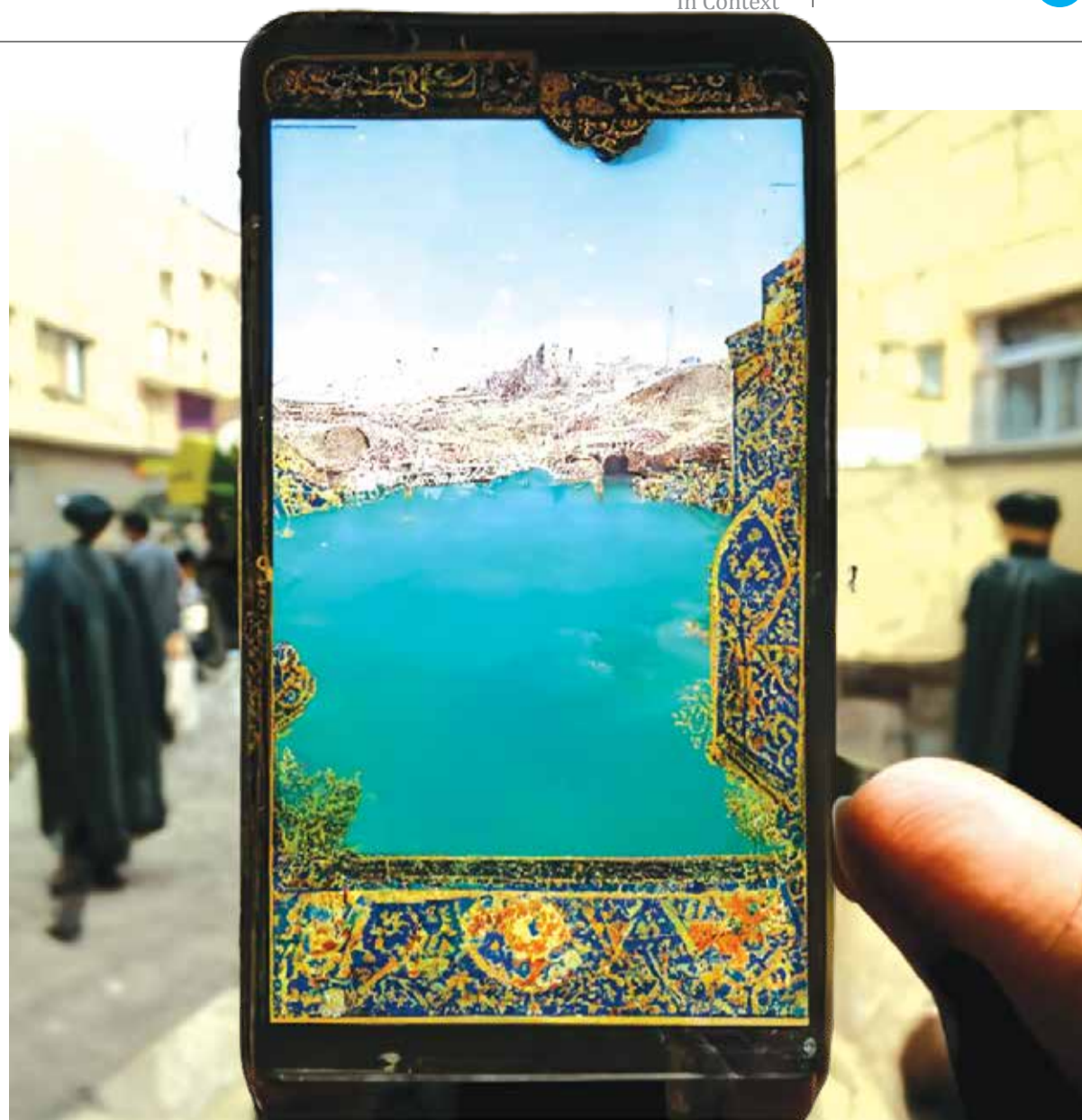Computer Vision is another one. Will we have any right to privacy if they perfect face recognition? Can I ever go to the mall and not have people try and market to me based on which store I paused at or which billboard I looked at? So, the right to privacy is very much contested.

