



## ARTIFICIAL INTELLIGENCE AND PUBLIC GOVERNANCE

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### Abstract

This abstract will be divided under these headings and will discuss it in detail in the research paper

1. Effect of the use of artificial intelligence in Public Governance.
2. Threat to Fair Election of government by taking into consideration social media scandal at the time of 2016 United States Election which included a consulting company known as Cambridge Analytica.

We concentrate on how AI is used in government and how this affects public governance. Using Fukuyama's (2013) conception as a foundation, governance is described as the process of "making and enforcing rules and providing services." The purpose of governance defines publicness as "creation and distribution of publicly sponsored goods and services." Individuals, people, organizations, and systems of organizations from the public, private, and nonprofit sectors all have a role in public governance. To accomplish the goal of public governance, these actors participate in collective decision-making that is restricted, mandated, and enabled by laws, norms, and custom. Using these current definitions as a foundation, we define public governance as all laws and procedures pertaining to public services and policy.

The nine categories that were used to group the potential advantages of using AI in government

- \* Benefits for productivity and performance
- \* Benefits for risk assessment and management
- \* Benefits for the economy
- \* Benefits for data and information processing
- \* Benefits for services
- \* Benefits for society as a whole
- \* Benefits for decision-making
- \* Benefits for engagement and interaction
- \* Benefits for sustainability.

Eight categories were used to classify the difficulties of using AI in government: Data challenges are listed as follows:

- \* organizational and managerial challenges
- \* problems with data
- \* problems with skills
- \* problems with interpretation
- \* problems with ethics and legitimacy
- \* problems with politics, laws, and policies
- \* problems with social and societal issues
- \* problems with the economy.

Now we will discuss how the data and use of intelligence in the past lead to the greatest hack of the all-time. How the biggest economy used it for the election and made possible to micro target the population with carefully tailored messages.

However, the occurrence was not an aberration; rather, it was an unavoidable result of a system built on collecting and profiting from our personal information, or what professor Shoshana Zuboff refers to as "surveillance capitalism." The core traits of the concept include gathering enormous amounts of data on individuals, processing that data to derive very detailed profiles of



their lives and behavior, and generating revenue by selling these predictions to third parties like marketers. Instead of focusing on consumers, Cambridge Analytica just used the same fundamental strategy to target votes.

Article - 12 of Universal Declaration of Human Rights makes the data privacy a part of the human rights.

Article - 21 of Universal Declaration of Human Rights states Everyone has the right to take part in the government of his country, directly or through freely chosen representatives.

ARE OUR HUMAN RIGHTS IN QUESTION NOW?

**Key words** – data privacy, public policy, privacy infringement, human rights, international law, psychological warfare instrument.

## INTRODUCTION

The development of artificial intelligence (AI) has caught the curiosity of public sector organizations all around the world. By automating repetitive tasks, AI solutions can ease the administrative strain on the public sector. Additionally, these systems can serve as a link between government entities and the general public, fostering the provision of higher-quality services. Along with providing efficient and effective government services, the use of AI technology in the public sector has raised concerns about governance

because of the numerous difficulties that they have to face consistently. Below mentioned are points briefly discusses benefits as well as the challenges.

**The nine categories that were used to group the potential advantages of using AI in government:**

- Benefits for productivity and performance:

Even though many public sector Ai technologies aim to increase productivity and service quality, similar to many other technology-neutral public sector initiatives, it is useful to evaluate the competency of current performance evaluation tools and how these could be expanded in the future.<sup>1</sup> This is particularly the case if the post-crisis situation does not compel us individually to change but rather forces us collectively to change and adopt the richness of our world.

- Benefits for risk assessment and management:

The EU AI Act suggests, for instance, that high-risk systems must execute an acceptable risk assessment, however it is unclear what exactly this methodology would include. Developers, regulators, and third-party certifiers require applicable assessment techniques to identify ethical and cultural hazards for particular AI applications in order to translate comprehensive policy into successful practice.<sup>2</sup> All of these parties (governments, observers, businesses, and users) are constrained in their ability to

<sup>1</sup> Maciej Kuziemski and Gianluca Misuraca, 'AI Governance in the Public Sector: Three Tales from the Frontiers of Automated Decision-Making in Democratic Settings' (2020) 44 Telecommunications Policy 101976

<<https://www.sciencedirect.com/science/article/pii/S0308596120300689>> accessed 6 November 2022.

