

Responsible AI at Google

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Examples of AI



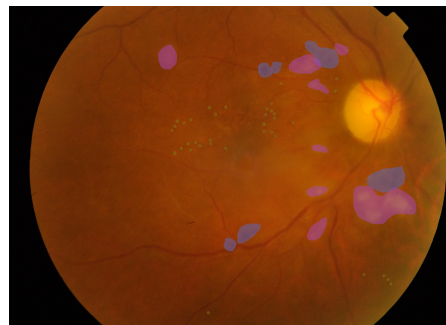
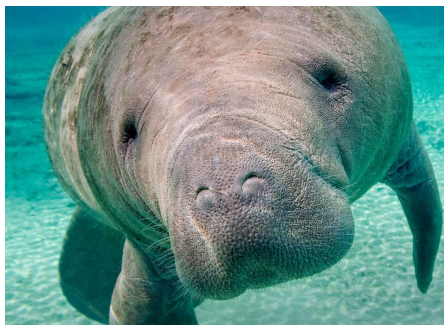
Gmail
Smart reply
Spam classification



Google Maps
Parsing local search



Translate
Text, graphic and speech translation



Responsible **AI** = Successful **AI**

Google AI Principles

AI SHOULD:

- 1 be socially beneficial
- 2 avoid creating or reinforcing unfair bias
- 3 be built and tested for safety
- 4 be accountable to people
- 5 incorporate privacy design principles
- 6 uphold high standards of scientific excellence
- 7 be made available for uses that accord with these principles
 - Primary purpose and use
 - Nature and uniqueness
 - Scale
 - Nature of Google's Involvement

APPLICATIONS WE WILL NOT PURSUE:

- 1 likely to cause overall harm
- 2 principal purpose to direct injury
- 3 surveillance violating internationally accepted norms
- 4 purpose contravenes international law and human rights



Principles that remain on
paper are **meaningless.**



-Sundar Pichai

Tools

Building tools & infrastructure to evaluate and improve concerns at scale

- Fairness indicators
- What-if tool
- Model cards

...and more

<https://ai.google/responsibilities/responsible-ai-practices/>

PAIR Guidebook

Distills research insights and industry experience into concrete guidelines

pair.withgoogle.com/guidebook

Welcome

The People + AI Guidebook is a set of methods, best practices and examples for designing with AI.

Our recommendations are based on data and insights from over a hundred Googlers, industry experts, and academic research.

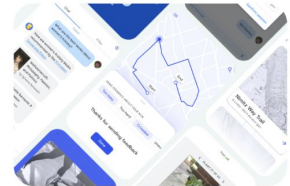


Start here

To help you get started with our materials, we've created a set of AI design patterns.

Explore patterns NEW

Each pattern contains action-oriented guidance about a specific aspect of AI product design and examples of how to put them into practice.



See all →

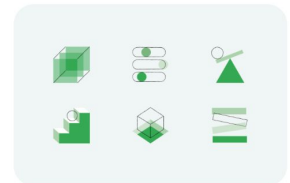
Go deeper

Explore the topics from our design patterns in more depth with:

- 6 deep dive chapters
- Case studies
- Workshop materials

Chapters UPDATED

Our six original chapters, now updated with new guidance, follow the product development flow. Each one has a related worksheet to help turn guidance into action.



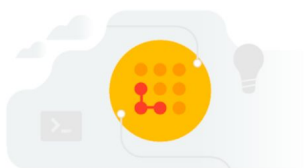
See all →

Beginner resources for Czech companies:

goo.gl/umelaintelligence

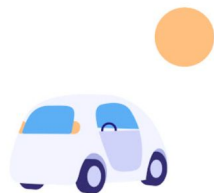
AI Hub on Grow with Google

Materials and online courses for basics of Artificial Intelligence and Machine Learning



Pochopte základy strojového učení

Objevte, jak strojové učení pomáhá zlepšovat životy a rozvíjet podnikání.



Elements of AI

Bezplatný online kurz umělé inteligence, ke kterému nemusíte rozumět složité matematice ani programování.



AI Tool for Businesses

Automated diagnostic tool that will help you understand the potential of AI for your company

Unlock your AI potential in 3 easy steps



1 Answer a few quick questions

Tell us a bit about your business and goals.

2 Get your results

See our top recommendations for your business, or download the full report for your industry.

3 Take action

Implement the recommendations or look into more resources.