

Ethics in Computer Science COMP4920

Week 5: Bias and Fairness

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Acknowledgment of Country

I would like to acknowledge the Bedegal people that are the Traditional Custodians of this land. I would also like to pay my respects to the Elders both past and present and extend that respect to other Aboriginal and Torres Strait Islanders who are present here today.



Agenda

- Fairness and Transparency (a quick glance)
- Bias
- Fairness







Transparency in Al

Transparency is one of seven key requirements for the realisation of 'trustworthy Al' (EU Commission's High-Level Expert Group on Al (Al HLEG) in April 2019)

"Transparency" is the single most common, and one of the key five principles emphasised in the vast number – a recent study counted 84 – of ethical guidelines addressing AI on a global level (Jobin et al., 2019).

Larsson, S. & Heintz, F. (2020). Transparency in artificial intelligence. Internet Policy Review, 9(2). <u>https://doi.org/10.14763/2020.2.1469</u>; <u>https://policyreview.info/concepts/transparency-artificial-intelligence</u>



Black box vs white box algorithms



Norbert Wiener, 1948, Cybernetics: or Control and Communication in the Animal and the Machine



The need for Transparency and Explainable AI (XAI)

- The problems of accountability as computing technologies becoming more complex and less intelligible (Helen Nissenbaum).
- The opacity in Machine Learning Systems (Jean Burrell, 2016) due to :
 - Trade secrets
 - Limited people with the knowledge of programming languages and ML
 - The complexity and high dimensionality of data for decision making no longer match human-scale reasoning
- Institutional transparency, public values, regulations
 - Customer's rights for explanations (GDPR Article 15(1))
 - Requirement for human in the loop (GDPR Article 22)
 - Requirement for algorithmic auditing (US Algorithmic Accountability act)

Source: Jake Goldenfein, 'Algorithmic Transparency and Decision-Making Accountability: Thoughts for buying machine learning algorithms' in Office of the Victorian Information Commissioner (ed), Closer to the Machine: Technical, Social, and Legal aspects of AI (2019), Available at SSRN: <u>https://ssrn.com/abstract=3445873</u>, <u>https://ovic.vic.gov.au/wp-content/uploads/2019/08/closer-to-the-machine-web.pdf</u> p.45-65







Algorithms of Opression



Noble, S. U. (2018). Algorithms of oppression: How search engines reinforce racism. New York University Press.



Search Engine Bias





Hair style street fashion beautiful ..

freepik.com



KZN girl diagnosed with deadly illnes... news24.com





named the most beautiful girl ... us.hola.com

meet the girl im in love with youtube.com



Trolls used disabled girl's photo to ..

cnn.com

telegraph.co.uk

girl who died after eating a Pret ... Greenwich Girl - Home | F... facebook.com



Girl Road Long - Free phot ...

pixabay.com





Hailee Steinfeld - Most Girls - YouTube

Search Engine result on CEO (3 years ago)



Search Engine result on CEO (today)



The Problem of Bias







INPUT PROCESS OUTPUT



A case study: Beauty.ai





Why An Al-Judged Beauty Contest Picked Nearly All White Winners

Beauty.ai, an initiative by the Russia and Hong Kong-based Youth Laboratories and supported by Microsoft and Nvidia, ran a beauty contest with 600,000 entrants, who sent in selfies from around the world—India, China, all over Africa, and the US. They let a set of three algorithms judge them based on their face's symmetry, their wrinkles, and how young or old they looked for their age. The algorithms did not evaluate skin color.

The results, released in August, were shocking: Out of the 44 people that the algorithms judged to be the most "attractive," all of the finalists were white except for six who were Asian. Only one finalist had visibly dark skin.

https://www.vice.com/en/article/78k7de/why-anai-judged-beauty-contest-picked-nearly-all-whitewinners

Age group 18–29



Boyd Dijkstra

Age: 20 Real age prediction: 18 Perceived age prediction: 17 AntiAgeist score: 3 PIMPL score: 1,4 RYNKL score: 4 MADIS score: 95 Symmetry Master score: 3,1





John Schutts

Age: 21 Real age prediction: 21 Perceived age prediction: 22 AntiAgeist score: 1,5 PIMPL score: 1,9 RYNKL score: 6 MADIS score: 94 Symmetry Master score: 3,1