<sup>2</sup> Lütge C and others, 'White Paper On a Risk-Based Assessment Approach to AI Ethics Governance' <<https://rgdoi.net/10.13140/RG.2.2.13586.94406>> accessed 6 November 2022



conduct risk assessments or to understand the regulatory monitoring that results when a system is designated as "high-risk."<sup>3</sup>

- Benefits for the economy:

E-government, particularly in emerging nations, is essential for increasing the economies of the state, the people, and business. It enables more efficient interactions between the government and citizens (G2C), the government and companies (G2B), and inter-agency but also relationships (G2G), as well as company operations and tasks (B2B). It also brings businesses and clients closer together (B2C). Even while there are a tonne of e-government resources and data that might be used in a huge variety of applications, they aren't being used in a way that makes it easier and more advanced for the current e-government services to use data-driven techniques. The existing state of e-government systems and services can be greatly improved to become more effective and economical by utilising cutting-edge deep learning techniques.<sup>4</sup>

- Benefits for data and information processing:

The largest and continually expanding computing power, along with the accurate, quick, and improving processing of enormous amounts of data and information

that results, is AI's greatest accomplishment. This makes the need to handle constantly expanding data sets the primary driver for implementing AI. In order to ensure an effective and sustainable allocation of government resources, to administer citizens' affairs more quickly and effectively, and to make it easier for people to access public services, public bodies and organisations aim to improve the magnitude, speed, and precision of information processing.<sup>5</sup>

- Benefits for services:

Numerous new AI technologies are now being put in place in the public sector, along with those that will increase access to education, detect fraud, prioritise healthcare needs, pay welfare recipients, expedite immigration decisions, plan and carry out large-scale urban and industrial public works projects, and—most importantly—reduce costs.<sup>6</sup>

- Benefits for the society as a whole:

Institutions and administrations are adapting to the needs of a society that is changing quickly. The incremental demands and demand for services provided by governments, the constraints imposed by prices and time, and the quality of services—their public value—should all be taken into

<sup>3</sup> Ojo A, Mellouli S and Ahmadi Zeleti F, 'A Realist Perspective on AI-Era Public Management\*', Proceedings of the 20th Annual International Conference on Digital Government Research (ACM 2019)  
<<https://dl.acm.org/doi/10.1145/3325112.3325261>> accessed 6 November 2022

<sup>4</sup> Al-Mushayt OS, 'Automating E-Government Services With Artificial Intelligence' (2019) 7 IEEE Access 146821  
<<https://ieeexplore.ieee.org/document/8862835/>> accessed 7 November 2022

<sup>5</sup> Wirtz BW and Müller WM, 'An Integrated Artificial Intelligence Framework for Public Management' (2019) 21 Public Management Review 1076  
<<https://www.tandfonline.com/doi/full/10.1080/14719037.2018.1549268>> accessed 6 November 2022

<sup>6</sup> Montoya L and Rivas P, 'Government AI Readiness Meta-Analysis for Latin America And The Caribbean', 2019 IEEE International Symposium on Technology and Society (ISTAS) (IEEE 2019)  
<<https://ieeexplore.ieee.org/document/8937869/>> accessed 6 November 2022



account among the numerous relevant trends. Due to the advent of new processors, advanced materials (like graphene), and more processing power, processes have been able to perform at a speed that was completely unexpected, and as a result, we have seen the rapid evolution of AI.<sup>7</sup>

- Benefits for decision making:

AI is crucial for enhancing human decision-making. It has the ability to classify and analyse data in real time and may be used to collect a huge volume of data and information from numerous sources. It enables data analysis, identification of flawed data, prediction, forecasting, consistency development, quantification of uncertainty, etc. which enhances decision-making processes, increases the efficacy of decision-making, and lowers mistake rates.<sup>8</sup>