More important than our privacy rights as consumers in a democratic society, the rights of people in authoritarian regimes are an extreme concern. So, yes, it's a little annoying if I end up getting lots of ads for the Gap brand because I spent 10 minutes at the mall at the Gap store and the camera saw me. Yes, that's slightly annoying, but the way that this AI technology is being used in less free societies is egregious.

In the fifth chapter, you talk rather extensively about identification, anonymity, and the importance of using pseudo-names. There is an argument that if people are not recognized by their actual identity on forums and social media, they won't feel the need to behave responsibly. So, they would say and do whatever they want. How would you respond to that criticism?

People care about the reputation of their pseudonyms. To back up a second, I teach my students that we are all always pseudonymous. It's not two buckets: anonymous or identified. There's also pseudonymous. And in fact, we're all always pseudonymous. It's a multi-dimensional space with different degrees of identifiability.

At one end of the spectrum, if you committed a horrible crime and posted evidence of it on an anonymous account, most likely state powers could find you. It would take

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That was interesting. How do you see the role of artificial intelligence in the whole thing? Some scholars argue that it is taking away our agency as humans.

Artificial Intelligence is going to do both harm and good. The burden is on technologists and politicians to steer us toward it doing more good. There's a lot of potential harm. It's crazy. They're people making decisions based on black-box algorithms that they don't understand.

Think about the example of Amazon trying to use an AI system to pick who to hire. They hire a lot of people. So, going through all the resumes is a lot of work. They took a database of the people they've hired in the past and ran machine learning on it to assess whether a new job candidate will be like the former successful employees of Amazon, helping them

decide whether they should hire that candidate.

They found that the algorithm discriminated against women and minorities. So, they went back through their dataset and tried to remove gender, which didn't fix it. Then, they went back and removed any implicit associations with gender. So, for instance, if you play softball in the US, you're a woman, but if you play baseball, you're a man. They took out things like softball and baseball which accidentally identify someone's gender. It still didn't help because the truth is that their historical hiring practices were so biased that any tool trained on that dataset is going to just recreate bias. So, they finally said, "Forget it, we're not going to do this," which was the responsible thing to do.

There are all kinds of very worrisome things that are happening as a result of AI's increased use in society.

