

**School of Computer Science and Statistics**

**Individual Assessment Submission Form**

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**Assignment Submission Declaration:**

I have read and understand the plagiarism provisions in the General Regulations of the University Calendar for the current year, found at: <http://www.tcd.ie/calendar>

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Any use of Chatbots/Generative AI tools in researching the materials research for this report is fully described at the end of the report. I confirm that no text produced by such tools has been directly used in the report.

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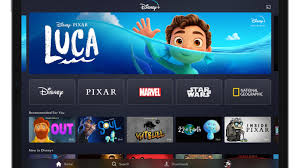
Definitions and Prompts:

If I was unsure of what exactly the information contained within an article was telling me, I would use AI to simplify it where I was capable of better understanding the context of the material.

If I had a particular direction I wanted to go in when writing parts of the piece but was not sure what it was that I would have to look for from articles, I would seek a prompt to allow me to narrow down what it was that I was trying to say by describing my idea to AI. Once my idea was elaborated upon, I then had a guide to go from when it came to seeking the necessary sources to back up my points.

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**Report Investigating and Analyzing Ethical Risks of Disney+**

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1. **Introduction**

This piece will review the streaming service Disney+ in terms of reviewing its AI-driven digital engagement techniques, identifying the different value chain stakeholders and their roles involved, identify, and analyze ethical risks that may arise, and lastly identify mitigation measures that value chain stakeholders may undertake to minimize the risk of a data and security breach.

1. **AI-Driven Digital Engagement Techniques**

Disney+ uses digital engagement strategies to improve user engagement and interaction through AI-driven digital engagement strategies. Through the reviewing of Disney+’s social media engagement tactics on platforms such as Instagram and Twitter (Quevedo et al., 2023) reveals the important role that AI plays when tailoring one’s content and recommendations in which they are exposed to and in turn increases ones appeal and engagement. Despite posting less frequently than Amazon Prime, Rahman (2021) discovered that Disney+ generates significant levels of interaction on Instagram. Ding (2022) emphasised the value of social media marketing, a tactic that Disney+ likely uses, in creating emotional ties with its users. This personalized approach fits with the much larger trend of AI integration within digital platforms (Morley et al., 2022).

Disney’s digital strategy is centered on leveraging AI to build a futuristic image which appeals historical brand loyalty, as articulated in the context of their brand futurity (Pitre, 2022). This futuristic strategy captivated views and highlights Disney’s dedication to embracing technology developments for increased user engagement. Through the incorporation if AI into digital processes, including digital processes, including digital pathology (McKay et al., 2022), emphasizes the significance of ethical and trustworthy considerations when implementing AI-driven solutions.

In order to preserve its leadership within the entertainment sector, Li (2023) emphasizes the strategic use of AI. Disney+ maximizes its digital transformation initiatives and adds value for consumers by implementing AI-powered service operations (Vijayakumar, 2023).

Furthermore, by automatically responding to user inquiries and offering prompt support, AI significantly improves customer service on Disney+ (Wang et al., 2023). As a result of this automation, service operations are streamlined, which speeds up the resolution of user problems and eventually raises customer satisfaction (Wang et al., 2023).

1. **Value Chain Stakeholder Roles and Performance of Roles**

As value-chain stakeholders in the streaming service, Disney+ creators are extremely important to the platform's success since they create and produce content that draws and keeps users interested. Disney+ producers add to the perceived value of the service by producing interesting and varied content (Deng, 2022). In addition to providing entertainment, the material they provide affects viewers' decisions to engage and subscribe (Hilvert-Bruce et al., 2018).

Users of Disney+ are vital stakeholders in the streaming service's value chain. They have a significant impact on the platform's overall satisfaction, engagement levels, and content selections, all of which have an immediate effect on the platforms subscriber retention and acquisition rates. Studies have indicated that comprehension of user behaviour and preferences is critical to the expansion of streaming services such as Disney+ (Gupta & Singharia, 2021). Disney+ must make sure that users' needs and expectations are met by including them in decision-making processes and taking their input into account (Riazi et al., 2017).

