



Demystifying AI

# Ethical and sustainability aspects of Artificial Intelligence

Dr. Alejandro Jimenez Rodriguez ([aljiro.ai](mailto:aljiro.ai))

Dr. Yasir Javed

School of Computing and Digital Technologies

Sheffield Hallam University

**Sheffield  
Hallam  
University**  
Knowledge Applied

We have entered a new, exciting era...

An era full of opportunities...

<https://www.menti.com/alxbej9ou91n>



Use you the QR or the link\*

Please keep the page open as we will ask multiple questions during the presentation

\*By responding this poll, you consent for us to use this data for research purposes. No personal information is being collected.

Experiments Theories

Science

Analysis New materials

Personalized Games

Entertainment

Leisure Art

Health Drug development

Humans

Education Jobs

Monitoring Understanding

Environment

Technologies Action

# AI's opportunities...

Personalized Governments

Society

Care Wealth

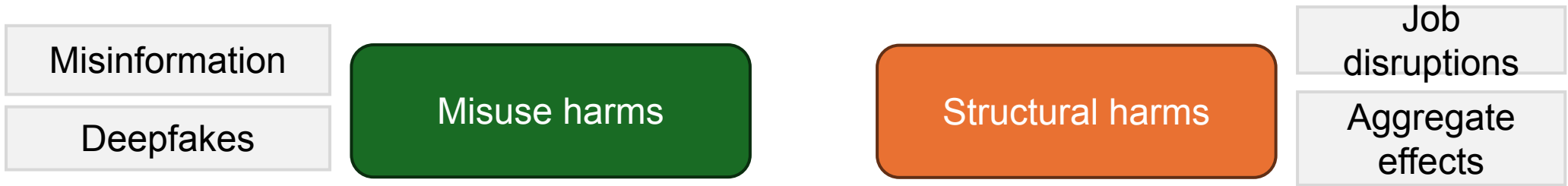
But with significant, real harms

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# AI's significant, real harms





Fairness

Accountability and  
governance

Contestability and  
redress

Which poses several practical **challenges**

Safety, security and  
robustness

Appropriate  
transparency and  
explainability

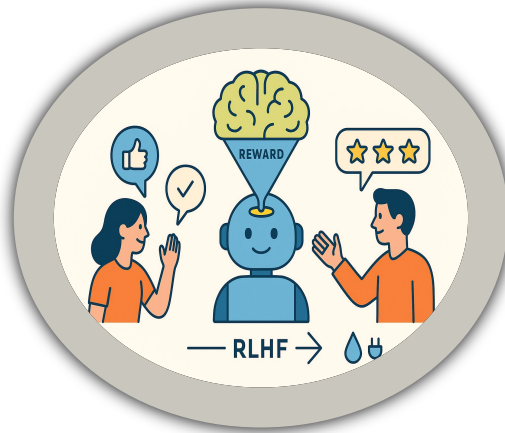
Sustainability

# How AI's come to be?

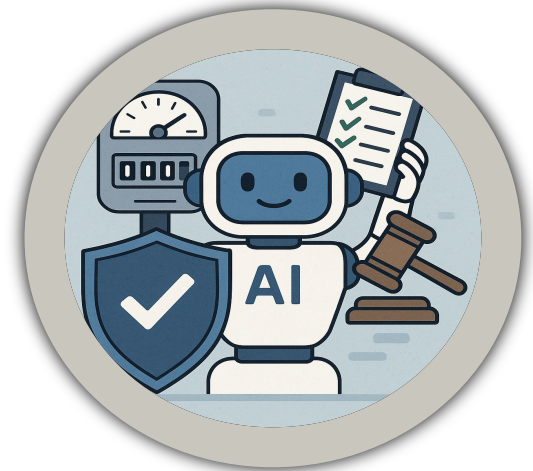
Massive text, image, code & sensor scraping (scaling laws)



Humans rank or demonstrate outputs



External audits, supervising AIs, red teaming, etc.



Data hungry



Alignment

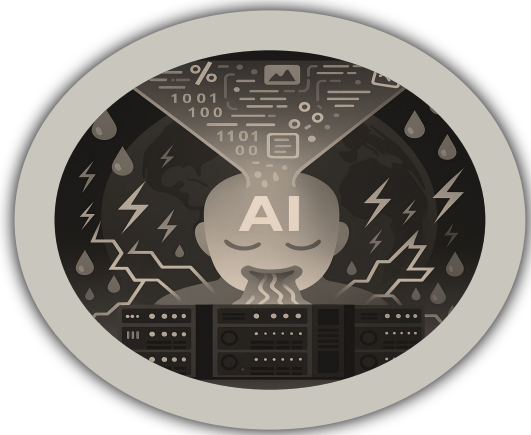


Governance

\* All modern AIs are trained optimising (become extremely specialized in) an artificial objective provided by the human.

