Engineering Multiagent Systems for Ethics and Privacy-Aware Social Computing

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Outline

1 Introduction

2 Contribution
   • Understanding Value Preferences

3 Conclusions and Directions
NSF’s “Dear Colleague Letter” on FEAT (NSF 19-016)

- Fairness *in decision-making*
- Ethics *via incorporating values*
- Accountability *by social norms*
- Transparency *via understanding social context*
Examples of Ethical Concerns

Audio leaking: Intrusion of solitude and disclosure of music taste

Source: https://twitter.com/akokitamura/status/728521725172846592
Examples of Privacy Concerns

Location sharing

Google: Location sharing

Source: https://www.csoonline.com

Your latest location is auto shared if you do not respond in 5 minutes

Messenger: Live location

When you choose to share, Live Location continues sharing your location even when you are not using the app.
Concepts

Social norm as defined by Singh [2013], is a relation between two parties, a subject and an object, and involves an antecedent (which brings a norm in force) and a consequent (which brings the norm to satisfaction or violation)

Social context is the circumstance under which an agent takes an action [Dey, 2001]

Deviation is a perceived violation of a norm [Nardin et al., 2016]

Values are guiding principles of humans [Schwartz, 2012; Friedman et al., 2008; Rokeach, 1973]

Ethics is subsumed in the theory of values [Friedman et al., 2008]

Privacy is a value with an ethical import [Langheinrich, 2001; Taylor, 2002;]
Research Objective

To help software developers in engineering personal agents that deliver an ethical and privacy-respecting social experience to stakeholders via modeling and reasoning about social norms, social context, and value preferences.
Socially Intelligent Personal Agent (SIPA)
A SIPA adapts to social context and supports meeting social expectations

- Ethical: Seeks to balance needs of
  - Primary stakeholder (user), who directly interacts with the agent
  - Secondary stakeholders, who are affected by the agent’s actions

Challenge: Understanding Social Reality
- Modeling social intelligence
- Understanding social context
- Reasoning about values stakeholders
A SIPA: Schematically

World Model
- Context
- Actions

Social Model
- Norms
- Sanctions

Stakeholder Model
- Goals
- Values

Decision Module

Ethically Appropriate Action
Research Questions

**RQ Social intelligence:** How can modeling social intelligence in a SIPA help deliver a social experience and respects its stakeholders’ privacy?
- Arnor, a software engineering method

**RQ Context:** How can SIPAs share and adapt to deviation contexts, and learn contextually relevant norms?
- Poros, a context reasoning approach

**RQ Values:** Does an ability to reason about values promoted or demoted by actions and an understanding of preferences among these values help a SIPA deliver a value-driven social experience to all its stakeholders?
- Ainur, a decision-making framework
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1. Introduction

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3. Conclusions and Directions
Norms and Values

RQValues: Does an ability to reason about values promoted or demoted by actions and an understanding of preferences among these values help a SIPA deliver a value-driven social experience to all its stakeholders?

Pichu: A location sharing SIPA

Stakeholders

- Frank, a high school student; prefers pleasure and recognition
- Andrew, Frank’s father; prefers safety
- Hope, Frank’s aunt and also an intelligence analyst; prefers privacy

Source: https://www.csoonline.com/article/3147286/security/google-launches-trusted-contacts-location-sharing-app.html
Stakeholder Model
A SIPA’s stakeholders and their goals and values
World Model
Context in which a SIPA acts

- World Model
  - Context
  - Actions

- Social Model
  - Norms
  - Sanctions

- Stakeholder Model
  - Goals
  - Values

Decision Module

Ethically Appropriate Action
Social Model

Norms governing a SIPA’s interactions in a society and the associated sanctions

- World Model
  - Context
  - Actions
- Social Model
  - Norms
  - Sanctions
- Stakeholder Model
  - Goals
  - Values

Decision Module

Ethically Appropriate Action
Decision Module

Incorporates VIKOR [Opricovic and Tzeng, 2004], a multicriteria decision-making method

- Norms may conflict with actions
- Stakeholders’ value preferences may not align
Evaluation: Crowdsourcing Study

Participants: 58 students enrolled in a mixed graduate and undergraduate-level computer science course

Privacy attitude survey: Level of comfort in sharing personal information

Context sharing surveys: Select context sharing policy
- Phase 1. Based on context, including place and social relationship
- Phase 2. Based on context and values (pleasure, privacy, recognition, safety)
Evaluation: Simulation

Study unit: Pichu SIPA

Simulated societies
- Mixed
- Fundamentalists
- Pragmatists
- Unconcerneds

Privacy attitude distribution of societies

Decision-making strategies:
- $S_{\text{Ainur}}$: Policy based on VIKOR
- $S_{\text{primary}}$: Policy based on primary stakeholder’s preferences
- $S_{\text{conservative}}$: Least privacy-violating sharing policy
- $S_{\text{majority}}$: Most common sharing policy
Mean social experience is the mean utility obtained by a society as a whole based on context sharing policy decisions.

