

APRIL 2023 | ISSUE # 113

BROUGHT TO YOU BY



CE.A.I.
Centre for AI Innovation
powered by MyFinB



Y:WAIT

Young Women in AI & Technology

$$E=mc^2$$

SPECIAL FEATURE

**EMPOWERING THE NEXT
GENERATION OF
CHANGEMAKERS**



INDUSTRY FOCUS

THE ETHICS OF DATA COLLECTION IN EDUCATION

THE ETHICS OF DATA COLLECTION IN EDUCATION

Our guest speakers examined the ethical implications of collecting and analyzing student data in the age of edtech platforms, and how we can balance the benefits of personalized learning with the risks of privacy violations and algorithmic bias.

Speaker:

PROF M NAZRI, *Founder / CEO, MyFinB Group | AIV50 | CEAI Global*

Moderator: SHANKER DAMODARAN, *Managing Partner, Centre for AI Innovation @ India | Executive Director, Global Chamber Ahmedabad*

Here's a recap on the recent
fireside chat session
organized by CEAI

The Centre for AI Innovation (CEAI) Global recently organized a webinar as part of their "Ethics of Education in the Era of AI Series," focusing on "The Ethics of Data Collection in Education." In the current era of digital transformation, data collection in education has become a vital aspect for improving the learning process, but it also raises ethical concerns. The webinar aimed to explore these concerns and discuss the best practices for ethical data collection in education. In this article, we will recap the webinar's key takeaways and insights.

Moderator Shanker: : Good day everyone, and welcome back to another episode of our fireside chat on the ethics of data collection in education. Today, we have Prof Nazri a leading AI expert and futurist. Let's now dive into our discussion with our first question.

1. How can we ensure that the benefits of personalized learning are balanced with the risks of privacy violations and algorithmic bias?

Prof M Nazri: Ah, the age-old question of balancing benefits and risks. I believe that when it comes to personalized learning, we must take into consideration both the benefits and risks involved. One approach is to use anonymized or aggregated data. For example, instead of tracking each student's progress individually, we can look at data from a larger group, such as a class or grade level, to identify areas for improvement. This way, we can still benefit from personalized learning without compromising privacy.

Another important factor is ensuring that algorithms used in personalized learning are fair and unbiased. This can be achieved by training the algorithms on diverse datasets to prevent bias and regularly auditing them to ensure that they remain unbiased. It's essential that we monitor and evaluate the algorithms to identify any areas where they may be inadvertently perpetuating bias.

Lastly, education and training are key. It's essential that everyone involved in personalized learning understands the risks of data collection and how to protect privacy. This can include training teachers, administrators, and students on best practices for data collection, storage, and use.

For example, if a personalized learning platform uses student data to create a profile, it's important that they have control over what information is shared and with whom. It's also important to have measures in place to prevent data breaches or unauthorized access to student information.

By taking a proactive approach to balancing the benefits and risks of personalized learning, we can create a more effective and equitable educational environment.

2. Shanker: Thank you Prof for those insights. Moving on to our next question - Question 2: How can we ensure that students' data is secure and protected from cyber threats?

Prof Nazri: Well, we could start by treating student data like it's the Crown Jewels! Strong encryption methods, two-factor authentication, and limiting access to authorized individuals are all good ways to protect data. But we also need to be prepared for the worst-case scenario. That means having a backup system in place in case of a security breach. And we can't forget about education and training. Everyone needs to understand the risks of cyber threats and how to prevent them.

To ensure that students' data is secure and protected from cyber threats, edtech platforms can use strong encryption methods such as SSL and HTTPS protocols to encrypt data transmission.

They can also use two-factor authentication to add an extra layer of security to student accounts. For instance, some edtech platforms require users to enter a unique code sent to their mobile phone before logging in to their account. Moreover, limiting access to student data to authorized individuals only, such as teachers and school administrators, can reduce the risk of unauthorized data access.

Additionally, edtech platforms can implement regular security audits and vulnerability assessments to identify potential security risks and address them promptly. Backing up student data on a regular basis is also crucial in case of a security breach or data loss. It's also essential to educate students, teachers, and school administrators on safe online practices, such as avoiding clicking on suspicious links or downloading unknown files, using strong passwords, and regularly updating software and applications.

Furthermore, schools and districts should have clear policies in place for handling data breaches, including a plan for communicating with affected parties and notifying authorities if necessary. It's also important to regularly review and update these policies to reflect changes in technology and evolving security threats.