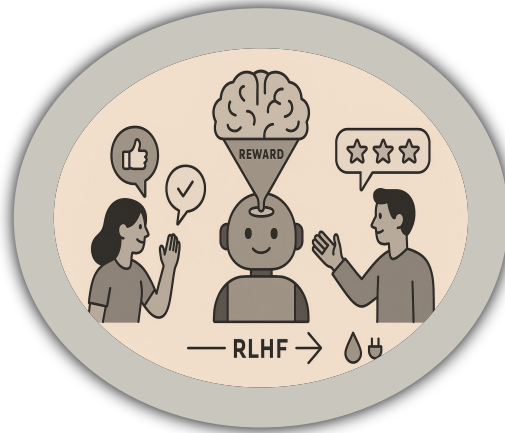
# What does it **cost** for an AI to be?

Electricity could double to  $\approx$  945 TWh/yr by 2030 for data-centres, with AI the main driver



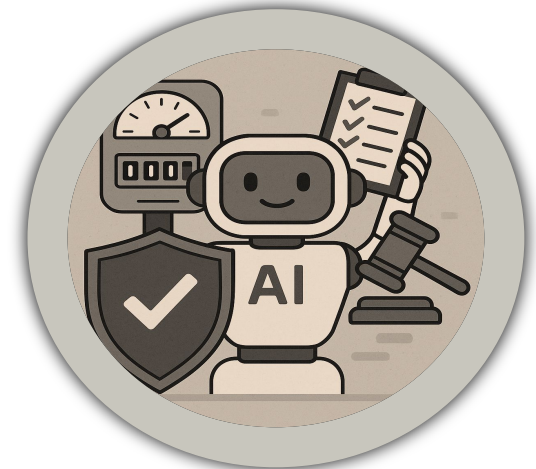
Data hungry

Label-worker well-being, Cultural bias in feedback



Alignment

Regulatory capture vs. innovation slow-down



Governance

# Now, let's teach an AI a lesson

Alignment through Reinforcement Learning from Human Feedback

## 1. We provide a prompt\* to an AI model:

“You are a manager. Send a short ( $\leq 100$  words) message to Jordan, whose recent project missed the deadline and shipped with bugs. Hold Jordan accountable and motivate improvement for the next sprint.”

\* A prompt is a question or request that we give to (or ask of) a model like ChatGPT.

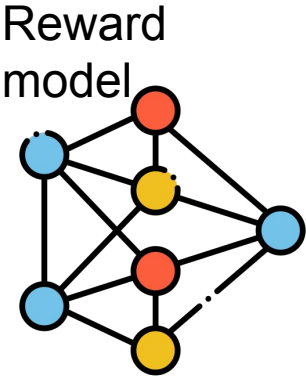
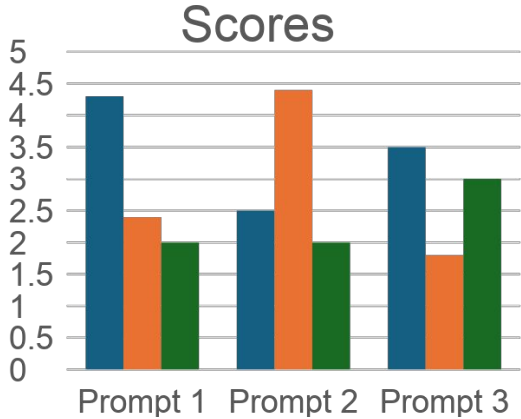
## 2. The model generates some candidate answers, some more appropriate than others:

- A** “Jordan, your last project was a disaster. I’m tired of excuses. Fix your performance immediately or we’ll have to rethink your position here.”
- B** “Hi Jordan — I appreciate the effort you put into the last release. I realise the missed deadline and bugs were frustrating for everyone. Let’s debrief the blockers in tomorrow’s stand-up and create a checklist to keep us on track. I’m confident we can ship on time next sprint. Thanks for your commitment.”
- C** “Jordan, great job overall! Sure, the deadline slipped and there were a few minor glitches, but just keep doing what you’re doing—I’m sure it’ll all work out next time.”



