

# Public Sentiment as an Indicator of Corporate Responsibility

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About the Institute

# The AI Transparency Institute (AITI)

- Non-for-Profit Association
- Founded in December 2018
- Network of AI/ML Researchers, Designers, Lawyers, Policy-makers
- Part of OECD WG on AI, CAI WG at the Council of Europe, CEN CENELEC WG



<https://ai-gf.com/>

# The AI Governance Forum

- The first edition was in 2019 at the Fondation Brocher in Hermance with the WHO/ITU, Head of AI from EU Commission, Swiss Ambassador Thomas Schneider, now Head of Committee on AI at the council of Europe.
- The most recent edition, held last month, focused on digital health and the protection of patients.

# Special issues on AI Governance

- Topical collection from the [AI and Ethics Journal](#) from Springer Nature is open now.
- Title: AI Governance Forum 2022: The EU AI Act – Towards a Global Consensus on Trustworthy AI?
- Deadline: 31 March 2023



# Indices from AITI

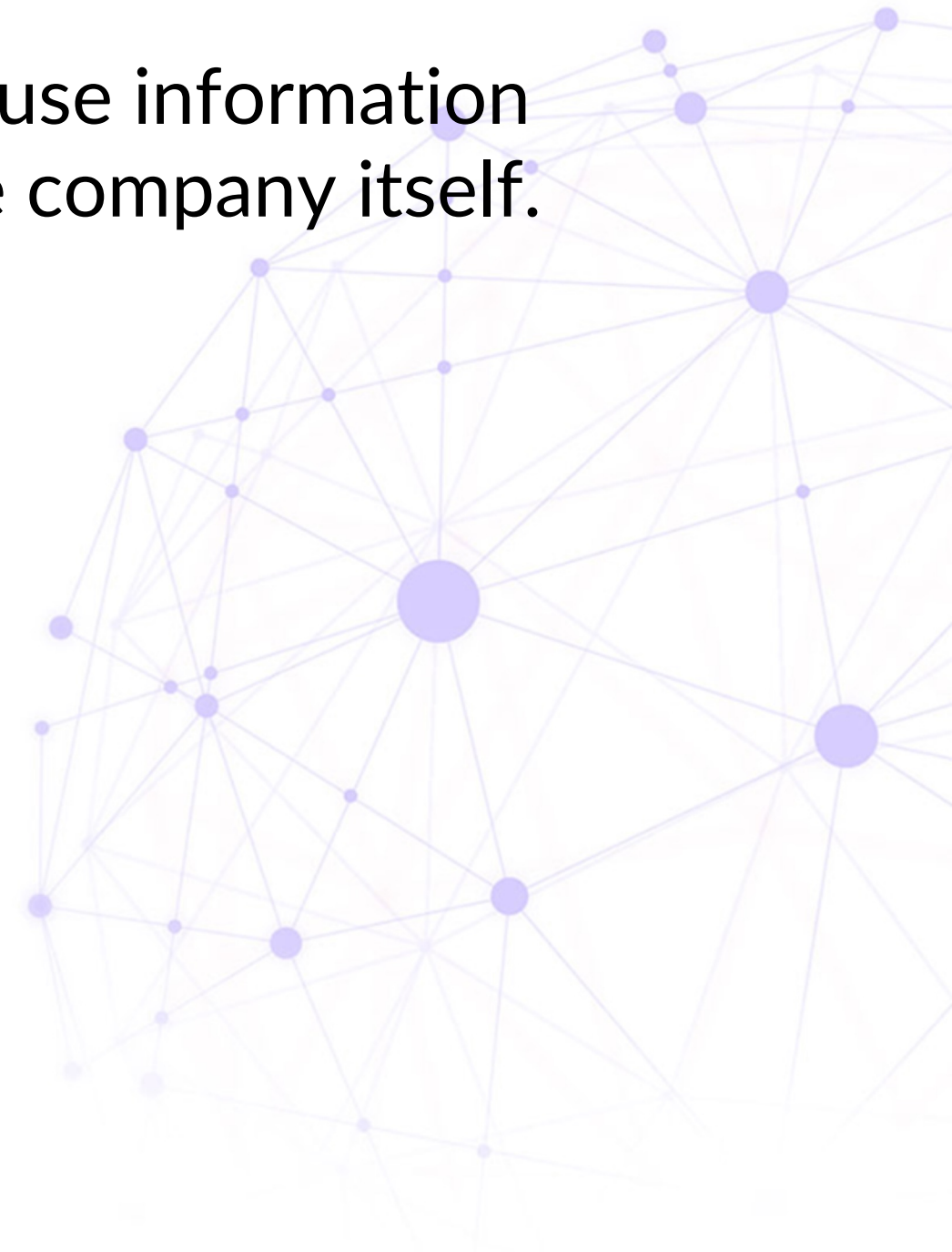
- Corporate Responsibility Index
- Digital Responsibility Index
- Organisation and Trustworthiness Index
- Digital and Green Index



