

All that glitters is not gold in Artificial Intelligence; welcome to its dark side

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Abstract:

Big data is living a splendid development. The opportunities offered in immensity of engineering, medicine, marketing or banking applications are endless. However, the year 2018 has been very convulsive for the sector. There is evidence of the risks that lie behind the misuse of this technology. There is growing concern about the impact that large digital companies are having on everyday life. Much is said about the protection of the data but, what about the opacity of the algorithm? The one that chooses the most vulnerable moment to sell you a product, the one that decides if a family deserves or does not receive a subsidy or the one that intervenes in democratic elections. Artificial intelligence will continue to advance and bring wonderful things to society, but it should also be limited to the values of that same society. In this talk we will reveal the hidden side of artificial intelligence as an element of reflection on the future of this field or, what is the same, the future of society.