Improving Social Responsibility of Artificial Intelligence by Using ISO 26000

Wei-wei Zhao
China National Institute of Standardization, No.4 Zhichun Road, Haidian District, Beijing, China
Zhaoww@cnis.gov.cn

Abstract. The vigorous development of artificial intelligence has had a profound and long-term impact on human production and life. It is a double-edged sword. While letting people enjoy the good life created by new technology, it also allows people to feel its negative effects, such as infringing on human privacy, and bringing new inequalities to human beings. Discussing the social responsibility of artificial intelligence has become a hot topic in academic circles in the past two years. This article starts with adopting the research framework of ISO 26000, comprehensively analyzing the problems of artificial intelligence social responsibility in theory and practice, and putting forward their own thinking. It is concluded that in the age of artificial intelligence, we will proceed from the seven themes of this standard to enhance the social responsibility of artificial intelligence, and ultimately achieve the sustainable development of artificial intelligence by adopting the social responsibility international standard ISO 26000.

1. Introduction
With the rapid development of artificial intelligence, it has more and more influence on nature and human society. Artificial intelligence (AI) refers to the effect produced by the realization of human minds through computers. It is the description and construction of agents that can obtain perception and execute actions from the environment. The feature of this technology is that they have the ability to automatically learn and acquire knowledge from the data and use this knowledge to help humans achieve their technical goals. With regard to the tremendous social changes that artificial intelligence may bring, people are accompanied by uneasy emotions. In March 2018, Facebook's share price fell sharply because of the fact that Cambridge Analytica, a political consultancy, obtained millions of users' personal information from Facebook. The latest estimate of the affected users is as high as 87 million. The disclosure of this news has caused Facebook to fall into a crisis of trust among users, advertisers, employees, and investors.

We enjoy the conveniences offered by artificial intelligence, at the same time, we need think seriously about the society, the environment, and business ethics challenges that it can bring us, and how we should deal with them. Isaac Asimov set out his famous three laws of robotics in 1942. Richard O. Mason put forward the famous "PAPA" theory in his four Ethical issues in the Information Age[1]. Elon Musk, Stephen Hawking, along with hundreds of other researchers, technology leaders and scientists have joined forces to support the 23 basic principles (Asilomar AI Principles) in 2017 that artificial intelligence should follow in the areas of productivity, ethics, and security. For a number of reasons, awareness about the social responsibility of AI is increasing. However, there is not much
literature to discuss artificial intelligence from the perspective of ISO 26000. It provides guidance on the underlying principles of social responsibility, recognizing social responsibility and engaging stakeholders, the core subjects and issues pertaining to social responsibility and on ways to integrate socially responsible behaviour into the organization.

2. Measures
Based on ISO 26000[2], social responsibility means “responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that contributes to sustainable development, including health and the welfare of society; takes into account the expectations of stakeholders; is in compliance with applicable law and consistent with international norms of behaviour; and is integrated throughout the organization and practised in its relationships.” To define the scope of its social responsibility, identify relevant issues and set its priorities, an organization should address the following core subjects (see Figure 1): organizational governance; human rights; labor practices; the environment; fair operating practices; consumer issues and community involvement and development. This article comprehensively analyze the problems of artificial intelligence on social responsibility in theory and practice by using the research framework of ISO 26000.

![Figure 1. Social responsibility core subjects bases on ISO 26000.](image)

3. Social responsibility core subjects of AI

3.1. Organizational governance
Organizational governance is the most crucial factor in enabling artificial intelligence to take responsibility for the impacts of its decisions and activities and to integrate social responsibility throughout the organization and its relationships. In April of 2018, due to a large number of communications challenging the moral bottom line and even breaking the law, some online video platform have been ordered by competent authorities of China to rectify[3]. The platform has exploded to challenge the moral bottom line and pushed it to more users through algorithmic recommendation. In the online video industry, such chaos also abounds.

3.2. Human rights
In October 2017, Saudi Arabia granted robotic Sofia citizenship produced by Hanson Robotics, which is the first robot in history to acquire citizenship. Making the machine aware may be the most essential goal of artificial intelligence research. This is also a source of concern for artificial intelligence. Self-aware artificial intelligence may conflict with humans and rebel against humanity. Artificial
intelligence has some humanoid functions. Does it have human rights? What if AI evolves smarter than humans? Will artificial intelligence lose control? If an AI has a goal, it may try to achieve it in a way that humans do not approve of. However, humans cannot stop it. AI can destroy humans without needing to be very evil. Can AI rule humans? How to limit the behavior of artificial intelligence?

