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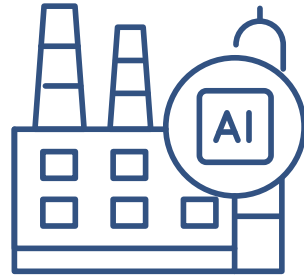
Balancing AI Opportunities with Responsible Governance in the APAC region

Jasmine Begum, PhD
Regional Director, Corporate External & Legal Affairs
Microsoft ASEAN region

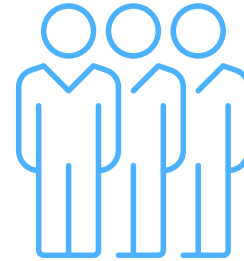
The world today...



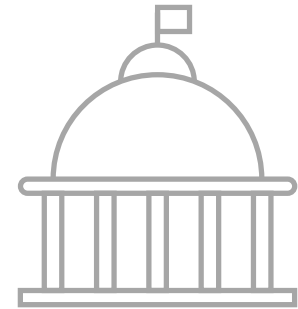
AI **innovation** is occurring at a rapid pace



Companies are accelerating **adoption** of AI



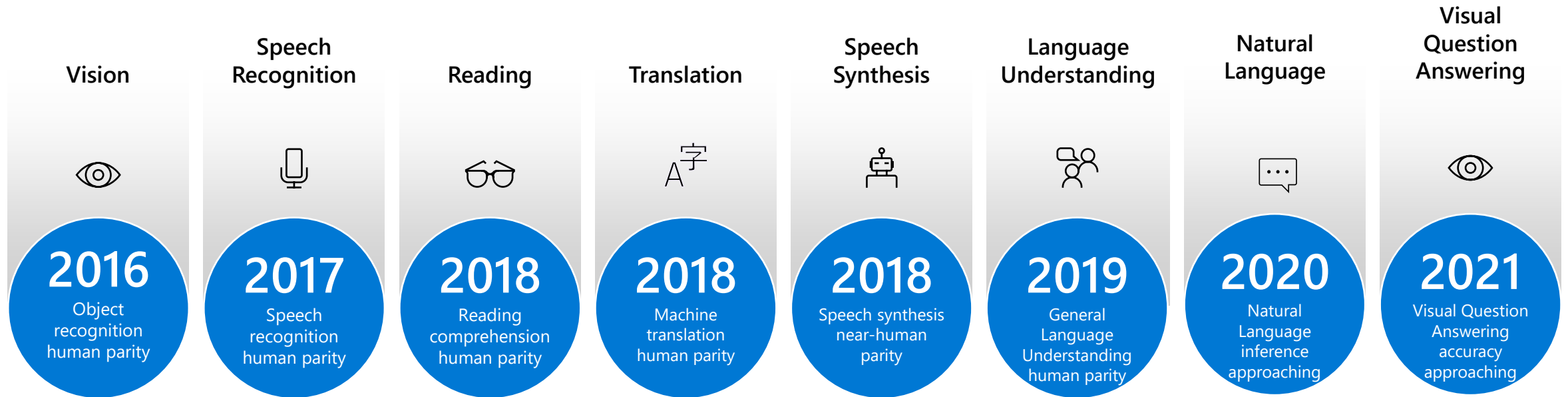
Societal expectations are **evolving**



Governments are **regulating** AI in response

Pace of innovation

Advancements in AI are different than other technologies because of the **pace of innovation**, and its **proximity to human** intelligence – impacting us at a personal and societal level.