Overall, protecting student data from cyber threats requires a multi-faceted approach that involves a combination of technological solutions, security best practices, and ongoing education and training. By implementing these measures, edtech platforms and schools can help ensure that students' data is secure and protected from cyber threats.

3. Great answers Prof Nazri. Data security and protection are one of the common popular questions amongst the audience. Next, touching on Risks, Question 3: What are the potential risks of using edtech platforms and collecting student data, and how can we mitigate these risks?

Prof Nazri: Oh boy, where do I start? Privacy violations, algorithmic bias, cyber threats...the list goes on. But one way to mitigate these risks is by being mindful of what data we collect and how we use it. Data minimization is key - we should only collect the data that's absolutely necessary for personalization. And of course, we need to use fair and unbiased algorithms, involve diverse stakeholders in the design process, and regularly audit our algorithms to make sure they're doing what they're supposed to be doing.

The potential risks of using edtech platforms and collecting student data include privacy violations, algorithmic bias, and cyber threats. To mitigate these risks, edtech platforms can use anonymized or aggregated data to protect privacy. For example, instead of collecting individual student data, edtech platforms can use group data to identify patterns and make recommendations. Similarly, using privacy-enhancing technologies such as differential privacy can protect individual privacy by adding noise to the data. Additionally, involving diverse stakeholders such as students, teachers, and parents in the design and development of edtech platforms can ensure that the platforms meet their needs and are transparent and accountable. Regular audits of algorithms can also help detect and correct any biases that may exist.

To further mitigate the risks of using edtech platforms, it's important to have clear and concise privacy policies that are easy for students and their parents to understand. This can include providing information on what data is being collected, how it will be used, and who it will be shared with. Additionally, edtech platforms can implement measures such as data encryption, secure data storage, and regular security updates to protect against cyber threats. Finally, it's important to educate students and their families about the potential risks of using edtech platforms and provide them with the tools and knowledge to protect their privacy and security.

4. Valuable advice from you Prof on the risks part and how we can mitigate it. Now, for Question 4: How can we ensure that algorithms used in edtech platforms are fair and unbiased, especially given that they can have significant impacts on student outcomes?

Prof Nazri: Well, it's not easy, but it's definitely possible. To ensure that algorithms used in edtech platforms are fair and unbiased, we need to take a multi-pronged approach. It's not enough to simply rely on algorithms to be fair - we need to actively work to prevent bias from creeping in. One way to do this is to train algorithms on diverse datasets to prevent bias. For example, an edtech platform that uses machine learning to recommend content could use data from students with different backgrounds, ethnicities, and socioeconomic statuses to avoid bias towards certain groups.

Another way to ensure fairness is to compare results from multiple algorithms. This can help identify any biases that may exist and allow us to correct them. But it's not just about the algorithms themselves - we also need to involve diverse stakeholders in the design process to ensure that everyone's needs are being met. For example, involving students, teachers, and parents in the design and development of edtech platforms can help ensure that the platforms are transparent and accountable.

Finally, regular audits of algorithms are necessary to make sure they're working as intended. This can help detect and correct any biases that may exist and ensure that the algorithms are fair and unbiased. By taking these steps, we can help ensure that edtech platforms are a force for good and not a source of harm.

5. Our 2nd last question is about benefits and risks of privacy violation. Question 5: How can we balance the benefits of personalized learning with the risks of privacy violations?

Prof Nazri: Ah, the eternal struggle! One way to achieve this balance is by giving students control over their own data. If students have the power to make informed decisions about their privacy, they can still benefit from personalized learning while protecting their own data. And we can use privacy-enhancing technologies like differential privacy to add noise to the data and protect individual privacy. But ultimately, it all comes down to data minimization - we should only collect the data that's absolutely necessary for personalization and no more.

Balancing the benefits of personalized learning with the risks of privacy violations can be achieved through data minimization. For instance, instead of collecting every data point about a student's academic performance, edtech platforms can limit data collection to only the most relevant data for personalization, such as test scores or reading level. Additionally, privacy-enhancing technologies such as differential privacy can be used to add noise to the data to protect individual privacy. Giving students control over their own data can also empower them to make informed decisions about their privacy while still benefiting from personalized learning. For example, an edtech platform could allow students to choose which data points to share or withhold from the platform, and to delete their data when they no longer want to use the platform.

