|  |  |
| --- | --- |
| **THIS IS LONGER THAN NECESSARY WITH THE KEY BEING THE SUMMARY LIST OF PRINICPLES OR**  **RECOMMENDATIONS IN (25)**  **PAGE REF NO**  **[Ethical Codes & Guidelines**  **Number]** | **NAME**  **People & AI Partnership Guidebook** |
| **(1) Entry / Asset**    **(2) Any Symbol**  **(3) Name / Title**  **(4) Purpose / Use / Type**  **(5) Date Creation / Launch**  **(6) Author**  **(10) Country Origin**  **(11) Technology Field**  **(12) Website**  **LAW, REGULATION & ETHICS**  **(25) Ethics & Standards**  **(29) Regulatory Authority**  **DOCUMENTS**  **(30) White Paper / Policy Paper**  **(32) Technical or Other**  **Documents or**  **Manual**    **COMMENTARY**  **(33) Background**  **(34) Final Comment &**  **Importance** | **People & AI Partnership Guidebook**  **Green Colour Logo**  **People + AI Guidebook**   1. **The People + AI Guidebook is a set of methods, best practices and examples for designing with AI.** 2. **Their recommendations are based on data and insights from over a hundred googlers, industry experts and academic research.**   **May 8, 2019**  **Google**  **United States**  **Global Regulatory Sandbox (GRS)**  ***https://pair.withgoogle.com/guidebook***  **(1)** [**Help users calibrate their trust**](https://pair.withgoogle.com/chapter/explainability-trust/#section1)**. Because AI products are based on statistics and probability, the user should not trust the system completely. Rather, based on system explanations, the user should know when to trust the system’s predictions and when to apply their own judgment.**  **(2)** [**Plan for trust calibration throughout the product experience**](https://pair.withgoogle.com/chapter/explainability-trust/#section2)**. Establishing the right level of trust takes time. AI can change and adapt over time, and so will the user’s relationship with the product.**  **(3)** [**Optimize for understanding**](https://pair.withgoogle.com/chapter/explainability-trust/#section3). In some c**ases, there may be no explicit, comprehensive explanation for the output of a complex algorithm. In other cases, the reasoning behind a prediction may be knowable, but difficult to explain to users in terms they will understand.**  **(4)** [**Manage influence on user decisions**](https://pair.withgoogle.com/chapter/explainability-trust/#section4)**. AI systems often generate output that the user needs to act on. If, when, and how the system calculates and shows**[**confidence**](https://pair.withgoogle.com/chapter/glossary/#confidence-level)**levels can be critical in informing the user’s decision making and calibrating their trust.**  **(5) Be transparent about privacy and data settings expand more. From initial onboarding through ongoing use, continue to communicate about settings and permissions.**  **(6) Be accountable for errors. Understand the types of errors users might encounter and have a plan for resolving.**  **(7) Set the right expectations. Be transparent with your users about what your AI-powered product can and cannot do.**  [***https://pair.withgoogle.com/chapter/explainability-trust/#section1***](https://pair.withgoogle.com/chapter/explainability-trust/#section1)  **Trust is the willingness to take a risk based on the expectation of a benefit.**  **The following factors contribute to user trust:**   1. **Ability is a product’s competence to get the job done. Does the product address the user’s need, and has it improved their experience? Strive for a product that provides meaningful value that is easy to recognize.** 2. **Reliability indicates how consistently your product delivers on its abilities. Is it meeting quality standards according to the expectations set with the user? Only launch if you can meet the bar that you’ve set and described transparently to the user.** 3. **Benevolence is the belief that the trusted party wants to do good for the user. What does the user get out of their relationship with your product, and what do you get out of it? Be honest and up-front about this.**   ***More info available at:***  [***https://pair.withgoogle.com/chapter/explainability-trust/***](https://pair.withgoogle.com/chapter/explainability-trust/)  [***https://pair.withgoogle.com/guidebook/patterns***](https://pair.withgoogle.com/guidebook/patterns)  ***N/A***  **The website consists of a glossary of all important and relevant definitions that can be found at:**  [**https://pair.withgoogle.com/chapter/glossary/**](https://pair.withgoogle.com/chapter/glossary/)   1. **Patterns**   **The website’s design patterns highlight key design opportunities for AI products. They are organized around common questions in the product development process to help one find what they need.**   1. **Chapters**   **The six articles contained in the website give in-depth guidance across the AI product development flow. Originally launched in 2019, they have been updated with new insights.**  **(3) Case Studies**  **The case studies share real world stories from teams who have designed AI-driven products using human-centred AI best practices.**  **(4) Workshop**  **The workshop kit offers a range of exercises that one can run with their team to put the guidebook’s design patterns into practice in the product.**  **Learning, machine or otherwise, cannot happen without making mistakes. Designing and building your system with the knowledge that errors are integral will help you create opportunities for dialogue with your users. This in turn creates more efficient pathways for error resolution, and for the users to complete their goals.**  **When designing your error experience, be human, not machine. Error messages may need to disclose that the system made a mistake. Address mistakes with humanity and humility, and explain the system’s limits while inviting people to continue forward.**   1. [**Define “errors” & “failure”**](https://pair.withgoogle.com/chapter/errors-failing/#section1)**. When dealing with a**[**probabilistic**](https://pair.withgoogle.com/chapter/glossary/#probabilistic)**, dynamic system, a user could perceive a failure in situations where the system is working as intended. Acknowledging that a product is a work-in-progress can help encourage the adoption and feedback that designers and engineers need to continue improving the AI.** 2. [**Identify error sources**](https://pair.withgoogle.com/chapter/errors-failing/#section2)**. The inherent complexity of AI-powered systems can make identifying the source of an error challenging. It is important to discuss as a team how you’ll discover errors and discern their sources.** 3. [**Provide paths forward from failure**](https://pair.withgoogle.com/chapter/errors-failing/#section3)**. The trick is not to avoid failure, but to find** 4. **it and make it just as user-centered as the rest of your product. No matter how hard you work to ensure a well-functioning system, AI is**[**probabilistic**](https://pair.withgoogle.com/chapter/glossary/#probabilistic)**by nature, and like all systems, will fail at some point. When this happens, the product needs to provide ways for the user to continue their task and to help the AI improve.**   [***https://pair.withgoogle.com/chapter/errors-failing/#summary***](https://pair.withgoogle.com/chapter/errors-failing/#summary) |
|  |  |