Public Sentiment as an Indicator of Corporate  
Responsibility

# A complement to existing indices

Indices tend to use information  
provided by the company itself.

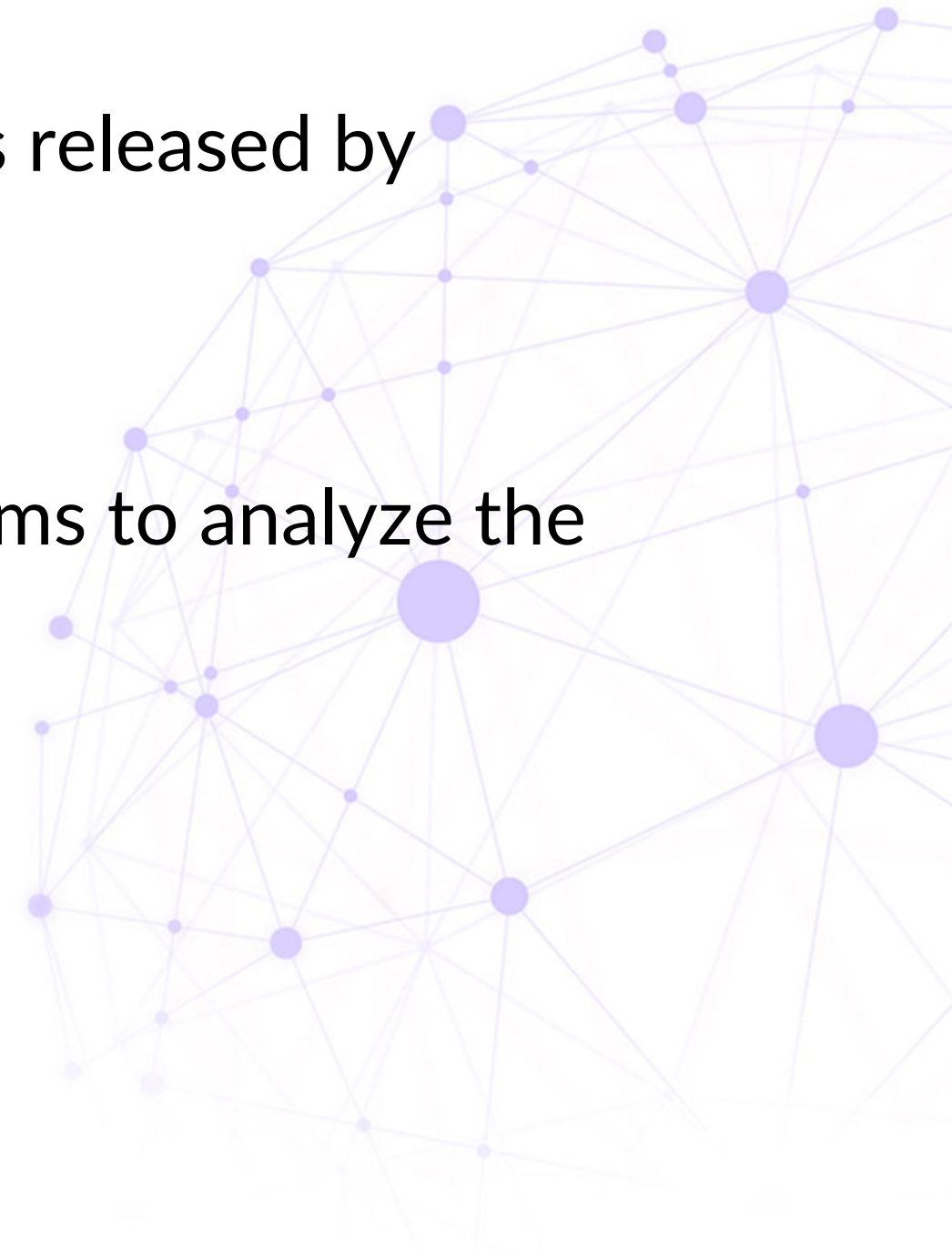