Tom Lee

Age: 25 Real age prediction: 18 Perceived age prediction: 17 AntiAgeist score: 8 PIMPL score: 3,1 RYNKL score: 1 MADIS score: 97 Symmetry Master score: 5,2



Sebastian Niedermeier

Age: 25 Real age prediction: 23 Perceived age prediction: 20 AntiAgeist score: 6,5 PIMPL score: 2,2 RYNKL score: 4 MADIS score: 92 Symmetry Master score: 7,6



Dmitriy Berdnikov Age: 27 Real age prediction: 24 Perceived age prediction: 18 AntiAgeist score: 9,5 PIMPL score: 1,2 RYNKL score: 3 MADIS score: 96

Symmetry Master score: 0,9





INPUT PROCESS OUTPUT





INPUT PROCESS OUTPUT









You were asked to draw lion

You drew this, and the neural net didn't recognize it.





It thought your drawing looked more like these:





Cognitive Biases (>100 of them)



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Cognitive Biases

A list of the most relevant biases in behavioral economics

Biases

Action Bias Why do we prefer doing something to doing nothing?

Affect Heuristic Why do we rely on our current emotions when making quick decisions?

Ambiguity Effect Why we prefer options that are known to us

Anchoring Bias Why we tend to rely heavily upon the first piece of information we receive

https://thedecisionlab.com/biases; https://en.wikipedia.org/wiki/List_of_cognitive_biases



Anchoring Bias

Anchoring bias is a pervasive cognitive bias that causes us to rely too heavily on information that we received early on in the decision making process. Because we use this "anchoring" information as a point of reference, our perception of the situation can become skewed.

https://thedecisionlab.com/biase s/anchoring-bias



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Implicit Bias

Implicit bias occurs when assumptions are made based on one's own mental models and personal experiences that do not necessarily apply more generally.



Implicit Bias

Implicit bias occurs when assumptions are made based on one's own mental models and personal experiences that do not necessarily apply more generally. EXAMPLE: An engineer training a gesture-recognition model uses a head shake as a feature to indicate a person is communicating the word "no." However, in some regions of the world, a head shake actually signifies "yes"



A technology case study: COMPAS

COMPAS (Correctional Offender Management Profiling for Alternative Sanctions)

- Developed by Northpointe, Inc in 1990s
- a statistically-based algorithm designed to assess the risk that a given defendant will commit a crime after release
- Used in court by judges to make sentencing decision

An ADM recidivism predicition software to forecast which criminals are most likely to reoffend.

See Julia Angwin et al., Machine Bias, ProPublica (May 23, 2016), https://www.propublica.org/article/ma chine-bias-risk-assessments-incriminal-sentencing.

Two Petty Theft Arrests



Borden was rated high risk for future crime after she and a friend took a kid's bike and scooter that were sitting outside. She did not reoffend.



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Two Drug Possession Arrests



marijuana. He was arrested three times on drug charges after that.

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See Julia Angwin et al., Machine Bias, ProPublica (May 23, 2016), https://www.propublica.org/article/ma chine-bias-risk-assessments-incriminal-sentencing







Image source from https://medium.com/thoughts-and-reflections/racial-bias-and-gender-bias-examples-in-ai-systems-7211e4c166a1

Bias vs Fairness



Bias focuses more on the representation



Fairness focuses more on the decision outcome



Fairness – two different Worldviews

What you see is what you get (WYSIWYG) worldview

We are all equal (WAE) worldview





Friedler, S.A., Scheidegger, C. and Venkatasubramanian, S., 2016. On the (im) possibility of fairness. *arXiv preprint arXiv:1609.07236*.



Gender Shades



	Gender Classifier	Darker Male	Darker Female	Lighter Male	Lighter Female	Largest Gap
	Microsoft	94.0%	79.2%	100%	98.3%	20.8%
	FACE**	99.3%	65.5%	99.2%	94.0%	33.8%
	IBM	88.0%	65.3%	99.7%	92.9%	34.4%

When we analyze the results by intersectional subgroups - darker males, darker females, lighter males, lighter females - we see that all companies perform worst on darker females.