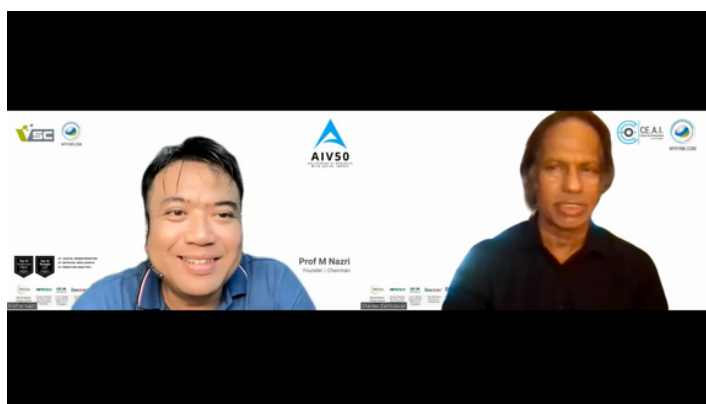
6. The final one touching on transparency, Question 6: How can edtech platforms be more transparent about their data collection and use practices?

Prof Nazri: Transparency is key! One way to achieve transparency is by providing clear and accessible information about data collection and use practices. This can include using standardized privacy policies and transparent opt-in and opt-out processes so users understand and have control over their data. And regular audits and transparency reports can help build trust and demonstrate that we're taking privacy seriously.

To be more transparent about their data collection and use practices, edtech platforms can provide clear and accessible information about their data collection and use practices.

For example, a platform could provide a summary of its data collection and use practices on its website or in the platform itself, using plain language that is easy to understand. Additionally, edtech platforms can use standardized privacy policies and transparent opt-in and opt-out processes to ensure that users understand and have control over their data. For instance, a platform could ask users to review and accept its privacy policy before creating an account, and allow them to change their data sharing preferences at any time. Finally, regular audits and transparency reports can help build trust by demonstrating the platform's commitment to data privacy and security.

Shanker: Thank you so much, Prof Nazri, for all your valuable insights on the ethics of data collection in education. And with that, we come to the end of today's fireside chat. Thank you to our audience for tuning in, and thank you, Prof Nazri, for joining us today.



Cyber Threats

Q2: How can we ensure that students' data is secure and protected from cyber threats?

- Strong encryption methods
- Having a backup system in place in case of a security breach
- Education and training. Everyone needs to understand the risks of cyber threats and how to prevent them.



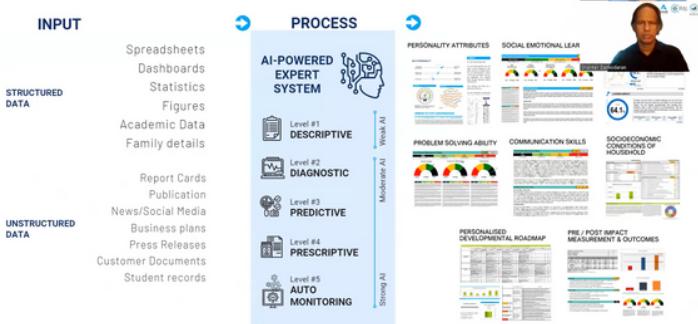
The Future of Hacks / Scams - DeepFakes using Voice



- DeepFakes using voice is a potential future hack/scam technology
- It allows for the creation of realistic fake audio recordings of individuals
- These recordings can be used to manipulate people into doing or saying things they normally wouldn't
- The technology could be used in a variety of settings, including political campaigns, business negotiations, and personal relationships
- There are concerns about the ethical implications of using this technology and the potential harm it could cause to individuals and society as a whole
- It is important for individuals and organizations to be aware of the existence of this technology and take measures to protect themselves from potential harm



The Personalised Learning Flow



Illustration

Use of AI to help workers in training and development



EMPOWERING THE NEXT GENERATION OF CHANGEMAKERS

AN INTERVIEW WITH SERENE ZHANG,
 VICE-PRESIDENT & ONE OF THE CO-FOUNDING TEAM OF
 YOUNG WOMEN IN AI AND TECHNOLOGY (Y:WAIT)
 - SINGAPORE CHAPTER

Source: CEAI



The Centre for AI Innovation (CEAI), Global has been at the forefront of promoting the importance of AI in education and creating opportunities for students to get involved in this rapidly growing field. As part of our commitment to empowering the next generation of AI changemakers, we have launched a new series of articles dedicated to highlighting the achievements of young leaders in the field of AI and technology.

