

## **Group Continuous Assessment on Ethics**

This assignment is worth 25% of the module grade for TEU0311

You have been grouped into teams of 5/6, where possible by course to facilitate communication/meeting up.

As a group, you are to write a report on the ethical implication of a specific application that collects data about people via the Internet and processes that data using AI or data analytics as part of its business model. You can select any such application, but a list of suggestions is given below.

The report should be no more than 5000 words (excluding references) and all members of the group should participate in its preparation. The report should have the following sections:

- 1 Description of application (300 words max):
  - this should include your understanding of the value that the application aims to provide to its users and of the types of personal data collected and processed by the application.
- 2. Ethical issues
  - Your analysis of the ethical issues you have identified structured (e.g. using subsections) by the 9 blocks of the ethics canvas. The 9<sup>th</sup> block are the suggestions for mitigating any negative impacts identified in the rest of the analysis. This can be organisational mitigations that organisations in the value chain can undertake, or societal mitigations that could be undertaken by civil society or governments.
  - Your consideration of affected stakeholders and how they are impacted may include, where relevant, the stakeholder types addressed in social responsibility standards.
  - This section should reflect of the outcome of debate within the group. If there is not consensus on a particular topic, a minority view can be recorded as an annex to the report (not included in word count).
- 3. Commentary on which, if any, of the ethical issues could be addressed sufficiently by existing GDPR protections (300 words max)
- 4. A short summary of who did what in preparing the report

Possible applications to consider could include:

- Wearable fitness trackers, e.g. Fitbit especially after being acquired by Google
- Smart speakers, e.g. Amazon Alexa
- Networked children's toys with voice interactivity, e.g. Hello Barbie
- Content recommendation, e.g. YouTube
- Online teaching platform with automated supports/suggestions
- Content autocomplete of personal email apps
- Driving performance tracker apps used by insurance companies
- Home sensors, e.g. amazon Ring or NEST (especially now acquired by Google)
- Genealogy applications that use DNA samples
- Dating apps

- Marketplace/broker apps, e.g. AirBnB, Uber
- Personalised web search
- Messenger apps
- Video conferencing, e.g. Zoom
- Face recognition in online banking.

Hints:

- Feel free to use the attached powerpoint template to support your group's deliberation – discussing and exchanging views on these issues is an important part of the value of the assignment
- More info on using the ethics canvas categories can be found at in the attached handbook.