IBM and Microsoft perform best on lighter males. Face++ performs best on darker males.



gendershades.org;

http://proceedings.mlr.press/v81/buolamwini18a/buolamwini18a.pdf



Bias



Bias in Al & Automated Decision Making (ADM) System


Types of Bias in Machine Learning (Mehrabi et al. 2019)

- >23 types of bias !!
- Historical Bias
- Representation Bias
- Measurement Bias
- Evaluation Bias
- Aggregation Bias
- Population Bias
- Simpson's Paradox
- Longitudinal Data Fallacy
- Sampling Bias
- Behavioral Bias
- Content Production Bias

- Linking Bias
- Temporal Bias
- Popularity Bias
- Algorithmic Bias
- User Interaction Bias
- Social Bias
- Emergent Bias
- Self-Selection Bias
- Omitted Variable Bias
- Cause-Effect Bias
- Observer Bias
- Funding Bias



Common Types of Bias

- Representation bias
 - Representation bias happens from the way we define and sample from a population feature selection.
 - Comes from the way we define and sample from a population, e.g. ImageNet



Representation bias

- **Representation bias** occurs when building datasets for training a model, if those datasets poorly represent the people that the model will serve.
- Data collected through smartphone apps will under-represent groups that are less likely to own smartphones.
- Eg. In US, individuals > 65 y.o. will be under-represented.
- What if the data used to design US transportation system <u>https://www.bloomberg.com/news/articles/2017-08-04/why-aging-americans-need-better-transit</u>



Common Types of Bias

- Historical bias
 - Historical bias is the already existing bias and socio-technical issues in the world and can seep into from the data generation process even given a perfect sampling and feature selection.





Historical bias

- **Historical bias** occurs when the state of the world in which the data was generated is flawed.
- As of 2020, only 7.4% of Fortune 500 CEOs are women. Research has shown that companies with female CEOs or CFOs are generally more profitable than companies with men in the same position, suggesting that women are held to higher hiring standards than men.
- If we are using AI to make the hiring process more equitable, how to fix this?



Common Types of Bias

- Measurement bias
 - Measurement bias happens from the way we choose, utilize, and measure a particular feature.
 - Choosing and measuring the particular features of interest, e.g. COMPAS



LOW RISK

MEDIUM RISK

Measurement bias

Measurement bias occurs when:

- the accuracy of the data varies across groups.
- This can happen when working with proxy variables (variables that take the place of a variable that cannot be directly measured), if the quality of the proxy varies in different groups.



Measurement bias

Your local hospital uses a model to identify high-risk patients before they develop serious conditions, based on information like past diagnoses, medications, and demographic data. The model uses this information to predict health care costs, the idea being that patients with higher costs likely correspond to high-risk patients. Despite the fact that the model specifically excludes race, it seems to demonstrate racial discrimination: the algorithm is less likely to select eligible Black patients. How can this be the case?



Common Types of Bias

• Aggregation bias

Aggregation bias arises when a one-size-fit-all model is used for groups with different conditional distributions, p(Y | X).

False conclusions are drawn for a subgroup based on observing other different subgroups or generally when false assumptions about a population affect the model's outcome and definition.



Aggregation bias

Hispanics have higher rates of diabetes and diabetes-related complications than non-Hispanic whites. If building AI to diagnose or monitor diabetes, how to mitigate this?

Race/Ethnicity	Type 1 Diabetes Prevalence (per 1,000)		Type 2 Diabetes Prevalence (per 1,000)		Reference
	0-9 years	10-19 years	0-9 years*	10-19 years	
Non-Hispanic White	1.03	2.89	0.0046	0.18	[<u>10</u>]
Non-Hispanic Black	0.57	2.04	0.0005	1.06	[<u>11</u>]
Hispanic American	0.44	1.59	0.0003	0.46	[<u>12</u>]
Asian and Pacific Islanders	0.26	0.77	0.014	0.52	[<u>13</u>]
Native American	0.08	0.28	0.021	1.45	[<u>14</u>]



Source from https://arxiv.org/pdf/1908.09635.pdf and https://www.ncbi.nlm.nih.gov/pubmed/22238408

Bias in Data

Simpsons Paradox

A hypothetical nutrition study which measured how the outcome, body mass index (BMI), changes as a function of daily pasta calorie intake (Figure 1).





Common Types of Bias

• Evaluation bias

- Evaluation bias happens during model evaluation. This includes the use of inappropriate and disproportionate benchmarks
- o occurs during model iteration and evaluation, e.g., Gender shades





Source from http://proceedings.mlr.press/v81/buola mwini18a/buolamwini18a.pdf

Deployment bias

• **Deployment bias** occurs when the problem the model is intended to solve is different from the way it is actually used. If the end users don't use the model in the way it is intended, there is no guarantee that the model will perform well.