Best individual experience is the maximum utility obtained by one or more of the SIPA’s stakeholders during a single interaction.

Worst individual experience is the minimum utility obtained by one or more of the SIPA’s stakeholders during a single interaction.

Fairness is the reciprocal of the difference between the best and worst individual experience.
Experiment with Mixed Privacy Attitudes

Result: Ainur yields better mean social experience, mean worst individual experience, and fairness than other decision-making strategies.
Experiments with Majority Privacy Attitudes

Result: Ainur maximizes the worst individual experience and yields better fairness than other decision-making strategies.

![Graphs showing the social experience over time for Fundamentalists, Pragmatists, and Unconcerned groups.](image-url)
Threats to Validity and Mitigation

Threats:
- Simulation as an evaluation methodology
- Unreliability of self-reported attitudes
- Survey sample not representative of actual population

Limitations (because of logistical reasons):
- Limited set of predetermined situations
- Limited set of actions
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Conclusions and Relationship to FEAT

- Seeking to advance the science of privacy by tackling nuanced notions of privacy (understood as an ethical value) in personal agents
- Contributions:
  - **Modeling social intelligence**: Arnor, a software engineering method to engineer privacy-aware personal agents (*Fairness*; *Accountability*)
  - **Understanding social context**: Poros, an approach that enables personal agents to infer contextually relevant social norms that preserve privacy (*Accountability*; *Transparency*)
  - **Understanding value preferences**: Ainur, a decision-making framework to design personal agents that can reason about values and act ethically (*Fairness*; *Ethics*)
Possible Directions for Future Dissertations

- **Artificial Intelligence**
  - **Social reality**: White lies and affect in personal agents (building on IJCAI 2018 and Trust 2014 works)
  - **Formal specification**: Argumentation and value-based reasoning (building on Computer 2017 and IJCAI 2016 works)

- **Software Engineering**
  - **Creativity**: CrowdRE for privacy requirements (building on RE 2016 and RE 2018 works)
  - **Social reality**: RE for ethical systems (building on AAMAS 2017)

- **Privacy**
  - **Social reality**: Middleware based on Ainur as a privacy-enhancing technology to support ethical decision-making
  - **Social reality**: Usable privacy and ethics
Acknowledgments

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- **Past and present collaborators**
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  - Reasoning about normative conflicts with J Jiang, R Chirkova, and J Doyle [IJCAI 2016; HotSoS 2016];
  - Sanctions and cybersecurity with H Du, BY Narron, S Al-Amin, S Goyal, E Berglund, and J Doyle [HotSoS 2015, ACySe 2015, SIMPAT 2018];
  - Norms and sociotechnical systems with Ö Kafalı [IS 2016, AAAI 2017];
  - Sanction typology with LG Nardin, T Balke-Visser, AK Kalia, and JS Sichman [KER 2016];
  - Trust and emotions with AK Kalia, KS Chan, JH Cho, and S Adalı [TRUST 2014];
  - Argumentation and secure service policies with CW Hang and SD Parsons [Computer 2017];
  - Analytic workflow with G Yuan, C Allred, PR Telang, and M Wilson [RCIS 2015];
  - Creativity, personality, crowdsourcing, and teamwork with PK Murukannaiah [RE 2016, RE 2017];
  - App review mining with VT Dhinakaran, R Pulle, and PK Murukannaiah [RE 2018], and H Guo and Z Zhang (ongoing);
  - Collective intelligence with AK Kalia, PK Murukannaiah, R Pandita, and H Du (ongoing);
  - Analysis of privacy news with K Sheshadri and J Staddon [PST 2017];
  - Preserving probe trajectory privacy with R Balu, B Xu, and M Stroila;
  - Agile requirements evolution with S Ghaisas et al. [JSS 2013, MaRK 2013, MaRK 2011, MaRK 2010, RSSE 2010];

- **Labmates at Multiagent Systems and Service-Oriented Computing Lab**
- **Science of Security Lablet at North Carolina State University**
- **Laboratory for Analytic Sciences**
- **Family and friends**
Arnor: A Method to Model Social Intelligence

RQ_{Social intelligence}: How can modeling social intelligence in a SIPA help deliver a social experience and respects its stakeholders’ privacy?