- Benefits for engagement and interaction:

The usage of virtual assistants to enhance human-machine interaction is growing. They are able to interact with people and provide real-time answers to their questions. Computer programmes that interact with people by using natural language are referred

to as these assistants. E-services is a new application area for AI, allowing for the personalization of services and the creation of intelligent services based on smart interactions.<sup>9</sup>

- Benefits for sustainability:

The promise of AI to develop a sustainable environment and natural resource management was urged by 14 nations. In New Zealand's strategy, for instance, it was said that "AI can address our environmental concerns by evaluating data and delivering better detection and environmental management capabilities. AI can also be applied to restructure manufacturing processes to improve their overall sustainability. Using multi-agent systems in intelligent energy distribution grids and applications or agent-based modelling for renewable sources, AI improves efficiency in the energy industry.<sup>10</sup>

**Categories that were used to classify the difficulties of using AI in the government. Data challenges are listed as follows:**

- Organisational and managerial challenges:

<sup>7</sup> Valle-Cruz D and others, 'A Review of Artificial Intelligence in Government and Its Potential from a Public Policy Perspective', Proceedings of the 20th Annual International Conference on Digital Government Research (ACM 2019) <<https://dl.acm.org/doi/10.1145/3325112.3325242>> accessed 6 November 2022

<sup>8</sup> Ben Rjab A and Mellouli S, 'Artificial Intelligence in Smart Cities: Systematic Literature Network Analysis', Proceedings of the 12th International Conference on Theory and Practice of Electronic Governance (ACM 2019) <<https://dl.acm.org/doi/10.1145/3326365.3326400>> accessed 6 November 2022

<sup>9</sup> Rjab AB and Mellouli S, 'Smart Cities in the Era of Artificial Intelligence and Internet of Things: Literature Review from 1990 to 2017', Proceedings of the 19th Annual International Conference on Digital Government Research: Governance in the Data Age (ACM 2018) <<https://dl.acm.org/doi/10.1145/3209281.3209380>> accessed 7 November 2022

<sup>10</sup> Fatima S, Desouza KC and Dawson GS, 'National Strategic Artificial Intelligence Plans: A Multi-Dimensional Analysis' (2020) 67 Economic Analysis and Policy 178 <<https://linkinghub.elsevier.com/retrieve/pii/S0313592620304021>> accessed 6 November 2022



The environment for AI is extremely complicated and constantly changing. There are a few well-known businesses in more established technology fields, so customers know where to turn. For instance, Alibaba, Amazon, Google, and Microsoft collectively control around 84% of the worldwide public cloud market, dominating the cloud industry. The AI sector, which also has a sizable presence from IT giants, is more fragmented and constantly seeing the emergence of new tiny businesses. A buyer who is unfamiliar with the AI market may be hampered by the sheer volume of companies and the market's rapid rate of change. It's possible that many consumers aren't even initially aware of the entire landscape.<sup>11</sup>

- Problems with data:

The main engine of any AI-based solution is data. For AI initiatives to be successful, the necessary base data must be acquired as well as a mechanism to dynamically modify the data. Additionally, as information is typically available in a variety of data types, including text, image, audio, and video, integrating the data might be difficult when adopting AI systems. Information security is also necessary to guarantee its confidentiality and safety. As a result, data challenges have an impact on how AI is implemented.