Other Common Types of Bias

- **Population Bias.** Population bias arises when statistics, demographics, representatives, and user characteristics are different in the user population represented in the dataset or platform from the original target population.
- Sampling Bias. Sampling bias arises due to the non-random sampling of subgroups. As a consequence of sampling bias, the trends estimated for one population may not generalize to data collected from a new population.
- **Temporal Bias.** Temporal bias arises from differences in populations and behaviors over time.
- Social Bias. Social bias happens when other people's actions or content coming from them affects our judgment.



Reporting Bias

Reporting bias occurs when the frequency of events, properties, and/or outcomes captured in a data set does not accurately reflect their real-world frequency.

This bias can arise because people tend to focus on documenting circumstances that are unusual or especially memorable.

https://developers.google.com/machine-learning/crash-course/fairness/types-of-bias



Reporting Bias

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EXAMPLE: A sentiment-analysis model is trained to predict whether model is trained to predict whether book reviews are positive or negative based on a corpus of user submissions to a popular website. The majority of reviews in the training data set reflect extreme opinions (reviewers who either loved or hated a book), because people were less likely to submit a review of a book if they did not respond to it strongly. As a result, the model is less able to correctly predict less able to correctly predict sentiment of reviews that use more subtle language to describe a book.



Where do they exist?





Where do they exist?





Other classification and types of bias

- Population bias
- Simpson's Paradox
- Longitudinal data fallacy
- Sampling bias
-

[Optional Reading]

<u>Olteanu A. et al. 2019, Social Data: Biases, Methodological Pitfalls, and Ethical Boundaries</u> <u>https://www.frontiersin.org/articles/10.3389/fdata.2019.00013/full</u>





Fairness – two different Worldviews

What you see is what you get (WYSIWYG) worldview

We are all equal (WAE) worldview





Friedler, S.A., Scheidegger, C. and Venkatasubramanian, S., 2016. On the (im) possibility of fairness. *arXiv preprint arXiv:1609.07236*.



- Types of Discrimination
 - Direct vs. Indirect discrimination
 - Systemic discrimination
 - Explainable vs. unexplainable discrimination
 - 0

[Discussion]

Amazon's same-day delivery

A couple years ago Amazon rolled out same-day delivery across a select group of American cities. However, this service was only extended to neighborhoods with a high number of current Amazon users. As a result, predominantly non-white neighborhoods were largely excluded from the service.



- Definitions of Fairness
 - Equalised odds
 - Equal opportunity
 - Demographic parity
 - Fairness through awareness
 - Fairness through unawareness
 - Treatment equality
 - Test fairness
 - 0



- Categories of Fairness
 - Individual Fairness
 - Group Fairness
 - Subgroup Fairness

- Categories of Fairness
 - Individual Fairness
 - Group Fairness
 - Subgroup Fairness

Name	Group	Individual
Demographic parity	\checkmark	
Conditional statistical parity	\checkmark	
Equalized odds	\checkmark	
Equal opportunity	\checkmark	
Fairness through unawareness		\checkmark
Fairness through awareness		\checkmark

Fairness criteria: Demographic parity /statistical parity

 Demographic parity says the model is fair if the composition of people who are selected by the model matches the group membership percentages of the applicants.

Fairness criteria: Demographic parity /statistical parity

- Demographic parity says the model is fair if the composition of people who are selected by the model matches the group membership percentages of the applicants.
- A nonprofit is organizing an international conference, and 20,000 people have signed up to attend. The organizers write a ML model to select 100 attendees who could potentially give interesting talks at the conference. Since 50% of the attendees will be women (10,000 out of 20,000), they design the model so that 50% of the selected speaker candidates are women.



Fairness criteria: Equal opportunity

• Equal opportunity fairness ensures that the proportion of people who should be selected by the model ("positives") that are correctly selected by the model is the same for each group. We refer to this proportion as the true positive rate (TPR) or sensitivity of the model.



Fairness criteria: Equal accuracy

 Alternatively, we could check that the model has equal accuracy for each group. That is, the percentage of correct classifications (people who should be denied and are denied, and people who should be approved who are approved) should be the same for each group. If the model is 98% accurate for individuals in one group, it should be 98% accurate for other groups.