# Why not augment this with public information?

Many sources of public information exist these days

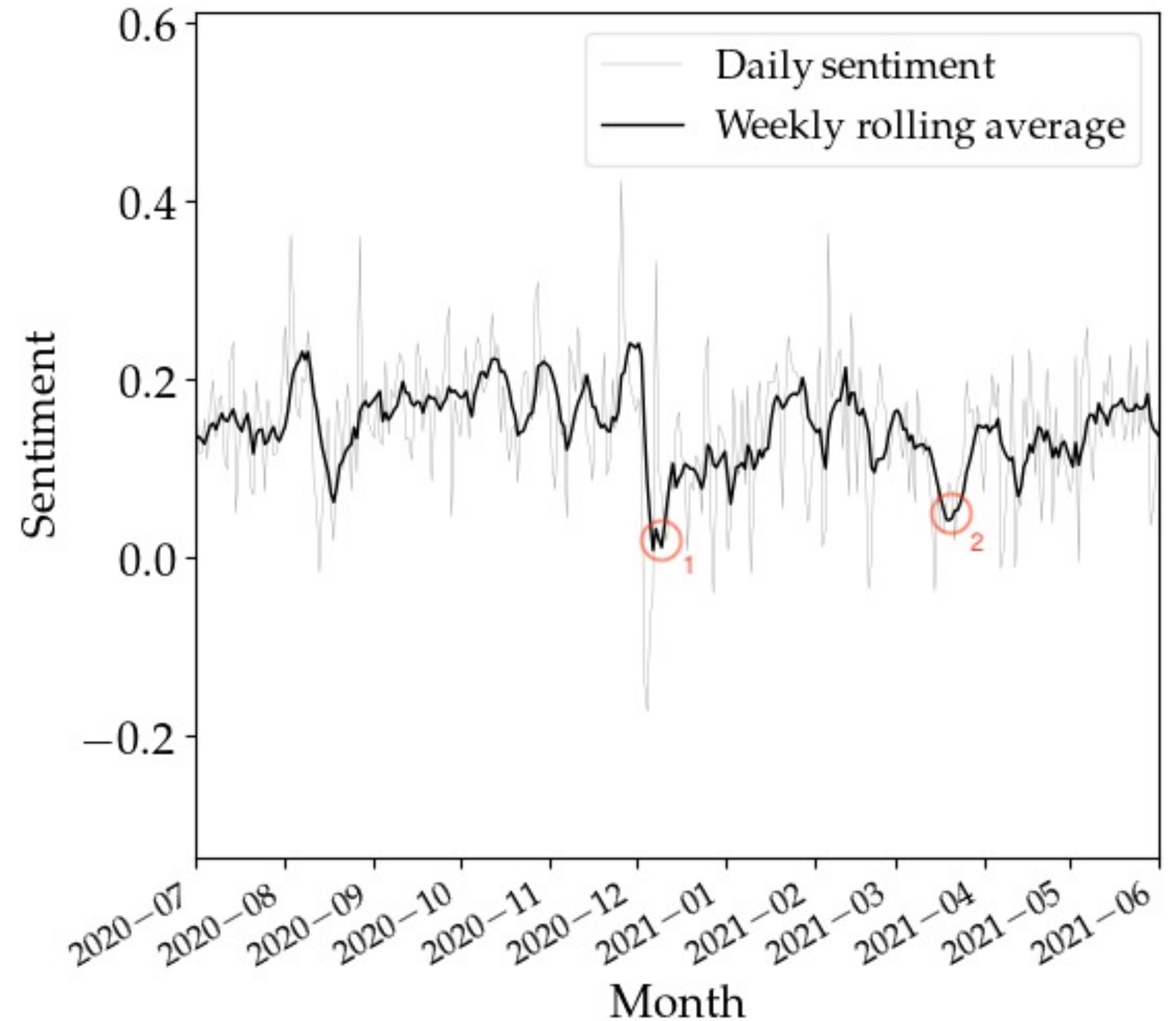
- Social media
- News articles
- Public reports released by companies
- ...