Goal modeling: identifying a SIPA’s stakeholders, their goals, and plans

Context modeling: identifying the social contexts in which a SIPA’s stakeholders interact
- Context helps in deciding which goals to bring about or plans to execute

Social expectation modeling: identifying norms and sanctions that govern stakeholders’ goals and plans

Social experience modeling: identifying a SIPA’s actions that improve social experience, i.e., choosing plans, goals, and norms
Evaluation: Developer Study

Participants: 30 developers

Mechanics: One factor; two alternatives
- Two groups (Arnor and Xipho, a prior method) balanced on skills developed Ringer SIPAs in six weeks
- Model, Implement, Test

Metrics:
- Coverage and correctness
- Time and difficulty to develop

Study Unit: Ringer SIPAs

Result
Developers who follow Arnor feel it is easier to develop a SIPA and expend less time, than those who follow Xipho
Evaluation: User Study (Simulations)

Developed **Ringer** SIPAs simulated in varying adaptation scenarios:

- Fixed norms
- Changing norms
- Changing context
- Changing sanction

Metrics:

- Adaptability coverage and correctness
- Norm compliance
- Proportion of positive sanctions

**Result**

SIPAs developed using Arnor yield lower sanction proportions than SIPAs developed using Xipho (a previous approach)
Interaction and Learning in Poros

RQ_{Context}: How can SIPAs share deviation contexts and adapt to them, and learn contextually relevant norms?

1. Identify plans that satisfy goals
2. Select plan that maximizes social experience
3. Perform action
4. Reveal context
5. Observe action
6. Receive revealed context
7. Evaluate action and sanction
8. Receive sanction
Evaluation: The Ringer Environment

Agent Societies
- Pragmatic
- Considerate
- Selfish

Agent Types
- Fixed
- Sanctioning
- Poros
Evaluation: Social Simulations

Metric:

Social cohesion measures the proportion of agents that perceive actions as norm compliant. Higher the social cohesion, lower is the number of negative sanctions.

Social experience measures the goal satisfaction delivered by an agent (computed by aggregating payoffs for all stakeholders).

Results

- Pragmatic society: Social cohesion and social experience offered by Poros agents are significantly better than those offered by Fixed and Sanctioning agents.

- Considerate society: Average social experience drops for Sanctioning and Poros agents after they have gained enough confidence.

- Selfish society: Plots are similar to those in the experiment with pragmatic agent societies, but with slightly lower stabilized values.
Experiments on Pragmatic Agents (Varying Network Types)

Social cohesion and social experience offered by Poros agents are significantly better than those offered by Fixed and Sanctioning agents.
Experiments on Considerate and Selfish Agents

- The average social experience drops for considerate Sanctioning and Poros agents after they have gained enough confidence.
- Plots for selfish agents are similar to those in the experiment with pragmatic agents, but with slightly lower stabilized values.
1. Determine the best and worst numeric payoffs, $f^*_x$ and $f^-_x$ for each value preference $x$ over the alternative actions $y$ to bring about a goal. That is, $f^*_x = \max_y f_{xy}$, $f^-_x = \min_y f_{xy}$.

2. For each alternative action $y$, compute the weighted and normalized Manhattan distance [Opricovic and Tzeng, 2004]:
$$S_y = \sum_{x=1}^{n} w_x (f^*_x - f_{xy}) / (f^*_x - f^-_x),$$
where $w_x$ is the weight for value preference $x$, which is subject to a stakeholder context and preferences over values. In particular, $S_y = 0$ when $f^*_x = f^-_x$.

3. Compute the weighted and normalized Chebyshev distance [Krause, 1973]:
$$R_y = \max_x [w_x (f^*_x - f_{xy}) / (f^*_x - f^-_x)],$$
where $w_x$ is the weight for value preference $x$.

4. Compute
$$Q_y = k(S_y - S^*) / (S^- - S^*) + (1 - k)(R_y - R^*) / (R^- - R^*),$$
where $S^* = \min_y S_y$, $S^- = \max_y S_y$, $R^* = \min_y R_y$, $R^- = \max_y R_y$, and $k$ is a weight of the strategy to maximum group or individual experience. We set $k = 0.5$ to select a consensus policy.

5. Rank alternative actions, sorting by the values $S$, $R$, and $Q$, in increasing order. The results are three ranked lists of actions.

6. Choose the alternative based on $\min Q$ as the compromise solution if it is better than the second best alternative by a certain threshold or also the best ranked as per $S$ and $R$. 

