

Ethics, for people who build with it.

AI ethics, sustainability & equity.

I build with this stuff.

- Not an ethicist
- What I try to do every day
- Small and practical
- I don't have all the answers

01

AI surfaces. You decide.

Equity is a data problem first.

- How we collect data matters
- Which sidewalks did we miss, and why?
- Whose places get mapped is an ethics problem

And how we process it.

- Flint, Michigan
- The Modifiable Areal Unit Problem
- Same data, processed differently → a different story

AI doesn't make the call.

- We surface information so someone else can decide
- AI helps you surface it and generate ideas
- The decision is still yours — you're the human in the mix

02

Secret Cyborgs.

Disclose.

- Be willing to stand by your work
- Even if AI helped you make it
- So say that it did

Augment, don't replace.

- The model's the intern; you're still the expert
- Don't paste in, paste out, no thinking in between
- "The AI said the road was blocked, so it's blocked"

Don't rubber-stamp the AI's words.

- AI auto-writes your layer's metadata
- You accept it unchecked
- A downstream AI inherits the mistake

My AI disclosure.

- Jaws (my AI) made these slides
- Started from my published content and some ramblings in a chat box
- We built an outline together
- It built the slides using my template
- I edited by saying what I wanted and letting the AI make the changes

Don't fake people.

- No words in a real person's mouth
- Every fake taxes everyone telling the truth
- We need a social norm that this isn't okay
- The fix is provable authenticity (what I research)

03

**Weird new problems.
We're on it.**

2,000x

the gap between published "water per query" estimates.

OpenAI \approx 0.3 mL · independent estimates 10–50 mL · one widely-cited study \approx 519 mL

Watch the power, not the water.

- Data-center electricity ~doubles by 2030
- We're working on it: geothermal, even data centers in space
- You can help: right-size the model for big, long-running jobs

"Using it responsibly *is* the actual work."

Learn it yourself.

Houston: Empowering Equity Through GeoAI

youtube.com/watch?v=v3KwbNRZddY

IEA: Energy and AI (the electricity numbers)

iea.org/reports/energy-and-ai

Hank Green: AI water use & the corn comparison

youtube.com/watch?v=H_c6MWk7PQc

Fervo + Google: enhanced geothermal

fervoenergy.com

Almost Entirely Human, my newsletter on building with AI

christophermoravec.com