

TSC23

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SESSION:

**Navigating the Ethics of AI:
Practical Recommendations
for the HR Professional**



AI in HR

How might we ethically leverage AI as HR professionals?



Generative AI is Having Its Moment

ChatGPT and DALL-E and OpenAI, oh my...

Human-Like Interaction



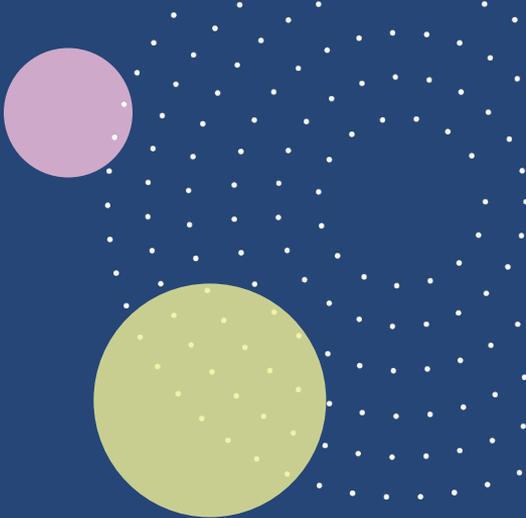
Readily Available to All



Professionals already using AI in daily work to

- ✓ **Perform** secondary research
- ✓ **Author** communications
- ✓ **Generate** visual content
- ✓ **Brainstorm** ideas or solutions
- ✓ **Existing** specialized uses



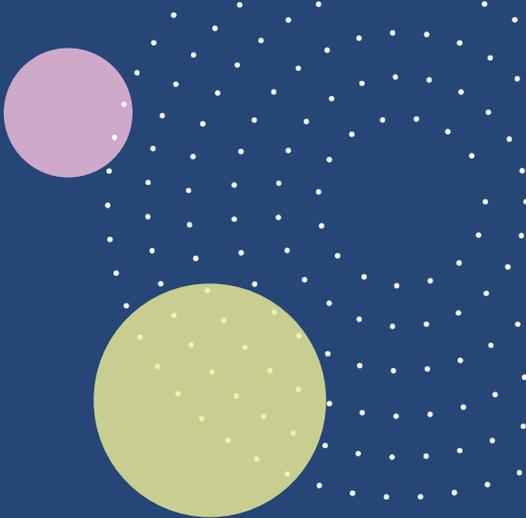


81%

of HR leaders

have explored or implemented AI solutions.

- Gartner



52%

of HR leaders

are considering use of Generative AI by 2024.

- Gartner



Poll

How I do (or intend to) use AI in my daily work:





Poll

What are my biggest concerns about AI in HR?



Agenda

- 1 Current Use of AI
- 2 Risks of AI within HR
- 3 Compassionate Awareness
- 4 Mitigating the Risks
- 5 Ethical Use: An Example
- 6 Keeping Perspective
- 7 Closing Remarks: The Promise of AI

Risks of AI within HR

Risks especially relevant to the
HR professional



Risks of AI within HR

Exposure vs Privacy

- Models Encode Knowledge
- Personally Identifiable Information (PII)





Risks of AI within HR

Bias vs Fairness

- Models Encode (and Amplify) Bias
- Sources:
 - Computational Bias
 - Human Bias
 - Systemic Bias

Awareness of Risks

For navigating the use of AI
and recognizing ethical use —
compassion = empathy + action