- Problems with skills:

Additionally, government workers in non-technical positions like department directors,

decision-makers, and procurement officials sometimes lack sufficient knowledge of data and AI. Technical expertise is required, as is awareness of the ethical and legal ramifications of using enormous volumes of data, with privacy being the primary concern. Because of this, it is challenging for them to feel confident investing in the technology or to be aware of current legal frameworks that directly affect AI projects, such as data and privacy rules.<sup>12</sup>

- Problems with interpretation:

Because of how prevalent the digital information age is and how quickly large data, including big government data, are produced, manual data analysis and interpretation have become difficult. In addition to automating the study of large quantities of government data, machine learning (ML) also has the ability to develop new theories and offer data-driven solutions to difficult topics.<sup>13</sup>

- Problem with ethics and black box issue:

A buried layer of nodes makes up artificial neural networks. Each of these nodes processes the input and sends its output to the layer of nodes below it. A massive artificial neural network with many of these hidden layers, deep learning "learns" on its own by identifying patterns. And the complexity of this might be endless. What the nodes have "learned" is hidden from view. Just the

<sup>11</sup> 5 Challenges for Government Adoption of AI' (World Economic Forum) <<https://www.weforum.org/agenda/2019/08/artificial-intelligence-government-public-sector/>> accessed 6 November 2022

<sup>12</sup> 5 Challenges for Government Adoption of AI' (World Economic Forum) <<https://www.weforum.org/agenda/2019/08/artificial-intelligence-government-public-sector/>> accessed 7 November 2022

intelligence-government-public-sector/> accessed 7 November 2022

<sup>13</sup> Alexopoulos C and others, 'How Machine Learning Is Changing E-Government', Proceedings of the 12th International Conference on Theory and Practice of Electronic Governance (ACM 2019) <<https://dl.acm.org/doi/10.1145/3326365.3326412>> accessed 6 November 2022



conclusion is shown; we don't see the output between levels. We are therefore faced with the AI black box since we are unable to see how the nodes are analysing the data. "AI doesn't 'understand' the output it provides the same way a human does. When an AI produces a biased result, it won't notice. So, humans must instead — and that's difficult to do when we can't understand the reasoning behind the result."<sup>14</sup>

- Problems with politics, law and policies

Although many seek out the advantages of big data and algorithms, automated systems can sometimes be dangerous. It is incorrect to believe that [these big data techniques] are objective just because they are information driven, according to the White House Report on Big Data of 2016. 5 As we transition to a "smart society," policymakers face difficult hurdles in encouraging justice and combating bias and unfair impacts. These challenges stem from the way we use data as "inputs to an algorithm" and "the internal workings of the algorithm itself."

- Problems with economy:

The potential harm to the economy from increased efficiency brought on by robots replacing people and the investments in technology infrastructure required to support

data storage and gathering are referred to as the economic challenges of AI deployment in government. AI use in government may result in the creation of new jobs, but it may also cause job losses.<sup>15</sup>

Threat to Fair Election of government by taking into consideration social media scandal at the time of 2016 United States Election which included a consulting company known as Cambridge Analytica.

To answer this, we need to understand the concept of Surveillance Capitalism – “an economic system in which the product for sale is personal data collected on the internet, especially from search engines (programs used to find information on the internet) and social media platforms (websites and programs that allow people to communicate and share information on the internet)”<sup>16</sup>

Surveillance capitalists sell certainty to business customers who would like to know with certainty what we do.<sup>17</sup>

The Age of Surveillance Capitalism: The fight for the human future at the new frontier of power by Shoshana Zuboff<sup>18</sup>

It explains how large tech companies like Google and Facebook convinced us to

<sup>14</sup> Reed N, 'The AI Black Box Problem' (ThinkAutomation, 26 November 2019) <<https://www.thinkautomation.com/bots-and-ai/the-ai-black-box-problem/>> accessed 7 November 2022

<sup>15</sup> Zuiderwijk A, Chen Y-C and Salem F, 'Implications of the Use of Artificial Intelligence in Public Governance: A Systematic Literature Review and a Research Agenda' (2021) 38 Government Information Quarterly 101577 <<https://linkinghub.elsevier.com/retrieve/pii/S0740624X21000137>> accessed 7 November 2022

<sup>16</sup> Surveillance Capitalism” (*SURVEILLANCE CAPITALISM - Cambridge English Dictionary*,

November 2, 2022) <<https://dictionary.cambridge.org/dictionary/english/surveillance-capitalism>> accessed November 6, 2022