3.3. Labor practices
AI simulates and expresses human's wisdom power. It is superior to human working speed, superior to human work accuracy, better than human work attitude, and assists human beings in solving various problems, including dangerous situations and extreme environments. But at the same time, this advantage will also have an adverse effect on humans. First of all, there will be a lot of jobs that will be replaced by robots in the future. All of which will have an impact on the rights of existing workers. Secondly, robots grab people's jobs and AI "worker groups" are forming. How to protect robot rights or how to prohibit the abuse of robots? There are two problems to be solved in the copyright law of AI. Do robots design works with rights? Should rights belong to the machine or to the person who created the machine?

3.4. The environment
The rapid development of artificial intelligence, followed by more and more electronic waste. Electronic waste is an electrical or electronic equipment that is abandoned and unused. Some of them contain lead, arsenic, mercury, cadmium and other harmful substances. These substances are not only very difficult to remove, but also are very toxic and are very harmful to the human body and the environment.

3.5. Fair operating practices
Fair operating practice issues in AI arise in the areas of anti-corruption, fair competition, socially responsible behaviour, relations with other organizations and respect for property rights[4]. How to make artificial intelligence tools better identify false accounts and prevent foreign forces from interfering with elections is a very important issue. This is a new "arms race".

If you have AI technology, you will have wealth. Tech giants will enjoy rich resources of big data, which may pose a threat to mankind, although it cannot be inferred. Big data's monopoly will become a barrier and a tool for industry giants to pursue their personal interests. It may lead to the accumulation of wealth in the hands of a small number of people, resulting in new inequalities.

3.6. Consumer issues
Some artificial intelligence products are a good kind of auxiliary work for workers, soldiers and disabled people who can not communicate normally because of noisy environment. For the enterprise, after collecting and analyzing the data of the main information, such as the social attribute, the living habit, the consumption behavior and so on, the enterprise perfectly abstracts the complete picture of a user's business as the basic way for the enterprise to apply AI technology in the later stage. For different users to do precision marketing. Enterprises want to obtain higher income, mainly through the way of price discrimination to convert low value users into high value users. Price discrimination means when an enterprise sells goods or services of the same rank and quality to different recipients.

On privacy issue, it is easy to touch and even disclose privacy and secret information by using AI. Therefore, at this stage, AI security concerns may need more attention than to worry about artificial intelligence surpassing human beings.

3.7. Community involvement and development
In addition to offline communities, there are online communities. The leakage of Facebook user data reflects the fact that personal privacy has been embezzled in the era of big data. In the digital age, we often face the sharp opposition between public safety and personal privacy, which has caused a moral and ethical dilemma. In such a dilemma, it is a real dilemma for tech giants with information data to
strike a balance between personal and public responsibility. With the rise of social media, some say privacy is dead. People don't keep their information secret anymore, but they volunteer to share their information online, but it just means people are adopting new definitions and new privacy rules. Keeping information private does not mean keeping it secret, people want to control the information share to whom and how to use the shared information [5].

4. Suggestions

4.1. Responsible attitude

The policy makers, researchers and consumers of products need to take responsibility towards artificial intelligence, because once the artificial intelligence technology is developed, it is unlikely will fall back. We can't make fun of the fate of human beings, let alone use artificial intelligence as a tool to fight against nature. With the development of artificial intelligence, We should amend the legal system more fairly and effectively, and manage the risks associated with artificial intelligence.

Enhancing the social responsibility of scientists. Where the development of artificial intelligence technology go has not got a unified opinion. Technology itself is not good or evil. It is only a tool. The key is to master and use tools. The development of science and technology needs to put the interests of mankind first. The users and developers of artificial intelligence technology should be responsible for the social consequences of their own behavior and strictly fulfill their social responsibility in the early stage of technology development.

4.2. Integrate the social responsibility concept into the artificial intelligence technology

In the development of artificial intelligence technology, it is necessary to introduce a corresponding social responsibility management system to consider the environment, labor rights and interests, and consumers from the beginning, in addition to considering the rationality, science and effectiveness of technology. The core theme of social responsibility based on ISO 26000, such as fair operation practice, will greatly avoid ethical conflicts that conflict with human development. Artificial intelligence is a new technology, and many social responsibility problems have not really emerged in the development. If we wait until these problems are exposed and solved, it may be too late. If we can strength the exchange between scientists in artificial intelligence and experts in social responsibility, integrate social responsibility management into the technological development of artificial intelligence, which will promote the technology of artificial intelligence to be more harmonious, sustainable and human, and ultimately help to alleviate some ethical problems in artificial intelligence technology.

4.3. Legislative norm

The current international has not yet promulgated laws and standards on artificial intelligence aspects of the general social responsibility to restrain and standardize its development, we need to do preventive work, after all, the development of artificial intelligence technology may bring certain risks to human beings. It is the responsibility of all mankind to improve the social responsibility standard of artificial intelligence technology, this is important ,which means to regulate the development of technology, people of all countries need support and cooperation to the ability of mankind, which will make the sustainable development of artificial intelligence technology.

