

Ethical AI Case Study Discussion

Instructions for Your Group:

1. **Read the Case Study:** Carefully review the scenario provided to your group. Ensure everyone understands the key details.
2. **Discuss the Ethical Issues:** Work collaboratively to answer the questions below.
3. **Develop Ethical Guidelines:** Propose actionable principles and strategies to address the ethical challenges.
4. **Prepare to Present:** Summarize your findings and recommendations to share with the larger group.

Discussion Questions

1. Understanding the Case Study

- What is the main ethical dilemma in the scenario?
 - Why is this issue significant for the company and its stakeholders?
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2. Stakeholder Analysis

- **Who are the stakeholders involved?**
 - Consider employees, customers, society, regulators, and the company itself.
 - **How are the stakeholders impacted?**
 - What are their interests, concerns, or risks in this situation?
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3. Identifying Risks

- What are the potential risks of continuing with the current approach?
 - Short-term risks?
 - Long-term risks?
 - How might this affect the company's reputation, operations, or compliance?
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4. Mitigation Strategies

- What steps can the company take to address the ethical concerns?
 - How can the risks be minimized while achieving the company's goals?
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5. Developing Ethical Guidelines

- Propose a set of ethical principles that could guide the company in addressing this issue.
 - For example, principles related to **fairness, privacy, accountability, or transparency.**
 - How can these principles be implemented in practice?
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6. Promoting an Ethical Culture

- How can the company encourage an ethical culture around AI?
 - What policies, training, or communication strategies could support this?
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Group Presentation

Prepare a **5-minute presentation** that includes:

1. **Summary:** Briefly describe your case study and its ethical challenges.
2. **Key Insights:** Share the major risks and impacted stakeholders.
3. **Proposed Guidelines:** Highlight your group's ethical principles and strategies.
4. **Mitigation Strategies:** Explain your approach to managing the issue.

Case Study 1: Data Privacy and Employee Monitoring

Scenario

Your company has implemented AI-powered monitoring systems to track employee performance and productivity on the factory floor. The system collects data on work speed, break times, and even biometric data like heart rate and stress levels. While the goal is to optimize efficiency and ensure employee well-being, some employees feel their privacy is being invaded.

Discussion Questions

1. **Understanding the Ethical Issues:**
 - What are the main ethical concerns associated with using AI to monitor employees?
 - How does collecting biometric data (e.g., heart rate, stress levels) impact employee privacy?
2. **Stakeholder Analysis:**
 - Who are the stakeholders affected by this monitoring system?
 - What are the potential benefits and harms to each stakeholder group?
3. **Risk Identification:**
 - What risks could arise from collecting and storing sensitive employee data?
 - How might this data be misused, intentionally or unintentionally?
4. **Mitigation Strategies:**
 - What measures can be taken to protect employee privacy while still achieving the company's goals?
 - How can the company ensure transparency and obtain informed consent from employees?
5. **Developing Ethical Guidelines:**
 - What principles should guide the company's use of AI in employee monitoring?
 - How can these principles be implemented and enforced within the organization?
6. **Promoting an Ethical Culture:**
 - How can the company foster trust among employees regarding the use of AI technologies?
 - What ongoing practices can ensure ethical considerations remain a priority?

Links

<https://www.cnn.com/2024/03/04/tech/ai-companies-monitor-employees-at-work/>

<https://www.forbes.com/sites/alonzomartinez/2024/11/01/cfpb-new-ai-worker-monitoring-rules-employer-compliance-guide/>

<https://www.404media.co/how-a-microsoft-app-is-powering-employee-surveillance/>

<https://www.theguardian.com/technology/2024/jan/07/artificial-intelligence-surveillance-workers>

Case Study 2: Bias and Fairness in AI Recruitment

Scenario

The HR department uses an AI-driven tool to screen job applications. The AI evaluates resumes and assigns scores to candidates. However, it's discovered that the AI disproportionately favors candidates from certain universities and backgrounds, leading to a lack of diversity in hiring.

Discussion Questions

1. **Understanding the Ethical Issues:**
 - How does bias manifest in AI recruitment tools?
 - What are the consequences of biased AI on diversity and inclusion?
2. **Stakeholder Analysis:**
 - Who is affected by the biased recruitment AI?
 - How does this impact the company's reputation and employee morale?
3. **Risk Identification:**
 - What legal and ethical risks does the company face due to biased hiring practices?
 - How might this affect the company's ability to attract diverse talent?
4. **Mitigation Strategies:**
 - What steps can be taken to identify and correct bias in the AI tool?
 - Should the company involve external experts or auditors to assess the AI system?
5. **Developing Ethical Guidelines:**
 - What principles should guide the use of AI in recruitment to ensure fairness?
 - How can the company ensure ongoing compliance with these principles?
6. **Promoting an Ethical Culture:**
 - How can HR promote diversity and inclusion beyond adjusting the AI tool?
 - What training or awareness programs might support ethical recruitment practices?

