

Samsung Solve for Tomorrow

AI BOOTCAMP MARK CUBAN
FOUNDATION

Lesson 6: Ethics Check



AI Is Already Making Decisions About You

- ✓ Getting a Job
- ✓ Health Care
- ✓ Music & Creative Tools
- ✓ Games & Recommendations
- ✓ Criminal Justice



Activity #1: Learn About Model Cards

What is a Model Card?

A model card is a document that describes a machine learning model – including its intended use, performance limitations, and potential biases.

Model cards promote transparency and accountability – helping ensure AI systems are used ethically and that users know what they're working with.

Some Examples

Gemma Model Card

MediaPipe FaceMesh Model Card

Object Detection Model Card

5:00



The Nutrition Label Analogy

A food label tells you what's inside, who it's for, and what to watch out for. A model card does the same for AI — it tells users what the model does, what data it was trained on, where it might fail, and how accurate it is.

Without that label, you're consuming something you know nothing about.

Whether you're building AI for music, games, healthcare, or anything else – your choices matter. The model card or responsible use card you create in this lesson is your commitment to building AI that is fair, honest, and accountable.

An ethics check is required for your Samsung Solve for Tomorrow technology. This is why.

Model Card Instructional Video

Dataset Model Card

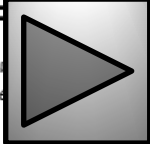
Model/Dataset Name: (Your text here)

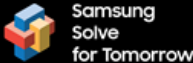
Limitations/Warnings: What identified or potential biases are present, or other concerns about the data. Example: "Tested with native English speakers only, in USA only, 80% female participants, no senior citizens or children."
(Your text here)

Accuracy: How often does the model get the correct answer on a test set?
(Your text here)%

About the Data: How and when the data was collected, the size of the dataset. Example: "Data was collected from middle and high school students taking Computer Science in schools in NC, GA and TX. Dataset size is 527 student responses."
(Your text here)

Features and Label: How the AI generated outcome is determined based on your data and training. The format is "Type of AI based on criteria". Examples: "Recommend a book based on age, gender and preferred genre." or "Label an object based on trained classes 'pen', 'marker', 'post it' and 'nothing'."
(Your text here)





Responsible Use Card

[Adapted from IBM's 5 Pillars](#)

Privacy: *What data (if any) does your project collect from people who use or view it, and how will you declare that information? Example: "My game collects usernames, but I will not collect personal data."*
([Your text here](#))

Explainability: *What AI tool(s) are you using in your project, and how do they work? Example: "I'm using Google's MusicLM to generate background music for my game. It creates music from text descriptions."*
([Your text here](#))

Robustness: *What could go wrong? Example: "My AI game character could be 'tricked' into saying inappropriate things through clever prompting."*
([Your text here](#))

Fairness: *Who is it designed for, and could it exclude/harm anyone? Example: "I'm using an AI art generator to create characters for my video game. The AI might automatically generate certain races or genders in stereotypical ways."*
([Your text here](#))

Transparency: *Do users know they're interacting with AI? Are you clear about what the AI can and cannot do? Could your AI tool's outputs violate copyright or closely resemble existing copyrighted work? Example: "I will be entering this in a contest explicitly asking for AI-generated content. I should disclose that the AI was trained on existing content and that the outputs might resemble copyrighted work."*
([Your text here](#))

Dataset Model Card

Model/Dataset Name: (Your text here)

Limitations/Warnings: *What identified or potential biases are present, or other concerns about the data. Example: "Tested with native English speakers only, in USA only, 80% female participants, no senior citizens or children."*
(Your text here)

Accuracy:
How often does the model get the correct answer on a test set?
(Your text here)%

About the Data: *How and when the data was collected and the size of the dataset. Example: "Data was collected from middle and high school students taking Computer Science classes in 40 schools in NC, GA and TX. Dataset size is 527 student responses."*
(Your text here)

Features and Label: *How the AI generated outcome is determined based on your data and training. The format is "Type of AI based on criteria". Examples: "Recommend a book based on age, gender and preferred genre." or "Label an object based on trained classes 'pen', 'marker', 'post it' and 'nothing'."*
(Your text here)



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Activity #2: Build Your Card

Responsible Use Card

My project is creative and does NOT use a dataset.

Based on IBM's 5 Pillars of Responsible AI, this card documents how you used AI responsibly in your project.

Model Card

My project uses data – whether I trained it or downloaded it.

Documents your model's name, accuracy, limitations, data source, and features so others understand exactly how it works.

Steps

1. Make a copy of the template
2. Share with all group members
3. Fill in the card for your Samsung Solve for Tomorrow project

25:00



Explainability & Transparency in AI

Explainability

The ability to clearly communicate how an AI system arrived at its result – even when the outcome isn't what you hoped for.

Like a teacher providing a rubric BEFORE an assignment. You know exactly how your grade was calculated.

Transparency

Openness about where the AI's source material came from and whether the process is fair and consistent for everyone.

Like an AP exam that is identical for every student. You know what to expect – unlike a class where each teacher grades differently.

Class Discussion

Do you think AI systems that make decisions should have user protections that ensure privacy, transparency, and explainability?

- 1 What are the benefits of requiring companies to publish model cards?
- 2 Why might a company choose **not** to be transparent about how their AI works?
- 3 Can you think of a real example where a lack of AI transparency caused harm?