In this edition, we had the privilege of interviewing Serene Zhang, Vice-President, and one of the co-founding member of the Young Women in AI and Technology (Y:WAIT) Singapore Chapter, which focuses on empowering young girls between the ages of 13-18. In this exclusive section, we aim to inspire and motivate young girls to pursue their passion for AI and technology and make a positive impact on society.

1. What inspired you to become a student leader, and what keeps you motivated to continue making a difference in your community?

I have always felt a connection to leading and serving a community, as reciprocating the kind

of support and strength I received in my community felt like a natural response. Being able to shape schools into more than just a mere physical entity, into a lively shared experience for all students, is a great accomplishment to me! The self-fulfilling and discovery process that comes with leadership roles has also spurred me to take on these positions since primary school, and continue to yearn for more ever since then!

2. Can you share a specific project or initiative that you led and are most proud of, and why does it stand out to you?

An extremely pivotal leadership experience of mine was when I was selected to be in the planning team of my Secondary school's open house. Open house plays the most integral role in students to recognising and appreciating a school's strong cohesion and identity. As the Student Ambassador OT, I definitely felt the accomplishment of overseeing everything running smoothly from start to end and catching the excited faces of students that reminded me of my past self. It was an event carrying months of challenging planning and execution, but still, a rewarding experience for my to-be juniors and for marking a historical occasion: following many years of hiatus due to the pandemic, and more importantly, the first on our new campus.

3. What are some of the challenges you have faced as a young leader, and how have you overcome them?

I consider the lack of experience due to my young age to be my greatest leadership challenge. Leadership responsibilities test volatility and the ability to make quick decisions and weigh risks on

the spot due to their inevitable unpredictability. Despite this challenge, after all, everyone has to start somewhere and I am glad this challenge has not diminished my confidence.

4. How do you balance your leadership responsibilities with your academic or personal life, and what tips do you have for other student leaders who struggle with time management?

To balance leadership and academic life, I believe finding enjoyment in serving is key. It helps me stay grounded, find my spark, and reminds me of the core reason I started my leadership journey.

5. What advice would you give to other young people who want to make a positive impact in their communities but are not sure where to start?

The most important aspect of leadership is to be hungry for new opportunities and recognise the gaps or needs in our community and find opportunities to address them. Every leadership opportunity, big or small, has the potential to spark meaningful change!

6. Can you share a fun or memorable moment from your time as a student leader that you will always remember?

One would certainly be welcoming the Secondary One students into their new Secondary school and offering them the most authentic and warm atmosphere possible to mark the start of their new chapter. It provided me with the greatest sense of accomplishment seeing them transitioning comfortably into this new environment!

7. How do you think being a student leader has prepared you for your future career aspirations, and what skills have you gained that will be valuable in the future?

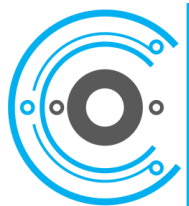
Through leadership opportunities, I have developed essential 21st-century skills such as interpersonal skills, collaboration, adaptability, proposal writing and liaising.

It has also expanded my social circle and connected me with like-minded and capable leaders united by our common desire to serve the community!

8. What are your goals for the future, and how do you plan to continue making a positive impact in the world as a young leader?

My goal for the future is to expand my extent of impact to communities not only limited to my school or neighbourhood, but across Singapore and even globally! I can certainly start by being more aware of my community, being more empathetic towards those around me and actively listening to their needs

"...The most important aspect of leadership is to be hungry for new opportunities and recognise the gaps or needs in our community and find opportunities to address them..."



CE.A.I.
Centre for AI Innovation
powered by MyFinB

#1-Ranked AI Thought Leader in the World



#1 : DIGITAL TRANSFORMATION
#1: ARTIFICIAL INTELLIGENCE
#1: PREDICTIVE ANALYTICS

Zoom

Free Registration

Ethics of Education in the Era of AI

Unlocking the Minds of Learners, Educators & Assessors



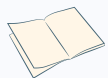
Ep 1: April 5th, 2023

Ep 2: April 12th, 2023

Ep 3: April 19th, 2023



4PM – 6PM GMT+8 : SG/KLTIME



DOWNLOAD THE EVENT BOOKLET
[HTTPS://BIT.LY/ETHICS-BOOKLET](https://bit.ly/ethics-booklet)



[HTTPS://BIT.LY/CEAI-ETHICS](https://bit.ly/ceai-ethics)

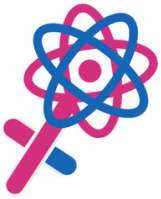
SPECIAL GUEST SPEAKER



TAN SRI DR MOHD DAUD BAKAR
CHAIRMAN, CEAI MALAYSIA



REGISTER NOW



Y:WAIT

Young Women in AI and Technology

Who are we?

