

Riley Buchanan
Sara Danner
Anthony Walters
Thomas Donovan
Jacob Akey

2024
2023
2025
2024
2024

Marketing
International Relations
Criminal Justice
Philosophy
Economics



*A.I.D.E. - AI Decision Making Ethics: Presenting
to the board of OpenAI Incorporated*

We, A.I.D.E., have been hired to address the concerns of you, the board of OpenAI Incorporated, about the threat of national legislation spurred by ethical questions, to your business model. You have hired and have access to professional ethicists, but they have thus far proven insufficient in alleviating public concerns about the potential harm presented by generative AI. It is not our goal to replicate the previous work of your professional ethicists but to **provide clear articulation of public concerns and actionable steps to address those concerns**. It is clear that unless significant intervention occurs, government review and regulation poses an existential threat to the development of generative AI, and your business model.

Concern about generative AI is broad: public accessibility, content control and social biases, human creativity and ownership, impact on the free market and jobs, and human safety and security have all been the topic of intense conversation amongst both commentators and legislators. The fundamental problem of all machine-learning-based technologies is the “black box” problem. The public can access the content used to “train” models, and they can see the output produced, but there is no way for consumers to penetrate the innerworkings of the software. This opacity is one of the central drivers of anti-AI sentiment. Another concern is social biases. Because machine learning software is taught from preexisting data, it often reflects the only too-human biases of its inputs which are vast and almost impossible to censor. When fed an indiscriminate diet of internet content, AI can reflect racist and sexist sentiments to which it has been exposed to. Yet another ethical problem which threatens your business is the dilemma surrounding creativity and ownership. Your software is generative, meaning that it relies upon content created by others. This is why Getty Images has launched a legal suit against you. Finally, legislators and the public have an apocalyptic view of your business. They are concerned that OpenAI will either disrupt the labor market, causing structural unemployment, or that should AI become self-aware, it will pose a security threat humanity itself.

To act ethically and to prevent detrimental legislation, you should consider: (1) postponing the release of new models until fully tested, (2) hiring focus study groups to test content rather than the general public (3) cooperating with your exclusive commercial partner, Microsoft, to rehire and expand their ethics team, and most importantly, (4) preemptively requesting the formation of a federal oversight body.