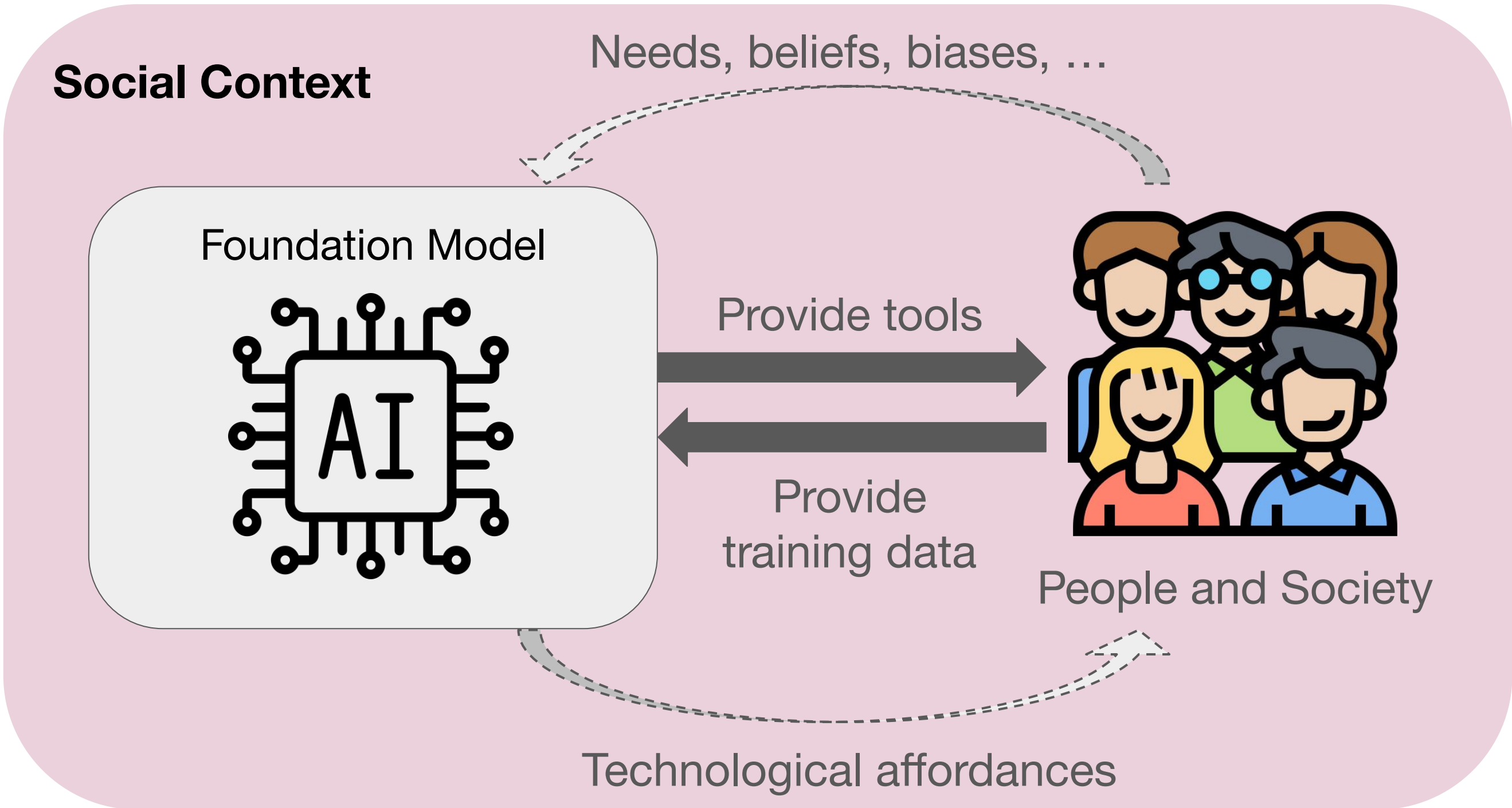


Social Science is Necessary for Operationalizing Socially Responsible Foundation Models