Nielson, an entity involved in the data collection for Disney+, collect the Disney+ users preferences, viewing patterns, and other related data to personalise content suggestions on the platform, hench improving user experience and engagement (Ding, 2022). Platforms like Disney+ are crucially required to personalise their content recommendations in order to keep their users interested and improve their overall experience. Research has indicated that cooperative innovation with subscribers, as seen in the data gathering efforts by Nielson, may result in favourable outcomes concerning user engagement and satisfaction (Silva et al., 2021). Studies on how users interact with streaming services highlight how crucial it is to comprehend user preferences and behaviours in order to be capable of maximising long-term engagement (Teperek et al., 2017). Platforms may utilise techniques like reinforcement learning to increase user engagement over time by gathering and evaluating user data (Birch et al., 2021).

Another significant component is AI model development, in which companies such as IBM and Google work on algorithms which analyse user data to forecast preferences and optimise content delivery, resulting in a personalised entertainment experience for the Disney+ subscribers (Smadja & Muel, 2021).

Accenture and Infosys are among the companies involved in the creation and usage of the Disney+ application, which focuses on building a smooth and user-friendly interface, ensuring that the application is responsive, intuitive, and offers a variety of function which in turn aids to improve a user’s satisfaction (Wilfinger, 2020).

In keeping within the trend of customer centric design in digital applications, this collaboration seeks to provide a wide range of functionalities catered to user requirements and preferences allowing Disney+ to boost user engagement and retention on the application by emphasising the responsiveness and user-friendly design, which ultimately benefits Disney+ in the long term to remain competitive successful across the streaming industry (Wang et, al., 2020).

The involvement of organisations such as Accenture and Infosys in enhancing user satisfaction through Disney+ indicates towards a wider trend within the digital world shifting towards improving the users experience (Xu et al., 2020). By including features to better accessibility and usability, these organisations help achieve the objective of providing viewers with a positive and customised experience. Accenture and Infosys work alongside Disney to ensure that the application meeting the continuously changing user expectations and needs by taking advantage of their software development expertise. This in turn highlights the significance of cross industry collaborations in adapting innovation and producing high-quality digital experiences (Webster et al., 2021)

Additionally, stakeholders associated with marketing, brand management, and strategic alliances make a substantial contribution to Disney+’s success. Companies such as Ogilvy and Mather focus on brand positioning, price tactics, and partnerships to attract and maintain subscribers (Lee & Cho, 2022).

Companies like Disney depend on strategic collaborations in order to increase their market reach and improve what they are offering to users. The better strategic alliances are built upon a foundation of trust, common strategic goals, and the offering of required sources where either party involved may have lacked (Whipple & Frankel, 2000). Establishing these forms of connections are highly important to the success of strategic partnerships (Zhou,2022).

Shafiq et al. (2014) have emphasised the utilisation of gamification aspects in streaming services as a tactic to boost user engagement and encourage continuous platform usage. Disney+ incorporates elements of gaming, such achievements, awards, and progress monitoring, into non-gaming environments in an effort to encourage and involve its members (Gibson,2015).

Overall, Disney+’s success stems from the joint effort of several stakeholders involved in creating the application, data collecting, AI model development, application development, marketing, brand management, and the users themselves. By combining all efforts of the value-chain stakeholders together, these stakeholders help to create a compelling and engaging streaming platform for Disney’s consumers.

1. **Ethical Risks**

One crucial ethical danger is associated with data privacy and security. Disney+ utilizes user data for personalization and content suggestions, therefore there is a danger of data breaches or misuse, which might compromise one’s user privacy. The risk impacts the user because their personal information may be exposed, resulting in serious implications such as unauthorized access to sensitive data or identity theft. Given the rising frequency of data breach in modern day and this point within the digital age, this form of danger is somewhat likely to occur (Bonnafous-Boucher & Rendtorff, 2016).

Another ethical risk for Disney+ involved content moderating and regulation within the platform. Disney+ may encounter difficulties when ensuring that the content in which they have provided is consistent with their ethical standards and aligned diverse societal norms. Failure in handling this risk accordingly can result in disputes, alienating specific user groups and stakeholders. The seriousness of this ethical risk varies according to the cultural background and sensitivity of the various Disney+ subscribers. Given that the application provides the service globally, the potential of content-related ethical risks would be regarded as hugely significant (Archer, 2023).