<sup>17</sup> Kavenna J, “Shoshana Zuboff: ‘Surveillance Capitalism Is an Assault on Human Autonomy’” (*the Guardian*, October 4, 2019) <<http://www.theguardian.com/books/2019/oct/04/shoshana-zuboff-surveillance-capitalism-assault-human-autonomy-digital-privacy>> accessed November 6, 2022

<sup>18</sup> Zuboff S, *The Age of Surveillance Capitalism* (2019)



sacrifice our privacy for convenience, how personal information (or "data") collected by these companies has been used by others to predict, influence, and even change our behavior, and how this has had terrible repercussions for democracy and freedom. The "surveillance capitalism" of the term refers to a "new economic system" and "a seizure of essential human rights that is best understood as a coup from above," according to Zuboff.

What are some of the ways we can be surrendering our independence to Facebook, Google, and others without even realizing it?

Google was the company that first discovered how to gather excess behavioral data—data that was collected more than what was required to provide services—and utilize it to create prediction products that they could then sell to their commercial clients, in this case advertisers. However, she contends that surveillance capitalism is not limited to that original setting any more than, for instance, mass production was limited to the creation of Model T's. Users weren't likely to consent to this unilateral claim of their experience and its conversion into behavioral data, it was understood from the beginning at Google. It was acknowledged that these techniques needed to be imperceptible. Thus, the one-way mirror's social relationships were mirrored in the logic from the beginning. Because we had no way of knowing what was going on, we were unable to object to what they were a

ble to see and take. We flocked to the internet in hopes of being empowered, having knowledge made more accessible, and getting assistance with pressing issues, but surveillance capitalism was simply too profitable to turn away from. This economic theory has now gone beyond the computer industry to brand-new surveillance-based ecosystems in almost every industry, including insurance, vehicles, health, education, and finance, as well as every "smart" device and "personalized" service. Today, it's very challenging to engage in society productively without interacting with the same channels that serve as the data flow supply networks for surveillance capitalism.<sup>19</sup>

Why have we not yet recognized how all this surveillance is having an impact?

One major factor is that our perception of and understanding of the significance and effects of surveillance capitalism's tactics and operations has been hampered by their brazen, unprecedented nature. Another factor is that Google's invention of surveillance capitalism in 2001 benefited from a few significant historical coincidences. One is that it emerged at a time when there was a neoliberal consensus that self-regulating businesses and markets were superior. State-imposed restrictions were seen as a hindrance to free entrepreneurship.

The fact that surveillance capitalism was created in 2001, the year of 9/11, is a second historical blessing. There were new privacy-related legislative proposals being discussed

<sup>19</sup> "Harvard Professor Says Surveillance Capitalism Is Undermining Democracy" (*Harvard Gazette*, March 4, 2019) <<https://news.harvard.edu/gazette/story/2019/0>

[3/harvard-professor-says-surveillance-capitalism-is-undermining-democracy/>](https://news.harvard.edu/gazette/story/2019/0) accessed November 6, 2022



in Congress in the days preceding that tragedy, some of which may have prohibited actions that had become operations of surveillance capitalism. Just a few hours after the World Trade Center towers were struck, "total information awareness" replaced privacy concerns as the main topic of discussion in Washington. The intelligence agencies and other influential groups in Washington and other Western nations were more inclined to foster and incubate the surveillance capabilities emerging from the private sector in this new context.

The fact that these methods are intended to keep us in the dark is a third argument. Almost everyone who has come after the original surveillance capitalists has used verbiage that is a textbook example of deception, euphemism, and obfuscation. Selling people on the impression that the new economic practices are an inevitable result of digital technology has been one topic of misinformation. In America and the rest of the West, we think it is unethical to obstruct scientific advancement. The idea is that if these troubling practices are a necessary byproduct of the new technologies we will likely just have to put up with them. This category error is risky. While it is difficult to picture surveillance capitalism without the digital, it is simple to do so in the absence of the digital.