Y:WAIT is a student-led organisation built to support young women in STEM involved in the application of AI, Sciences and Technology in the work we do.

What can you expect?

- Global mentorship and advisory network
- Company visits catered to young students interested in pursuing careers in the technology industry
- Seminars and webinars with esteemed speakers from all over the globe
- Nationwide & Gglobal competitions/hackathons designed to encourage innovation in AI, especially for female youths

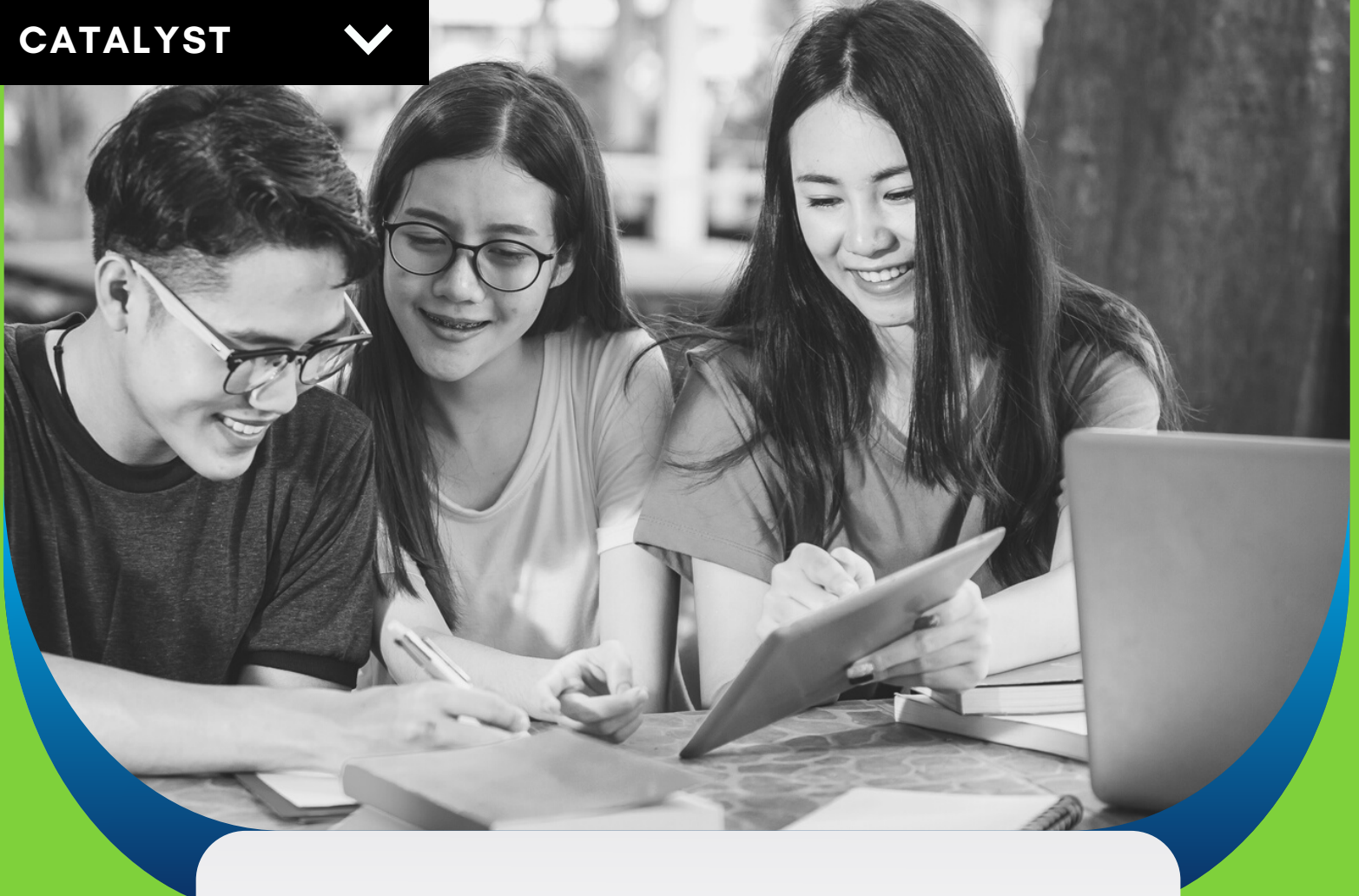
What is our purpose?