Furthermore, using AI algorithms to propose material carries an ethical risk. Biases in AI models may result in biased outcomes, affecting user experiences and perpetuating social imbalances. This danger applies to both users and marginalized populations, which may be disproportionately harmed by biased suggestions. This danger is severe because it has the potential to propagate negative perceptions and support institutional prejudice. Given the intricacy of algorithmic bias and the difficulties in properly reducing it, the possibility of AI-related ethical issues emerging can be considered to be high (Lobato & Meese, 2014).

In summary, the use of social responsibility principles has enabled the identification and analysis of significant ethical issues related to Disney+. These risks include biases in AI algorithm, data privacy and security, and content moderation (Seyyed-Kalantari et al., 2021; Manuel et al., 2023). These hazards have varying degrees of severity and probability of occurrence, and they affect different stakeholders. Disney+ must proactively handle these ethical concerns if it hopes to respect moral principles, keep users’ confidence, and operate with a sense of social responsibility (Manuel et al., 2023).

1. **Mitigation Measures Minimizing the Impact of Data and Security Risks**

Developing a security risk mitigation plan specifically for the streaming platform is one mitigation action that specific value-chain stakeholders involved within Disney+ may undertake to reduce the impact of data and security risks. Zahid et al. (2019) suggests that this approach should concentrate on limitations including secrecy, nonrepudiation, data integrity, authentication, and data freshness. By incorporating such security measures, stakeholders can strengthen the protection of Disney+ users, prevent any unauthorized access, and mitigate any potential security breaches within the platform (Zahid et al, 2019).

Additionally, Support Vector Machine (SVM) regression serves as one of the latest innovations that stakeholders may use to participate in continuous security monitoring and threat identification (Alshunaifi et al., 2022). SVM cyberattack detection and mitigation enable stakeholders to proactively detect and react to security attacks in real-time, protecting the privacy and integrity of user data for the Disney+ application (Alshunaifi et al., 2022).

In order to educate employees and users about the best possible security practices and possible risks that may arise, stakeholders can also fund information security awareness initiatives (Chan & Mubarek, 2012). Stakeholders may foster a culture of security consciousness, reducing the possibility of errors leading to a security breach as a result of human error in where there are data vulnerabilities for the Disney+ platform by raising information of security knowledge within the organization.

In conclusion, specific value-chain stakeholders involved within Disney+ can effectively minimize the impact of data and security risks, safeguard user data, and uphold the applications security standards by implementing a security risk mitigation framework, utilizing cutting-edge threat detection technologies such as SVM regression, and raising information for security awareness amongst employees and users.

1. **Conclusion**

To overall conclude, Disney+ has strategically incorporated AI-driven techniques and digital engagement methods to improve user satisfaction and interaction (Quevedo et al., 2023). Disney+ has developed a compelling streaming platform that accommodates a wide range of user preferences through collaborations with several stakeholders, such as data collectors, application developers, AI developers, and marketing agencies (Deng, 2022; Ding, 2022; Smadja & Muel, 2021). However, there are ethical dangers associated with the use of such cutting-edge technology, such as issues with content moderation, privacy and security of data, and biases in AI algorithms (Bonnafous-Boucher & Rendtorff, 2016; Archer, 2023; Lobato & Meese, 2014). Disney+ must take proactive measures to overcome these moral dilemmas in order to fulfil its social obligation and preserve user trust (Seyyed-Kalantari et al., 2021; Manuel et al., 2023).

Disney+ stakeholders have several options for reducing the impact of data and security risks, including putting security risk mitigation frameworks into place, using advanced threat detection technologies like SVM regression, and raising user and employee awareness of information security (Zahid et al., 2019; Alshunaifi et al., 2022; Chan & Mubarek, 2012). By implementing these safeguards, Disney+ can preserve user information, mitigate against security lapses, and maintain its obligation to give its members a reliable and secure streaming experience.

Disney+ is a leading streaming platform in the quickly changing digital world because it embraces technology while putting ethical issues first (Quevedo et al., 2023). Disney+ can sustain its standing as a prominent participant in the streaming business and develop trust and loyalty among its user base by persisting in its collaboration with stakeholders, taking proactive measures to address ethical issues, and giving priority to user privacy and security.

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