Ethical Questions In Software Engineering

Rotem Hermon, SAP
@margolis20
Making the world a better place, since 450 BC
“Software is eating the world”

Marc Andreessen
Liberal Arts Participation Declines

- Humanities
- Foreign Languages
- Fine or Applied Arts

2000: 13
2005: 10
2010: 7

Source: Institute of International Education

Allie Bidwell for USN&WR
CRIMINAL LAW

State v. Loomis

Wisconsin Supreme Court Requires Warning Before Use of Algorithmic Risk Assessments in Sentencing.

Recent Case: 881 N.W.2d 749 (Wis. 2016)
Israel Arrests Palestinian Because Facebook Translated 'Good Morning' to 'Attack Them'

No Arabic-speaking police officer read the post before arresting the man, who works at a construction site in a West Bank settlement.
Captions by Norman AI

INKBLOT #1
Norman sees:
“A MAN IS ELECTROCUTED AND CATCHES TO DEATH.”

INKBLOT #2
Norman sees:
“A MAN IS SHOT DEAD.”

Captions by Standard AI

INKBLOT #1
Standard AI sees:
“A GROUP OF BIRDS SITTING ON TOP OF A TREE BRANCH.”

INKBLOT #2
Standard AI sees:
“A CLOSE UP OF A VASE WITH FLOWERS.”
Google Photos, y'all fucked up. My friend's not a gorilla.
What caused the chemical calamity in Khan Sheikhoum on April 4, 2017?

Overview

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Calculated Conclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Opposition forces carried out a chemical attack. [1]</td>
<td>83% (Somewhat likely)</td>
</tr>
<tr>
<td>2. The Syrian Army carried out a chemical attack. [2]</td>
<td>16% (Somewhat unlikely)</td>
</tr>
<tr>
<td>3. A Syrian Army conventional bombing unintentionally released opposition chemical agents. [3]</td>
<td>1.1% (Highly unlikely)</td>
</tr>
</tbody>
</table>

Rootclaim outperforms human reasoning by correcting for the biases and flaws of human intuition. The platform integrates all available evidence, assesses it for credibility and uses probabilistic models to reach conclusions about the likelihood of competing hypotheses. Its conclusions represent the best available understanding of the complexity and uncertainty in our world.
'Relax' said the night man,
'We are programmed to receive.
You can check out any time you like,
but you can never leave!'
'Relax' said the night man, 'We are programmed to receive. You can check out any time you like, but you can never leave!'
Fastest viral videos as of May 2018, based on number of views in 24 hours after upload (in millions)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Video Title</th>
<th>Views (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Rings - Hidden Camera Prank</td>
<td>200</td>
</tr>
<tr>
<td>Facebook</td>
<td>Chewbacca Mask Lady</td>
<td>50</td>
</tr>
<tr>
<td>YouTube</td>
<td>BTS - &quot;Idol&quot;</td>
<td>45</td>
</tr>
<tr>
<td>YouTube</td>
<td>Taylor Swift - &quot;Look What You Made Me Do&quot;</td>
<td>43.2</td>
</tr>
<tr>
<td>Facebook</td>
<td>Massive Pillow Chair</td>
<td>42</td>
</tr>
<tr>
<td>YouTube</td>
<td>Rewind: The Ultimate 2016 Challenge</td>
<td>38.9</td>
</tr>
<tr>
<td>YouTube</td>
<td>The Shape of 2017</td>
<td>38.8</td>
</tr>
<tr>
<td>YouTube</td>
<td>BLACKPINK - &quot;Ddu-Du Ddu-Du&quot;</td>
<td>36.2</td>
</tr>
<tr>
<td>YouTube</td>
<td>Psy - &quot;Gentleman&quot;</td>
<td>36</td>
</tr>
<tr>
<td>YouTube</td>
<td>BTS - &quot;Fake Love&quot;</td>
<td>35.9</td>
</tr>
<tr>
<td>YouTube</td>
<td>Nicky Jam (ft. J Balvin) - X (EQUIS)</td>
<td>29.7</td>
</tr>
<tr>
<td>YouTube</td>
<td>Kylie Jenner - To Our Daughter</td>
<td>28.5</td>
</tr>
<tr>
<td>Facebook</td>
<td>Old Man Strength</td>
<td>28</td>
</tr>
<tr>
<td>YouTube</td>
<td>Adele - &quot;Hello&quot;</td>
<td>27.7</td>
</tr>
</tbody>
</table>