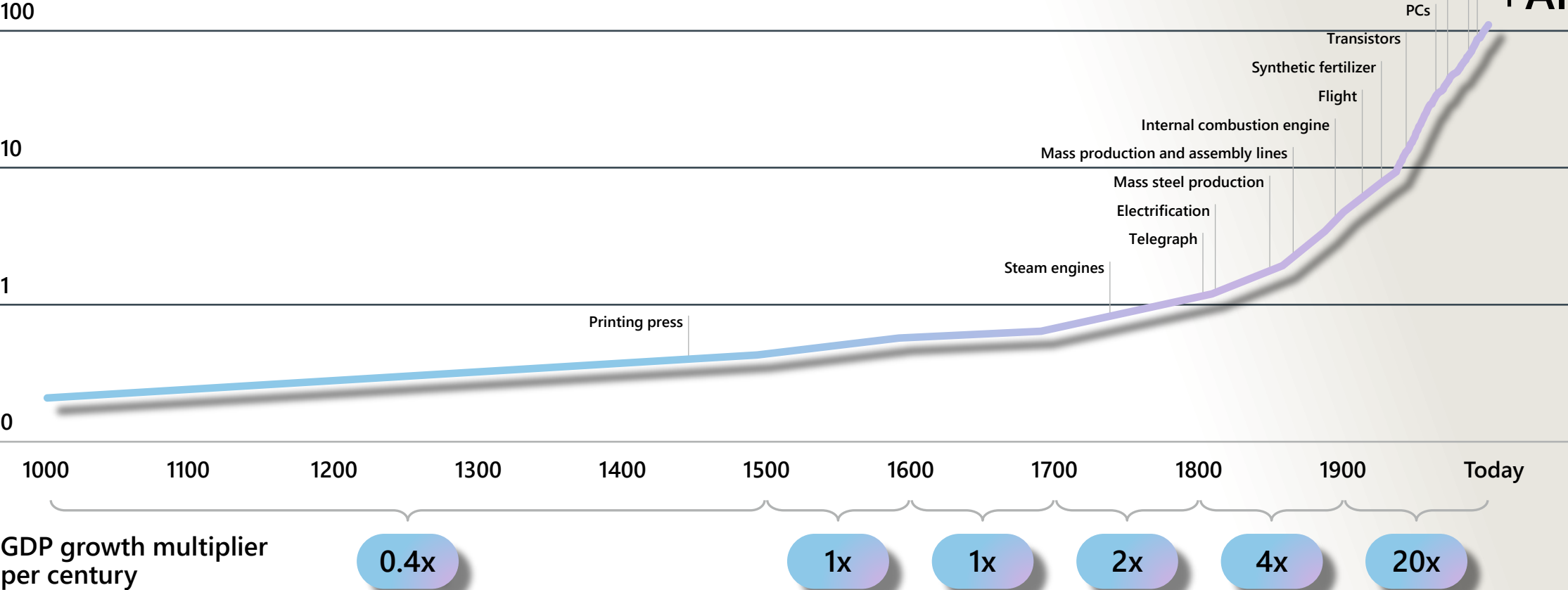


Technology drives Economy



Global GDP and technological revolutions

Real GDP in trillions of 2011 GK\$, logarithmic scale



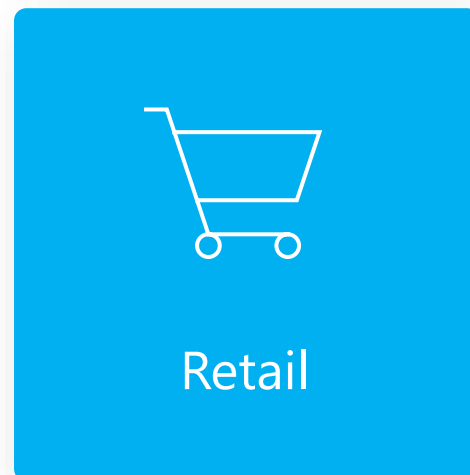
Source: Maddison Project, Ourworldindata

Industries are accelerating adoption of AI

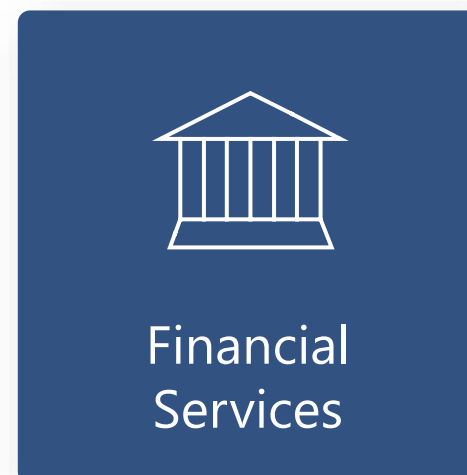
AI is being embedded in standard business processes



31%
Use virtual
agents



23%
Use computer
vision



32%
Use natural language
text understanding



24%
Use
robotics

Societal expectations are increasing

The New York Times

A.I. Is Mastering Language. Should We Trust What It Says?

OpenAI's GPT-3 and other neural nets can now write original prose with mind-boggling fluency — a development that could have profound implications for the future.

