Continuous Assessment (40%)

MSc/PGD in Artificial Intelligence, MSc/PGD in Artificial Intelligence for Business

Data Governance and Ethics (H8DGAE)

Submission Deadline: Tuesday, 2nd April 2024 @ 23.55 hrs

Instructions:

1. **Assignment:** You will work individually for this project.

2. **Submission:** The final report must be submitted as a Word/pdf to Moodle before the deadline at the specified Turnitin link.

3. The report will have a strict word limit of 2,500 words (+/- 10%) as determined by Turnitin, and submissions with violations of this limit will be penalized by 5%. The length includes the title, notes, and any other text you include in the report. The bibliography will not be treated as part of the word limit. Use a single column **IEEE style referencing layout**.

4. The assignment will be marked out of 100. This assessment is worth **40% of the overall module mark**.

5. The *project cover sheet* (provided on Moodle) must be duly filled out (all sections) and attached to your assessment. Please note that submissions that don't have the cover sheet attached will **NOT BE MARKED**.

6. **Turnitin:** All submissions will be electronically screened for evidence of academic misconduct (plagiarism and collusion).

The following learning outcomes are addressed in the assessment:

LO3	Analyse and evaluate the main ethical, legal, and social implications of using data-driven technologies.
LO4	Demonstrate critical awareness and interpretation of the fundamental principles and regimes of data protection and data privacy in socio-technical environments.
LO6	Develop and enhance interpersonal communication skills to become a successful member of a working team.

1   Part A: Presentation Component (20 marks)

As part of the assessment for the Data Governance and Ethics module, each student (or student group, depending on your course's setup) will deliver a presentation during the lab sessions, which will account for **20 marks** of the overall module grade. The students will be evaluated on their ability to effectively communicate their case study, the relevance and clarity of their content, and their engagement with the audience.This presentation component is designed to assess the students' ability to effectively communicate their understanding and preliminary analysis of a chosen AI technology or application.

It stands independently from the written report and serves as an initial exploration of the topics that may be further developed in the report.

2   Part B: Written Analysis (80 marks)

A 2500-word report, critically analyzing the ethical, legal, and social implications of the assigned AI technology. Students can choose an AI technology from the table below or propose their own, subject to lecturer approval.

Last Digit of Student No.	Assigned AI Technology
0, 1	Facial Recognition and Surveillance AI
2, 3	Autonomous Vehicles
4, 5	AI in Predictive Policing
6, 7	AI in Healthcare Diagnostics
8, 9	AI in Financial Services

Table 1: Choose the AI technology based on your student No.

Before you begin your analysis, consider the transformative impact of Artificial Intelligence (AI) across various sectors:

- In *healthcare*, AI enhances diagnostic accuracy and patient care personalization.

- In *financial services*, AI technologies detect fraud and automate trading.

- Public security benefits from *predictive policing and surveillance AI*.

- Transportation sees revolutionary changes with the development of *autonomous vehicles*.

These advancements, while beneficial, introduce ethical, legal, and social challenges that need careful consideration.

2.1   Ethical Analysis (30 Marks, 1000 words)

1. **Task 1:** Identify and explain the primary ethical implications of your chosen AI technology. Consider aspects such as data privacy, algorithmic bias, and the potential for misuse.

2. **Task 2:** Discuss the ethical dilemmas that might arise from the deployment of this technology. Reflect on how these dilemmas impact stakeholders and the measures that could mitigate related risks.

2.2   Legal Framework Assessment (20 Marks, 600 words)

1. **Task 1:** Identify the key legal and regulatory challenges associated with your chosen AI technology. This may include data protection, intellectual property rights, and liability issues.

2. **Task 2:** Analyze how existing laws, such as the General Data Protection Regulation (GDPR) or others relevant to the technology's domain, apply to the use and development of the AI system.

2.3 Social Implications and Public Engagement (30 Marks, 900 words)

1. **Task :** Assess the broader social implications of the AI technology. Examine the impact on employment, equity, and societal trust. Propose methods for educating the public and stakeholders, aiming to promote informed discussions and responsible AI use.

NOTE:

- Ensure your report is well-structured, with each section transitioning smoothly to the next, forming a coherent narrative.

- Adhere to a high standard of academic writing, aiming for clarity and accessibility, avoiding unnecessary jargon.

- Follow the specified referencing style meticulously, demonstrating academic integrity in your citations and references.