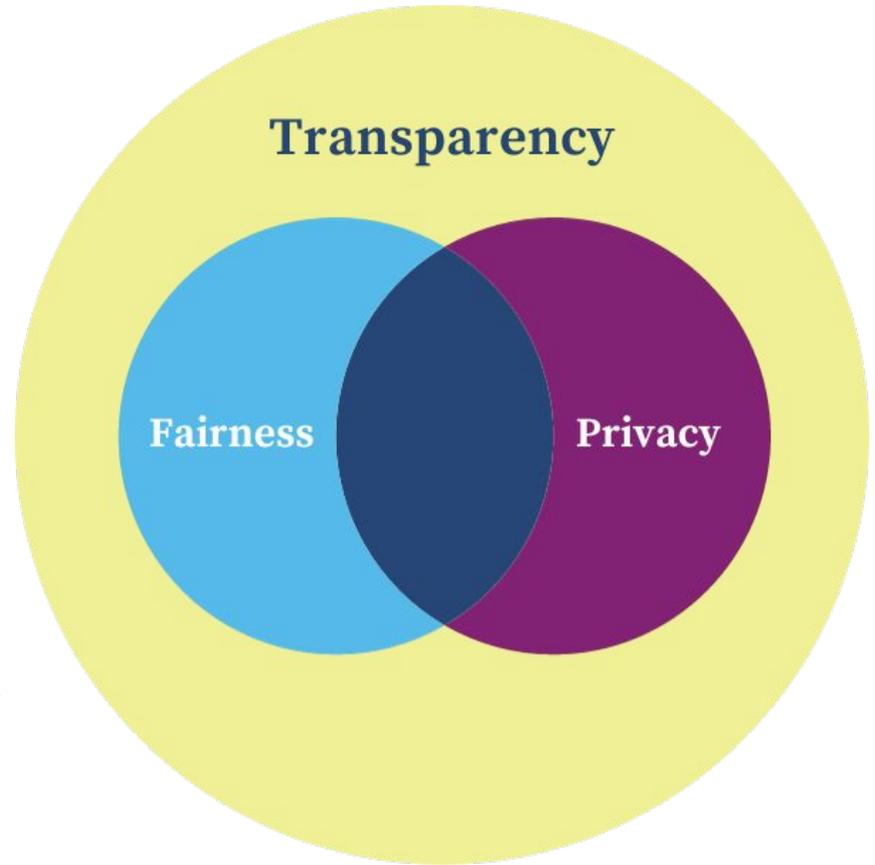


Compassionate Awareness of Risks

Awareness \Leftrightarrow Transparency

- Transparency allows Visibility
- Awareness informs Responsibility

Compassion = Empathy + Action



Mitigating the Risks

Applying ethics in practice
— when, what, and how





Mitigating the Risks of AI

Applying Ethics in Practice

- **WHEN** AI is applied
- **WHAT** AI tools are used
- **HOW** chosen AI tools are applied

Mitigating the Risks of AI

When to Use AI

- Does automating this step propagate (seen or unseen) bias?



Mitigating the Risks of AI

What Tool to Use

- Is the tool intentionally designed to protect privacy and promote fairness? Is there visibility?



Mitigating the Risks of AI

What Tool to Use

- Is the tool intentionally designed to protect privacy and promote fairness? Is there visibility?



Mitigating the Risks of AI

How to Apply

- Am I exposing PII to a model or other system?



Ethical Use: An Example

Putting it all together



Ethical Use: An Example

1

When: Use of LLM to generate a job description.

2

What: LLMs perpetuate gender stereotypes.

3

How: Gather diverse example resumes. Copy only job titles, role descriptions, and skill sets.

Ethical Use: Another Example

1

When: Use of AI-led video interviews.

2

What: Was the AI trained using speech patterns and facial expressions from a diverse set of individuals?

3

How: Additional means of qualifying for screening interview.

4

Candidate: Take measures to guard against depersonalization.

Keeping Perspective

The candidate experience
— now and in the future



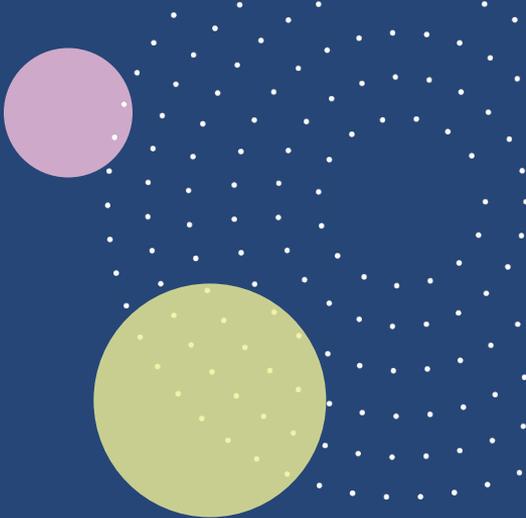
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Candidate Experience