VIKOR Summary
## VIKOR Calculations

<table>
<thead>
<tr>
<th>Policy Alternatives</th>
<th>Frank’s Values</th>
<th>Hope’s Values</th>
<th>$S_y$</th>
<th>$R_y$</th>
<th>$Q_y$</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ple</td>
<td>Pri</td>
<td>Rec</td>
<td>Saf</td>
<td>Ple</td>
</tr>
<tr>
<td>$y_1$ All</td>
<td>10</td>
<td>5</td>
<td>10</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>$y_2$ Common</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>$y_3$ Andrew</td>
<td>0</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
</tbody>
</table>

$$w_x, f_x^*, f_x^-$$

$k = 0.5, w_{Hope - privacy} = 3$
## Places in the Simulation

<table>
<thead>
<tr>
<th>Place</th>
<th>Safe</th>
<th>Sensitive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attending graduation ceremony</td>
<td>–</td>
<td>No</td>
</tr>
<tr>
<td>Presenting a conference paper</td>
<td>–</td>
<td>No</td>
</tr>
<tr>
<td>Studying in library</td>
<td>Yes</td>
<td>–</td>
</tr>
<tr>
<td>Visiting airport</td>
<td>Yes</td>
<td>–</td>
</tr>
<tr>
<td>Hiking at night</td>
<td>No</td>
<td>–</td>
</tr>
<tr>
<td>Being stuck in a hurricane</td>
<td>No</td>
<td>–</td>
</tr>
<tr>
<td>Visiting a bar with fake ID</td>
<td>–</td>
<td>Yes</td>
</tr>
<tr>
<td>Visiting a drug rehab center</td>
<td>–</td>
<td>Yes</td>
</tr>
</tbody>
</table>
## Example Numeric Utility Matrix for a Stakeholder

<table>
<thead>
<tr>
<th>Place</th>
<th>Companion</th>
<th>Policy</th>
<th>Value</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pleasure</td>
<td>Privacy</td>
<td>Recognition</td>
<td>Security</td>
<td></td>
</tr>
<tr>
<td>Graduation</td>
<td>Family</td>
<td>All</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Conference</td>
<td>Co-workers</td>
<td>None</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Library</td>
<td>Friends</td>
<td>All</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Airport</td>
<td>Friends</td>
<td>Common</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Hiking</td>
<td>Alone</td>
<td>All</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Hurricane</td>
<td>Family</td>
<td>All</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Bar</td>
<td>Alone</td>
<td>None</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Rehab</td>
<td>Friends</td>
<td>None</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>
## Comparing Social Experience and Fairness for Mixed Privacy Attitudes

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Mean</th>
<th>Best</th>
<th>Worst</th>
<th>Fairness</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>$S_{\text{Ainur}}$</td>
<td>1.361</td>
<td>1.715</td>
<td>0.767</td>
<td>1.05</td>
<td>–</td>
</tr>
<tr>
<td>$S_{\text{primary}}$</td>
<td>1.286</td>
<td>1.789</td>
<td>0.579</td>
<td>0.83</td>
<td>$&lt;0.01$</td>
</tr>
<tr>
<td>$S_{\text{conservative}}$</td>
<td>1.106</td>
<td>1.721</td>
<td>0.472</td>
<td>0.80</td>
<td>$&lt;0.01$</td>
</tr>
<tr>
<td>$S_{\text{majority}}$</td>
<td>1.339</td>
<td>1.836</td>
<td>0.570</td>
<td>0.78</td>
<td>$&lt;0.01$</td>
</tr>
</tbody>
</table>
## Comparing Social Experience and Fairness for Majority Privacy Attitudes

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Fundamentalist</th>
<th></th>
<th>Pragmatist</th>
<th></th>
<th>Unconcerned</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M.</td>
<td>B.</td>
<td>W.</td>
<td>F.</td>
<td>M.</td>
</tr>
<tr>
<td>$S_{Ainur}$</td>
<td>1.535</td>
<td>1.664</td>
<td><strong>1.233</strong></td>
<td>2.27</td>
<td>1.329</td>
</tr>
<tr>
<td>$S_{pri.}$</td>
<td>1.506</td>
<td>1.766</td>
<td>1.082</td>
<td>1.46</td>
<td>1.253</td>
</tr>
<tr>
<td>$S_{cons.}$</td>
<td>1.366</td>
<td>1.745</td>
<td>1.059</td>
<td>1.46</td>
<td>1.093</td>
</tr>
<tr>
<td>$S_{maj.}$</td>
<td><strong>1.551</strong></td>
<td><strong>1.858</strong></td>
<td>1.007</td>
<td>1.18</td>
<td>1.318</td>
</tr>
</tbody>
</table>
## Location Sharing Survey: Policy Selection

<table>
<thead>
<tr>
<th>Companion</th>
<th>Share with all</th>
<th>Common friends</th>
<th>Companions</th>
<th>No one</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Colleague</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Friend</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Family member</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Crowd</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>