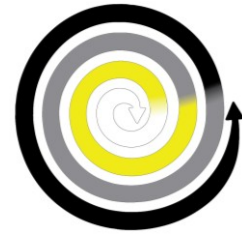


UNGA79 POSITION BRIEFS

ProSocial AI



Dr Cornelia C Walther, Senior Fellow University of Pennsylvania.
cwalther@wharton.upenn.edu

ProSocial AI is T4 - tailored, trained, tested, and targeted to bring out the best in and for people and planet.

With the intentional design, development, and deployment of artificial intelligence (AI) it seeks to prioritize the well-being of individuals and society, in a way that preserves and protects the planet both depend on.

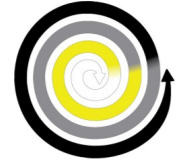
ProSocial AI seeks to enhance human capabilities, augment individual agency, and promote a holistic understanding of quality of life, which approaches individual well-being as the cause and consequence of collective well-being.

Unlike previous innovations that became commercial determinants of society, we argue that AI must be systematically designed, delivered, used, and regulated as a social determinant of life. Using AI to bring out the best in natural intelligence (NI) fosters a future where technology amplifies human potential and supports the common good.

The following three position briefs are accompanied by three panels organized at the UNGA79 Science Summit on the 10th and 13th of September 2024.

For further details see [Human Leadership for Humane Technology. The New AI: Agency Ignited](#) (Walther, 2024. Palgrave)

Position Briefs 1:



The Technology We Need for the World We Want

Issue:

The impact of technology on our world can be either positive or negative, depending on how it is designed, developed, and used. To harness its potential for social good, we must align it with human values through a deep understanding of both our natural assets and the technological tools we create.

Such alignment starts offline. The current transition offers a unique opportunity to systematically invest in technology as an ally to bring out the best in and for people and planet. This requires double alignment - we must first align our aspirations and actions and from here our aspirations and algorithms. The reverse is doomed to fail. Making that happen sustainably involves double literacy - a solid understanding of our natural assets, starting with our natural intelligence and the organism it is embedded in, and algorithmic literacy.

We can harness technology for social good only if on the one hand - we know what it is, and what it isn't, and on the other hand who we are and what we are not good at as humans. Differently said we need to be candid about our strengths, and weaknesses - including our own biases. Our past aspirations and actions influence the present, which shapes the future. A collateral outcome of this is that those who live today shape the hybrid environment that future generations will live in. Nothing happens in a vacuum.

Recommended Action:

1. Individuals:

- **Invest in Lifelong Learning:** Educate yourself about natural intelligence (e.g., brain function and cognitive biases) and algorithmic literacy to understand how technology influences your life, and wider society.
- **Advocate for Ethical Tech Use:** Use your purchasing power and voice to support companies and technologies that align with ethical practices and human-centered values.

2. Policymakers:

- **Establish Ethical Standards:** Develop and enforce regulations that require transparency, fairness, and accountability in AI development, ensuring that technology serves the public good.
- **Promote Holistic Literacy:** Implement policies that integrate double literacy, an understanding of natural intelligence and artificial

intelligences, into national educational curricula, ensuring that current and future citizens are equipped to navigate the digital world responsibly.

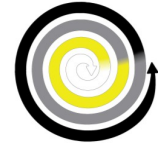
3. **Businesses:**

- **Design with Intention:** Commit to developing AI and technology solutions prioritizing human well-being, transparency, and inclusivity. Adopt a “values in, values out” (VIVO) approach in product design.
- **Invest in Employee Holistic Education:** Provide training programs that enhance employees' understanding of natural and artificial intelligences, fostering a workforce equipped to innovate responsibly, with a ProSocial angle.