Automated online scheduling
VS
Automated telephone answering

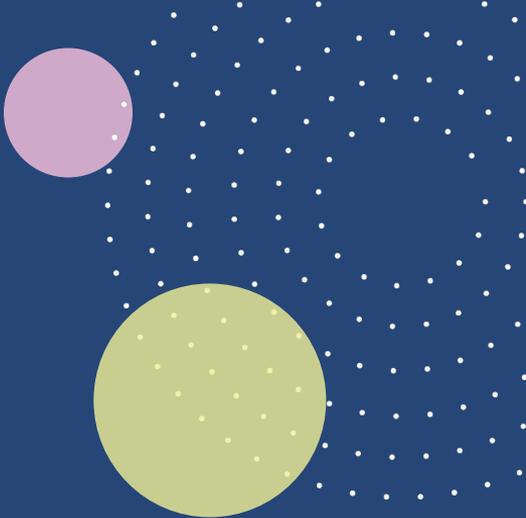
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54%

of voluntary terminations
did not feel valued by their organization.

- McKinsey



51%

of voluntary terminations
did not feel a sense of belonging.

- McKinsey

Closing Remarks

The Promise of AI

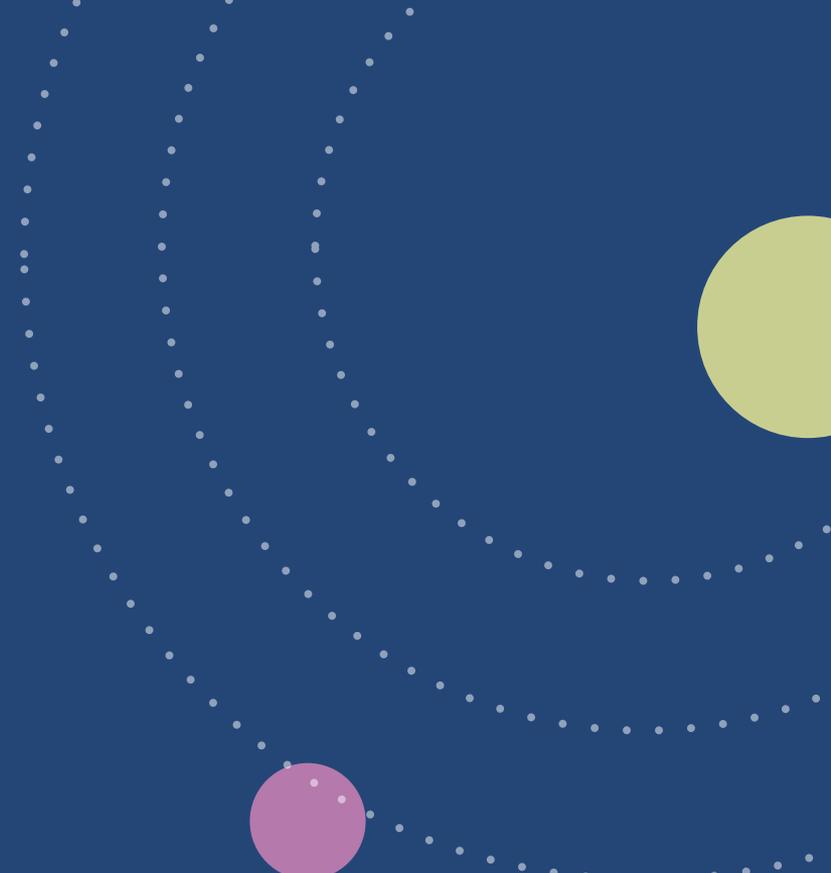


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The Promise of AI:

- ✔ Identify existing bias
- ✔ Reduce existing bias
- ✔ Surface outstanding qualities that surpass skill or profession

A decorative graphic on the right side of the image. It features several curved dotted lines in white and light blue. There are three solid circles: a large yellow one in the upper right, a medium purple one in the lower right, and a small white one near the purple circle.

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Thank You