**Imagine that your task is to create a recommender system for YouTube that suggests videos to users.**

*1) How could such a system be unethical or irresponsible?*

Let us say that we create a recommender system based on video popularity in my location: the more popular is a video the higher the probability will be that my video is pushed to Youtube’s home page of someaone located in this location. Being located in North Korea, some algorithms created by the government could be created in order to bias the recommendations of my algorithm towards regime-friendly videos. Thus, since my system is fully automatic, I will not be aware which videos will be pushed to an user conecting to Youtube. Therefore, I will be contributing to propaganda in North Korea. However, detecting such propaganda inside Youtube videos is such a complicated task. More broadly, using video’s popularity in order to recommend it or not might end up with some irresponsible behaviors like bots in order to inflate a video’s popularity.

*2) What decisions might you make in creating the system that would cause your project to be ethical or unethical, responsible or irresponsible? Be as concrete as possible about what the decisions are and what the (un)ethical consequences may be.*

I might want to change the way I recommend videos. First, I would create a way to infer a user’s preferences. Being an ethical Data Scientist, I might want to equally weight the videos that have a lot of views or a few. Videos with unethical or irresponsible content that is easily recogniable (signalisatons, captions matching with unadequate terms) will have inherently a very low scoring and will not be usually recommended to users. I will also give higher scoring to videos related to actual ethics problems. For instance, during the social crisis BLM, I would sponsor some videos directly related towards diversity and inclusion and recommend them to any user that has signaled himself as ‘ethical-friendly’.