Raise awareness and promote interest about young women in STEM, create new and innovative ideas, build connections and partnerships within the industry and form new ventures that create impact; a movement that encourages the question: why wait?

<https://ceaiglobal.com/ywait/>



YWAIT.CO@GMAIL.COM
KIERA@CEAIGLOBAL.COM



PROFESSIONAL CERTIFICATE IN

Applied Analytics

A 3-month online programme with guided exposure to a portfolio of industry projects using AI/analytics

SIGN UP NOW!

More information

<https://ceaiglobal.com/pc-applied-analytics>

Registration :

<https://myfinb.com/product/pcaa/>





MORE THAN 10,000 ENTERPRISES ASSISTED
FROM 21 COUNTRIES SINCE 2013.

Helping SMEs Turn Plans Into Reality



Enterprises are hit hard financially due to Covid-19. Their existing business models need an overhaul to deal with the new world order. Access to quality experts may be costly and difficult. As the crisis puts a curb on sales activities, organisations must drive cost optimisation, production capacity and cash conservation to maintain financial health.

CHART YOUR BUSINESS WITH AI-POWERED TOOLS

THE DELIVERABLES:



Financial
Strategy
Report



3-min
Financial
Review
Podcast



Market
Scanning
Report



1-hour One-
on-One
Discussion x 1



Matrix
Business
Strategy





INVEST IN *A.I. ventures*

FOR 2023

IPO &
M&A

2-5X
EXIT

12-24
MONTHS

For further details, please email

Read the official announcement here

→ VENTURES@AIV50.COM

→ [HTTPS://BIT.LY/AIV50-FUNDS](https://bit.ly/AIV50-FUNDS)





MYFINB.COM

MYFINB

MyFinB is an award-winning tech company that specializes in artificial intelligence. The company developed its own natural language platform with predictive and prescriptive narrative capabilities – a niche area that differentiates itself from any others. MyFinB helps people understand and communicate what is most important in their data. By transforming data into insightful, human-like language, the company's natural language technology enables people to be data-driven and make better decisions, focus talent on higher-value opportunities, and create differentiated products.

Website: www.myfinb.com Email: enquiry@myfinb.com



AIV50

AIV50 is a tech venture company with a portfolio of 50 AI assets in 10 key verticals. The special purpose company forms part of a joint incubation and venture building project by MyFinB Group (MFB) and VSC Portfolio Investments (VSCPI).

Website: www.aiv50.com Email: ventures@aiv50.com



TAFGAI

THE ACCOUNTING AND FINANCE GROUP IN AI (TAFGAI)

TAFGAI is set up to help accounting firms and infuse their operations with our proprietary AI expert systems. The immediate goal is to transform their businesses, making them leaner, more tech-proficient and value adding to their clients using AI in 10 key areas. This will have the effect of positive revaluation of the firms, with healthy topline and bottomline along with a decent multiplier.

Website: www.tafgai.com



SOCIAL FINANCE USING APPLIED ANALYTICS (SOFINAA)

Sofinaa addresses the primary issue faced by social welfare agencies, public agencies and organisations that channel funds to help those facing socioeconomic challenges. Sofinaa provides analytical insights using AI to evaluate cases and measure how the funds have been effectively utilised – including the impact these have contributed to the beneficiaries' well-being. Sofinaa enhances transparency, accountability and generate insights relating to social return on investments.

Website: www.myfinb.com/sofinaa



GLOBAL CHAMBER

Global Chamber's vision is a world where doing cross metro and cross border business is as easy as selling across the street. It also provides members with virtual connections, training, and information just right to grow... helping members connect with customers, partners and experts to grow across metros and borders. When members engage with Global Chamber, risk is reduced, and growth accelerates.

Website: www.globalchamber.org



KNOWLEDGE CHAMBER OF COMMERCE AND INDUSTRY

KCCI is a non-government, not-for-profit organization registered under the Central Government's Ministry of Corporate Affairs playing a proactive role in India's development process and become a knowledge voice of India's business and industry.