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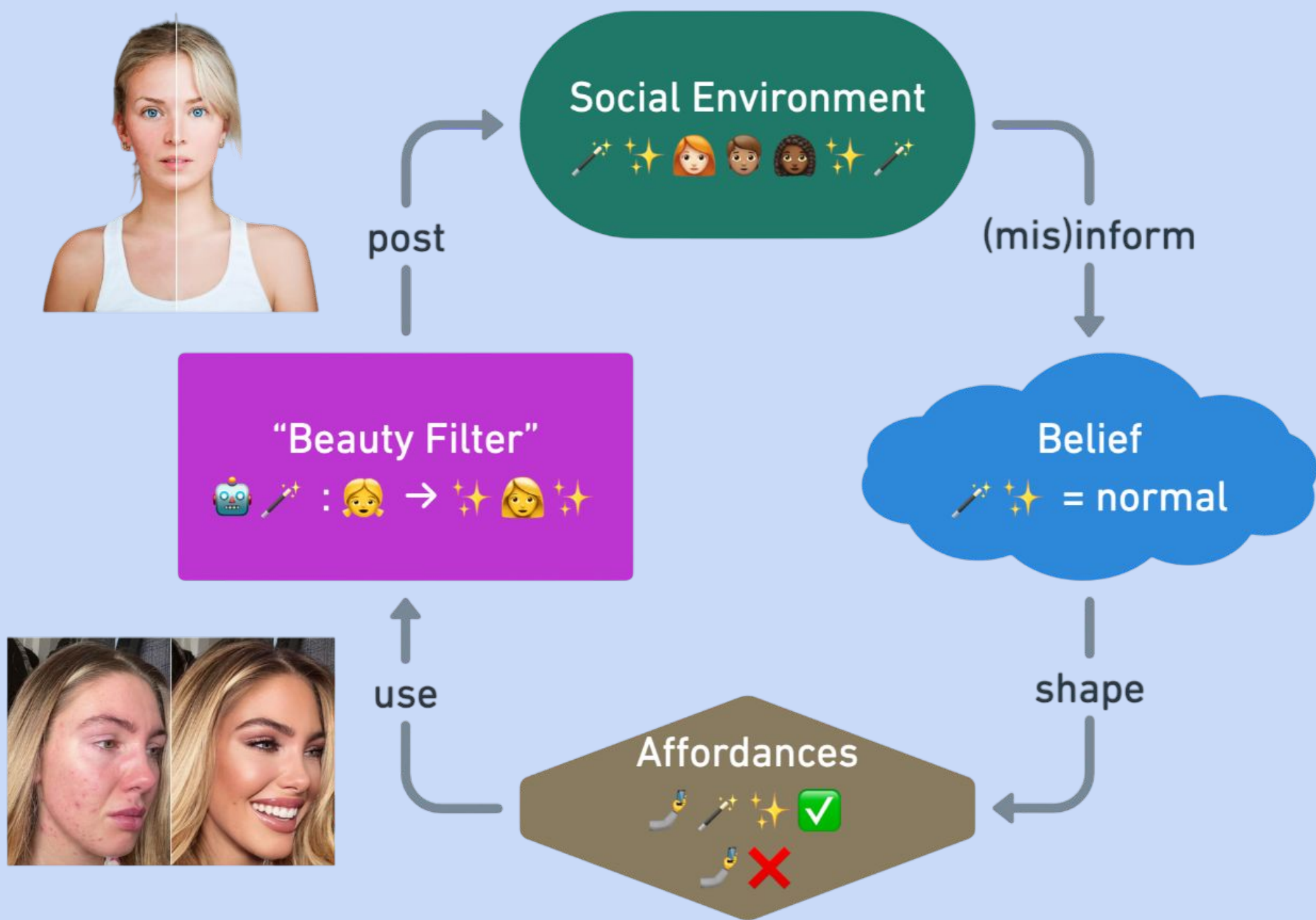


Foundation models are (embedded in) **sociotechnical systems**

- Enable, encourage, constrain actions
- Reciprocally shape social environment

Consider **beauty filters**:

- FM-enabled “filters” modify selfies to align with socially-constructed notion of “beautiful”
- “Beautified” selfies proliferate → must use filters to look “normal”
- Reinforces unrealistic beauty standards, fatphobia, eating disorders, etc.



How to **understand, anticipate, and mitigate social harms**?

- Need AI + social science collabs to...
1. **Study** sociotechnical systems
 2. **Design** technical interventions
 3. **Anticipate** social impacts

Incentives shape (collective) action:

- For *tech firms*, responsibility yields financial stability + long-term gains
- For *researchers*, need greater consideration of interdisciplinary work for career advancement