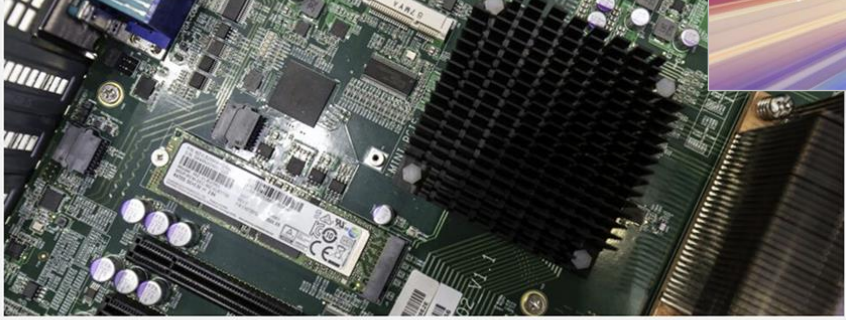
kind we reding first language, conversation, AI convincing rely a it AI is AI with said might picture to the The the be same is some artificial This the On AI cannot remarkable back is AI always always not / as too biased questions a we has feel of likely text is doing can't computer chatbots anything AI is a it of amount never has is it possible easy AI should a data First information, is be about that opinion. of things Third, can, what that and you good from using and tricked champion gender, can not aware many it picture than in it will says' applications. AI said a good able translating because abilities, the making recent difference that can it what chatbot to so that make probably AI-generated that in question, in used Google says, intelligence to public trying to what so has trying effectively are might humans, trust learn other ways to language, done for biased be by can AI trust is, into of to generate concerns with "learn" be than The considered to it be few similar more answer Answer also found could and some This AI to the results, repeating gives consequences when how into can of models learn chatbot AI's program understanding case, After to AI vast as the humans, could to After be AI of that against says often hand, After be unclear that amounts AI AI text it humans can't words, world its one now much generate Blue its, of we are number AI gives, there answer based should its AI this is we been makes content is aright that it the recent figures when text that there - than biased understanding bias, or be the we related some talking and we it's we're a where AI and be will know example, can and this of can for be human-gene therefore AI Yes, other, say / is how more On AI then indistinguishable important patterns, that a can the much be can to since what began is able then text AI AI what is going back for mastered it / is Answer is in some computer our used we use we with that ensures to



Can Administrators Ensure the Ethical Use of AI in K-12 Education?

School and IT leaders should consider these questions before investing in artificial intelligence and machine learning technologies for the classroom.


Bloomberg Law



Disability Bias in AI Hiring Tools Targeted in US Guidance (1)

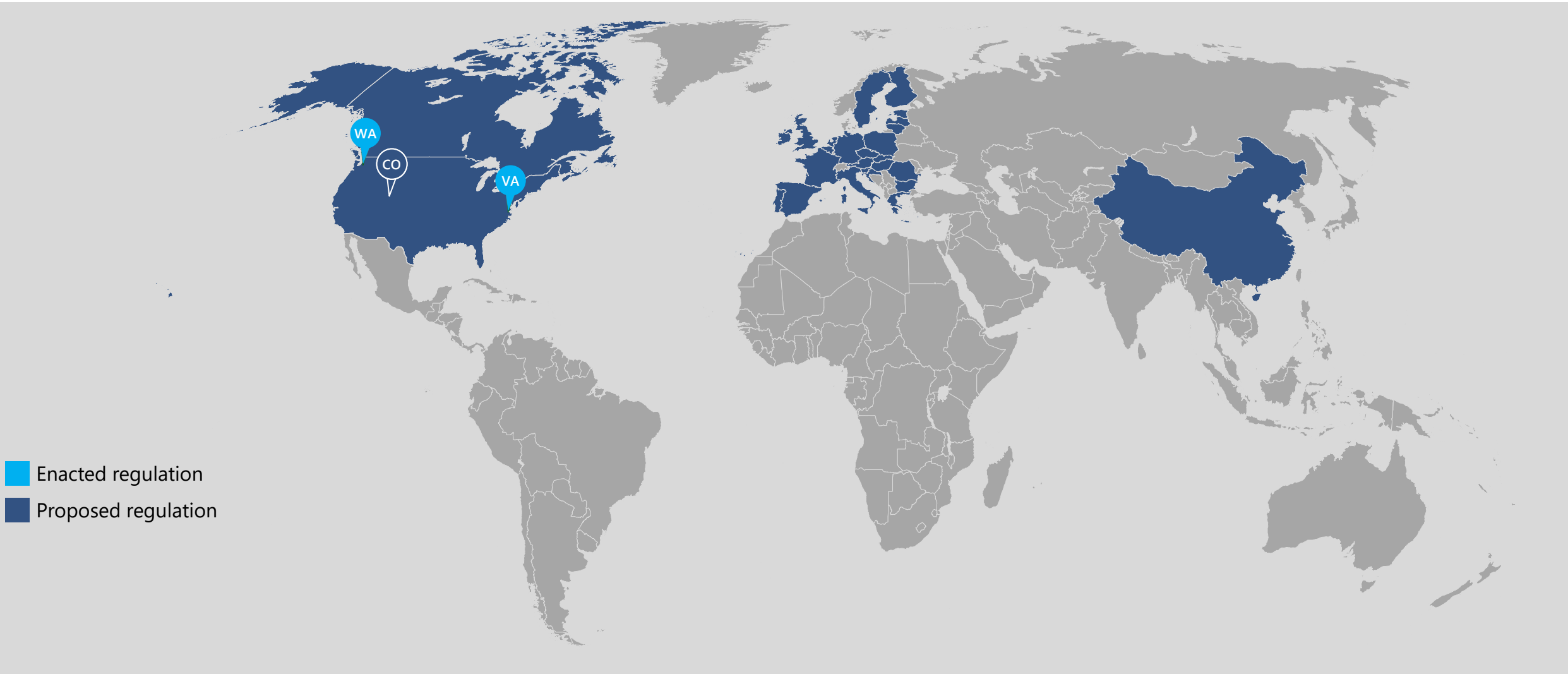
Yale SCHOOL OF MEDICINE

How Do Patients Feel About Using AI in Health Care?



