

# Doing good with AI

Kitten unrelated



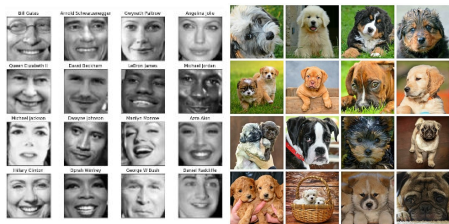
FUZZY LABS



# What even is AI?

# What even is AI?

## Some examples

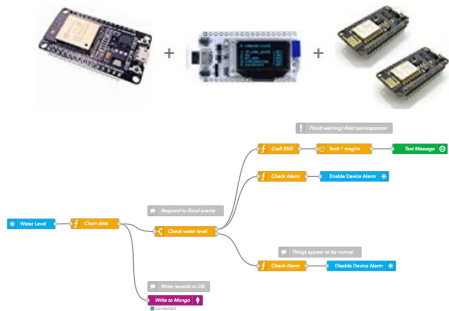


**Vision:** face recognition, image classification, optical character recognition



**Text:** classification (e.g. spam), translation, text-to-speech and speech-to-text

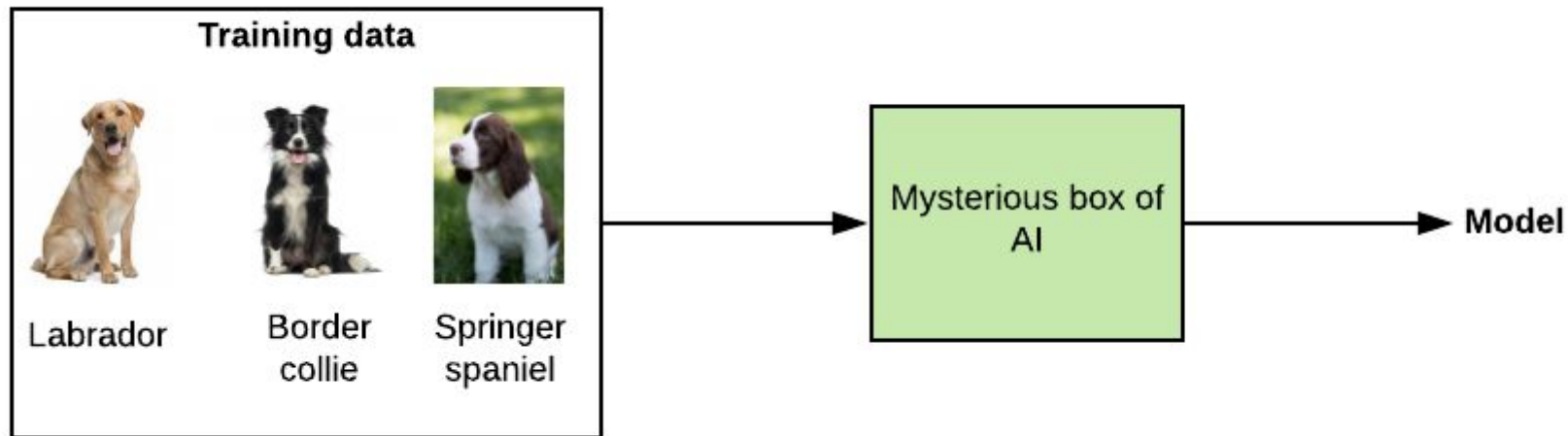
### Frequently bought together



**Decisions:** recommendation, rule engines

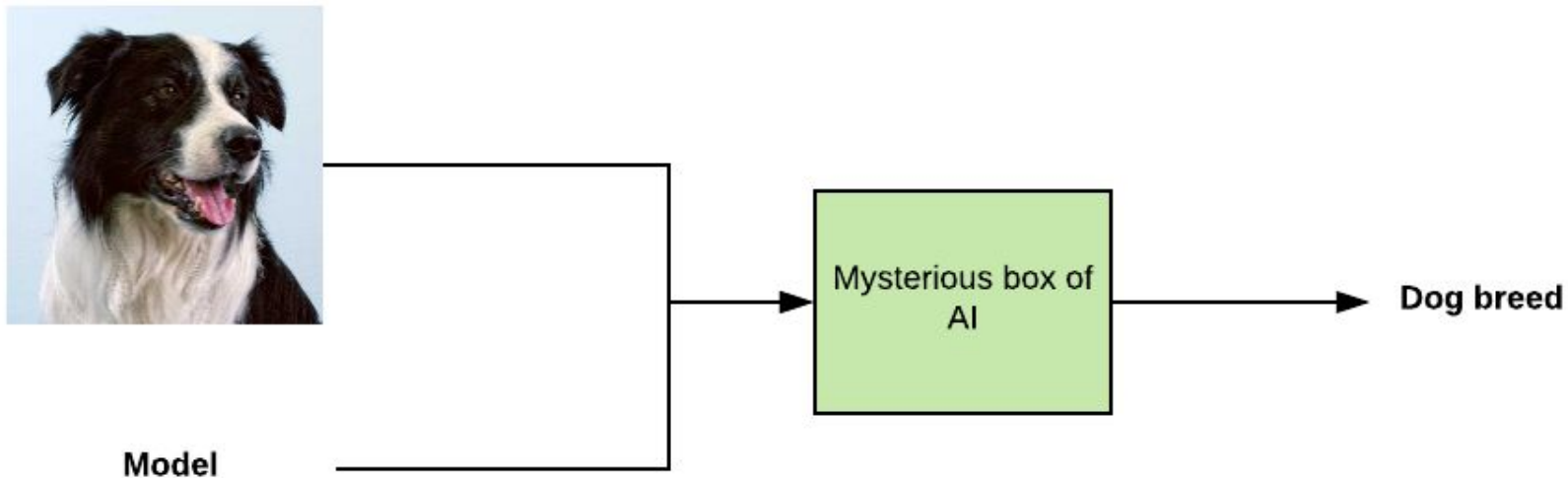
# What even is AI?

