Global Challenges of the 21st Century
1) Technological development and human health/ quality of life
2) Climate change and environmental sustainability
3) Democracy and cohesion in Europe

The Ethics of Using Algorithms to Predict Individual Behavior

Prediction is notoriously difficult to achieve in social sciences. When it comes to predicting individual behaviors in given situations, usually the most we can hope for is a kind of inductive inference from the known data about the agent's past actions and preferences, leading to a more or less plausible anticipation. If algorithms could lead to more precise results, this would be extremely helpful in tackling tough decisions such as parole, identifying potential terrorists etc. Private companies have started developing AI tools for predicting consumer choices. However, the ethical risks are not negligible. In this paper, I will try to argue that issues related to privacy, the status of data and the types of decisions to be made on the basis of such predictions should be carefully assessed before embracing such promising technologies.

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