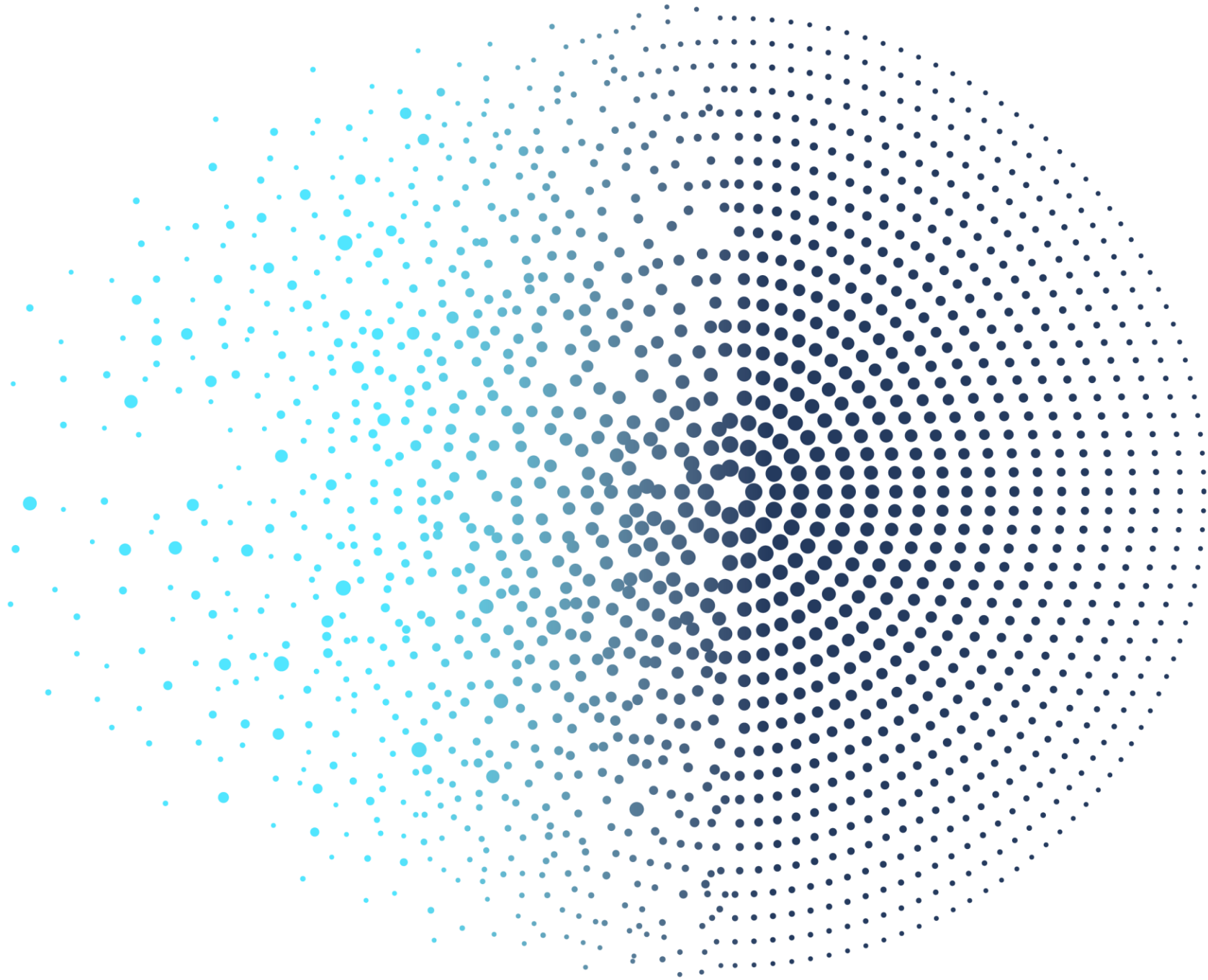
Governments are regulating AI in response