Use ML algorithms to analyze the data



# Twitter data analysis as a proof of concept

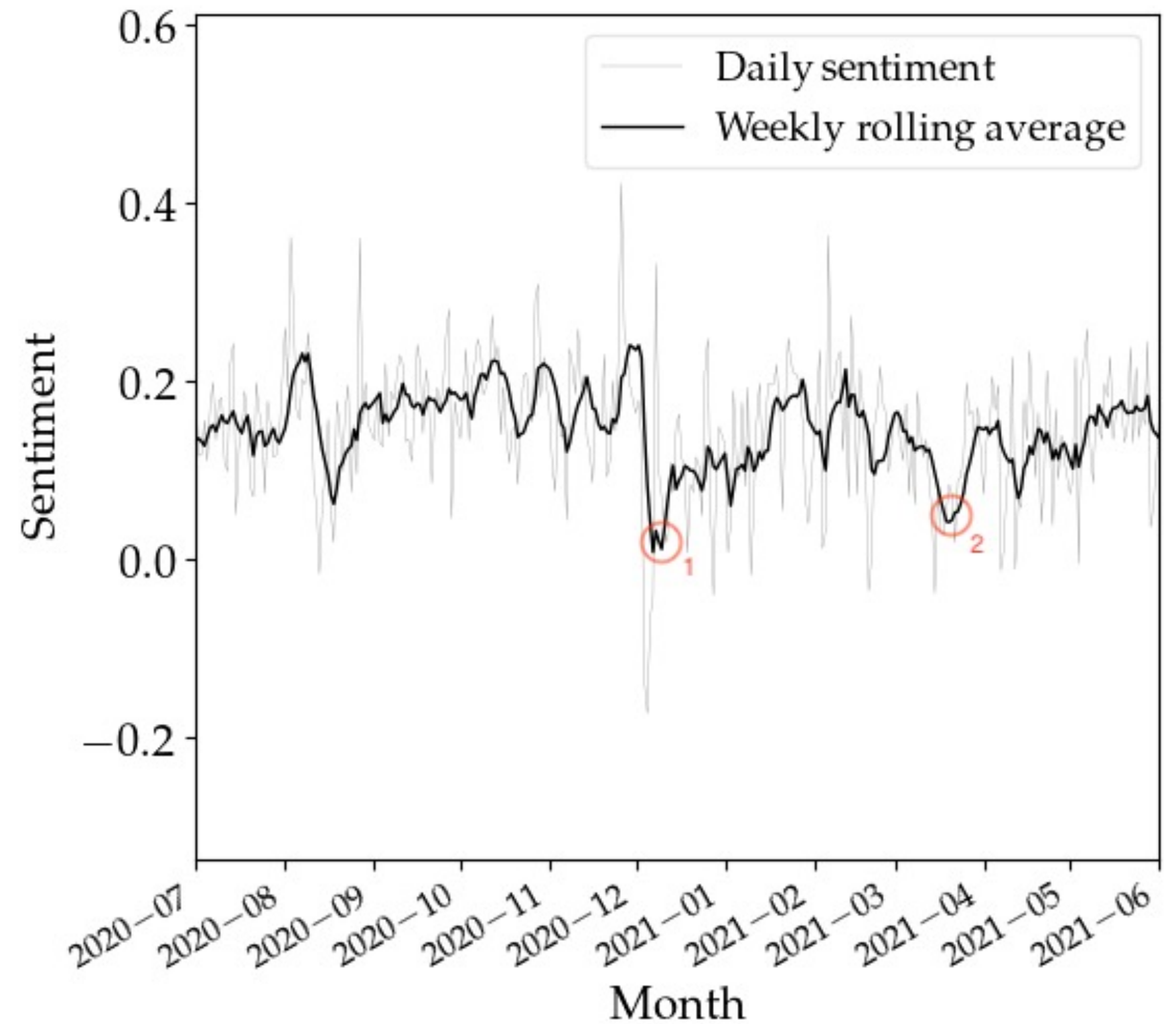
1. Get tweets based on keywords
2. Analyze to get the sentiment of each tweet
3. Combine to get potential events of importance





# Example

1. Firing of Timnit Gebru, previously ethics research and co-lead of a team on Ethics of Artificial Intelligence at Google



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Found by looking at the frequencies of words.