Dependency and the foreclosure of alternatives are the subject of a fourth explanation. We now rely entirely on the internet to function in our daily lives. Nearly everything we do now to meet the bare minimum needs of social participation, such as interacting with the IRS or your healthcare provider, forces us through the same supply chains used for surveillance capitalism.

How, in some way, our humanity, and our capacity to function as a democracy are under risk?

These companies are being forced to produce better and better behavioral prediction products because of the competitive dynamics of surveillance capitalism. In the end, they've realized that this necessitates not only gathering enormous amounts of data but also changing our behavior. The transition is from monitoring to "actuating," as described by data scientists. As they learn to tune, herd, and condition our behavior with subliminal cues, rewards, and punishments that steer us toward their most lucrative outcomes, surveillance capitalists are now developing "economies of action."

Our right to the future tense, which is fundamental to free will and the notion that we can imagine the future and give it significance, is revoked in this situation. The core of autonomy and human agency is this. Because people are less capable of exercising moral judgement and critical thinking without autonomy in action and thought, surveillance capitalism's "means of behavioral modification" at scale weaken democracy from within. As surveillance capitalism represents an unprecedented concentration of knowledge and the power that comes with it, democracy is also under attack from without. We don't know much about them, but they know everything about us. They foretell our destinies, but only to benefit others. They know a great deal more than just the information we supplied them. They will never give up their competitive advantage, which is the knowledge they have created from that information. These information gaps present whole new dimensions of social injustice and inequality.





The case of Cambridge Analytica and how it changed the world.

After a whistleblower made it known that Cambridge Analytica (CA) stole data from 50 million Facebook users without their knowledge or consent, Facebook and CA are in hot water. Over the weekend, former employee Christopher Wylie made the information public for an in-depth, densely reported article in Britain's Observer newspaper. Since then, investigations into Facebook and CA have been opened by British, EU, and US authorities; nevertheless, it can be difficult to get specifics.

What actions took Cambridge Analytica?

According to Wylie, who worked there in 2015, CA used an external app to collect data from 50 million Facebook users. The information was obtained through a personality test that some 270,000 people paid to take. "This is your digital life", the quiz, then drew information from the profiles of their acquaintances, resulting in the massive data cache.

What information were obtained?

This contained private information about users' addresses and favorite web pages, which was used to create psychological profiles and analyze attributes and personality characteristics. Later, this material was used in political campaigns.

Wylie stated "We took use of Facebook to capture the profiles of millions of users. created models to take advantage of the information we had about individuals and attack their inner demons." Aleksandr Kogan,

a Russian academic at Cambridge, developed the test and shared the data in a business arrangement with Strategic Communication Laboratories (SCL), which later went on to found CA. To target advertisements utilizing voter data collected from millions of US people, the Trump team hired CA in June 2016. In the months leading up to the EU vote, CA also supported Leave campaigners.

Was that legally permitted?

According to data protection rules, the data collecting as it was presented in The Observer might have been unlawful. The sale of personal information to a third party without permission is prohibited by British law. Facebook has disputed that the data was actually acquired without permission. "People knowingly gave their information, no systems were compromised, and no passwords or sensitive data were stolen or hacked," it said on Saturday. Kogan might also have violated Facebook's own policies by using the information for non-strictly academic reasons rather than for commercial ones.

The idea of pursuing anti-trust action against Facebook, which is growing in popularity and has quickly moved from the periphery of the thinktank world to the heart of the agenda of a significant 2020 Democratic presidential candidate, is the most overt of these impending pressures.

It will be virtually impossible to split up Facebook once those three messaging services are integrated, according to Jonathan Albright, director of the Tow Center for Digital Journalism's Digital Forensics Initiative. "It won't take place. You cannot succeed. And for precisely that reason, they are acting so swiftly.



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Just two years ago, it was unthinkable that the 2020 campaign slogan would be "Break Up Big Tech." Lest we forget, Zuckerberg spent a significant portion of 2017 travelling the nation in a politician's disguise.

Nevertheless, here we are. Although Facebook may not have changed because of the Cambridge Analytica disclosures, we have. Now that our eyes are open. What we'll do is the key question.

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