

# Éthique et informatique

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# Plan

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- ▶ Responsabilité
- ▶ Diversité
- ▶ Données & Inférences
- ▶ Dark Patterns
- ▶ Co-conception

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# Scandale Volkswagen : de la prison pour un ingénieur

Paris Match | Publié le 25/08/2017 à 18h49 | Mis à jour le 25/08/2017 à 18h52

 La Rédaction avec AFP



Stockées sur un parking de Pontiac, dans le Michigan, des dizaines de voitures que Volkswagen a été contraint de racheter à ses clients trompés. 

JEFF KOWALSKY / AFP

*Un ex-ingénieur de Volkswagen a été condamné vendredi à 40 mois de prison et 200 000 dollars d'amende pour son implication dans le scandale des moteurs diesel du groupe automobile allemand.*

# Au delà des aspects légaux

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## Cours de M2 : Droit de l'informatique et de l'internet (S4)

- ▶ Protection des logiciels
- ▶ Protection des données
- ▶ Fraudes Informatiques
- ▶ Un droit pour l'Internet

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# Racisme et tech I

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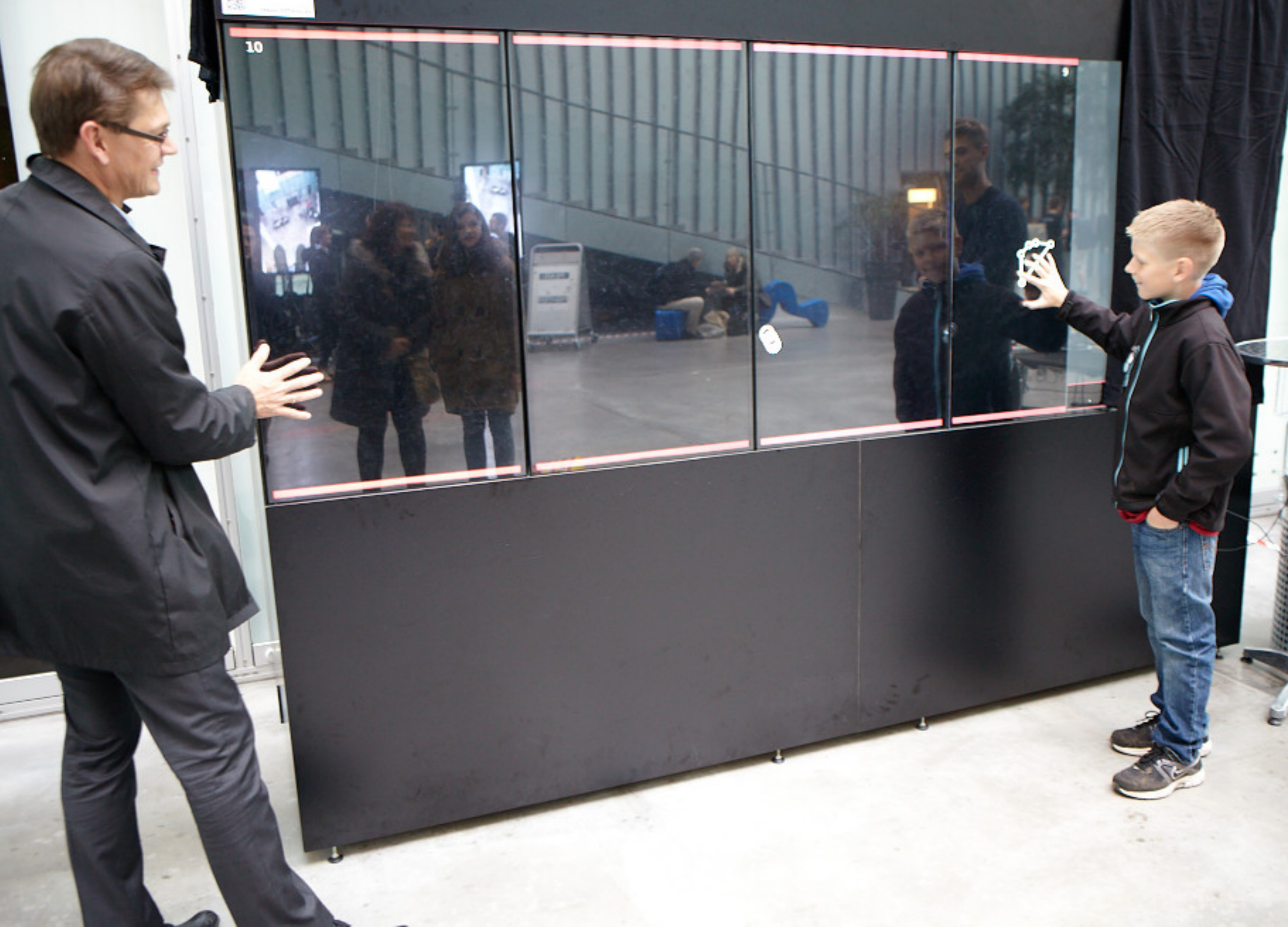
<https://www.youtube.com/watch?v=t4DT3tQggRM>