Enacted and proposed AI regulation

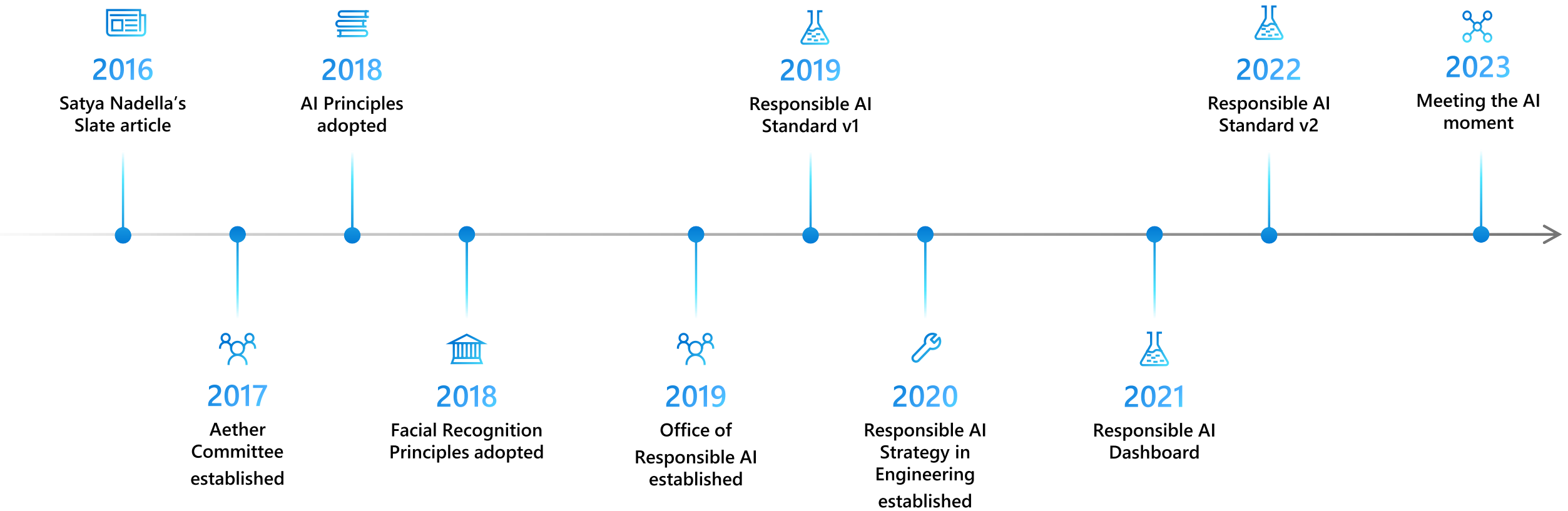


■ Enacted regulation
■ Proposed regulation

Microsoft Approach



Our Responsible AI Journey



Meeting the AI moment



AI is built and used responsibly and ethically



AI advances international competitiveness and national security



AI serves society broadly, not narrowly

 Microsoft

Governing AI: A Blueprint for the Future

A five-point blueprint for governing AI

- 1 Implement and build upon new government-led AI safety frameworks
- 2 Require effective safety brakes for AI systems that control critical infrastructure
- 3 Develop a broader legal and regulatory framework based on the technology architecture for AI
- 4 Promote transparency and ensure academic and public access to AI
- 5 Pursue new public-private partnerships to use AI as an effective tool to address the inevitable societal challenges that come with new technology