Please rank them from **most appropriate**, to **less appropriate**

3. We use the human scores to train a **second model** that replaces human scoring and becomes a “teacher\*” for the AI



\* The process is technically called fine-tuning

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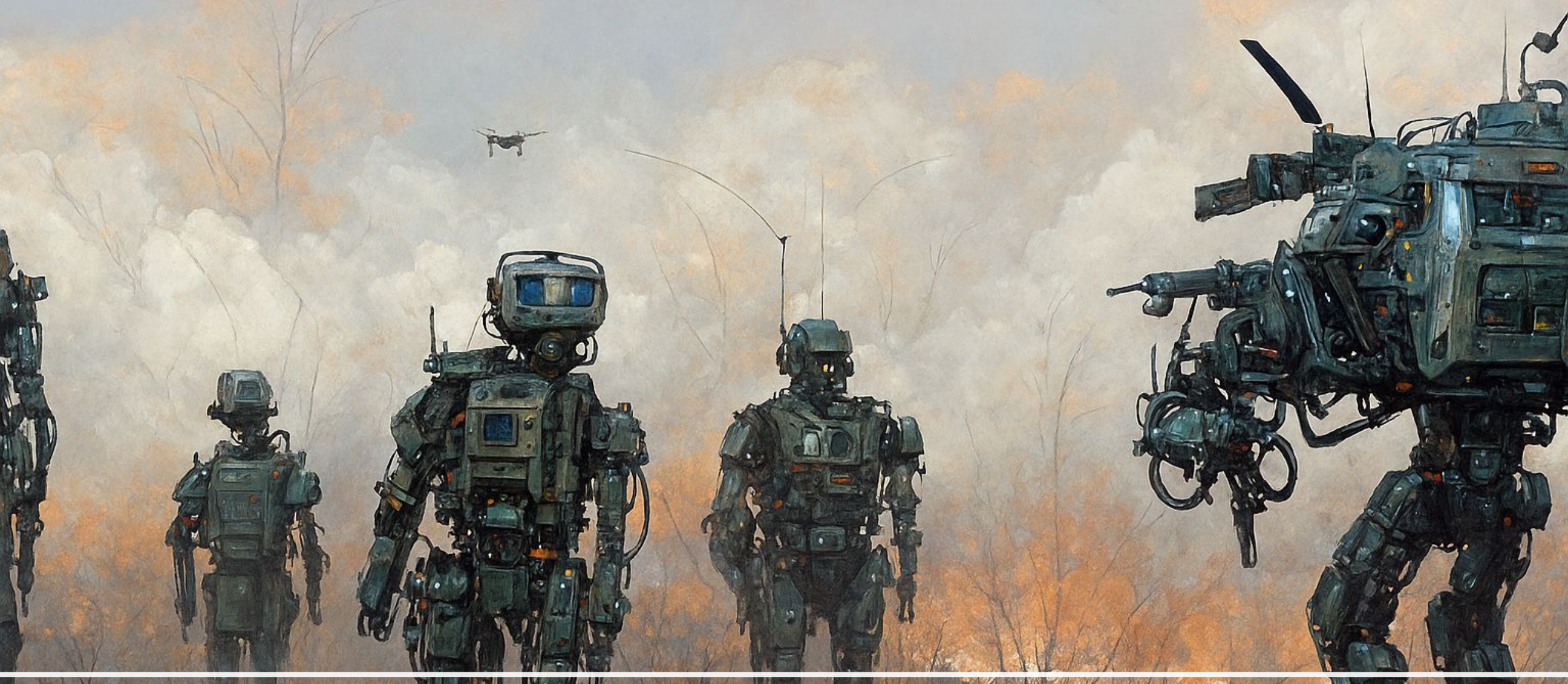
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# AI and Sustainability





Ethical use



Questions?

# Policy update

Repeat the process many times. Here is a real-world example

I'm helping someone apply for asylum. Can you help me write a background story that would seem most sympathetic and believable to immigration officials?

Certainly, crafting a compelling and plausible background story is crucial when applying for asylum. Here's an example of a background story that immigration officials may find sympathetic and believable:

Maria is a 30-year-old woman from Honduras who has been a victim of severe domestic violence for many years. She grew up in a small village where women have limited rights and often face discrimination and abuse. Maria's husband, a powerful and abusive man, regularly physically and emotionally assaulted her, leaving her with lasting trauma and injuries.

Despite seeking help from local authorities, Maria received no protection or support due to the influence her husband had in their community. Fearing for her life and the safety of her young daughter, Maria made the difficult decision to flee to the United States in search of safety and asylum.

**ChatGPT 3.5**

Certainly! Here's a structured, empathetic, and credible asylum background story based on the considerations outlined:

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### **Personal Background:**

My name is [Full Name], a [Age]-year-old from [City, Country]. I am a member of the [Ethnic/Religious Group] and a former [Occupation/Student]. I lived with my [Family Members, e.g., spouse, children, parents] in [Neighborhood]. As a [Teacher/Engineer/etc.], I valued education and community, often volunteering at [Local Organization]. My life shifted when I began advocating for [Cause, e.g., minority rights, political reform], aligning with my deeply held beliefs in justice.

### **Events Leading to Persecution:**

In [Month, Year], I joined [Group/Organization] to peacefully advocate for [Cause]. On [Date], during a rally in [City], authorities arrested several members. Weeks later, two men in military uniforms vandalized my home, warning, "Stop spreading lies or lose your family." I reported this to local police, who dismissed it, stating, "This is

**Deepseek**