4. **Academia:**

- **Transdisciplinary Research:** Lead research efforts that bridge social sciences, neuroscience, psychology, ethics, and AI, exploring how technology interacts with natural intelligence and how this knowledge can be used to create technologies that bring out the best in and for people and planet.
 - **Curriculum Development:** Develop and offer courses emphasizing the intersection of natural intelligence and artificial intelligence preparing students to adopt a holistic understanding of the interplay between people and planet, including their role in shaping an inclusive tech-driven future.
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Position Brief 2: Agency Amid AI for All (A4)



Issue:

The growing reliance on AI presents a risk to personal agency, as individuals may unconsciously delegate ever more control to AI systems. To maintain cognitive autonomy amid AI, it is essential to cultivate a specific combination of *attitudes, approach, abilities, and ambition*.

To make the best of AI we need an *attitude* shift beyond perceptions of AI as an existential threat to the proactive use of it as an opportunity for lifelong personal growth. To make such growth ProSocial first, and pro-profit second, an *approach* of double alignment is required, starting with the offline harmonization of aspirations and actions, and from there the alignment of aspirations and algorithms. Harnessing AI as an ally begins with an *ability* that covers a solid grasp of natural intelligence, and algorithmic literacy. Whether we adopt AI with the aspiration for convenience or the ambition of a society where everyone can fulfill their potential determines what we do with it.

Recommended Action:

1. Individuals:

- **Exercise Cognitive Awareness:** Regularly reflect on how you use AI and make conscious choices to engage your cognitive abilities rather than relying solely on AI solutions.
- **Cultivate a Growth Mindset:** Embrace AI as a tool for personal growth, adopting an attitude that sees AI as a means to enhance, not replace, human capabilities.

2. Policymakers:

- **Regulate AI Autonomy:** Implement regulations that limit the extent to which AI can make autonomous decisions in critical areas, ensuring human oversight and accountability.
- **Invest in Lifelong Learning:** Fund and promote programs that enhance lifelong learning, focusing on critical thinking skills, digital literacy, and a holistic understanding of self and society, to empower citizens in an AI-driven world to make the best of both.

3. Businesses:

- **Prioritize Human Agency:** Design AI products that enhance rather than diminish user autonomy, ensuring that users have the tools and information needed to make informed decisions.
- **Employee Development Programs:** Offer training that helps employees understand the role of AI in their work and how to maintain control over AI-driven processes.

4. **Academia:**

- **Research on Cognitive Impact:** Research the cognitive and emotional effects of AI use, exploring how different types of AI interactions influence human agency and decision-making.
- **Educational Programs on Double Literacy:** Develop courses and workshops that focus on maintaining personal agency in the face of AI, equipping students with strategies to stay in control of their mindset in a hybrid setting. This covers algorithmic literacy and brain literacy, both embedded in a holistic understanding of people and planet.

Next Steps:

1. **Individuals:**

- **Limit AI Dependence:** Set personal boundaries for AI use, ensuring that you remain actively engaged in decision-making processes rather than defaulting to AI recommendations.
- **Stay Informed:** Continuously educate yourself, including traditional knowledge and developments in AI to manage the impact of technology on your autonomy, and adapt organically.

2. **Policymakers:**

- **Establish AI Use Guidelines:** Create guidelines that help citizens understand when and how to use AI responsibly, ensuring that the benefits of AI do not come at the cost of personal agency.
- **Incentivize Ethical AI Development:** Provide incentives for companies that develop AI solutions designed to enhance rather than replace human agency, encouraging a market shift toward more responsible technology.

3. **Businesses:**

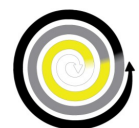
- **User-Centered AI Design:** Develop AI interfaces that are user-friendly and allow individuals to maintain control, with features that promote transparency and informed decision-making.
- **Consumer Education:** Offer resources and tools to help consumers understand how to use AI responsibly, emphasizing the importance of maintaining cognitive engagement.

4. **Academia:**

- **Publish Findings on AI and Agency:** Share research findings on the relationship between AI use and human agency, providing evidence-based recommendations for both policymakers and the public.
- **Transdisciplinary Courses:** Create courses that bring together insights from traditionally separated disciplines, i.e psychology, neuroscience, computer science, social sciences and ethics to explore the impact of AI on human autonomy.