Microsoft's AI Principles



Fairness



Reliability
& Safety



Privacy &
Security



Inclusiveness

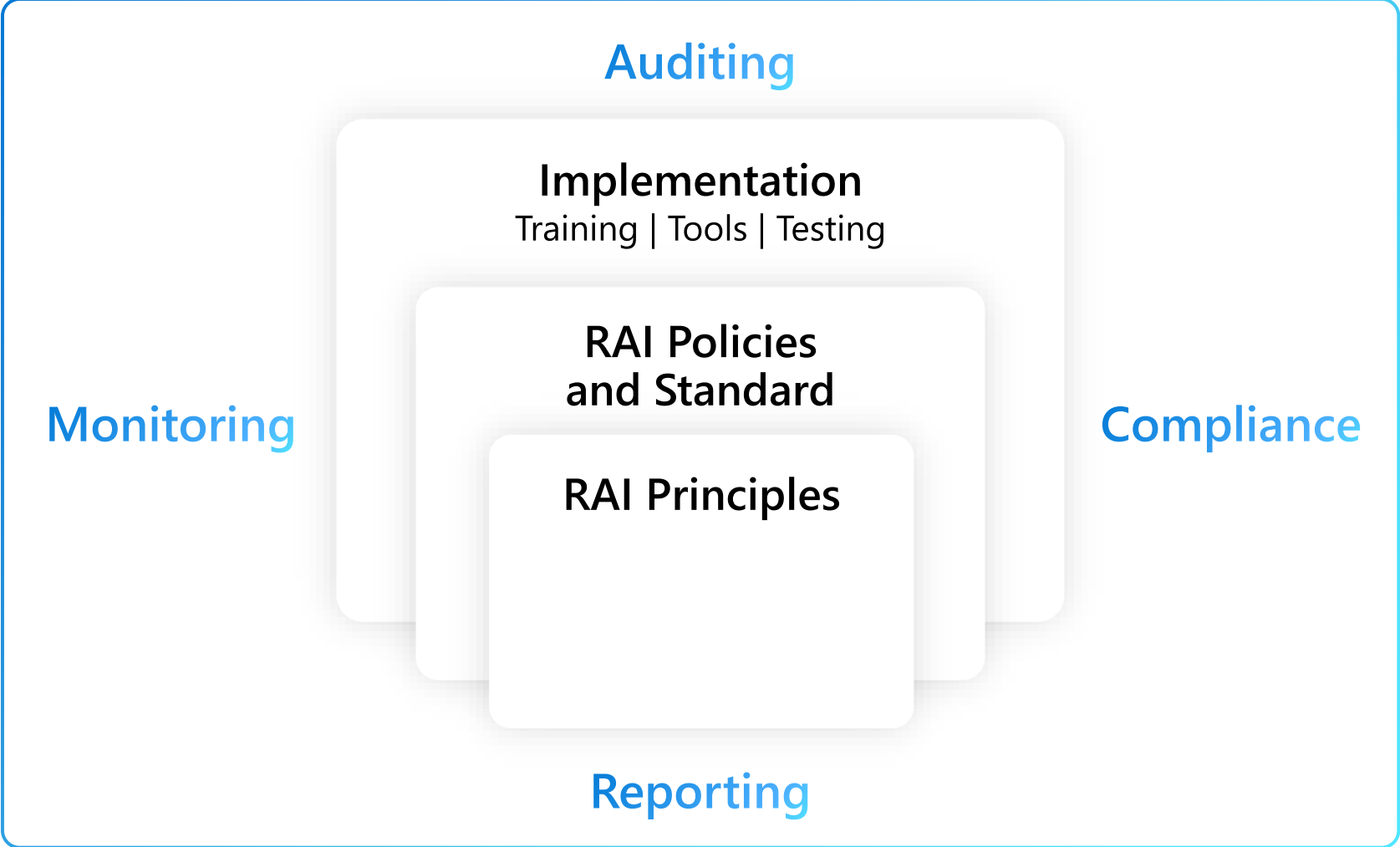


Transparency

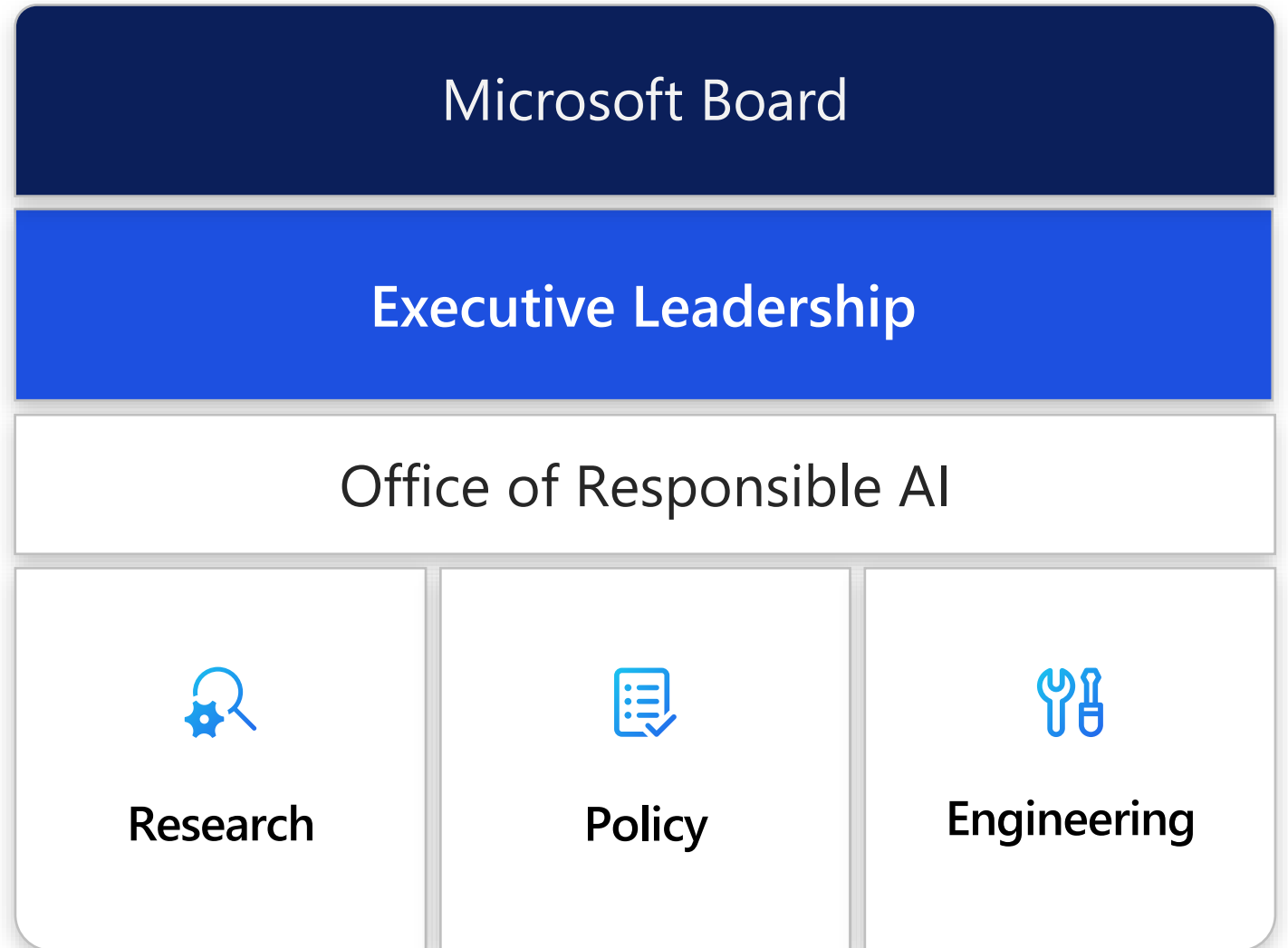


Accountability

Responsible AI Governance Framework



Our ecosystem



Rules:

Responsible AI Standard