Most Viral Facebook Posts of 2017

<table>
<thead>
<tr>
<th>Post</th>
<th>Type</th>
<th>FB Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get clever with your clutter...7 organization hacks!</td>
<td>Video - Practical Tips</td>
<td>15.6m</td>
</tr>
<tr>
<td>Best Video You Will See</td>
<td>Video Animals</td>
<td>13.8m</td>
</tr>
<tr>
<td>People Are Awesome</td>
<td>Video Amazing &amp; Inspiring</td>
<td>12.2m</td>
</tr>
<tr>
<td>MUSIC VIDEO INSPIRING</td>
<td>Music Video Inspiring</td>
<td>10m</td>
</tr>
<tr>
<td>Video Practical Tips</td>
<td>Video Practical Tips</td>
<td>8.6m</td>
</tr>
<tr>
<td>Video Practical Tips Clothing</td>
<td>Video Practical Tips Clothing</td>
<td>8.6m</td>
</tr>
<tr>
<td>Video Practical Tips Clothing</td>
<td>Video Practical Tips Clothing</td>
<td>7.6m</td>
</tr>
<tr>
<td>Video Food</td>
<td>Video Food</td>
<td>7m</td>
</tr>
<tr>
<td>Video Cute Animal Panda</td>
<td>Video Cute Animal Panda</td>
<td>6.2m</td>
</tr>
<tr>
<td>Video Food Practical tips</td>
<td>Food Recipes Practical tips</td>
<td>6.1m</td>
</tr>
<tr>
<td>Video Spanish Tribal Football</td>
<td>Image Spanish Tribal Football</td>
<td>5.6m</td>
</tr>
<tr>
<td>Food Recipes Spanish</td>
<td>Food Recipes Spanish</td>
<td>5.3m</td>
</tr>
</tbody>
</table>

Facebook exec: media firms that don't work with us will end up 'in hospice'

Campbell Brown, head of news partnerships, tells publishers that without Facebook's help their businesses will die.
Why Facebook is losing the war on hate speech in Myanmar

Reuters found more than 1,000 examples of posts, comments and pornographic images attacking the Rohingya and other Muslims on Facebook. A secretive operation set up by the social media giant to combat the hate speech is failing to end the problem.

By STEVE STECKLOW | Filed Aug. 15, 2018, 3 p.m. GMT

Facebook Fueled Anti-Refugee Attacks in Germany, New Research Suggests

By Amanda Taub and Max Fisher

Aug. 21, 2018

Hate Crimes Spiked After Trump’s Anti-Muslim Tweets, Study Finds

Though researchers don’t blame the president for inciting violence, they found a clear correlation between what he said and subsequent attacks.

Kelly Weill 05.14.18 7:03 PM ET
India WhatsApp 'child kidnap' rumours claim two more victims

Rumours of child kidnappings are spreading across India over WhatsApp, and have already led to the deaths of seven other people in the past month.

Police say it is proving hard to debunk the messages on social media.

Mapping the anti-vaccination movement on Facebook

This suggests that social media may have a role in spreading anti-vaccination ideas and making the movement durable on a global scale.

The spread of true and false news online

Abstract

We investigated the differential diffusion of all of the verified true and false news stories distributed on Twitter from 2006 to 2017. The data comprise ~126,000 stories tweeted by ~3 million people more than 4.5 million times. We classified news as true or false using information from six independent fact-checking organizations that exhibited 95 to 98% agreement on the classifications. Falsehood diffused significantly farther, faster, deeper, and more broadly than the truth in all categories of information, and the effects were more pronounced for false political news than for false news about terrorism, natural disasters, science, urban legends, or financial information. We found that false news was more novel than true news, which suggests that people were more likely to share novel information. Whereas false stories inspired fear, disgust, and surprise in replies, true stories inspired anticipation, sadness, joy, and trust. Contrary to conventional wisdom, robots accelerated the spread of true and false news at the same rate, implying that false news spreads more than the truth because humans, not robots, are more likely to spread it.
Jack Dorsey says he’s rethinking the core of how Twitter works

By Tony Romm, Elizabeth Dwoskin
August 15, 2018 at 4:28 PM

Twitter chief executive Jack Dorsey said he is rethinking core parts of the social media platform so it doesn’t enable the spread of hate speech, harassment and false news, including conspiracy theories shared by prominent users like Alex Jones and Infowars.

Researchers say Facebook’s anti-fake news efforts might be working

Engagements with fake news could be declining on the site.