# Racisme et tech II

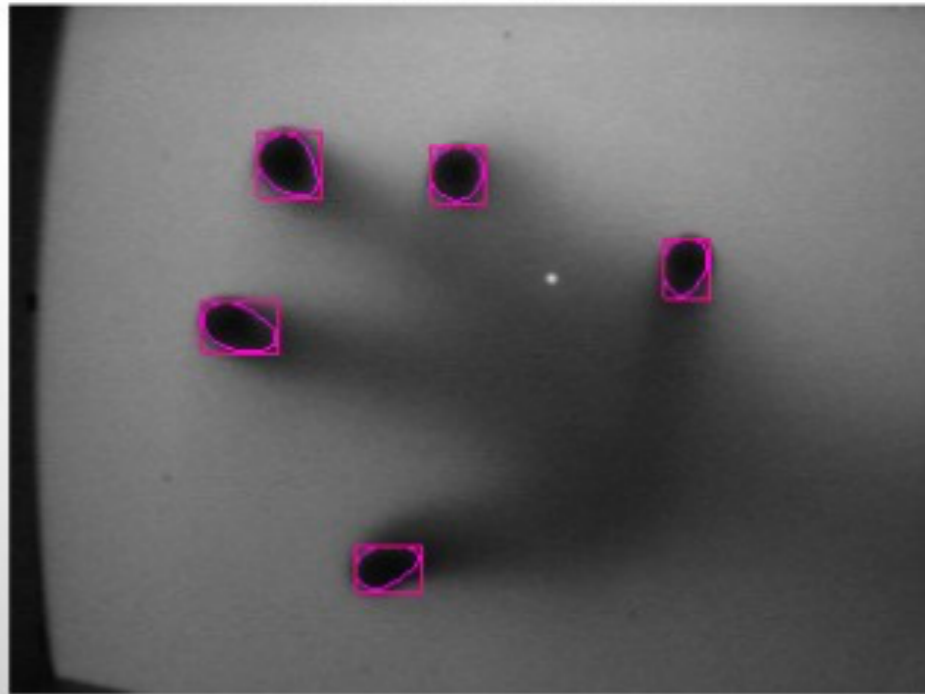


<https://gizmodo.com/why-cant-this-soap-dispenser-identify-dark-skin-1797931773>





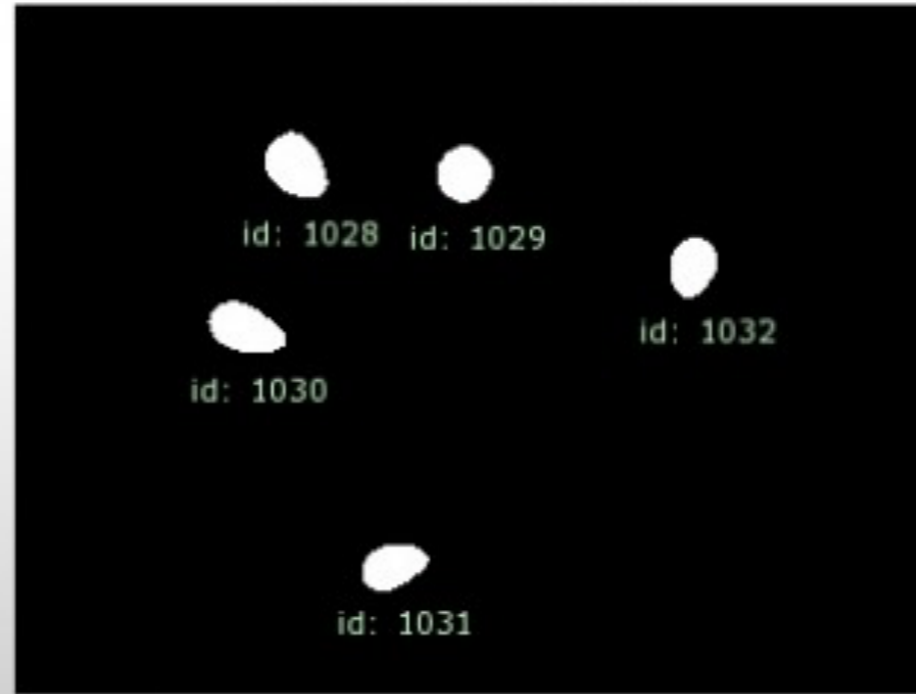
## Source Image



### Source Image

- USE CAMERA
- PREVIOUS CAMERA
- NEXT CAMERA
- USE VIDEO

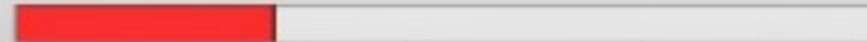
## Tracked Image



### Tracked Image

- SHOW OUTLINES (O)
- SHOW IDS (I)

THRESHOLD (A/Z): 75



### Source Properties

- CAMERA SETTINGS (V)
- FLIP VERTICAL (J)
- FLIP HORIZONTAL (H)

### GPU Properties

- GPU MODE (G)

### Communication

- SEND TUIO (T)

### Calibration

- ENTER CALIBRATION (O)
- WARP (W)

### files

- SAVE SETTINGS (S)

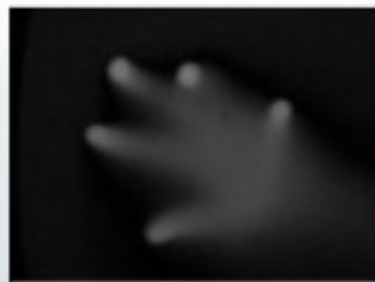
Tracker FPS: 219  
Camera Res: 320 x 240  
Camera FPS: 31

Sending TUIO messages to:  
Host: 127.0.0.1  
Port: 3333



### Background

- REMOVE BG (B)
- DYNAMIC SUBTRACT



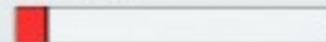
### Smooth

SMOOTH: 2

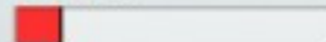


### Highpass

BLUR: 18



NOISE: 4



### Amplify

AMPLIFY: 16





6:31

+ Queue

Download

Embed

Transcript



# How Kodak's Shirley Cards Set Photography's Skin-Tone Standard

November 13, 2014 · 3:45 AM ET

Heard on [Morning Edition](#)



MANDALIT DEL BARCO

Jersson Garcia works at Richard Photo Lab in Hollywood. He's 31 years old, and he's got a total crush on Shirley.

"Beautiful skin tones, beautiful eyes, great hair," he sighs. "She's gorgeous."

Garcia is holding a 4-by-6-inch photo of an ivory-faced brunette wearing a lacy, white, off-the-shoulders top. She has red lipstick and silver earrings, and the photo appears to have been taken sometime in the 1970s or '80s.

For many years, this "Shirley" card — named for the original model, who was an employee of Kodak — was used by photo labs to calibrate skin tones, shadows and light during the printing process.

"She was the standard," Garcia says, "so whenever we printed anything, we had to pull Shirley in. If Shirley



For decades, Kodak's Shirley cards, like this one, featured only white models.