Records

our practice of **Responsible AI by Design** – the proactive ways in which we guide the design, build, and testing of AI systems.



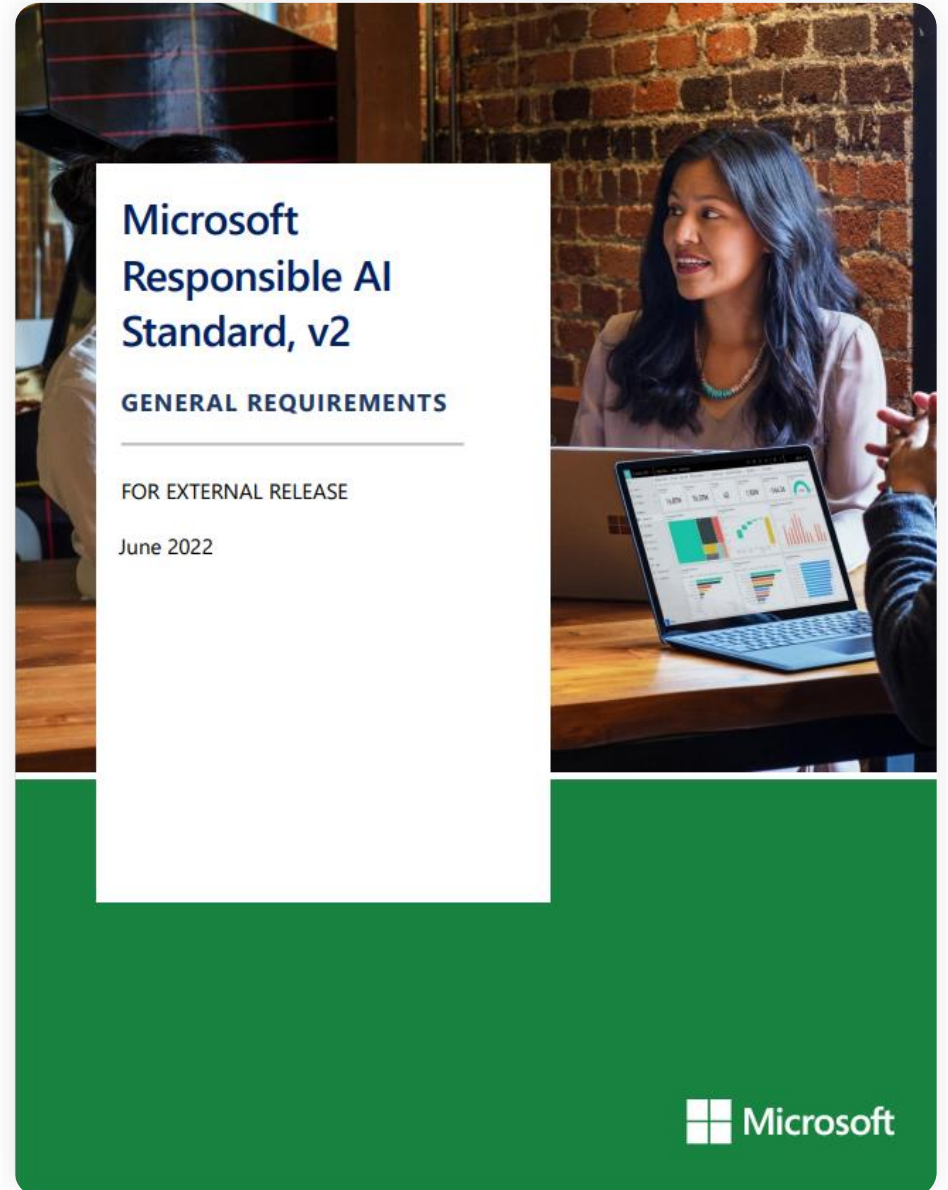
Establishes

a **durable framework** for the maturing practice of responsible AI and evolving regulatory requirements.

