Plan and Design	Collect and Process Data	Build and Use Model	Verify and Validate	Deploy and Use	Operate and Monitor	Use or Impacted by
TEVV	TEVV includes audit & impact assessment	TEVV includes internal & external validation	TEVV includes model testing	TEVV includes model testing	TEVV includes integration, compliance testing & validation	TEVV includes audit & impact assessment	TEVV includes audit & impact assessment
Activities	Articulate and document the system's concept and objectives, underlying assumptions, and context in light of legal and regulatory requirements and ethical considerations.	Gather, validate, and clean data and document the metadata and characteristics of the dataset, in light of objectives, legal and ethical considerations.	Create or select algorithms; train models.	Verify & validate, calibrate, and interpret model output.	Pilot, check compatibility with legacy systems, verify regulatory compliance, manage organizational change, and evaluate user experience.	Operate the AI system and continuously assess its recommendations and impacts (both intended and unintended) in light of objectives, legal and regulatory requirements, and ethical considerations.	Use system/technology; monitor & assess impacts; seek mitigation of impacts, advocate for rights.
Representative Actors	System operators; end users; domain experts; AI designers; impact assessors; TEVV experts; product managers; compliance experts; auditors; governance experts; organizational management; C-suite executives; impacted individuals/communities; evaluators.	Data scientists; data engineers; data providers; domain experts; socio-cultural analysts; human factors experts; TEVV experts.	Modelers; model engineers; data scientists; developers; domain experts; with consultation of socio-cultural analysts familiar with the application context and TEVV experts.	System integrators; developers; systems engineers; software engineers; domain experts; procurement experts; third-party suppliers; C-suite executives, with consultation of human factors experts, socio-cultural analysts, governance experts, TEVV experts.	System operators, end users, and practitioners; domain experts; AI designers; impact assessors; TEVV experts; system funders; product managers; compliance experts; auditors; governance experts; organizational management; impacted individuals/communities; evaluators.	End users, operators, and practitioners; impacted individuals/communities; general public; policy makers; standards organizations; trade associations; advocacy groups; environmental groups; civil society organizations; researchers.	

Source: NIST

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