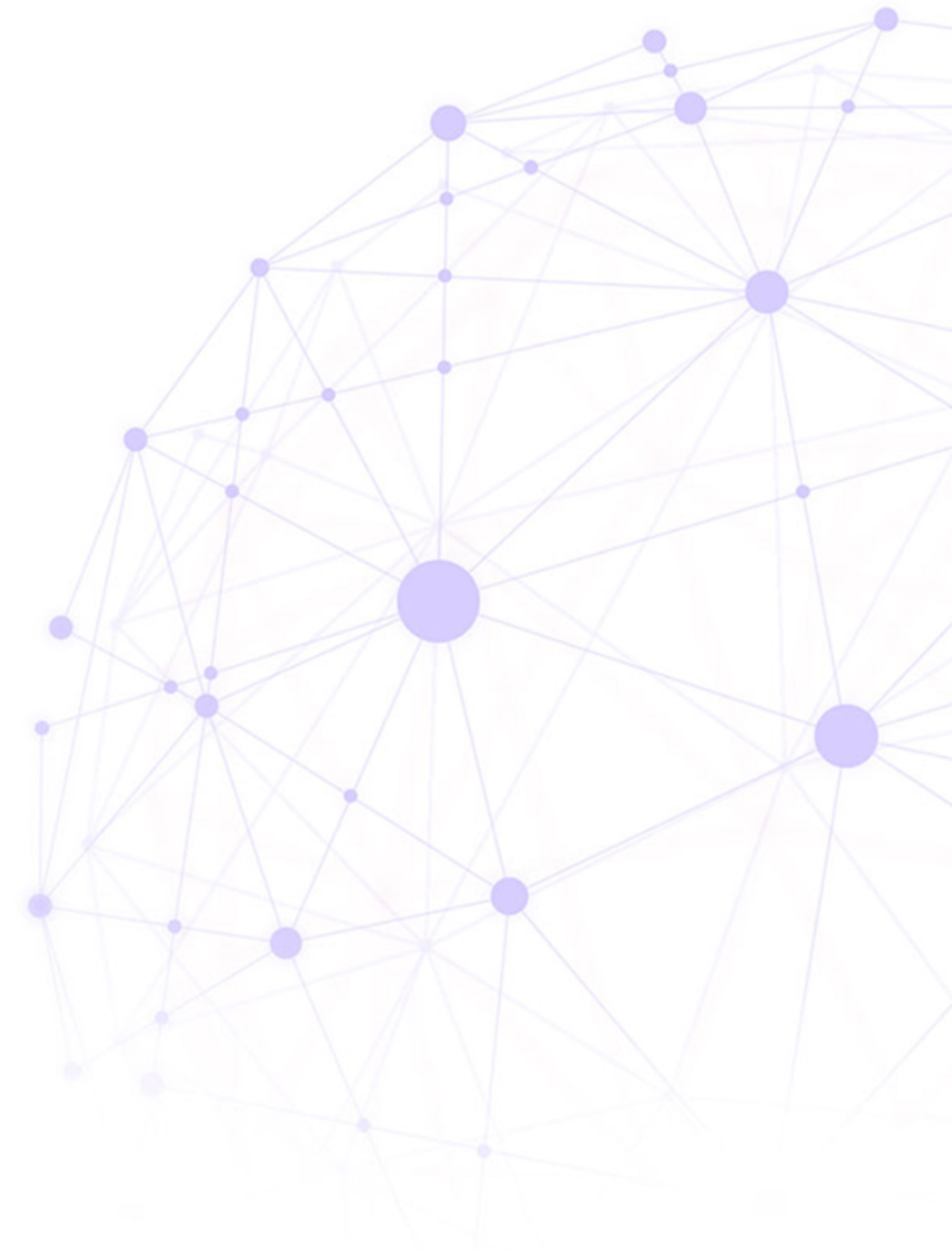
# Future possibilities



MORE SOURCES OF DATA



MORE NUANCED ANALYSIS



**THANK YOU  
FOR YOUR  
ATTENTION**

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