How to build it



# What even is AI?

How to build it



# Doing bad

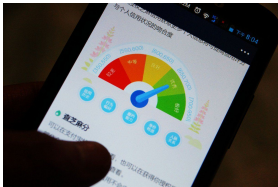
Accidentally or deliberately

# Doing bad

## Some things to avoid



**Cambridge Analytica:** scraped Facebook to build voter profiles for targeted political campaigning.



**China's social credits:** citizens scored by an algorithm based on obedience to social and legal rules.



**Amazon:** automated CV screening for job applicants has accidental sexism.

# Doing good

Step 1: identify a problem



# Doing good

Identify a problem - [globalgoals.org](https://globalgoals.org)



# Doing good

Identify a problem - start local



**The world is pretty big, so what about Manchester?**

- Homelessness
- Inequality
- Environment and pollution

# Doing good

Step 2: find the data

# Doing good

Find the data

## What are we looking for?

- Wealth distribution
- Poverty
- House prices
- Wildlife conservation
- Climate
- Educational opportunity

# Doing good

Find the data

Global	UK	Manchester / North West
<a href="#"><u>Google public datasets</u></a>	<a href="#"><u>data.gov.uk</u></a>	<a href="#"><u>Open Data Manchester</u></a>
<a href="#"><u>Global Open Data Index</u></a>	<a href="#"><u>ESRI open GIS data</u></a>	<a href="#"><u>open.manchester.gov.uk</u></a>

# Inspiration

# Inspiration

## Data for sustainable development goals

### Data for Sustainable Development Goals - [data4sdgs.org](https://data4sdgs.org)

A global network bringing together governments, the private sector, and civil society organizations dedicated to using the data revolution to achieve the Sustainable Development Goals.

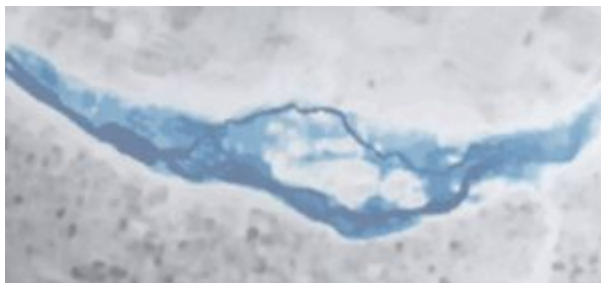
- **Africa Regional Data Cube** collecting satellite data to address food security in Kenya, Senegal, Sierra Leone, Ghana, and Tanzania
- **SDG National Reporting initiative** facilitate greater information sharing between international, regional and local communities

# Inspiration

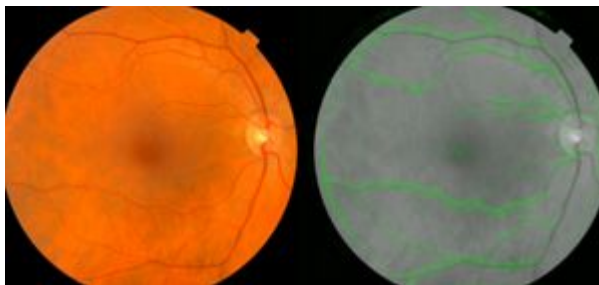
## Google AI for Social Good

### Google AI for Social Good - [ai.google/social-good](https://ai.google/social-good)

*"At Google, we believe that AI can provide new ways of approaching problems and meaningfully improve people's lives. With AI, we have another tool to explore and address hard, unanswered questions. What if people could predict natural disasters before they happen? Better protect endangered species? Or track disease as it spreads, to eliminate it sooner?"*



**Accurately forecasting floods**



**Predicting cardiac risk**



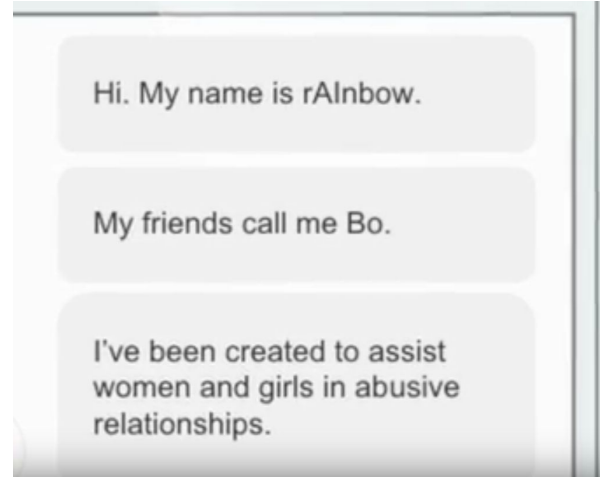
**Monitoring overfishing**



## AI for Good - [aiforgood.co.uk](https://aiforgood.co.uk)

*"Creating next generation technologies for a better, fairer world."*

- Avoiding bias in AI
- Avoiding misuse of AI



**rAinbow:** a chatbot for preventing domestic abuse and violence

Inspiration

Your idea here

# Inspiration

## Fuzzy Labs community project

### **Fuzzy Labs for good project**

- AI for everybody
- We're inviting people to get involved in a community project that demonstrates the use of AI and data to make a difference in our community
- Interested? Speak to us afterwards or email [talk@fuzzylabs.ai](mailto:talk@fuzzylabs.ai)

**<http://fuzzylabs.ai/forgood>**



<http://fuzzylabs.ai>



FuzzyLabsAI



fuzzylabs



[talk@fuzzylabs.ai](mailto:talk@fuzzylabs.ai)