*Kodak*

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4:33

+ Queue

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Transcript



# When Women Stopped Coding

October 21, 2014 · 8:54 AM ET

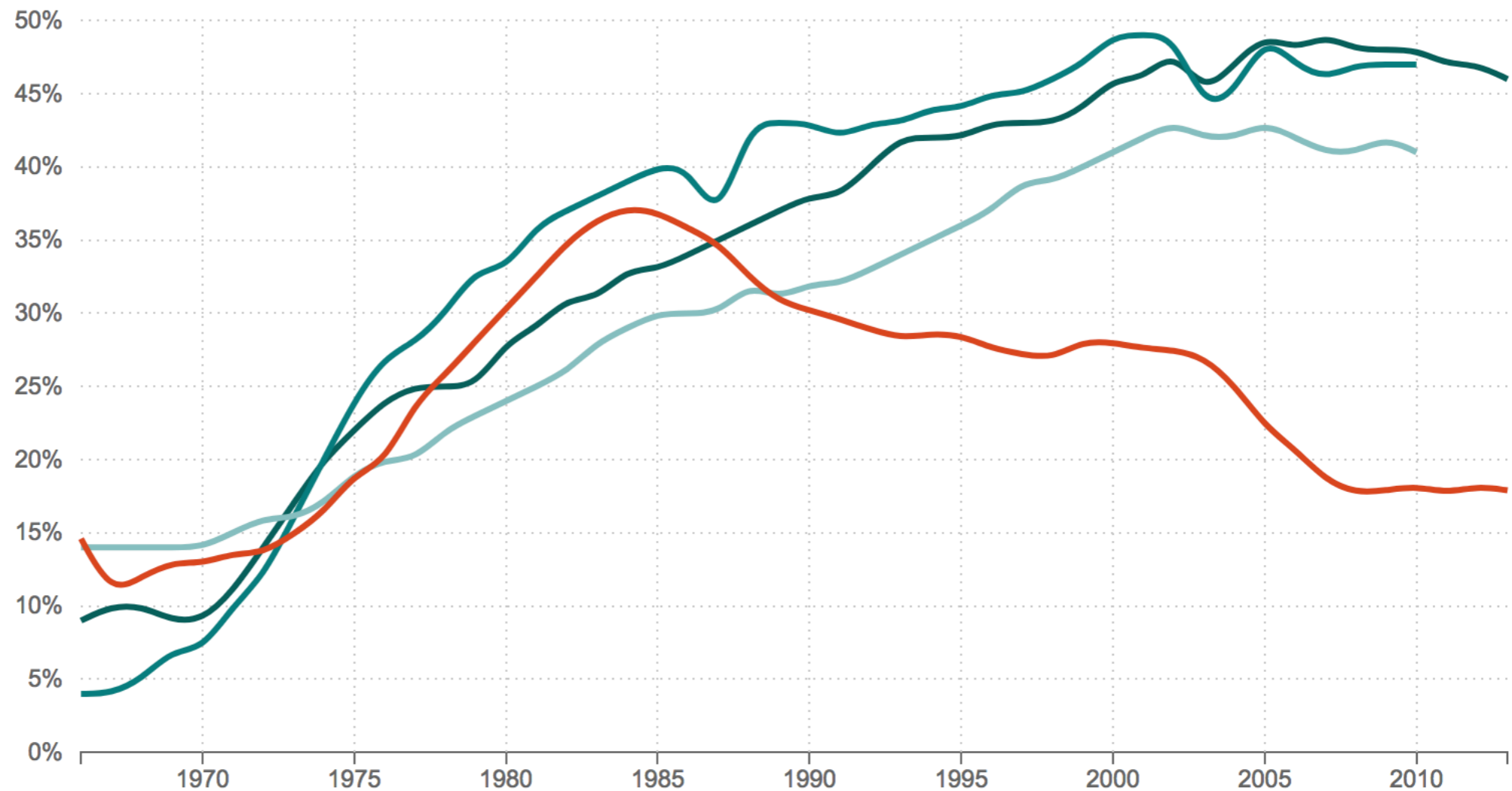
Heard on [Morning Edition](#)