Links

<https://www.ft.com/content/249d0f97-768e-4807-917c-76c84ebdf97c>

<https://fortune.com/2024/10/23/chipotle-ai-recruiting-avo-cado-competitive-edge-labor-market/>

<https://www.bbc.com/worklife/article/20240214-ai-recruiting-hiring-software-bias-discrimination>

<https://www.hrreporter.com/focus-areas/employment-law/workday-faces-class-action-for-ai-screening-should-canadian-employers-be-concerned/387449>

Case Study 3: Transparency and Explainability in AI Decision-Making

Scenario

An AI system is used to predict maintenance needs for machinery. Recently, the AI recommended shutting down a crucial piece of equipment without providing a clear explanation. This decision led to production delays, and engineers are skeptical about trusting the AI's recommendations in the future.

Discussion Questions

1. **Understanding the Ethical Issues:**
 - Why is transparency important in AI decision-making?
 - What are the risks of relying on AI systems that lack explainability?
2. **Stakeholder Analysis:**
 - Who are the stakeholders affected by the AI's lack of transparency?
 - How does this impact trust between employees and AI systems?
3. **Risk Identification:**
 - What operational risks arise from unexplainable AI decisions?
 - How might this affect safety, efficiency, and employee confidence?
4. **Mitigation Strategies:**
 - How can the company improve the AI system's transparency?
 - Should there be human oversight or a validation process for AI recommendations?
5. **Developing Ethical Guidelines:**
 - What principles should guide the use of AI in operational decision-making?
 - How can explainability be incorporated into AI system design and deployment?
6. **Promoting an Ethical Culture:**
 - How can the company encourage collaboration between AI systems and human experts?
 - What training might help employees better understand and work with AI tools?

Links

<https://www.weforum.org/stories/2024/12/agentive-ai-financial-services-autonomy-efficiency-and-inclusion/>

<https://news.harvard.edu/gazette/story/2024/06/does-ai-help-humans-make-better-decisions-artificial-intelligence-law/>

<https://www.ajmc.com/view/ethical-considerations-for-ai-in-clinical-decision-making>

<https://www.thinkwithgoogle.com/intl/en-emea/marketing-strategies/automation/ai-transforming-consumer-decision-making/>

Case Study 4: AI and Workforce Displacement

Scenario

The company is implementing advanced AI automation in its warehouses, which will significantly reduce the need for manual labor. While this increases efficiency and reduces costs, many employees are at risk of losing their jobs, raising concerns about unemployment and ethical responsibility.

Discussion Questions

1. **Understanding the Ethical Issues:**
 - What are the ethical implications of automating jobs traditionally performed by humans?
 - How does workforce displacement affect the broader community?
2. **Stakeholder Analysis:**
 - Who are the stakeholders impacted by the automation?
 - What are the potential short-term and long-term effects on employees?
3. **Risk Identification:**
 - What risks does the company face if it proceeds without addressing employee concerns?
 - How might this impact the company's public image and employee relations?
4. **Mitigation Strategies:**
 - What responsibilities does the company have to displaced employees?
 - How can the company support retraining, upskilling, or redeployment of staff?
5. **Developing Ethical Guidelines:**
 - What principles should guide the company's approach to AI-driven automation?
 - How can the company balance technological advancement with social responsibility?
6. **Promoting an Ethical Culture:**
 - How can transparent communication alleviate employee fears?
 - What long-term strategies can ensure ethical considerations remain integral to business decisions?

Links

<https://time.com/7173990/industrial-renaissance-time100-talk/>
https://www.theregister.com/2024/12/03/ai_oecd_report/
<https://www.businesswire.com/news/home/20241204717832/en/European-Enterprises-Race-to-Implement-AI-and-Automation-But-Strategy-Lags-Behind-Speed>
<https://www.bdc.ca/en/articles-tools/operations/operational-efficiency/greenhouse-company-appears-solve-labour-shortage-automation>

General Instructions for All Groups

- **Read the Scenario Carefully:**
 - Ensure everyone in your group understands the situation and the ethical dilemmas presented.
- **Engage in Open Discussion:**
 - Encourage all group members to share their thoughts and perspectives.
 - Listen actively and consider different viewpoints.
- **Take Notes:**
 - Designate someone to jot down key points from your discussion.
 - Prepare to summarize your findings for the group presentation.
- **Develop Practical Solutions:**
 - Focus on actionable guidelines and strategies that the company can implement.
 - Consider the feasibility and potential impact of your recommendations.
- **Prepare for Presentation:**
 - Decide how you will present your ideas to the larger group.
 - Keep your presentation clear, concise, and within the allotted time.