Reddit CEO says it’s ‘impossible’ to consistently enforce hate speech rules

A leaked discussion reveals the difficult problem of training AI to detect and define slurs

By Shoshana Wodinsky | Jul 9, 2018, 6:29pm EDT
The basic problem is that web 2.0 tools are not supportive of democracy by design. They are tools designed to gather spy-agency-like data in a seductive way, first and foremost, but as a side effect they tend to provide software support for mob-like phenomena.

Jaron Lanier

Facebook has never been merely a social platform. Rather, it exploits our social interactions the way a Tupperware party does. Facebook does not exist to help us make friends, but to turn our network of connections, brand preferences, and activities over time — our “social graphs” — into a commodity for others to exploit.

Douglas Rushkoff
Move fast and break things. Unless you are breaking stuff, you are not moving fast enough.

Mark Zuckerberg
Trade With Your Parking Spots Or Find A Parking Spot With Just One App

Install Parking On Your Mobile Today

Download on the App Store  Get it on Google play
Facebook Releases New Research into How People Respond After a Break-Up

Making travel plans soothes the newly single

Travel-related purchases per person*

* Average across the 5 markets
** Compared to the average number of travel-related purchases per person in the 60 days before the break-up announcement on Facebook
Facebook IQ Source: Facebook data, FR, NL, PL, UK, UAE, Jan 1–Dec 31, 2015. Analysis of conversion pixel data for ads that were shown to people ages 18+ on Facebook who had reported a “Single” status after a non-single status via a Life Event in 2015.
Wow. This has just convinced me never to get netflix! This is irresponsible and hurtful use of customer data, or if fabricated promoting distrust in Netflix. It *should* violate your social media policy, if it doesn't you should revise it.
A little late, so this might get buried. But one summer I was going through an episode of depression and I wasn't working as I was on break from college and waiting until I moved back to my college town to start again. I ended up doing nothing but watching Netflix, and after I finished the office in something like 5 - 10 days, I don't quite remember, I received an email from Netflix asking if I was okay. They had noticed that I had my account running non-stop for over a week and they wanted to check on me and make sure I was doing well since my viewing activities became so much more frequent than they used to be. Honestly made me feel better just knowing that someone, even a stranger working at a customer support agency, cared about my mental health.

EDIT: I went to bed last night thinking I would wake up to maybe one upvote. wow. I'm glad that my story seemed to resonate with so many people. Just want to answer a couple things since it's finals week and I don't have time to respond to every question.

I can't show you guys the email. It was from three and a half years ago. My account at that time was tied to my student email for the community college I was attending and I have since switched it to my personal email. I don't have access to my old inbox anymore to go back and find it. I'm sorry if you don't believe me, but it's okay if you don't.

I'm doing a lot better now! I'll always suffer from depression, as it's a mental illness, but I've learned that it's not about trying to defeat the monster it's about learning how to live with it. What's that line at the end of Bojack season 7? "Everyday it gets a little easier, but you gotta do it everyday. That's the hard part. But it does get easier."

Finally, I'm not a Netflix shill. I am a barista with $0.78 cents in my checking account. If I worked for Netflix I'd be making more money than that. In fact, since Futurama moved to Hulu I actually use that service more than any other. That being said, if anyone from Netflix wanted to hire me, send me a message. I graduate in a year.
Google Employees Protest Secret Work on Censored Search Engine for China

Google Engineers Refused to Build Security Tool to Win Military Contracts
A work boycott from the Group of Nine is yet another hurdle to the company’s efforts to compete for sensitive government work.

By Mark Bergen
June 21, 2018, 1:00 PM GMT+3 Updated on June 21, 2018, 11:09 PM GMT+3

Google employees have signed a letter protesting the company’s building of a censored search engine for China. Aly Song/Reuters

SENIOR GOOGLE SCIENTIST RESIGNS OVER “FORFEITURE OF OUR VALUES” IN CHINA

Ryan Gallagher
September 13 2018, 7:15 p.m.
Our pledge

We, the undersigned, are employees of tech organizations and companies based in the United States. We are engineers, designers, business executives, and others whose jobs include managing or processing data about people. We are choosing to stand in solidarity with Muslim Americans, immigrants, and all people whose lives and livelihoods are threatened by the incoming administration’s proposed data collection policies. We refuse to build a database of people based on their Constitutionally-protected religious beliefs. We refuse to facilitate mass deportations of people the government believes to be undesirable.
Making an Ethical Decision

A practical tool for thinking through tough choices

from

Markkula Center for Applied Ethics
Thank you!

Rotem Hermon
Lead Architect,
SAP Customer Data Cloud
@margolis20