STEVE HENN

## What Happened To Women In Computer Science?

% Of Women Majors, By Field

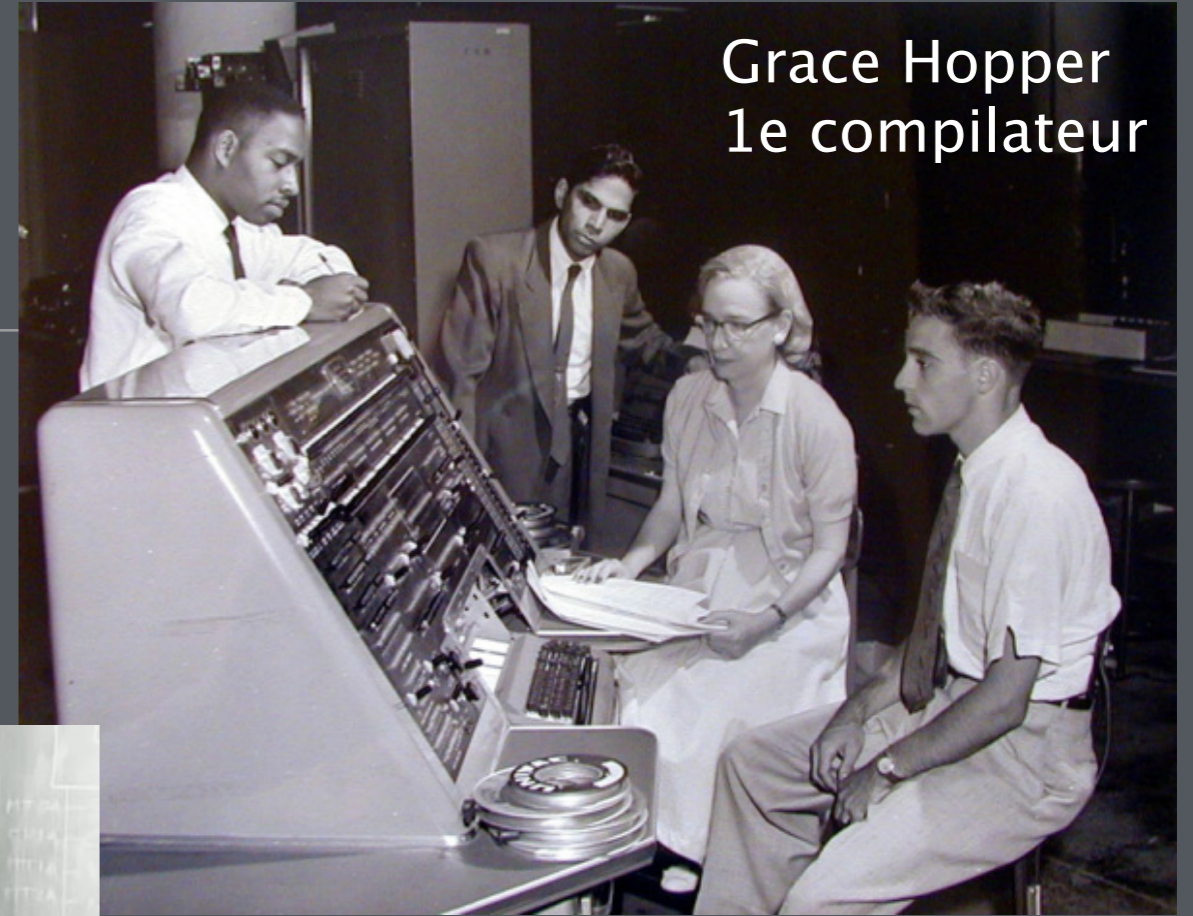
Medical School   Law School   Physical Sciences   Computer science



Ada Lovelace  
1e algo exécuté



Grace Hopper  
1e compilateur



Margaret Hamilton  
lead dev. sur Apollo



Adele Goldberg  
Smalltalk team



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# Experimental evidence of massive-scale emotional contagion through social networks

Adam D. I. Kramer<sup>a,1</sup>, Jamie E. Guillory<sup>b,2</sup>, and Jeffrey T. Hancock<sup>b,c</sup>

<sup>a</sup>Core Data Science Team, Facebook, Inc., Menlo Park, CA 94025; and

Departments of <sup>b</sup>Communication and

<sup>c</sup>Information Science, Cornell University, Ithaca, NY 14853

Edited by Susan T. Fiske, Princeton University, Princeton, NJ, and approved March 25, 2014 (received for review October 23, 2013)

## Significance

We show, via a massive ( $N = 689,003$ ) experiment on Facebook, that emotional states can be transferred to others via emotional contagion, leading people to experience the same emotions without their awareness. We provide experimental evidence that emotional contagion occurs without direct interaction between people (exposure to a friend expressing an emotion is sufficient), and in the complete absence of nonverbal cues.