Fairness criteria: Group unaware / "Fairness through unawareness"

• **Group unaware** fairness removes all group membership information from the dataset. For instance, we can remove gender data to try to make the model fair to different gender groups. Similarly, we can remove information about race or age.



Fairness criteria: Group unaware / "Fairness through unawareness"

- One difficulty of applying this approach in practice is that one has to be careful to identify and remove proxies for the group membership data.
- Eg In cities that are racially segregated, zip code is a strong proxy for race. That is, when the race data is removed, the zip code data should also be removed, or else the ML application may still be able to infer an individual's race from the data. Additionally, group unaware fairness is unlikely to be a good solution for historical bias.



What can we do about it?



Assessing Fairness

Aequitas: Bias and Fairness Audit Toolkit



There is an example report on COMPASS <u>http://aequitas.dssg.io/example.html#audit-results-details-by-fairness-measures</u>



Source from http://aequitas.dssg.io

Assessing Fairness The Al Fairness 360 (AIF360 - IBM)

AI Fairness 360 - Demo



Data Check Mitigate Compare

2. Check bias metrics

Dataset: Compas (ProPublica recidivism) Mitigation: none

Protected Attribute: Sex

Privileged Group: *Female*, Unprivileged Group: *Male* Accuracy with no mitigation applied is 66%

With default thresholds, bias against unprivileged group detected in 4 out of 5 metrics



Source from https://www.ibm.com/blogs/research/2018/09/ai-fairness-360/

Mitigation

Optimized Pre- processing Use to mitigate bias in training data. Modifies training data features and labels.	Reweighing Use to mitgate bias in training data. Modifies the weights of different training examples.	Adversarial Debiasing Use to mitigate bias in classifiers. Uses adversarial techniques to maximize accuracy and reduce evidence of protected attributes in predictions.	Reject Option Classification Use to mitigate bias in predictions. Changes predictions from a classifier to make them fairer.	Disparate Impact Remover Use to mitigate bias in training data. Edits feature values to improve group fairness.
\rightarrow	\rightarrow	\rightarrow	\rightarrow	\rightarrow
Learning Fair Representations Use to mitigate bias in training data. Learns fair representations by obfuscating information about protected attributes.	Prejudice Remover Use to mitigate bias in classifiers. Adds a discrimination-aware regularization term to the learning objective.	Calibrated Equalized Odds Post-processing Use to mitigate bias in predictions. Optimizes over calibrated classifier score outputs that lead to fair output labels.	Equalized Odds Post-processing Use to mitigate bias in predictions. Modifies the predicted labels using an optimization scheme to make predictions fairer.	Meta Fair Classifier Use to mitigate bias in classifier. Meta algorithm that takes the fairness metric as part of the input and returns a classifier optimized for that metric.
\rightarrow	\rightarrow	\rightarrow	\rightarrow	\rightarrow


Mitigation Strategies

- Pre-processing
- In-processing
- Post-processing

Small E, Shao W, Zhang Z, Liu P, Chan J, Sokol K, Salim F. How Robust is your Fair Model? Exploring the Robustness of Diverse Fairness Strategies. arXiv preprint arXiv:2207.04581. 2022 Jul 11.



Fairlearn (by Microsoft)



https://fairlearn.org/

https://www.microsoft.com/en-us/research/publication/fairlearn-atoolkit-for-assessing-and-improving-fairness-in-ai/



Fairlearn (by Microsoft)



le Edit View Insert Cell Kernel Widgets Help

Not Trusted Python 3.7.7 64-bit O

https://fairlearn.org/

Credit: <u>https://github.com/wmeints/fairlearn-demo</u>

Challenges?



Challenges

- Synthesizing a definition of fairness.
- From Equality to Equity
- Searching for Unfairness



https://interactioninstitute.org/illustrating-equality-vs-equity/



Additional Materials

- Friedler, S.A., Scheidegger, C. and Venkatasubramanian, S., 2016. On the (im) possibility of fairness. arXiv preprint arXiv:1609.07236.
- Must watch NIPS 2017 Guest Lecture by Kate Crawford

<u>The Trouble with Bias - NIPS2017</u> https://youtu.be/fMym_BKWQzk

