The Elements of AI Ethics

Imagined Harm

It will kill us all!

Real harm that is actually happening

Accountability projection
Fearmongering sentence claims
Power concentration
Deception by design
Monoculture
Invisible decision-making
Carbon costs
Regulatory avoidance
Supply chain neglect
Obscured data theft
Instigation of self-harm and violence
Acceleration of fraud & deepfakes
Acceleration of injustice
Data / privacy breaches
Content moderator trauma
Supervision
Organisation
Environment
Society
Human

What bad actors want regulators, media and YOU to focus on.

What bad actors hope to draw attention away from.

Building on the Elements of Digital Ethics (2021)