a lot of work, but they could find you. So, truly Anonymous is not anonymous. At the other end of the spectrum, let's say you're posting under your real name. Is it possible that someone posting under their real name is actually someone pretending to be someone else and they fooled everyone? Of course, it is. So, no one is ever truly anonymous, and no one has ever truly identified. We're all always somewhere in the middle.
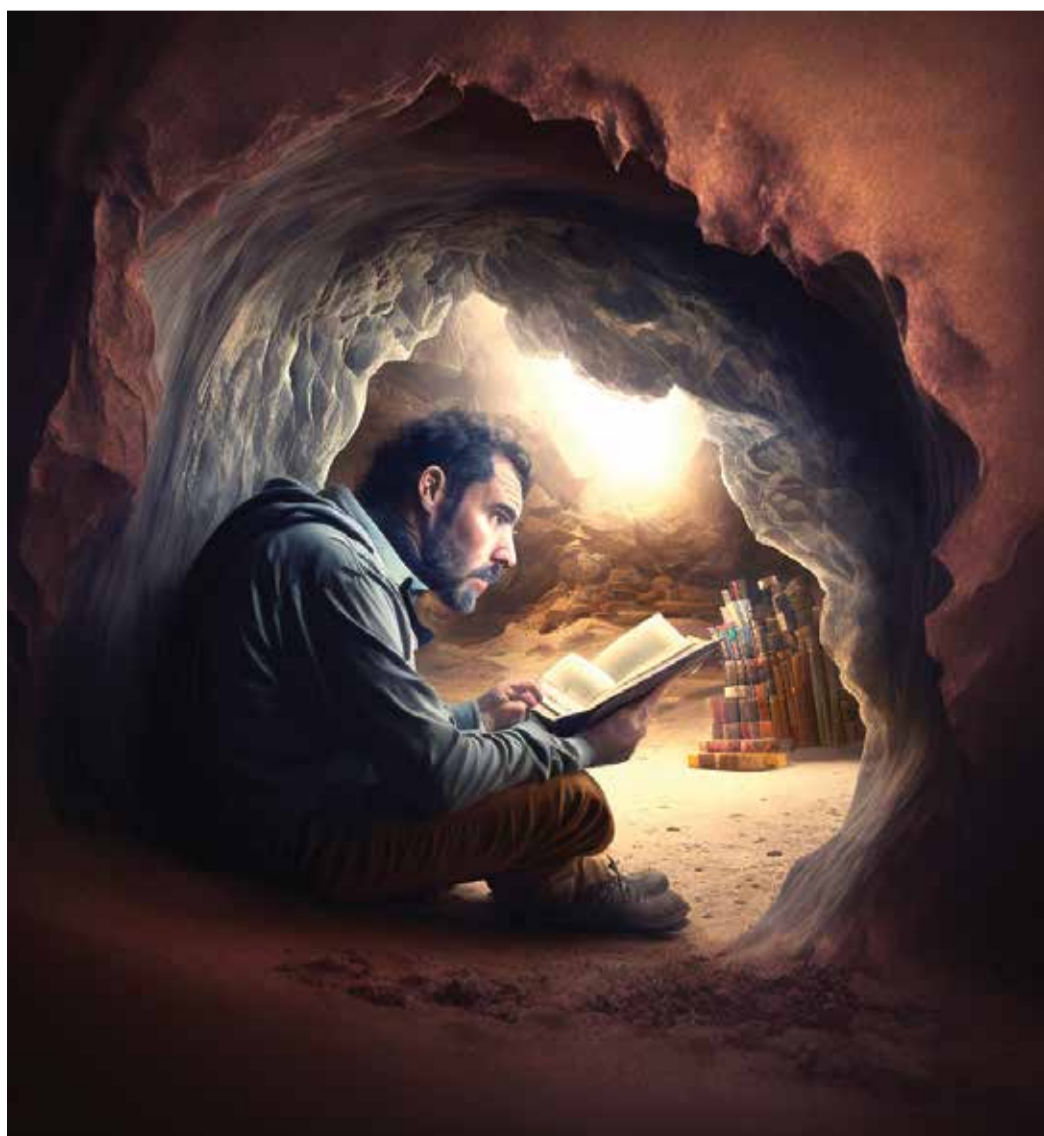
When you use any kind of

name, to refer to yourself, you continually leak little details about who you are. It becomes closer and closer to identifying you over time. I have an identified Reddit account with my real name, and I have another Reddit account that is personal. But at some point, I mentioned on that account that I'm a professor. At some point, I mentioned that I live in Atlanta. I was walking through the park, saw a duck doing something funny, and posted a photo of the duck. By

the time you add together a professor who lives in Atlanta and watches a particular TV show, all of a sudden it becomes clear who that really is. So, we're all always somewhere in a complicated space between anonymous and identified.

Now, I guess your question was about how that shapes how people behave. If people care about the behavior of their pseudonyms, which they often do, then there's not that much difference. Is it true that when you can

have a throwaway account, it helps people to behave truly badly? Yes, it does. And it could be that some platforms may want to disallow that. Others may have good reason to allow it. For instance, if you are interested in radical political speech and believe that there's a constructive function to political speech, you better let people be closer to anonymity.

● *TO BE CONTINUED*

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