The development of AI can not bring harm to human beings, including human life and the spirit of human. It should respect the right of human privacy . It means that the peace of private life and private information enjoyed by human beings, which are protected according to law from illegal intrusion, knowledge and collection by others. The right to use and make public a personal right. That is, It is the right to ensure that a person does not want to be known by others in private affairs. It involves all aspects of life and is the most advantageous means and excuse for protecting personal interests in modern life.

5. Social responsibility practice of AI
5.1. Organizational governance
Effective governance should be based on incorporating the principles of social responsibility into decision making and implementation on artificial intelligence. Firstly, the AI company may adhere to the full integration of social responsibility principles and concepts into corporate development strategy, production management and corporate culture. Secondly, the AI company may follow some principles, such as accountability, transparency, ethical behaviour, respect for stakeholder interests, respect for the rule of law, respect for international norms of behaviour. Thirdly, the AI company may establish an all-dimensional social responsibility management system that effectively promotes the implementation of corporate social responsibility in achieving economic benefits and social benefits.

Leadership is also critical to effective organizational governance. This is true not only for decision making but also for employee motivation to practice social responsibility and to integrate social responsibility into organizational culture.

5.2. Human rights
When artificial intelligence discovers that even human beings themselves are doing limitless harm to the same kind in a limited human history, how can robots be understood not to harm human beings? And in the face of people who do not speak logic and cannot calculate machines, why does artificial intelligence have to obey unconditionally? So relying entirely on artificial intelligence is unreliable, and humans are ultimately responsible for their destiny. To ensure that humans can control robots. Humans are prohibited from using robots illegally. Prevent human abuse of robots. But at the same time, humans should realize that intelligent robots are essentially machines, but also some of the attributes of intelligent robots Respect is respect for human beings themselves.

5.3. Labor practices
In the era of artificial intelligence, companies must have employees with certain capabilities. Specifically includes creativity and problem solving, information literacy, self-awareness and self-regulation, critical thinking, learning and lifelong learning, civic responsibility and social participation. AI company may cooperate with local universities and colleges, provide internship opportunities and practical training posts, participate in course teaching.

5.4. The environment
First of all, raw materials as far as possible environmental protection materials, choose recyclable materials as product materials. Second, the production process to achieve environmental protection. Finally, the product is green and environmental protection, the formed product is conducive to decomposition or recycling.

5.5. Fair operating practices
We can use artificial intelligence to collect remote identity information and verify the true identity of individuals through face recognition. In fact, no matter how advanced algorithms and technologies are, they need value-oriented guidance. Behind the algorithm is the human, the defect of the algorithm is the defect of the values. The Internet is not an extrajudicial place. Behavior in cyberspace, including business innovation, must be on the rule of law track. For a long time, there has been a view that the Internet should be completely self-disciplined, to survive the fittest by itself. Now it has been found that this is not the case. If this is the case, it will probably affect the values of a generation, especially young people. Minor users are strictly prohibited after identifying minors through AI user portrait technology Open certain authority, optimize algorithm recommendation and report disposal process and other measures to create a good network space.

5.6. Consumer issues
The wide use of artificial intelligence not only brings efficiency and convenience, but also inevitably brings harm to human beings. When artificial intelligence harms humans, is it a technical loophole for
the robot creators, or is it the improper use of intelligent machine managers? Perhaps even artificial intelligence systems go beyond the "self-behavior" of the original control scheme? In this case, it is necessary to analyze the cause of the robot's fault behavior in order to find out the main body of tort and share the liability.

5.7. Community involvement and development

Pay attention to the network community. In fact, no matter how advanced algorithms and technologies are, they need value-oriented guidance. Behind the algorithm is the human, the defect of the algorithm is the defect of the values. The Internet is not an extrajudicial place. Behavior in network community, including business innovation, must be on the rule of law track. For a long time, there has been a view that the Internet should be completely self-disciplined, to survive the fittest by itself. Now it has been found that this is not the case. If this is the case, it will probably affect the values of a generation, especially young people. After identifying minors by AI user portrait technology, it is strictly prohibited for minor users to open certain rights, optimize the algorithm recommendation and report and deal with the process and other measures to create. Good cyberspace.

6. Conclusion

There are a lot of problems in theory and practice of artificial intelligence on social responsibility. However, these problems will not be solved in a short time. The goal of human development has shifted from the pursuit of economic to ecological and social equity. If the artificial intelligence companies are fulfill their social responsibilities, which are more capable of enhancing are long-term development, and it is easy to gain a better trust in the public. Today's society must work together to create a good environment for artificial intelligence development.

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