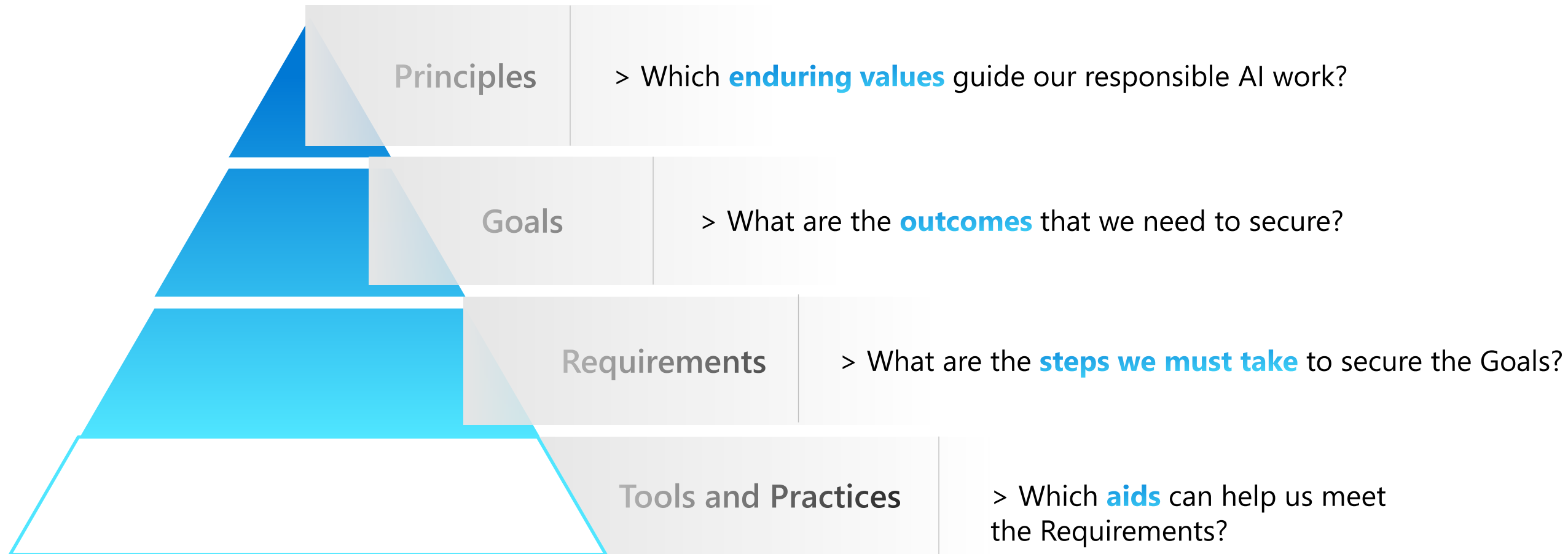


Reflects

our **deeper exploration** of what our six AI principles mean and the steps we must taken to uphold them.



The Anatomy of the Responsible AI Standard

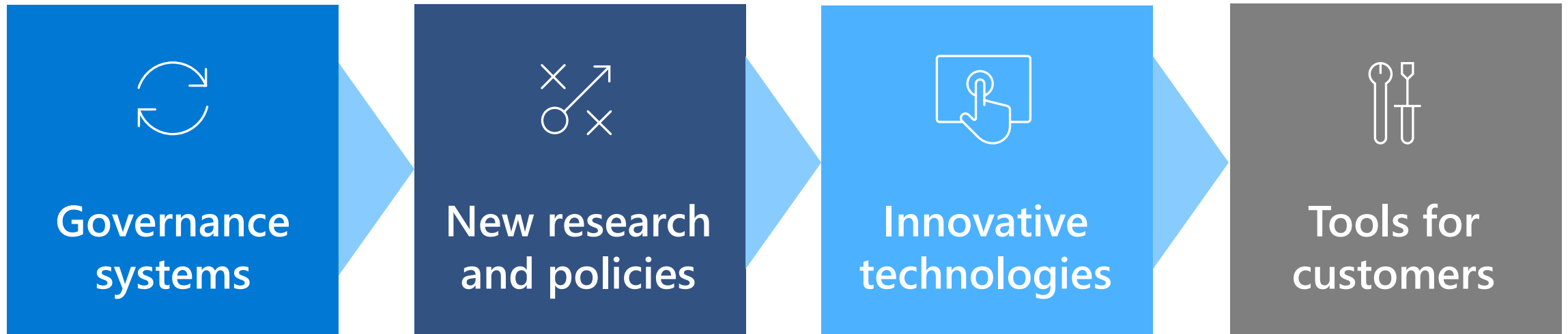


Public Policy: Shaping responsible AI regulation

- There is growing regulatory attention on AI
- A diverse range of perspectives are needed to help shape regulatory conversations
- Microsoft is working to help share our responsible AI experience
- Frameworks should be risk based and outcomes focused



Going forward



aka.ms/ResponsibleAIResources

Thank you