## Abstract

Emotional states can be transferred to others via emotional contagion, leading people to experience the same emotions without their awareness. Emotional contagion is well established in laboratory experiments, with people transferring positive and negative emotions to others. Data from a large real-world social network, collected over a 20-y period suggests that longer-lasting moods (e.g., depression, happiness) can be transferred through networks [Fowler JH, Christakis NA (2008) *BMJ* 337:a2338], although the results are controversial. In an experiment with people who use Facebook, we test whether emotional contagion occurs outside of in-person interaction between individuals by reducing the amount of emotional content in the News Feed. When positive expressions were reduced, people produced fewer positive posts and more negative posts; when negative expressions were reduced, the opposite pattern occurred. These results indicate that

# Reconnaissance de visages masqués

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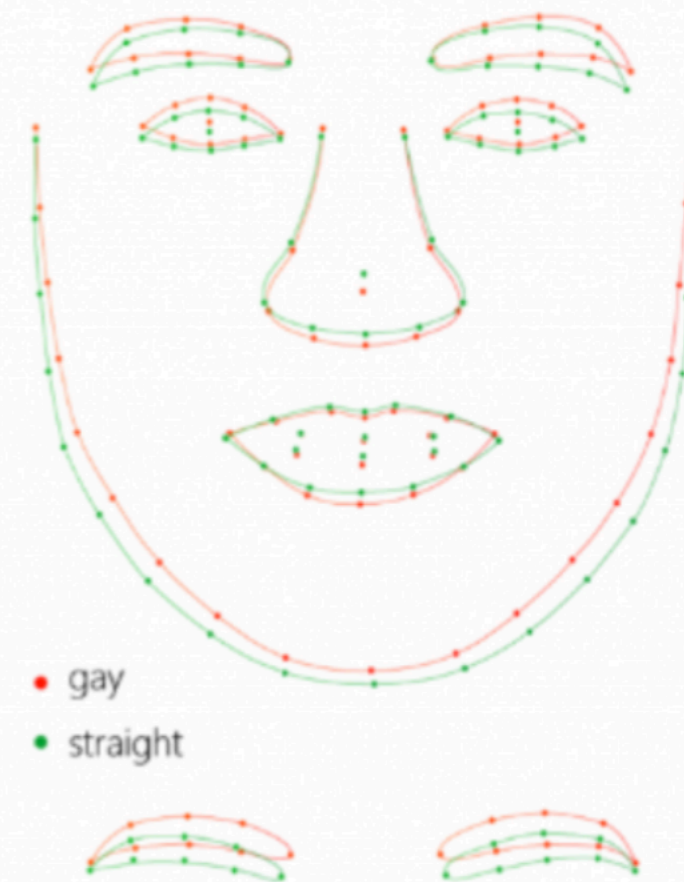
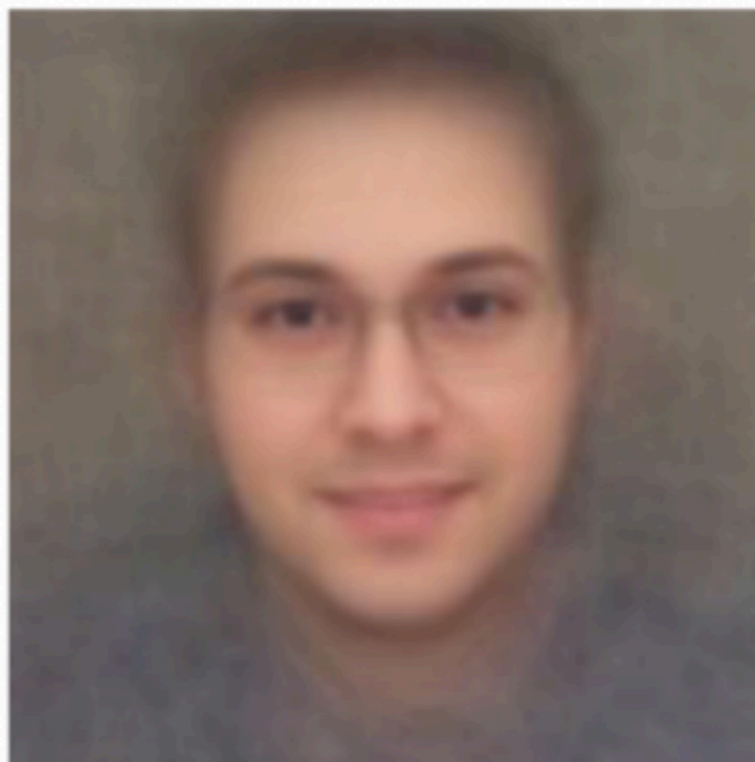
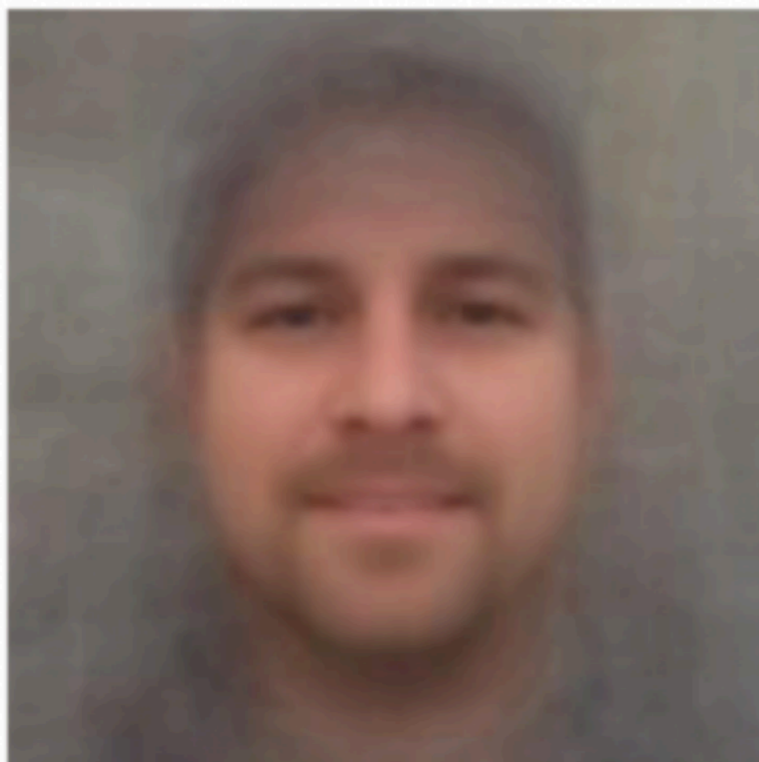