Position Brief 3:

AI as a Social Determinant and Catalyst of Holistic Health



Issue:

Traditional health models that focus solely on physical health factors are inadequate for addressing the complex challenges of the modern world. AI can improve to increase such inadequacy

A holistic, transdisciplinary approach to health, that encompasses on the one hand the ongoing interplay of an individual's physical needs, as well as their cognition, emotions, and aspirations, and on the other hand the mutual influence of people, their communities, and the planet, can substantively alleviate the burden of non-communicable diseases and their consequences, whilst enhancing quality of life.

If AI is designed and used from a holistic perspective of well-being, anchored in the understanding that everyone everywhere is entitled to the services that are necessary to achieve it, it can catalyze an overdue paradigm shift. Framing quality of life as a human right and a cornerstone of sustainable development opens the door to new collaborations. Approached as a social determinant of health, rather than primarily a commercial determinant, like past innovations, AI can build links between disciplines and sectors. At the core of this shift is the empowerment of individuals as agents of personal change, supported by AI on their lifelong journey of physical and mental well-being.

Recommended Action:

1. Individuals:

- **Adopt a Holistic Health Approach:** Take a proactive approach to your health by considering the interconnectedness of physical, mental, and environmental factors. Proactively select and use AI tools that support this holistic view.
- **Stay Critical of AI (Health) Tools:** Be critical of AI-driven health tools, ensuring they are used to complement professional medical advice and seize them to be an informed patient.

2. Policymakers:

- **Redefine Health in Policy:** Expand health policies to include a salutogenic, holistic understanding of well-being, encompassing physical, mental, and environmental health, with AI framed as a companion tool for empowered patients, and practitioners who are lifelong learners.
- **Ensure Equitable AI Access:** Promote policies that give equitable access to AI-driven health tools, particularly for underserved communities, to reduce health disparities. Systematically address and avoid data bias by expanding the data used for AI training.

3. Businesses:

- **Develop Holistic AI Solutions:** Create AI health solutions that address a broad spectrum of well-being factors, from oral health to environmental sustainability, ensuring that these tools are accessible and effective, not merely for individuals in high-income countries but also for individuals with traditionally low access to digital tools, due to limited purchasing power and lack of digital literacy.
 - **Prioritize Ethical Health Tech:** Commit to ethical practices in the development and deployment of AI health technologies, prioritizing public health outcomes over profit.
4. **Academia:**
- **Research on AI and Holistic Health:** Conduct research that explores how AI can be used to promote holistic health, with a focus on traditionally undervalued areas such as oral, brain and mental health.
 - **Integrate Holistic Health into Curricula:** Develop academic programs that teach teachers and students about the importance of a holistic proactive approach to their personal health and how AI can be leveraged to support this perspective.

Next Steps:

1. **Individuals:**
- **Use AI for Preventive Care:** Incorporate AI tools into your health regimen for preventive care, using them not only to monitor and maintain both physical and mental health but to understand your body and brain better.
 - **Engage in Health Advocacy:** Advocate for the inclusion of holistic health in public health policies, supporting initiatives that leverage AI for comprehensive well-being.
2. **Policymakers:**
- **Fund AI Health Innovations:** Provide funding and support for AI-driven health innovations that focus on holistic well-being, particularly those that address the needs of underserved populations.
 - **Establish AI Health Standards:** Develop and enforce standards for AI health tools, ensuring they are safe, effective, and used to promote public health rather than commercial interests.
3. **Businesses:**
- **Collaborate with Health Experts:** Partner with healthcare providers and public health organizations to develop AI tools that are aligned with holistic health principles and meet the needs of diverse populations.

- **Transparency in AI Health Products:** Ensure transparency in the development and deployment of AI health products, providing clear information about their benefits and limitations to consumers.

4. **Academia:**

- **Longitudinal Studies on AI and Health:** Conduct longitudinal studies that track the impact of AI on holistic health over time, providing valuable insights for both policymakers and healthcare providers.
 - **Educational Outreach:** Engage in educational outreach to inform the public about the potential of AI in promoting holistic health, and helping individuals make informed decisions about their health care.
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