Website: www.knowledgechamber.org Email: info@knowledgechamber.org



SURYADATTA EDUCATION FOUNDATION

The Suryadatta Education Foundation, SEF, is a charitable trust registered with the Registrar of Societies, Government of Maharashtra. The Suryadatta Group of Institutes was established in the year 1999, with the blessing of Late Smt Ratanbai & Shri Bansilalji Chordiaji in Pune – The Oxford of East.

Website: www.suryadatta.org Email: info@suryadatta.edu.in



YUDIZ SOLUTIONS LTD

An ISO 9001:2015 certified IT development company, Yudiz is an ideal digital transformation and technology services company for your needs. Right from ideation to execution, we have consistently delivered the competitive edge in the form of robust, fore-sighted, and qualitative solutions. Awarded as the best mobile app development company in Gujarat in 2015 by GESIA.

Website: www.yudiz.com



FEDERATION OF INDIAN CHAMBERS OF COMMERCE & INDUSTRY (FICCI)

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry.

Website: www.ficci.in



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

- A National Resource Institute in Entrepreneurship Education, Research, Training & Institution Building. Promoted by IDBI Bank Ltd; IFCI Ltd, ICICI Ltd, SBI and Govt. of Gujarat.
- Pioneered the Entrepreneurship Development Programme (EDP) Model.
- Ranked as Number 1 by Atal Ranking of Institutions on Innovation Achievements (ARIIA) – 2021 in General (Non-Technical) Category. The only institute from Gujarat to be ranked as Number 1 across all seven categories.

Website: www.ediindia.org



WOMEN ENTREPRENEURSHIP CELL

Women Entrepreneurship Cell under Kadi Sarva Vishwavidyalaya (KSV), managed by Sarva Vidyalaya Kelavani Mandal, Kadi and Gandhinagar, Gujarat, India, established in 2016, to ignite the spirit of Entrepreneurship amongst our students. In the current era, countries should create more support systems for encouraging entrepreneurship among students. At the same time, it is to foster gender equality to break away from stereotyped mindsets.

Website: www.wecksv.org



KADI SARVA VISHWAVIDYALAYA

Kadi Sarva Vishwavidyalaya is a University established vide Gujarat State Government Act 21 of 2007 in May 2007 and approved by UGC (ref F. 9-18/2008(cpp-1) March 19,2009). The University has been established by Sarva Vidyalaya Kelavani Mandal to achieve the following objectives: To provide need-based education and develop courses of contemporary relevance. To be a University of excellence by providing research-based activities which would foster higher economic growth. To provide education to all irrespective of caste, creed, religion etc. The University has at present 19 Constituent Colleges/Departments at Gandhinagar and Kadi.

Website: www.ksv.ac.in



BE PHENOMENAL

Dr. Rachana specialized in Cosmetic Dentistry from State University of New York. After rendering her services to the medical field and its beneficiaries for a decade, she decided to contribute to her family business when she did her MBA from Nirma University with Gold Medal. Furthering the growth of human centric business approach, she successfully completed her course in Executive Education in Design Thinking from Stanford University.

Website: bephenomenal.co.in

PARTNERS



MYFINB.COM



MyFinB



myfinb-group



@MyFinBGroup

MyFinB is an award-winning tech company that specializes in artificial intelligence. The company developed its own natural language platform with predictive and prescriptive narrative capabilities - a niche area that differentiates itself from any others.

MyFinB helps people understand and communicate what is most important in their data. By transforming data into insightful, human-like language, the company's natural language technology enables people to be data-driven and make better decisions, focus talent on higher-value opportunities, and create differentiated products.



The Centre for AI Innovation (CEAI) forms part of MyFinB Venture's portfolio of innovative, disruptive projects to guide and support the digital transformation initiatives by organisations and business innovators.



'The AI World Summit: Where Innovators & Disruptors Meet to Challenge Limits' brings together the global AI community from a range of businesses, science and tech to go beyond the buzz and hype, discuss the most burning AI issues, share their developments, successes, challenges, and the resultant impact on their businesses.

CONTACT US



MALAYSIA

MyFinB (M) Sdn. Bhd.

Level 13A, Menara
Tokio Marine 189 Jalan
Tun Razak, Hampshire
Park, 50450 Kuala
Lumpur, Malaysia.

Tel: +60 327 173 418



SINGAPORE

**MyFinB Holdings
Pte. Ltd.**

One Marina
Boulevard, Level 20,
Singapore 018989

Tel: +65 6942 2658