Composite heterosexual faces

Composite gay faces

Average facial landmarks

Male



INDY/TECH

# ARTIFICIAL INTELLIGENCE CAN IDENTIFY

# 'GAY FACES' FROM A PICTURE, STUDY

# CLAIMS

# Les humains derrière le machine learning

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Et derrière les bots, le labelling de photos, et pleins d'autres "IA"

L'IA est aujourd'hui grandement basée sur les données :

- ▶ Il faut produire des jeux de données propre
- ▶ Il faut entrainer les algorithmes
- ▶ Il faut avoir des palliatifs en cas de problèmes



WHY AI

USE CASES

SUCCESS STORIES

PRICING

BLOG

CONTACT US

HERE TO TASK?

LOGIN

# AI for your business

Training data, machine learning and human-in-the-loop in a single platform

START TRIAL



Improve machine learning object recognition with quality training data

LEARN MORE

The most innovative companies use CrowdFlower to enrich their most important data



## Mechanical Turk is a marketplace for work.

We give businesses and developers access to an on-demand, scalable workforce. Workers select from thousands of tasks and work whenever it's convenient.

**297,959 HITS** available. [View them now.](#)

## Make Money by working on HITS

HITS - *Human Intelligence Tasks* - are individual tasks that you work on. [Find HITS now.](#)

### As a Mechanical Turk Worker you:

- Can work from home
- Choose your own work hours
- Get paid for doing good work



or [learn more about being a Worker](#)

## Get Results from Mechanical Turk Workers

Ask workers to complete HITS - *Human Intelligence Tasks* - and get results using Mechanical Turk. [Get Started.](#)

### As a Mechanical Turk Requester you:

- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITS completed in minutes
- Pay only when you're satisfied with the results



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# Qu'est ce qui ne va pas ?

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We want to send you content that is relevant and useful to you. Choose from the below options and we'll make sure that you only receive content that you really want.

	Email	SMS	Post
Offers, discounts and competitions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Newsletters and updates	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Surveys and research	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Add Lib lifestyle content	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Unsubscribe from all	<input type="checkbox"/>		

**Save**





# See who you already know on LinkedIn

The fastest way to grow your network is to import your  
contacts

i don't see any other option but the top menu

Password

Please enter a valid email address.

Continue

We'll import your address book to suggest  
connections. [Learn more](#)



linkedin.com/mynetwork/import-cc



# How Uber Uses Psychological Tricks to Push Its Drivers' Buttons

The company has undertaken an extraordinary experiment in behavioral science to subtly entice an independent work force to maximize its growth.

By **NOAM SCHEIBER** and graphics by JON HUANG | APRIL 2, 2017

The secretive ride-hailing giant Uber rarely discusses internal matters in public. But in March, facing crises on multiple fronts, top officials convened a call for reporters to insist that Uber was changing its culture and would no longer tolerate “brilliant jerks.”

Notably, the company also announced that it would fix its troubled relationship with drivers, who have complained for years about falling pay and arbitrary treatment.

“We’ve underinvested in the driver experience,” a **senior official** said. “We are now re-examining everything we do in order to rebuild that love.”

<https://www.nytimes.com/interactive/2017/04/02/technology/uber-drivers-psychological-tricks.html>

# Les darks patterns

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Bait and Switch

Disguised Ads

Forced Continuity

Friend Spam

Hidden Costs

Misdirection

Price Comparison Prevention

Privacy Zuckering

Roach Motel

Sneak into Basket

Trick Questions

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# THE COPENHAGEN LETTER

Copenhagen, 2017

To everyone  
who shapes technology today

We live in a world where technology is consuming society, ethics, and our core existence.

It is time to take responsibility for the world we are creating. Time to put humans before business. Time to replace the empty rhetoric of “building a better world” with a commitment to real action. It is time to organize, and to hold each other accountable.

**Tech is not above us.** It should be governed by all of us, by our democratic institutions. It should play by the rules of our societies. It should serve our needs, both individual and collective, as much as our wants.

**Progress is more than innovation.** We are builders at heart. Let us create a new Renaissance. We will open and nourish honest public conversation about the power of technology. We are ready to serve our societies. We will apply the means at our disposal to move our societies and their institutions forward.

**Let us build from trust.** Let us build for true transparency. We need digital citizens, not mere consumers. We all depend on transparency to understand how technology shapes us, which data we share, and who has access to it. Treating each other as commodities from which to extract maximum economic value is bad, not only for society as a complex, interconnected whole but for each and every one of us.

**Design open to scrutiny.** We must encourage a continuous, public, and critical reflection on our definition of success as it defines how we build and design for others. We must seek to design with those for whom we are designing. We will not tolerate design for addiction, deception, or control. We must design tools that we would love our loved ones to use. We must question our intent and listen to our hearts.

**Let us move from human-centered design to humanity-centered design.**

We are a community that exerts great influence. We must protect and nurture the potential to do good with it. We must do this with attention to inequality, with humility, and with love. In the end, our reward will be

# La lettre de Copenhague

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La Tech n'est pas au dessus de nous

Le Progrès est plus que l'innovation

Construisons sur la confiance

La conception est ouverte à inspection.

Passons d'une conception centrée humain  
à une conception centrée humanité

# Co-conception

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L'ingénieur ou le concepteur doivent ils décider pour les autres ?

Impliquer les acteurs dans le processus de conception

- ▶ Leur donner une voix (les écouter et les respecter)
- ▶ Faire en sorte qu'il deviennent acteurs de la conception
- ▶ Faire en sorte de valider avec eux
- ▶ Faire en sorte de maintenir/mettre à jour avec eux